

Gita Krishna Raj

is a committed fitness entrepreneur who combines her academic background of a Global MBA in Innovation & Technology management and international fitness certifications, with her creative expressions evolved as a professional classical dancer, actor, writer, director and educator over several decades of professional work, to lead her team at **Maverick** to aesthetic heights by incorporating elements of Design Thinking.

Identifying apparently unconnected areas of passion, becoming proficient in each of them and allowing them to flow into each other's domain in a combinatory play, has resulted in innovative new avenues of creative expression for Gita.



Gita Krishna Raj, is the Managing Director of **Maverick Literacy** © Ltd ; CEO of the **Maverick** group of companies; a Holistic Lifestyle coach (Level 2) from C.H.E.K institute USA; an internationally certified Yoga teacher for children; and India's first Metabolic Typing Advisor from Health Excel UK. With a Global MBA in Innovation & Technology Management from the London School of Business & Finance, she also holds a certification in Design Thinking from MIT.

Gita is a curator of Physical Literacy having designed the First physical literacy informed physical education program in India - **Maverick Fit Kids** which has been in schools since 2014.

She is Director - School Program for the Sports Physical education, Fitness and Leisure Council of India (SPEFL-SC) for Tamil Nadu and Puducherry and the National Knowledge Partner for SPEFL with the only approved National Curriculum on Physical Literacy. SPEFL-SC is a Not-for-Profit organisation formed by Ministry of Skill Development & Entrepreneurship (MSDE) and is the Nodal entity for promoting physical education in the country.

She is India Ambassador of the International Physical Literacy Association of UK (IPLA) contributing to the education and training team of IPLA for the creation & dissemination of training programs across the globe. IPLA is a registered charity (based in UK) promoting Physical Literacy all over the world.



As an able administrator, Gita has contributed to **Maverick** Fitness studios (www.maverickfitness.net) spreading its wings in several locations across India with centres for several companies including Cognizant, Tatas, Hexaware, Principal Global, Nutanix and Shell, among others. Gita leads her team to aesthetic heights by creating exhaustive Standard Operating Procedures (SOPs) and very effective Key Performance Indicators (KPIs) to keep her company 100% compliant & among the most sought after in the industry. She received the Vocational Excellence award from Rotary international on behalf of **Maverick** in 2011.

Gita's innovative idea to change the gymming scenario after the unprecedented world-wide impact due to the COVID-19 pandemic, resulted in the launch of **Maverick** My Gym, personal training studios that provide a full fledged gym exclusive to the user with a personal trainer on a customised schedule. **Maverick** My Gym also provides virtual wellness solutions for corporate houses.

She is also Director & CEO of **Maverick** Advancements (P) Ltd that provides sports infrastructure solutions creating sporting fields and courts for educational institutions and corporate houses.



Gita along with her husband R.Krishnaraj conceptualised and developed '**Maverick** Fit Kids' - a Physical Literacy education curriculum that inculcates exercise habits in school children from KG to class 12 (www.maverickfitkids.net) in 2014. Using a blended approach the **Maverick** Fit Kids curriculum addresses the physical, emotional, cognitive and social wellbeing of children by promoting the development of multiple intelligence using methods of embodied learning.

Every session conforms to principles outlined by the C.H.E.K institute USA (Certified) on holistic wellbeing; incorporates training methods of Early Childhood Education from Open Universities Australia (Certified) and research from Enhancing Children's Cognition with Physical Activity Games from Human Kinetics USA (Certified). The curriculum includes nutrition based on research in Metabolic Typing from Health Excel UK (Certified) & principles of Yoga & Pranayama as enumerated by the tradition of Yogacharya Krishnamacharya (Certified).

Maverick Fit Kids is the NATIONAL KNOWLEDGE PARTNER of the SPEFL and is the only approved physical literacy curriculum to represent the Government of India in promoting physical education programs in Schools through this Government-Private partnership, to mutually grow & benefit all involved.



The Government of India has showcased **Maverick** Fit Kids Physical Literacy as an innovative solution in AGNIi - an initiative that showcases impressive solutions from Indian innovators to solve global issues.



