




# Navendu Sharma


Mahatma Gandhi National Fellow

Oct '21 - Oct '23

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 Shimla, Himachal Pradesh

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 Hindi | English | Pahadi

## Key Areas of Interest

- Culture and its Influence
- Branding & Marketing
- Indigenous Research
- Design Thinking
- Policy Analysis
- Organizational Behaviour

## Soft Skills

- Creative Solution
- People Management
- Astuteness
- Problem Solving
- Leadership

## Education Background

B.E. in Aerospace Engineering  
Punjab Engineering College, Chandigarh  
Completed in 2018

## Professional Experience

InsideliIM.com | Manager, Customer  
Success & Video Producer  
August 2020 - Oct 2021

UberEats | Operations Coordinator  
July 2018 - April 2019

## Initiatives Led

- Increased the capacity of the District Skill Committee by 28% by including major stakeholders in the committee.
- Standardizing packaging and labels for the products created by Self Help Group.
- Conceptualized brand "Simla Farms" for the district self-help groups under National Rural Livelihood Mission.
- Facilitated Various mobilization camps with various District Skill Committee members under the SANKALP fund.
- Developed an Rs. 70 lakh proposal presentation for creating 'Rural Haat: a supermarket for Self Help Group products' in high-density tourist spots.

## Achievements

- July 2022 Increase sales by 10% of SHG products by improving the branding and packaging of the products
- Oct 2022 Created and submitted District Skill Development Plan.

## Key Learnings

- Understood the importance and gaps of communication between various stakeholders.
- Adapting and succeeding in multicultural environments.
- Bringing people from different backgrounds and organizations together to work in one direction.
- Zero to One brand formulation and implementation at ground level.
- Procurement and new vendor onboarding.
- To create district-level project plans that are dynamic in nature.