

# Virendra Kumar


Mahatma Gandhi National Fellow

IIML | MSDE | Oct '21 - Oct '23

Hamirpur, Uttar Pradesh



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 English | Hindi

## Expertise

- Entrepreneurship / Startups
- Public Policy Management
- State, Governance and Sustainable Development
- Analytics / Data Science

## Skills

- Excel/ Tableau/ Power BI
- Python / SQL
- Report Writing
- Problem Solving

## Education Background



Public Policy & Management, 2021-23  
Indian Institute of Management (IIM)



MBA (HR & Marketing), 2017-19  
Delhi Technological University (DTU)



B.Tech (EEE), 2013-17  
National Institute of Technology (NIT)

## Professional Experience (4 years)

- Ministry of Skill Development & Entrepreneurship

*MGN Fellow | Oct 2021-present*

- Farari REE Management Pvt Ltd

*Founder | Since June 2021*

- Vyasji Enterprises (ICL Comp Pvt Ltd)

*Consultant | Apr 2020- Oct 2021*

- Indian PAC Consulting Pvt Ltd

*Associate | Nov 2019 - Mar 2020*

## Projects Led

- Prepared the District Skill Development Plan (**DSDP**) 2022-23 for Hamirpur district.
- Co-organized the **Mega Job Fair** 2022 under the SANKALP Project.
- Drafted and Handled the process of Prime Minister's Awards for Excellence in Public Administration.
- Promoted **ODOP** by onboarding artisans on My E-HAAT e-commerce portal of HCL Foundation.
- Designed the National Gender Campaign'22 of Hamirpur, for which the district received the Gender Champion Award from the Deputy Chief Minister, GoUP.
- Facilitated in Kalp Hamirpur Mohotsav'23 on completion of 200 years of district formation.
- Working on project **HAM KUSHAL**: A web portal to integrate the District Skilling Ecosystem and Livelihood Landscape.
- Working on project **HAM SAFAL**: An initiative for Career Counselling, Awareness and Capacity Building.

## Achievements

- Jan 2023 Awarded by the District Magistrate for significant contribution in Kalp Hamir Mahotsav'23.
- Dec 2022 Received a certificate of appreciation from the District Development Officer for facilitating in National Gender Campaign.
- Oct 2022 Recognized by the Chief Development Officer for successfully organising the Mega Job Fair 2022.
- Dec 2018 Qualified UGC- NET Dec 2018 in HRM / Industrial Relations/ Labour and Social Welfare.

## Key Learnings

- Understanding the **skilling ecosystem** and its various components through district immersion, visits, research, and report writing.
- **Stakeholders' engagement** at various levels, officials from UPSDM, NSDC, NIMI, and SANKALP to MSDE and interacted with esteemed speakers during academic modules.
- Honed **report writing**, case studies, and **research skills** under the guidance of IIM faculties and communicated the insights to relevant stakeholders.
- Acquired knowledge of **project management** and **impact evaluation** of government schemes and programs.
- Navigating **bureaucracy and policy formation** with coordination and networking.



**Virendra Kumar (Hamirpur, Uttar Pradesh)**

### **HAM KUSHAL: Strengthening the Skill Ecosystem and Advancing Livelihoods.**

- Project **HAM KUSHAL**, which translates to "Skilled Hamirpur," aims to strengthen skill development and enhance livelihood opportunities in Hamirpur district through the establishment of a unified platform, while also promoting awareness and capacity building among stakeholders involved in the skilling ecosystem and ensure proper implementation of skill development schemes.
- The beneficiaries are youth, students, and unemployed candidates.
- 01 April 2022 to 31 March 2023 and will continue...
- DPMU (UPSDM), Employment Office, DSC Members Department, MGNF

### **Impact**

The HAM KUSHAL Project made a significant impact by successfully organizing Mega Job Fair 2022 with 22 companies, attracting 4,000 candidates, and shortlisting 1,050 for placements. It supported the PRAVEEN Scheme, training 1,000 candidates in government schools in line with the National Education Policy 2020. Additionally, it established a training center within Hamirpur Prison, benefiting 60 inmates. District Hamirpur earned recognition from UPSDM for achieving 100% candidate registration against the FY 2022-23 target. The formulation of District Skill Development Plan and regular DSC meetings chaired by the District Magistrate to ensure effective scheme implementation and monitoring.

### **Way Forward**

- Conduct regular workshops and seminars for stakeholders to keep them informed about project progress and developments in the skilling ecosystem.
- Collaborate with local businesses and industries to identify skill gaps and tailor training accordingly.
- Assign full-time officials or resource persons with clear responsibility and accountability for overseeing DSC activities.
- Provide adequate funding to the DSC to facilitate the initiation of projects as suggested by the members and decided upon during the meetings.



### **HAMSHO: Empowering ODOP Artisans, Training, and Boosting Product Visibility through Branding**

- **HAMSHO** stands for Hamirpur Shoes, which is the representative name for the handmade leather shoes produced in the Hamirpur district as part of the One District One Product (ODOP). The project aims to empower artisans, train them in shoe-making skills and showcase their products on an e-commerce site to increase product visibility.
- The beneficiaries are the artisans of the Handmade Shoes Maker, their family members
- The project was started in September 2022 and still continue
- Departments involved: District Industry and Promotion Center Hamirpur, DPMU(UPSDM) Hamirpur and Government ITI Sarila

### **Impact**

In the heart of Hamirpur, the HAMSHO project embarked on a journey to empower artisans crafting exquisite handmade leather shoes. With determination, it gave birth to the brand "HAMSHO," shining a spotlight on Hamirpur's One District One Product (ODOP) - Handmade Leather Shoes. A brand was born, adorned with a unique logo. Artisans, once hidden in the shadows, found a platform on the My E-HAAT e-commerce portal, doubling their profits by selling their creations online. The project didn't stop there; it nurtured 27 artisans through ITI training, supported them financially with ODOP and PMEGP schemes, and equipped them with essential toolkits. HAMSHO became a beacon of hope for these skilled artisans, ensuring that the legacy of handmade leather shoes continued to thrive in Hamirpur.

### **Way Forward**

- The government can provide training programs to the artisans on new techniques and support in upgrading the infrastructure
- Establish cooperatives to facilitate collective bargaining and resource sharing among artisans and facilitate access to financial services and loans for artisans to expand their businesses.
- Organize local artisan fairs to showcase and sell products directly to customers and collaboration with fashion designers and institutes (NIFT) to create unique and marketable leather products.