

PRAJAKTA KOLI

With over 5.5 million subscribers on YouTube and over 2.4 million followers on Instagram, Prajakta Koli aka MostlySane is India's biggest female digital creator. She creates wholesome comedy skits with a strong connect to her viewers, through relatable, slice-of-life situations and characters.

Along with light-hearted content, she also tackles social issues and is not afraid to speak up against problems faced by today's youth. She has always used her status as an influencer to positively impact the society through various social campaigns.

She has spoken about issues plaguing young girls ranging from body image issues to online bullying for which she made a music video titled 'Shameless' as part of her campaign #iPledgeToBeMe which she launched on World Mental Health Day in 2016. She is an ambassador for YouTube's global program Creators for Change, where she vocalized about trolling, female subjugation and homophobia through her video 'No Offence'. As part of this initiative, she was invited by the United Nations headquarters in New York on International Tolerance Day to showcase her video.

In 2018 Prajakta was part of WhatsApp's first ever TVC which spoke up against spreading fake news.

Prajakta has also partnered with YouTube Social Impact around Girl's Education in late 2018. Along with partnering with Instagram on their Safer Internet Week campaign and One.org's Girl Education campaign. In September 2019 she was invited by the Bill and Melinda Gates Foundation for their annual Goalkeepers summit.

Prajakta Koli was the first creator globally to interview Susan Wojcicki the CEO of YouTube.

Prajakta is part of Forbes India's 30 under 30 list and Entrepreneur India's 35 under 35 for 2019 along with Outlook Magazine's Women of Worth and Economic Times' Gamechanger in the Field of Entertainment. She has also won the MTV Youth Icon of the Year Award and the Viral Queen of the Year Award at the IWM Awards along with the YouTuber of the Year at the Cosmopolitan Awards.

She is the only Indian creator who has been invited to Melbourne for the Australian open wherein she will be documenting the entire Australian Open experience.

Prajakta is part of Creators For Change YouTube Originals on Girls Education along with Michelle Obama, where she travelled to Lucknow to meet & interact with the students of the Prerna Foundation before travelling to Washington D.C. to share her experience with Mrs. Obama.

Prajakta was part of Unite a 24 hour live streamathon organised by Call to Unite and Room To Read to promote education amongst children during this pandemic and included global personalities like George Bush, Bill Clinton, Oprah Winfrey, Julia Roberts, Jennifer Garner and many more! She was also part of YouTube's virtual graduation ceremony 'Dear Class of 2020' which was hosted by Barack & Michelle Obama.

In July 2020 she released her first short film Khayali Pulao which highlighted women's empowerment at a grassroots level. The film was well received and has garnered over 1 million views in less than 24 hours.