

Rajiv Prasad Campaign Bio

Education

BSBA in Business Economics - American University

MBA in Marketing & International Business - American University

BA in Economics - Delhi University

Family background

Father/Grandfather

- Gandhian Freedom Fighter for India's Independence
- Mahatma Gandhi was a guest in his home three times in 1918, 1920 and 1922.
- First Mayor and County Board Chairman

Professional

Successful career in Healthcare Marketing with

- Bristol Myers
- Bausch & Lomb Soflens
- Johnson & Johnson

He has pioneered Home and Managed Care and is now is on the cutting edge of Pharmaceutical Clinical Development IT methods to reduce cost and improve efficiency

RAJIV PRASAD ACCOMPLISHMENTS

Rajiv set out to make local government open, transparent, accountable and responsive. He has accomplished by supporting

- One of the most stringent pay to play ordinances
- Televising of live Council, Planning and Zoning Board meetings
- Restoring balance between the commercial and residential taxes, where for years the residents had carried the majority of the burden
- reduced spending in tough economic times and utilized earlier fiscal savings to help the township through difficult fiscal crises
- A Township Operational Audit, to reduce spending.
- Greater diversity sensitivity training for all township employees, to improve resident services.
- Franklin High School Youth Programs against Violence and Drugs and greater Police Community involvement with the youth.
- Improved township communications with residents through use of technology to be more cost efficient, through the newsletter, website, reverse 911 notifications, email and text notifications etc., making it one of the best in Somerset County.
- Property Maintenance Ordinance to enforce Housing Codes and resident safety, while also reducing non-resident students in the schools.
- Recreational Study to determine Township wide needs and how to spend Open space & Recreation Funds
- Provided fiscal prudent leadership to keep the Township solvent with sound fiscal initiatives in a bad economy
- Public funding of the 4th of July Fireworks from Public Donations instead of tax payer funds

- Grants Coordinator Program to help bring in more grants to offset the town's funding cuts
- Programs for greater Open space Preservation through Purchase of several farms
- Programs for greater Recreational use of the D & R Canal and easier access to it.

In addition

- He has helped the Township Convenience Center Break Even instead of losing money while preserving the benefits for the residents.
- He revived the TIPS HOTLINE in order to curb violence in Franklin.
- Rajiv was on the Franklin Youth Initiative Business Committee, where he helped set up the first two Job Fairs for the youth in Franklin.
- Has utilized his Managed Care and Insurance experience to keep Insurance costs under control
- Promoted cost sharing programs with the County Health Department, Board of Education and the Library. Has promoted regional cost sharing to reduce expenses and taxes, with surrounding towns and the county.

Rajiv has lived in Franklin Township since 1978, for the last 33 years. He raised two very successful children through the Franklin Township School system from K-12. He decided in 2005 to do something to reduce the high property taxes and got involved in Public Service despite his busy professional life. He was the Franklin Township Municipal Committee Vice Chairman in 2006. He was appointed to the Town Council at Large in November 2006. He won election in 2007 to a four year term in 2007. In 2011 he was elected by his peers to be Deputy Mayor. He is running for re-election in 2011, to complete his vision for Franklin Township. Rajiv is a fiscal conservative and a social liberal, who believes strongly in the diversity of America, being its strength and innovation engine. His accomplishments are listed separately.

As Deputy Mayor he led the Fourth of July Fireworks Committee to fund it through Public Donations instead of tax payer funds. He led the Tenth Anniversary of 9/11 Memorial Committee, to successfully commemorate the 9/11 victims from Franklin Township and to build a permanent Memorial to them.