

# Abdul Kareem

(HR Generalist)

## Contact

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## Skills

Data Analysis

Public Relations

Report Writing

News Drafting

Administrative tasks

Content Writing

60 WPM typing speed

Dedicated multitasking HR professional with six-year experience in high-volume organisational environments. Involved in different management and analytical processes where stakeholders ranged from the government to the private sector. Flexible and adaptable abilities in HRM, Project Management, Research Analysis, Administration, Communication and Content Writing.

## 6+ Years' Work History

### District Skill Coordinator

#### **State Skill Development Mission, Government of Kerala**

Jan 2021  
to  
Jan 2022

Implemented larger spectrum objectives of Skill India Mission by the Government of India, to provide adequate training in market-relevant skills. As an HR coordinator, managed human resources of north Malabar, which include two districts with a workforce of 13 lakhs. Conducted training, mass recruitment, placement drive for government and private sector.

- Developed and implemented HR strategies and initiatives aligned with the overall government strategy
- Carried out activities under Skill Acquisition and Knowledge Awareness for Livelihood Promotion Project in the districts, which is a World Bank assisted programme to improve short term skill training through strengthening institutions, bring in better market connectivity and inclusion of marginalised sections of the society.
- Prepared Skill Development plan for two districts
- Maintained database of all stakeholders in the district such as Govt Departments/Organisations/Training Partners/Assessment bodies. Furnished the various report to the govt. officials.
- Managed employers-workforce relations by addressing demands, relevance or other issues.
- Managed recruitment, selection and training processes

### Information Assistant

#### **Information & Public Relations Department, Government of Kerala**

Nov 2018  
to  
Dec 2020

Devised communication and management strategies to influence and engage with the general public, which is a diverse and heterogeneous linguistic society, to accomplish government objectives. Coordinated different departments communication by means of effective employee relations and HRIMS (Human Resource Information Management System).

- Gathered and analyzed data from various departments.
- Disseminated information on various activities of the Government to the people through the media
- Provided feedback to the Government on important matters reflected in the media
- Attended and reported Ministers programs and gave wide coverage in print, visual media and social media as well

## Software & Tools

Microsoft Excel



Tableau



Python



QuarkXPress



Gnu Regression ETL (gretl)



## Freelance Work

### Project & Research Analyst

(Jul 2019 -Dec 2021)

- Collection of data on market and competitors, and consolidating information into reports and presentations
- Market Research & SWOT analysis
- Consultation in Staff pattern, HR analysis and skill training
- Feasibility analysis and planning for proposed projects
- Identifying problems and shortfalls and proposing solutions
- Preparing, reviewing, and maintaining project documentation and reports

## News Assistant

### *The Hindu National Daily*

Jul 2016  
to  
Oct 2018

Crafted many exclusive news stories for the prestigious and the second most circulated English-language newspaper in India

- Developed and pursued stories independently and covered range of topics
- Analyzed and checked all facts to maintain high standard of journalistic integrity
- Interviewed sources to gather information for stories
- Performed extensive research to back up stories
- Maintained confidentiality while building relationships with various divisions and sources

## Sub-Editor

### *Thejas Daily, Intermedia Publishing Ltd*

May 2015  
to  
Dec 2018

Worked in media & communication organization. Editorial production was in night shift and managed news coverage of the vast area. Also designed the layout of pages of news-daily and send it to Headquarters for printing.

- Reviewed and edited copy ahead of final evaluation, verifying content to style and guidelines
- Pitched stories weekly, storyboarded plans and assigned writing to various reporters

## Education

1. **MBA: Human Resource Management**, *Annamalai University*
2. **Master of Arts: Sociology**, *Indira Gandhi National Open University*
3. **PG Diploma in Mass Communication & Journalism**, *IGNOU*
4. **Bachelor of Arts: Sociology**, *University of Calicut*

## Certifications

1. **Knowledge Management and Big Data in Business**  
*The Hong Kong Polytechnic University (edX course)*
2. **Risk Management for Projects**  
*The University of Adelaide, Australia (edX course)*

## Data Analytics Certifications

### **Data Analytics Certificate Course**

*IIT Kanpur-Ministry of Electronics & Information Technology*

### **Data Analytics courses from Udemy**

1. Data and Data analytics
2. Statistics for Data Science and Business Analysis
3. Business Intelligence Analyst Course

4. Data Science A-Z and Real-Life Data Science Exercises
5. Complete Data Science Boot camp
6. Python A-Z™: Python for Data Science
7. Tableau Training for Data Science
8. Tableau Advanced Training

## Additional Information

### Covid Pandemic and Human Resource Management

The expanse of covid-19 second wave led to immediate requirement of skilled workforce in the Healthcare sector. To meet the upsurge in the demand of skilled healthcare professionals, as the District Skill Coordinator, I implemented and coordinated customized-crash-course programme for covid-19 frontline workers in the northern Malabar region of Kerala. As there were no prior training institutes for the programme, we collaborated with Government health centres and private institutes, and arranged facilities for training on a war footing. Conducted mass recruitment, interview and placement drives.

### District Skill Development Plan

The District Skill Development Plan (DSDP) aiming to upgrade the quality and relevance of skill development initiatives in the district by creating the opportunities to improve the quality of workforce. To realize these objectives, as a District Skill Coordinator, I single handedly prepared and drafted the DSDP for two districts of Kerala with the data and inputs collected from different government departments. This document has a comprehensive picture of skill scenario in the region. The document also included project proposals to empower women, transgender, linguistic minorities and plans to upskill traditional sector workers.

### Flood and Crisis Management

Kerala faced the worst flood of the century in August 2019. The Information and Public Relations Department (I&PRD) managed the crisis emerged in the district successfully by giving hand with the District Disaster Management Authority. To deal with the chaotic situation, a team, which I was involved, channeled and coordinated communication and activities, meant for rescue and rehabilitation, from the District Control Room, which is formed exclusively for effective crisis management.

### Asia's Biggest Art Festival

Kerala school art festival, the biggest cultural art fest in Asia, with over 12,000 contestants and 28 stages, was conducted in our region of Kasaragod in November 2019. In this four day's mega-event our team made a major role in public relation and communication, and was widely acclaimed for the success of the magnificent festival.

### Election and Data Management

India exercises the world's biggest democratic process and the I&PRD acts as a major operational tool of the Election Commission of India. In the 2019 Lok Sabha election, our team acted with the massive election process, where 11, 00,099 voters of the constituency participated in the fate of democracy.

## Interests

- Listen music
- Workout
- Analysing social system as a lifetime student of Sociology and blending it with the data analytics to expertise social engineering