

## FELLOW PROGRAMME IN MANAGEMENT 2017



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Date of Birth: 15<sup>th</sup> July 1987  
Languages Known: English, Hindi

### Work Experience

1. **Indian Institute of Science:** Location Bangalore  
Duration of work- Aug 2015- June 2017

Worked as 'Project assistant' in the Department of Management Studies.

- Project 1- "Strategic marketing and innovation performance in Indian MSMEs"
- Project 2- "A study of the changing socio-economic status of tribal women since independence"
- Contributed to **updating of a book on "Case Studies in Marketing- The Indian Context"** authored by Prof. R. Srinivasan
- Academic assignment on HSBC global- its origin, growth and competition; and emerging trends in global banking industry"

2. **3M India Ltd.** : Location-Pune  
Duration of work- July 2009 to Feb 2011

Have worked for 3M Unitek (Health Care Division) as **Sales Officer for Maharashtra (excluding Mumbai) and Gujarat.**

- Development and implementation of **sales plan.**
- **Management of channel partners** in the region.

- Organisation and management of 3M sales counter, as well as **sponsorship negotiations** for 3M at trade fairs held at National Orthodontic Events in India.

### **Achievements:**

- Consistently achieved **100% sales target**
- Awarded **Gold status in Customer Conversion** Contest
- Achieved sales conversion for **Educational Institutes**

### **Educational Qualification**

PGDM in **Marketing & Finance** from BIMHRD (Balaji Institute of Management and Human Resource Development)

B.A in **Advertising, Sales Promotion and Sales Management** from Patna Women's College, Patna

### **Academic Achievement:**

Secured **1<sup>st</sup> rank in Intermediate of Arts (12<sup>th</sup>)** in B.N. College with 75.11% marks (**Distinction**), and with subjects as Economics, Geography, History, English, Hindi and Computers.

### **Academic Internships:**

- **1<sup>st</sup> Year of Post-Graduation- May-June 2008:**  
A project on Insurance Industry Analysis, selling ULIPS and study on Investment pattern in Pune region in **Aviva Life Insurance** (Pune) for 2 months
- **2<sup>nd</sup> Year. of Graduation- May-June 2005**  
A project on Print Advertising Campaign for Improving Bihar's Image in **Euro RSCG Worldwide** (Delhi) for 1.5 months
- **1<sup>st</sup> Year. of Graduation- Nov-Dec 2004**  
A project on the study of general perception of the beneficiaries towards the marketing of banking services in Patna in **State Bank of India** (Patna) for 1.5 months

### **Co-curricular activities**

- Won **2<sup>nd</sup> prize** in **Badminton Championship** held at B.N. College in 2002
- Won **1<sup>st</sup> prize** in Inter School Group Dance competition representing D.A.V. Public School
- Won **Bronze Medal** in Taekwondo Club Championship under the **authority of Bihar Taekwondo Association**

