**PROFILE**

**Vikas Rajput**

**Director - Parallel Living Research & Consulting Pvt Ltd**

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**Vikas Rajput** is a practicing entrepreneur and a NEN – London Business School Certified entrepreneurship educator. Starting with a business in Content Development he has since then diversified into businesses like, Digital Marketing & Rural Tourism.

In his capacity as an Entrepreneurship and Social Marketing Educator he has been instrumental in motivating several people to engage in starting business of their own. He has been conducting bootcamps in villages of Uttarakhand for people to have firsthand experience in Social Issues specifically to mountain areas for students and researchers of Social Marketing.

 He has been advocating the concept of rural tourism for quite some time in the state of Uttarakhand. He has helped set up homestays in Uttarakhand Region and also provides support in promoting and marketing of these places to relevant audience.

He is working on developing an Integrated Model for tourism where responsible tourism could become both as an enabler and motive for a bigger purpose of preserving local art and culture, local produce, year round employment for the youth, boosting local architecture, farming practices, cuisines, language, folklore, literature, customs, which are on the verge of extinction because of large scale migration of youth to old alike to cities and enrich the community in general. He firmly believes that providing job opportunities in a meaningful manner to the youth of the hills is the only way to keep people motivated to not take the route of cities. It may also happen that lot of professionals would actually want to work in hills if a sustainable business model is in place.

He is also the founder of PLRC Digital – A digital marketing solutions and training firm. PLRC Digital has conducted Digital Marketing Workshops with institutions and Corporates like Tech Mahindra, Accenture, Digitas, Bumble Bees, SelloSphere International, IMT-Ghaziabad, Jaipuria Institute of Management Noida, Nagpur University, NIT Raipur, KCMT Bareilly, Lemon, and more. PLRC Digital manages the digital marketing campaigns of several business based in Delhi NCR and other locations in the country. We have trained more than 1500 candidates on the subject of Digital Marketing and over 3000 students on the subject of Entrepreneurship Development.

A trained filmmaker, he has also directed a Full Length feature film in Garhwali Language. He is a guest faculty for Entrepreneurship at Jaipuria Institute of Management, Noida and Bhartiya Vidyapeeth Institute of Management & Research, besides being a guest speaker at various Management Institutions across Delhi NCR like IMS, BIMTECH, GALGOTIAS, DRONACHARYA Group, NETAJI SUBHASH INSTITUTE OF TECHNOLOGY and more. He is also involved in conducting trainings for PSUs like NHPC and NTPC. He has been the founding Dean at Lemon School. He was invited for the Roundtable on Entrepreneurship Education, a Stanford initiative held at Aalto University, Finland. Apart from that he has attended various conferences in India and abroad.

The latest offering from PLRC DIGITAL is PLRC DIGININJA - **2 months Practical SKILL based Digital Marketing course to help you start earning money from anywhere without any prior knowledge of business, marketing or technology with 100% Money Back Guarantee.**

You can more details of the same at [www.plrcdigital.com/digininja](http://www.plrcdigital.com/digininja) and start your digital marketing journey immediately!