

S Narendra 's cv.

He has served as a close and senior aide to Prime Minister PV Narasimha Rao. He held the posts of principal information officer and concurrently information adviser to the Prime Minister (February -July 1992) and spokesman of the Prime Minister and the Government of India (1992-98). He was in charge of designing and implementing communication and PR strategies for Rao's 1991 economic reforms. As a member of Rao's inner circle, he was privy to the government's decision-making process and the attendant politics inside and outside the government. A career civil servant specialising in media and communication, he served under Congress and non-Congress governments.