

EDUCATION & ACADEMIC ACHIEVEMENTS

St. Xavier's Collegiate School, Kolkata, India April'13 - Present

- Appearing for the ISC class 12 examinations with subjects Commerce, Economics, Accounts, English Literature, English Language, and Mathematics & Hindi. Mar'24
- Awarded Merit Card for excellence in the Commerce and for being among top 5 in class in grade 11. Oct'22

Online Courses

Global Entrepreneurship & Innovation Leadership, Columbia Business School Venture for All (VFA) Jul'23

- Attained membership of the Columbia VFA Global Entrepreneurs. Won the final presentation on pick-up games; Took part in the specialized training program for students and acquired entrepreneurial skills.

Digital Marketing Specialization, University of Illinois, Coursera Sept'23

The Entrepreneur's Guide for Beginners, Universitat De Barcelona, Coursera Sept'23

Game Design & Development with Unity 2020 Specialization, Michigan State University, Coursera May'20

PROJECTS & RESEARCH PAPERS

'Custom, Identity and Migration,' Independent Economic Research Paper July'23

- Explored the transformation of workplace demographics in Indian contemporary urban spaces.
- Analyzed patterns of domestic migration within the overall economic landscape & reviewed frameworks for the inclusion of local cultural methods in global markets to explore the Global South, especially India.
- The paper is available <https://www.ijsr.net/getabstract.php?paperid=SR23920161321>

Re-thinking Marketing Concepts: Digital Marketing vs. Conventional Marketing Techniques Sept'22

- Independent Business Research Paper, evaluating conventional marketing strategies as compared to the digital.
- Evolution of social media & digital marketing platforms - Facebook, Twitter, Instagram, LinkedIn, YouTube, tracking their impacts through SWOT analysis; also studying the effects of the pandemic on digital marketing

Analyzing the Subway Quick Service Restaurant (QSR) Franchise Business Model 2021-2022

- Conducted independent research and examined Subway's franchise model.
- Analyzed cost, revenue structures, eligibility criteria for getting franchisee, manpower requirements & restaurant layout. Studied brand's marketing strategies & client demographics, strengths & weaknesses.

LEADERSHIP SKILLS

Logistics Head & Co-Convener, Xuberance Fest, St. Xavier's Collegiate School, Kolkata Oct'22 - Apr'23

- Led a team of 25 students and looked after the logistics and working of the fest.
- Facilitated weekly meetings and kept all the teachers in touch with every day proceedings.
- Prepared the certificates of the participants and winners along with tabulation of the scores.
- Looked after the commercials of the fest along with the marketing aspect.

CEO, Commerce Club, St. Xavier's Collegiate School, Kolkata Nov'22 - Present

- Organized business competitions like Bosco Business Fest, La Concurrence & Corporate Prodigy.
- Oversaw activities as well as planned events, discussions, speaker series lectures, business & finance-related student competitions for the student body.
- Facilitated monthly meetings and held selection for events and also conducted Shark Tank event.

Monitor, Social Service Club, St. Xavier's Collegiate School, Kolkata Jul'22 - Present

- Led a team of 46 members and collected donations by carrying out different volunteering activities.
- Collaborated with two old-age homes, Voice of the world and Mahabir Seva Sadan, and also with Ashari Animal hospital and donated food items to the organizations.
- Participated in over 40 donation events to acquire aid for underserved communities.

Captain, Inter-school Tug of War Team, St. Xavier's Collegiate School, Kolkata Dec' 22 - Present

- Led a team of 25 member in the Inter-school Tug of War competition where 16 schools participated.
- Selected the team & facilitated training sessions. Liaised with external partners to organize school jerseys.
- Organized tug-of-war intercity competitions & coordinated judges' availability for such events.

WORK EXPERIENCE

Intern, Emami Ltd.

