

## **RUCHI PRASAD**

Independent Consultant

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## **EXPERIENCE SUMMARY**

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An alumnus of Institute of Rural Management, Anand (IRMA) and Lady Sriram College, Delhi, I have over two decades of experience in different sectors including government, profit, and non-profit. I have been engaging with the Social Sector (livelihoods and health), as an Independent Consultant, for the last nine years.

## **EXPERIENCE**

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### **LIVELIHOODS**

**Consultant, Integrated Rural Technology Centre (IRTC), Kerala, [www.irtc.org.in](http://www.irtc.org.in)**

*April 2017- Present*

Supporting the government implemented livelihood promotion project for the coastal women beneficiaries (Theeramythri); IRTC is the technical consultant to the project implementing government agency. My deliverables include documentation, participation in important meetings at government level, and giving any other relevant input to the project team.

**Independent Consultant, Kutch Nav Nirman Abhiyan, Bhuj, Gujarat, [www.kutchabhiyan.org](http://www.kutchabhiyan.org)**

*November 2009-January 2012*

Engaged with different stakeholders (local NGOs, Tata Chemicals Limited and Abhiyan) to develop a strategic plan for strengthening the livelihood of traditional small scale salt producers in Little Rann of Kutch.

**Team Manager, Project Implementation Unit, Department of Fisheries, Kerala**

*August-October 2009*

Provided support to the Department of Fisheries, Government of Kerala, in developing a strategic framework for strengthening and upscaling promising women-run micro enterprises; the enterprises were identified from the pool of enterprises set up across the state during the post tsunami rehabilitation phase.

## **HEALTH**

**Consultant, ACCESS Health International, [www.accessh.org](http://www.accessh.org)**

*January-August 2013*

Managed their programme on capacity building that aimed at replicating good practices in the areas of maternal and child health. Primary responsibilities included opportunity assessment, proposal preparation, engaging with different state governments, conducting and documenting workshops in close collaboration with the core team based in Hyderabad.

**Senior Manager, Corporate Affairs, HLL Life Care Limited, Kerala, [www.lifecarehll.com](http://www.lifecarehll.com)**

*December 2010-2011*

Collaborated with internal strategic planning and project implementation teams on preparing business plans and project proposals in the new focus areas of the organization, which included diagnostic labs, optical shops, and procurement of sanitary napkins for a government programme. Other tasks included preliminary research, reconnaissance visits, and making presentations to the relevant stakeholders.

## **BUSINESS SKILL BUILDING**

**Faculty and Secretary, CREAM (Course in Rural Entrepreneurship, Administration and Management), a barefoot business management course developed and delivered by Tree Society, [www.tree-society.org](http://www.tree-society.org)**

*December 2009 – January 2017*

CREAM, a business management and skill building course relevant to people owning and managing rural or urban businesses, was conceived by a group of business management/social enterprise professionals with active backing of Timbaktu Collective, an NGO based in Ananthapur, Andhra Pradesh. The course has been through several iterations since its creation in 2009. Contributed actively in the early years in curriculum design and business development.

## **BUSINESS**

**Chief Manager (Sourcing/HR), Reliance Fresh, Ernakulam and Mumbai**

*October 2006- April 2009*

Led the sourcing team and managed the vendors in staples category in two operational areas of the business- Maharashtra and Kerala. Role involved interacting with the store operations team, merchandising team, vendors, and logistics team almost on a 24\*7 basis. Also, held the position of Chief Manager (HR) in HR Operations team in Kerala, prior to being redeployed in the line function.

**Senior Executive HR, IVL India Pvt Ltd (now called Collabera), Technopark, Trivandrum**

*February 2005- September 2006*

Led and managed the human resource management function in the company.

**Executive HR, InApp Information Technologies, Technopark, Trivandrum, [www.inapp.com](http://www.inapp.com)**  
*February 2001- December 2003*

Managed end-to-end HR and administration function in the early year of the company. Played an important role in setting up systems and designing policy guidelines.

### **E-GOVERNANCE**

**Assistant Manager (Social Systems), Centre for Development of Imaging Technology (C-DIT), Trivandrum, [www.cdit.org](http://www.cdit.org)**  
*July 1997- January 2001*

Managed hiring, training and engagement activities for setting up and developing the core team that initiated Information Kerala Mission, the flagship e-governance initiative of the Government of Kerala, which aimed at computerising the Panchayati Raj and Nagar Palika institutions ([www.ikm.in](http://www.ikm.in)).

### **OTHER ASSIGNMENTS**

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**Timbaktu Collective**  
*2017*

Did a preliminary study on possible livelihood options for their collective of disabled people.

**KHPT ([www.khpt.org](http://www.khpt.org))**  
*2015-16*

Developed content for the website of KHPT (a trust working in health sector)

**Laurie Baker Centre of Habitat Studies ([www.lauriebakercentre.org](http://www.lauriebakercentre.org))**  
*2014-15*

Prepared a handbook for their training programme, and edited a collection of articles for a yet to be published book

**Bedroc ([www.bedroc.in](http://www.bedroc.in))**  
*2010*

Conducted a market study in six blocks of Nagapattinam district (Tamil Nadu) for assessing the demand for liquid milk that was being procured by the newly formed producer company of milk producers.

**SIFFS ([www.siffs.org](http://www.siffs.org))**  
*2004*

Developed content for the website of SIFFS (a non-profit organization working with fishermen community).

## **ACADEMIC QUALIFICATIONS**

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Post-graduation: Rural Management (PGDRM) from the Institute of Rural Management (IRMA), Anand, Gujarat, 1995-97

Graduation: Bachelor of Arts in Economics (Hons) from Lady Sriram College, Delhi University, 1992-95

Schooling: Delhi Public School, Bhilai, 1985-92