

# Avkash Kumar (Growth Hacker, Operations, Strategy & Management)

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## PROFESSIONAL SUMMARY

Enthusiastic graduate from IIT Kharagpur with **entrepreneurial skills** and hands-on experience on Business Development Operations, Growth, Strategy, Client Relationship Management, Customer Service Management and Seller Support Functions in E-commerce Industry. Interested in figuring out the problems of **tier-2 and tier-3 cities** and providing them with high-quality tech solutions. Inclined towards digitalization of the hyperlocal market and **growth of small businesses**.

## SKILLS

- Have entrepreneurial skills in **figuring out the problem**, designing the solution and executing the plan.
- Regarded as a **self-motivated** and well-organized team player.
- Have good **planning and execution** skills to complete the project on time
- Inclined towards **automation of tasks/processes** for achieving speed and on-time delivery with better results.
- Expert in motivating the team and being available to provide support and **guidance throughout the project**.
- Constantly work on process improvements by interacting with the team to **gather their opinions** and build effective solutions.
- Proficient in communication, leading a team and **working well under pressure**.

## Position of Responsibility

### *Founder & CEO | Dakoo.app - (Feb 22 - Dec 23)*

- Strategically **crafted a franchise model** for **ex-retail founders** in tier-2 and tier-3 cities, allowing them to join Dakoo and compete with industry **giants**. Empowered **local entrepreneurs**, expanding **Dakoo's market** presence against Swiggy, Zomato, Flipkart, and JioMart. <https://rb.gv/43msib>
- Strategically **decentralized the Pan-India e-commerce** industry through the implementation of '**Vocal for Local**' principles, while concurrently leveraging a **franchise** business model to promote regional economies, create local job opportunities, and drive **sustainable** community development.
- Created flexible **franchise plans** for entrepreneurs, offering investment options of Rs.4.2 lakhs, Rs.5 lakhs, and Rs.7.5 lakhs, supporting business expansion within **15km** areas and promoting **entrepreneurial** success.
- Created **training videos** for franchisees, sellers, delivery teams, and offline marketing to ensure **consistent** processes and high **performance** across all locations, fostering a successful and unified **franchise** network. Videos: <https://rb.gv/pprvaa>
- **Secured** a strategic funding partnership from the **founders** of FlyDinnings, achieving a company valuation of 2 crore, validating the business's potential and fostering **growth**. <https://rb.gv/8kg1w>
- Received **850 franchise** inquiries across India, spoke with over **70+** interested **buyers**, and successfully closed deals for 6 new franchise locations, showcasing effective engagement and **conversion efforts**.
- **Trained** six franchise buyers on local **B2C/B2B** dynamics, refining their sales approach, **onboarding** process, order fulfillment, and payment settlements on Dakoo. Also, provided insights on leveraging Dakoo merchandise for effective **offline marketing**.
- Developed a **budget-friendly** strategy to promote the Dakoo brand **nationwide**, ensuring widespread visibility and **recognition** throughout India, exemplifying a commitment to cost-effective marketing solutions. <https://www.instagram.com/kutru.foodiez/>
- Devised a **guerrilla** marketing **strategy** for Dakoo's offline promotion, creating a distinctive Dakoo mascot, eye-catching flyers, and **innovative** marketing merchandise to rapidly capture attention and establish a strong **offline** brand presence.

### **Founder & CEO | E-Locals.in - (Jul 19 - Dec 21)**

- The **only startup** functioning in Patna during the national lockdown period of Covid'19 providing essential services (Successfully Delivered 1500+ orders in 3-4 months)
- Responsible for integration and collaboration of various **local businesses** and **delivery agents** with **elocals**
- Launched 5 Types of **Corona Kit Campaign** during **1st wave of Covid'19** and we got very good responses in 45 days.
- Build Hyperlocal Platform - Customer Portal, Merchant Portal, Delivery Portal, Admin Portal **according to local/small businesses**.
- Onboarded 45+ Businesses in Patna within a month in **various categories** like Grocery, Veggies, Pharmacy, Meat Shop, Local Startups, Household Services.
- Launched B2B businesses and got sales above **Rs.1 lac in one day**. Campaign Link:[https://www.facebook.com/kutru.nonfrozen.chicken.shop/photos\\_by](https://www.facebook.com/kutru.nonfrozen.chicken.shop/photos_by)
- Established JEEVika (World Bank funded) partnership to **promote locally** produced veggies across India (delivered in Patna) [Revenue sharing model] - <https://bit.ly/3t6AVIR>
- Got **DPIIT Recognition** from Ministry of Commerce and Industries '19 [Department of promotion of Industry and Internal Trade]
- Launched many locally produced **D2C brands/products** on our platform.
- **Launched** 9 Ka Big Sale & Harr Ek Maal 199. We got a very good response in both campaigns.
- **Incubated** at VenturePark Business Incubator(Patna) run by BIA & Indian Angel Network & KareKeba Ventures
- **Received** 300+ applications from local businesses to onboard on the elocals platform within 4 months
- Launched **eStory Campaign** for local business owners where they can promote their store - <https://bit.ly/Local-Sellers-Stories>