May'22-June'22

- Joined the production department of Emami Ltd., India's leading multinational conglomerate in the personal & healthcare sector.
- Gained knowledge in the organic manufacturing process of body cleansers, shampoos, body butter, massage oils & foot gels.
- Attained a familiarity with the various testing procedures & the applications of personal care products.
- Acquired skills on how & where to source raw materials and about the costing strategies for final products
- Accumulated insight about marketing techniques and also digital and social media marketing platforms.
- Learnt trends in anticipation of future consumer needs & behavioral patterns, in order to forecast sales.
- Focused on promotional & festive discounting schemes, advertising & pricing strategies to build a brand.

Entrepreneurial Pursuits, Emami Ltd

Jul'22-Present

- Worked under a mentor in Emami Ltd. to design & market a new organic fresh product range 'Kshanika'.
- Initiated the manufacturing of a waterless face wash and a dry shampoo - 'On the Move', using organic ingredients specifically for sports personalities for a spray, rub, wipe & go experience, enhancing immediate freshness post-tournaments. Beneficial especially for sportsmen to maintain quick hygiene.
- Shadowed & assisted the Marketing Team to launch these products, use them for Festival corporate gifts.

Intern, Polka Pop Sparkling Water

May'23-Jul'23

- Managed college partnership program cultivating brand awareness and engagement among students.
- Maintained communication with representatives at leading institutions like IITs, IIMs, Jindal, ISB etc.
- Helped in securing strategic partnerships that expanded brand's reach among young consumers.

EXTRACURRICULAR ACTIVITIES

Author, On the Road Blog, Independent Initiative

Apr'23 - Present

- Analyzed urban workplace & labor mobility discussing frameworks employed by domestic & global companies to incorporate inclusion & widen the demographic.
- Traced history of worker migration & its impacts through articles on people-focused business practices.

Delegate, Model United Nations (MUN)

Jun'22

- Received a Verbal Mention in South City MUN as part of the UNSC as delegate of Iran.
- Part of the Peace & Security Council of the African Union in the Heritage MUN, as the delegate of Nigeria.

Interschool Competitions

- Stood 4th in marketing ambush event Bosco Venalicium, interschool competition for sales pitch. May'23
- Became 2nd in City Corpus interschool competition hosted by South City International School and discussed events from crisis management to stock market. Jan'23
- Ranked 5th in the La Corpora Shark Tank inter-school competition. Nov'22

SPORTS

- Won the prestigious Urbana Football Frenzy Tournament as a part of the school team. Apr'23
- Represented the Royal Calcutta Golf Club & placed 4th in the BRC Inter-Club Tournament. Dec'22
- Participated & won the Intra-Club football competition organized by the Bengal Rowing Club. Nov'22
- Have been associated with the East Bengal Football Club for a year as a Management Trainee. Contributed to sponsor activation and marketing for the 2023-2024 Indian Super League season. Also played instrumental role in the team's jersey re-branding this season, contributing to the finalization of four designs for senior team.

COMMUNITY SERVICE INITIATIVES

Founder, POWER (People Oriented Workplace Enforcement Resources), Kolkata, India.

Dec'22 - Present

- Started POWER (<https://www.projectpower.in/>), a social initiative to strike balance between economic prosperity & worker satisfaction; spread awareness about employee-focused management, governance skills.
- Curated the 6-module POWER Primer to educate students on the role of HR & leadership in diversity, equity & inclusion, enhancing women's empowerment & LGBTQ inclusivity in the business arena.
- Facilitated an online fundraiser in collaboration with the NGO, Sukhad Foundation & raised US\$661.
- Conducted 5 workshops on cultivating best practices in the workplace for the stakeholders.
- Developed 3-part illustrated storybook series, Flower Power, to educate children on domestic migration.

Chief Organizer, Kolkata Walks (<https://calcuttawalks.com>)

Oct'23

- Organized guided tours in the old part of the city to create awareness of cultural diversity, folk music & dance.
- Raised funds through these tours for Sukhad Foundation supporting children with special needs worth US\$600.