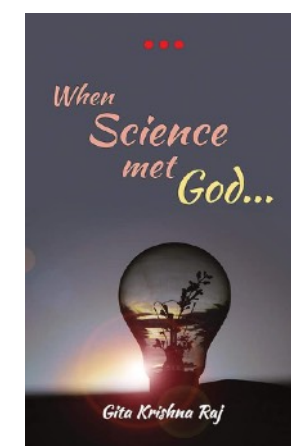
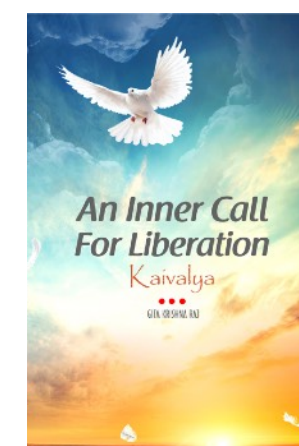
Gita is the design architect for the various smart phone apps created by **Maverick** for its various verticals. These include the **Maverick** My Gym app, **Maverick** Fit Kids Trainer app and the highly recognised **Maverick** Fit Kids student app to inculcate the habit of physical literacy in children.

Gita contributes to several National & International publications on Holistic wellbeing including a series for 'Food & Health' under the title 'Able Body, Stable Mind, Noble Soul'.

She has designed and written the info-graphic column 'Fit as a Fiddle' for **The Hindu** Young world on behalf of **Maverick** (published in early 2014).

Her 68 part series 'When Science met God...' published in the international magazine 'infinithoughts' between 2007 and 2015 received the accolades and appreciation of readers from all spectra. It is now available as a book published by becomeshakespeare.com in 2018.

Her book titled 'Kaivalya' is published by GIRI and was released by Swami Athmaghanananda ji of Ramakrishna Math in a colourful function at Narada Gana Sabha, Chennai in May 2015.



Gita has directed many Television serials for telecast both in India and abroad. She has won the CERTIFICATE OF CREATIVE EXCELLENCE award twice at the U.S. International film and video festival from Chicago in the years 1995 & 2000.

Her directorial ventures include AADELENUM JEEVANADHI & NAATYANJALI (for Singapore TV-12), VISAALAM (52-part Tamil serial, Doordarshan India, 2002-2003), BUDDHA JATAKAM (13-part Buddhist mythology) and OORARINDA RAHASIYAM 2001 (36-part short stories serial), which also featured several of her short stories.

Her direction of the 52-part Tamil TV serial on the life of SWAMI VIVEKANANDA (telecast on DD Podhigai 2013-14) was a spiritual experience for artistes, technicians & audience alike. She also enjoys her stints as an editor, combining the science of rhythm, the aesthetics of vision and technological dexterity to present her ideas on the small screen. The serial is slated for release in Hindi in 2024.

All her work for the small screen is now available online at www.indianimprints.com





Gita has performed lead roles in many television productions both in Tamil and Hindi. She performed as the heroine of the Hindi Tele-film THYAGABHOOMI, a re-make of her grandfather Film Pioneer K.Subrahmanyam's original classic banned by the British in 1938.

Her performance as Kannagi in the Hindi T.V. Serial, UPASANA (based on Silappadikaram and Manimegalai) prompted Silambu Chelvar Dr.Ma.Po.Si to proclaim, "Kannagi means a person who emotes with her eyes. After seeing Gita's performance, I wonder if the original Kannagi had eyes as expressive as hers!" Dr.Shankar Dayal Sharma, President of India, honoured her at the Rashtrapathi Bhavan for her performance.

Reflecting these sentiments and press euphoria for her performance, H.E. Dr. Channa Reddy, Governor of Tamil Nadu, conferred the title 'KAPPIYAK KALAIMANI' on Gita. The Tamil version of this serial titled 'AALAYAM' was re-telecast after 20 years on DD-Podhigai in 2014.





Gita is an accomplished Bharathanatyam dancer who has been giving performances to many a distinguished audience since the age of nine, since her Arrangetram in 1981.

Disciple of Narasimhachari and Vasanthalakshmi, Gita has been choreographing her own dance productions for over twenty five years winning rave reviews from connoisseurs and critics alike. Besides several 'Margam' repertoires, her choreography includes full length productions on SAVITRI (based on Sri Aurobindo's classic), VAIBOGAME (on the celestial weddings of Sita, Valli, Rukmani & Meenakshi), BHARATIYIN VISWAROOPAM (inspiring poems of Subramanya Bharati), PADARAVINDAM THUNAI (Bhakti songs by her grandmother and Sanskrit Scholar Meenakshi Subrahmanyam), and BHAVANI VARUGINDRAR YESU (Tamil dance drama on the life of Jesus Christ).

Her performance at the Rashtrapati Bhavan for the then president of India H.E Dr.A.P.J.Abdul Kalam received the approbation of that elite audience and was featured in INDRA DHANUSH a special publication of the Rashtrapati Bhavan on performing artistes. Every presentation of hers strives for the elevation of the human spirit of the highest order.

Gita can be contacted at gita@maverickfitness.net

Visit to www.gitakrishnaraj.com to know more about her.



