

DR. GARIMA AJAYAE

HUMAN RESOURCES EXECUTIVE



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Strategic and innovative HR Executive who translates business vision into HR initiatives that improve performance, profitability, growth, and employee engagement. Empowering leader who supports companies and top executives with a unique perspective and appreciation that human capital is every organization's greatest asset. Genuine influencer who thrives on tough challenges and translates visions and strategies into actionable, value-added goals.

WORK EXPERIENCE

Uka Tarsadia University

*The Department of Humanities | Head of Department | Assistant Professor | Teacher's Trainer & HR
Bardoli, Gujarat | July 2024 - Present*

- Assistant Professor | Teacher's Trainer & Faculty Development Lead
- Organized 'Sophisticated Administration' Training (2025): A university-wide full-day session for administrative staff focused on digital efficiency, strategic time management, and professional communication.
- Conducted workshops, training modules, and orientation programs for faculty across diverse subjects.
- Designed the 'Faculty First Aid Kit' – a practical training toolkit for new educators.
- Human Resource Lead – Departmental HR Functions: Spearheaded academic HR operations – onboarding, evaluations, team building, mentoring.
- Implemented best practices in time management, digital efficiency, and interdepartmental coordination.
- Launched an IPR Newspaper - Lex Intellectus
- Conducted departmental sessions on Copyright Law, IPR in Creative Fields, and related workshops.
- Facilitated the formation of peer mentorship groups and wellness check-ins for improved student life.
- Research Coordinator: Introduced a structured Mini Research Project framework for final-year undergraduate students across Sociology and Journalism streams.

ICSSR Co - Project Director in funded research on PGTVs 2026-2028

PUBLICATIONS

- **Copyright Society in India: Understanding its Functions and Role in Creative Work Management**
Published in International Journal of Drug Delivery System ISSN 0975-4415 with Q3 Vol. 16, Issue 06, No.17, March: 2026
SCOPUS Indexed Q3 Journal
- **Media, Ethics and Law**
Published in educational Administration: Theory and Practice : ISSN 2148-2403, Vol-29, No-04, July - December: 2023 SCOPUS Indexed Journal
- **Understanding Copyright in India**
Co-authored with Mr. V.P. Srivastav
ISBN:81-89756-00-1 | Year of Publishing: 2020 | Publisher: Ajayae Publishing House
- **A Study on Indian Copyright Law with Special Reference to Cinematograph Film Industry**
Published in IPE Journal of Management: ISSN 2249-9040 with IF=7.138 Vol-14, No-13, July - December: 2024 Double-Blind, Peer Reviewed, UGC CARE Listed Journal
- **Fim and Artificial Intelligence: Investigating the Use of AI in Film Production, Visual Effects, and Storytelling**
Published in Arthshastra, Indian Journal of Economics and Research ISSN 2278-1811 with IF : 6.718 Vol. 13, Issue 03, No.02, July - September : 2024 UGC CARE Journal (Group I), Peer Reviewed

- Supervised qualitative and quantitative research assignments using tools like SPSS, Google Forms, and MLA/APA citation managers.
- Introduced courses like 'Journalism & Copyright'

- Accreditation Coordinator – NAAC & Internal Audit: Coordinated data collection, SOP documentation, and interdepartmental submissions for accreditation cycles.

- Compiled departmental documentation, ensured compliance across faculty, and prepared self-study reports.

- Implemented protocols for student behavior, grievance handling, and disciplinary review.

- Social Media Manager, Digital Content & Communications Manager

- Hosted and lead podcasts like 'LightCast' with Padmashri Agus Indra Udyana and 'The DoH Diaries' for the students.

- Led branding campaigns including Yoga & Wellness promotions, Photography and institutional reels.

Octus Lifecare Pvt. Limited

Human Resources Manager | New Delhi | November 2021 - June 2024

- Administered company-wide compensation and benefit plans.
- Coordinated on-site interviews for 30+ candidates by assessing the availability of the hiring team and the candidates.
- Collected and organized employee information changes for over 25 employees to ensure data integrity
- Created and updated job ads on Indeed, LinkedIn, and Glassdoor to source 10+ new candidates
- Worked with the senior human resources manager to create documentation and training materials for staff onboarding
- Collaborated with leadership on recruitment strategies, development plans, performance management, and employee engagement
- Managed and coordinated for all learning and development activities as a part of employee engagement activity and audit purpose.

