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Pranayna K.C.: From Corporate Leadership to Building Hivelaya

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Pranayna K.C.'s career has moved across countries, industries and leadership roles, but the thread connecting those experiences is remarkably consistent: how people learn, adapt and grow inside fast-changing organizations.

Before building Hivelaya, she had already worked across major consumer, technology and startup environments. Her career included senior leadership roles such as CMO at Daraz, CEO at NIU Electric Scooters in Nepal, and Chief Business Officer at a health-tech startup in India. Her broader professional experience has also taken her across Australia, India and the wider Asia-

Pacific region, giving her a close view of how businesses scale—and where people often struggle to keep pace with that growth.

A career built across markets

Pranayna's professional path was never confined to a single company or country. She studied and worked abroad, gaining exposure to different business cultures and management styles before eventually returning to Nepal. That international experience became important later: it gave her a reference point for comparing the expectations placed on professionals in global workplaces with the opportunities and gaps she saw at home.

Her return to Nepal was not simply a geographical move. It became a shift in professional focus. After years in corporate and startup leadership, she increasingly turned her attention toward the people behind organizations—their skills, confidence, communication and ability to navigate change.

That concern eventually became central to Hivelaya.

Why Hivelaya emerged

Hivelaya describes itself as a learning, development and growth ecosystem built around corporate training, skills assessment, online learning and strategic growth consulting. Its central premise is straightforward: companies cannot become stronger

without developing the people inside them.

For Pranayna, the opportunity was particularly visible in Nepal. After returning, she spoke publicly about gaps in areas such as professional communication, confidence and workplace readiness. Rather than treating those issues as individual shortcomings, Hivelaya approached them as an ecosystem problem—one that could be addressed through better training, stronger mentorship and more practical access to knowledge.

The company has since positioned itself beyond the idea of a conventional training provider. Its work spans learning programs, consulting, professional development and initiatives designed to connect people with mentors, companies and industry leaders.

From executive to entrepreneur

Moving from senior corporate roles into entrepreneurship required a different kind of leadership. In a large company, an executive typically inherits systems, teams and established processes. In a young venture, those structures often have to be built from the ground up.

That distinction is central to Pranayna's story. Her background in growth, marketing and business leadership gave her experience in scaling organizations, but Hivelaya required her to translate that experience into a platform that could serve professionals with very different needs.

Public profiles of her work describe more than a decade of leadership experience across multiple markets, as well as consulting work with startups. Those experiences helped shape Hivelaya's emphasis on practical learning rather than theory alone.

Building around the future of work

The deeper question behind Hivelaya is not only how people find jobs. It is how they remain useful, adaptable and confident when the nature of work keeps changing.

Automation, digital tools, remote work and global competition have made professional skills more fluid than they were a generation ago. A degree can open a door, but it does not guarantee that a person's skills will remain relevant throughout a career. Hivelaya's focus on upskilling, reskilling and lifelong learning reflects that reality.

This is also where Pranayna's own career becomes part of the message. She moved between countries, industries and functions rather than following a single linear path. The same adaptability she used professionally is now embedded in the kind of learning culture Hivelaya promotes.

“Nepal ma future cha?”

One of the strongest themes associated with Hivelaya is the question of whether ambitious Nepalis can build meaningful careers and businesses without assuming that their future necessarily lies abroad.

The initiative *Nepal Ma Future Cha?* has taken that question directly to young professionals, entrepreneurs and returnees. The idea is not to romanticize staying in Nepal or ignore the structural problems that push people to leave. Instead, it tries to make local possibilities more visible—through workshops, mentorship, business connections and examples of people building viable careers inside the country.

That is an important distinction. Optimism without opportunity is branding. Opportunity without skills is fragile. Hivelaya’s model attempts to connect the two.

A different definition of impact

Pranayna’s story is not simply about leaving a corporate career to launch a company. It is about applying the lessons of that corporate career to a larger question: what does Nepal need if its professionals are going to compete in a global economy?

Her answer has focused on people rather than infrastructure alone.

Businesses can import technology. They can buy software, automate processes and copy operating models. But capable teams take longer to build. Communication, leadership, commercial judgment and adaptability are not installed in a single upgrade.

That is the space Hivelaya is trying to occupy.

From personal career to professional ecosystem

The evolution from multinational executive to founder is what makes Pranayna K.C.'s trajectory notable. The experience accumulated across Daraz, electric mobility, health-tech, consulting and international markets did not remain a personal résumé. It became the foundation for a venture intended to help other professionals build their own capabilities.

Hivelaya's long-term relevance will depend on whether it can demonstrate measurable outcomes—better careers, stronger teams and organizations that actually perform differently after investing in learning. That is the harder test for any training business.

But the problem it is addressing is real. Nepal has no shortage of ambitious young people. The harder challenge is converting ambition into skills, skills into opportunity, and opportunity into careers that can keep evolving.

Pranayna K.C.'s work with Hivelaya sits directly inside that challenge.

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