### **Founder & CEO | BillSpill (All in One Shopping Solution) - (Jul 17 - Jun 18)**

- Founded BillSpill All In One Solution for **Price comparison** and Online shopping.
- Designed the process flow for this business endeavour at the **front end**.
- Responsible for integration and collaboration of various online portals with **Billspill.com**
- Synchronized and developed this successful venture which had **sales of over 5 lakhs** (over 400 transactions) in a year.
- Got seed fund of **Rs.10 lac** and recognition certificate from **Startup India Scheme 2017**
- Conceptualized **Campus Ambassador Program** which helped in publicizing and marketing our enterprise to over **100+ colleges**.

### **Co-founder Growth and Strategy | D'Space - (May 15 - Mar 16)**

- Collaborated and managed all activities related to **market development**.
- Worked on efficiently managing the **level, timing, and composition** of customer demand.
- Developed methods on which D'Space is working i.e. buying furniture from **OLX & QUIKR** and then modifying it for sale.
- Conceptualized additional service for **effective transportation of damaged furniture** and **recovering it back** within 2 days.

### **Co-ordinator | Engineers Without Borders NGO - (Jul 15 - Jun 16)**

- Organised a **free medical camp** in a nearby village which was attended by over **15 doctors** and **500 locals**.
- Spearheaded a team of three members that successfully raised sponsorship beyond **25 thousand** for organizing a medical camp.
- Surveyed on land and negotiated with local authorities as **Project Head** for an upcoming project on **biogas plant** implementation.

### ***Student Auditor | L.B.S Hall, IIT Kharagpur - (Aug 12- Jun 13)***

- Served as Student Auditor of LBS Hall of Residence, **IIT Kharagpur**.
- **Audited the budget** of LBS Hall of Residence for the session 2012-13.
- Led team **organizing Hall Day 2013**, attended by 10k+ people.
- Served as student rep for **planning** and discussions with LBS Hall Mess committee.

## **INTERNSHIPS & PROJECTS**

### ***TATA STEEL, Dhanbad - (May-July 2015)***

- Efficiently carried out a Project on **Improvement in LHD Productivity**.

### ***Gammon India Limited, NTPC Barh. - (May-June 2014)***

- **Analyzed** pipelines, suggested improvements for robustness..

### ***RMSE Entrepreneurship - IIT Kharagpur (May 18 - Apr 19) -***

Did project on UAV based startup - FLYCRAFT

- Involved in Flight Planning, Image Acquisition Plan & Ground Control Plan.

## **EDUCATION**

- **IIT Kharagpur B.Tech** in Mining Engineering, 6.1/10 GPA (2012-2019).
- 68% in **12<sup>th</sup>** standard from CBSE Board. (2011-2012).
- 7.0/10 in **10<sup>th</sup>** standard from CBSE Board. (2009-2010).

## **EXTRA CURRICULAR ACTIVITIES**

### ***National Cadet Corps***

- Cadet at NCC (3 Bengal ARW –NCC) from July 2012 to April 2014. (IIT Kharagpur)
- Commanded parades for Independence Day and Republic Day with efficiency.

### ***Interests***

- Passionate about Business Development, Startups, Product Marketing, Problem Solving, Entrepreneurship, Strategic Planning, Leadership, and Travel.

### ***Others***

- Active member of Technology Aquatic Society (Swimming) in July 2014.
- Volunteered for St. John's Ambulance at medical camps in nearby villages.
- Organized 'LBS Hall Day – 2013,' attended by 10k+ people at IIT Kharagpur.