Yogya International LLP

Human Resources Manager | Bishkek, Kyrgyzstan | June 2020 - October 2021

- Worked with department heads to understand their talent needs, and reduced the time-to-hire to fill those needs by 33%
- Coordinated on-site interviews for 30+ candidates by assessing the availability of the hiring team and the candidates.
- Collected feedback after final round interviews, and put together comprehensive compensation packages for prospective hires
- Provided guidance on employee relations and matters of corrective actions

- Ignorance of the Categories of Copyright Works and the Department

Co-authored with Mr. V.P. Srivastav
Year of Publishing: 2024 | Publisher: Youth ki Aawaz

- The Creative Power of Artificial Intelligence and the Challenges of Copyright

Co-authored with Mr. V.P. Srivastav
Year of Publishing: 2023 | Publisher: Youth ki Aawaz

- Songs Played at Wedding Ceremonies and Copyright Act

Co-authored with Mr. V.P. Srivastav
Year of Publishing: 2023 | Publisher: Shakun Times - National Hindi Daily Newspaper

EDUCATION BACKGROUND

NIMS University

Ph.D in Management | 2022 - 2026

An Exploratory Rresearch on Copyright-based Industries in India and its Impact on India's GDP

PG Diploma in Astrology

Jyotish Shastri | Completed 2024

Shree Maharshi College of Vedic Astrology
New Delhi, India

PG Diploma in Vastu Shastra

Vastu Shastri | Completed 2024

Shree Maharshi College of Vedic Astrology
New Delhi, India

Pune University

MBA (HR) | Graduated April 2017

Maharashtra, India GPA: 7.1
Dean's List (5 of 8 semesters)

Sikkim Manipal University

BBA (Retail Management) | Graduated April 2014
New Delhi GPA: 6.1

Diploma in Creative Animation Production

Global School of Animation & Games (Teesside University, UK) | Completed 2011
New Delhi

- Designed and expanded training and development programmes based on the needs of the organization and the individual
- Considered the costs of planned programmes and keep within budgets
- Executed effective induction programmes for new staff, apprentices and graduate trainees.
- Monitored and reviewed the progress of trainees through questionnaires and feedbacks.
- Prepared training materials for in-house courses
- Managed the delivery of training and development programmes
- Ensured that statutory training requirements are met

Grasim industries, Aditya Birla Group, New Delhi

Manpower planning team member in the successful implementation of the HR plan | May 2016 - July 2016

- To use the human resource efficiently
- To identify the surplus or deficit of manpower and take actions accordingly
- To meet the organization's manpower needs in terms of quality and quantity.
- To improve KSA (Knowledge Skill and Attitude) of employees.
- To predict the level of labor turnover and make alternative arrangements.

FASHION DESIGN & BRAND STRATEGY

Alamiy Creations | Bishkek, Kyrgyzstan & New Delhi

Founder & Creative Director | 2014 - Present

Creative Design & Product Innovation

- Designed and developed over 3500+ unique scarf styles, inspired by traditional art, numerology, and global fashion trends.
- Managed full-cycle design execution—from concept sketching to textile sourcing, prototyping, and final product launch.
- Introduced the signature numerology-coded SKU system, blending spirituality with product identity.

Branding & Digital Strategy

- Launched and managed the official Instagram storefront, growing organic reach and engagement through influencer campaigns and community content.

AREAS OF EXPERTISE

- Intellectual Property Rights
- Copyright & Related Rights
- Labour Law
- Industrial Disputes
- Training & Development
- Organizational Behaviour
- Research & Academic Writing
- Entrepreneurial Development
- Soft Skills

RELEVANT COURSE

- Human Resources Management
- Employee & Labor Relations
- Organizational Behavior
- Human Resources Planning & Strategy

Legal Research & Policy

- Co-authored the book "Understanding Copyright in India, simplifying IPR procedures and policy debates for creators and educators.
- Regularly draft IPR policy notes, startup IP toolkits and legal handbooks tailored to business owners, educational institutions, and digital influencers.

Training & Capacity Building

- Conduct IPR awareness workshops in collaboration with universities and design studios, covering topics like:
 - o Copyright for Creative Professionals
 - o Trademark Protection in Business Branding
 - o IP Filings for Startups and Innovators
- Developed a proprietary workshop model: "IPR 101" and "Protect Before You Publish", conducted across institutions and online platforms.

Client Portfolio Management

- Built and managed a national and international client base, ensuring confidential advisory, prompt filings, and strategic rights management.
- Worked with agencies and creatives in fashion, publishing, digital media, software, Ayurveda, and the animation industries.

