



NITASHA DEVASAR is Managing Director, Taylor & Francis India. In her current role she focuses equally on business development and acquiring high quality academic content from South Asia, for global markets.

An academic publisher with over two decades of experience in leading teams and managing content, she was Academic Publishing Director at Oxford University Press India from 2000–2012. In 2012 she set up PublishInc., a consulting firm that partnered with academic societies, universities and government agencies for effective outreach of quality research. She has been a publishing consultant with the Government of Sikkim, Population Foundation of India and Ambedkar University of Delhi, where she developed the concept for the first full-time teaching course in publishing.

Nitasha holds several industry positions and is currently Vice President, Association of Publishers in India (API). She sits on the FICCI Publishing Committee and the Board of the Indian Reprographic Rights Organisation. In these roles Nitasha works with peers in the industry to impact government policy on key issues relating to publishing and garners support for causes like copyright awareness.

Nitasha is Advisor to the Asian Women's Leadership Forum in India and was featured as one of Asia's Women of Substance 2017, by Channel News Asia (CNA). <https://youtu.be/c3IhJp8fHrM>

She is part of the Taylor and Francis Group Women Leadership Programme and its Women in Publishing group, and mentors aspiring leaders within the organization.

She writes occasionally, on life in today's India and on her leadership journey, and is currently working on a book on the topic. Her articles can, most often, be found in *The Hindu*.