

AL ROHIT BANSAL

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CAREER OBJECTIVES

To secure a responsible position in the marketing sector which allows an opportunity to implement an analytical and technical skills that enhances profits and helps the organization meet its goal aligned with my individual growth.

ACADEMIC QUALIFICATIONS

Degree	Year	Institute/University	Percentage/CGPA
PGDM	2021 (Pursuing)	Asian business school, Noida	8.0
B.Sc. (Agriculture)	2019	ADAC and RI, Trichy, TNAU, Coimbatore	7.9
Clear HSC (RBSE)	2012	Shri Abhay Vidha Mandir , Hindaun city	70.80%
SSC (RBSE)	2010	Shri Abhay Vidha Mandir , Hindaun city	70.00%

SUBJECTS OF INTEREST

Marketing Management	Brand Management	Client and Customer Management
Strategic Procurement in Agribusiness	Agriculture Input Marketing	Production and Operations Management

SUMMER INTERNSHIP SEGMENT(SIS)

1. **Sattviko (FMCG), New Delhi** **July 2020 – Aug 2020**

Title: Growth Partner Program

- Generation of hot leads for the distribution program.
- Creating the daily and weekly dashboard of the customer to continuous follow up.
- Arranging and providing products view and customer queries over virtual meeting

2. **Humanity welfare council** **June 2020 – July 2020**

Title: Community Fundraising

- Arrangement of funds for Poor and needy during Covid19 situation.

3. **The Capital Box, Gurgaon** **May 2020 – July 2020**

Title: Multi-level Marketing in India

- Evaluated the geographical spread, premium of various insurances scheme.
- Critical analysis of primary and secondary data and deduced meaningful insights to develop **alternate sources** for insurances.
- Prepared a report containing **customer data** to improve the **sourcing efficiencies** of both private and public insurance company.

VILLAGE FIELDWORK SEGMENT (VFS)

Aug 2018-Nov. 2018

Title: Rural Agriculture Workforce Experience

Village – Yethapur District – Salam(Tamilnadu)

Rural Action Component	Identifying the possibilities of technology innovations for small and marginal farmers
	<ul style="list-style-type: none"> ▪ Conducted extensive surveys to understand and analyse prevalent crop cultivation practices ▪ Identified gaps regarding awareness & adaptation of modern agricultural technologies among farmers ▪ Suggested innovative and indigenous solutions for the identified problems

ACADEMIC PROJECTS

Asian Business School	Title: Digital banking - future of banking	Feb - March, 2020
	Contribution in the knowledge and research summary based on certain parameters which bring the study one step ahead in the banking field.	
Oyster Connect	Title: Paytrack Live project	Dec 2019 – Jan 2020
	<ul style="list-style-type: none"> ▪ Make new potential customers to download the app for easy payment service. ▪ Create customer awareness to understand various digital payment on simple platform 	
Entomology, TNAU, Coimbatore	Title: Understanding Study of behavior, life cycle and control measure of fall army worm in Maize Crop.	Jan – May 2019
	<ul style="list-style-type: none"> ▪ Experiment with randomized block design method was used for the experiment with 10 concentrations of DAP. ▪ The best results were obtained with 2 sprays of 2.4% DAP at 15 days interval starting from 45 days after sowing with up to 30% increase in yield 	
TNAU	Title: Production and problem related to bio diesel	Oct 2018 – Feb 2019
	<ul style="list-style-type: none"> ▪ Study bring the conclusion of factors affecting the bio diesel production and remedial measures. ▪ Study help to understand span of time being affected by environmental factor 	

POSITIONS OF RESPONSIBILITY

YEAR

ABS	▪ Secretary – SEED club and Incubator club at Asian business school , Noida	2020-present
Graduation	▪ Secretary- Tiruchirappalli Agri-Business Incubator ▪ Chief English debating secretary ▪ Program and event coordinator	2018-2019 2016 – 2019 2016 - 2019
ACHIEVEMENTS AND ACTIVITIES		YEAR
Academic	▪ Training workshop on Design Thinking organized at TNAU ▪ Participated in Boot camp event for Aspiring Entrepreneurs organized by TNAU Innovation Cluster and Entrepreneurship Development and Innovation Cluster ▪ Speaker in Budget Conclave 2.0 at Asian Business School	2018 2018 2020
Certifications	▪ Financial Markets Certification course conducted by Yale University (Coursera) ▪ Six Sigma and the Organization (Advanced) by University System of Georgia (Coursera) ▪ CISCO Certified network Professional ▪ Omni channel retailing and supply chain expert by RMIT university ▪ Certification by national institute for entrepreneurship and small business development(NIESBUD) ▪ Digital Marketing Certification from NIIT ▪ Business Analytics Certification from NIIT	2020 2020 2020 2020 2019 2020 2021
Sports	▪ State level runner in self defence camp ▪ Winner of Kabaddi in Intercollege sports fest”Athleema2020”	2012 2020
Cultural	▪ Co-writer and actor in Nukkad Natak Performed on Cultural fest at ABS	2020
Competitions	▪ Winner of best business plan presentation ▪ Awarded as winner of business quiz competition ▪ Winner of Debate competition	2018
Extra-Curricular	▪ Received NSS Certificate after completing two camps	2018
Scholarships/Others	▪ ICAR-AIEEA-UG National Talent Scholarship (₹90,000) for securing 94.86%tile out of two lakh students	2015-2019
KEY SKILLS		
Technical	SPSS, MS Office	
Personal	Adaptability, Quick Learner, Goal Oriented, Reliability	
PERSONAL INFORMATION		
Languages	Hindi, English, Tamil (functional)	Domicile State Rajasthan
Interests	Swimming, , Cooking, Hiking, Research	

DECLARATION

I declare that the above given information stated are true and correct to the best of my knowledge and belief.