- Worked with team members 1 to 1 and in small groups to enhance performance and employee satisfaction
- Collaborated with leadership on recruitment strategies, development plans, performance management, and employee engagement
- Administered company-wide compensation and benefit plans.
- Ensured and adhered SOP of training and development to achieve the organizational goals.

Octus Lifecare Pvt. Limited

Human Resources Manager | New Delhi | May 2017 - May 2020

- Provided guidance on employee relations and matters of corrective action. Managed company organizational structure, responsibilities, and staffing levels.
- Collaborated with leadership on recruitment strategies, development plans, performance management, and employee engagement
- Worked with team members 1 to 1 and in small groups to enhance performance and employee satisfaction
- Administered company-wide compensation and benefit plans
- Led new talent acquisition and recruitment processes for over 20 new full-time hires
- Scheduled interviews for candidates across different roles
- Managed end to end learning activities to ensure the compliance is fulfilled.

PROJECT

Arsa Pvt. Ltd., New Delhi

Skill Matrix for training and finding the effectiveness of the T&D Program
December 2016 - February 2017

- Worked with hiring leaders in different organizations to learn what skills they were looking for in prospective employees
- Created and organized over 20 meetings, all of which had high attendance
- Created and executed learning strategies and programs
- Evaluated individual and organizational development needs
- Tracking budgets and negotiating with different vendors
- Identified training and development needs within an organization through job analysis, appraisal schemes and regular consultation with business managers and human resources departments

SKILLS

- Canva
- Autodesk Maya
- Autodesk Sketchbook
- Capcut
- Microsoft Excel, Power point
- Recruiting coordination
- Written and oral communication
- Detail-oriented

LANGUAGE PROFICIENCY

Russian

- Proficient in Verbal Communication

PERSONAL DETAILS

- **Date of Birth:** 20th July 1991
- **Gender:** Female
- **Marital Status:** Single
- **Father's Name:** Sh. Vijay Prakash Srivastav
- **Father's Occupation:** Retd. Director, Copyright Office, Ministry of Commerce and Industry, DIPPT

LEGAL LEADERSHIP

Elite Legal Solutions

Founder & CEO | Oct 2017 - Present

IPR Advisory & Enforcement

- Handled 100+ cases of copyright and trademark registration, infringement response, and opposition matters before the Indian Copyright Office and Trademark Registry.
- Provided legal strategy and consultancy to MSMEs, fashion designers, artists, software developers, and digital creators.
- Represented clients in legal disputes related to ownership conflicts, licensing breaches, and IPR violations.

- Developed branded hashtags like #AlamiyCreations, #Scarflove, and thematic series (Midnight Wraps, Pastel Bloom, etc.).
- Created seasonal lookbooks, digital brochures, and product reels tailored for e-commerce and lifestyle marketing.
- Introduced the signature numerology-coded SKU system, blending spirituality with product identity.

Client Relations & Fashion Law Advisory

- Served niche clientele across India and Kyrgyzstan, offering custom scarf consultations, curated gifting, and personal styling.
- Provided IPR protection guidance for fellow designers under Elite Legal Solutions, filing copyrights for original design work.

Operational Management

- Registered the business as an OPC (One Person Company) in India, managing GST, legal, and compliance obligations.
- Handled vendor negotiations, packaging logistics, and inventory control for pan-India delivery.

Cross-Cultural Presence

- Established roots in Bishkek, Kyrgyzstan, where the brand was first conceptualized and showcased at local exhibitions.
- Infused Eurasian textile motifs with Indian spiritual aesthetics to create a transnational design language.

Recent Projects & Highlights

- Yutika Naturals: End-to-end IPR portfolio management, including copyright filing for product packaging, label designs, and website content.
- Alamiy Creations: Filed design and copyright protections for fashion elements, lookbooks, and social media content under a fashion-tech branding model.
- Digital Creators & Influencers: Assisted influencers and coaches in safeguarding their course material, YouTube content, and brand logos.

Legal Tools & Platforms Used

- IPINDIA Portal, WIPO Copyright Portal
- Legal Drafting: VakilSearch, Scribd, Adobe Sign
- Case Research: Manupatra, SCC Online, Indian Kanoon
- CRM & Client Workflow: Zoho, Clio (adapted)

Featured Collaborations & Campaigns

- Influencer tie-ups with Punjabi Singers & Roadies Contestants
- Launch of the #StyleYourSoul campaign featuring customer stories and wrap styling tutorials.
- Seasonal themes: Urban Classics, Sufi Threads, Museums of Silk, and Wanderwraps.