



Persistently setting out open doors for myself and for the association I work for in the powerful business climate and accomplishing objectives to increase present expectations to set more up to date difficulties.

SUDIP MAITY

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SKILLS& TRAITS

- Project management
- Personal selling
- Critical thinking skills
- Product/Market research
- MS office, Excel, Freelancer, tally

ACADEMIC QUALIFICATION	QUALIFICATION	INSTITUTION	YEAR OF PASSING	PERCENTAGE
	PGDM	Pune Institute of Business Management	2022	7.3 CGPA (Till 2 st sem)
	B.com(H)	University of Calcutta	2020	53%
	12 th WBCHE	K.K.S.V	2016	60%
	10 th WBBSE	K.K.S.V	2014	45%

<p>SUMMER INTERNSHIP PROJECT SHK polymer industry Kolkata(60 Days)</p>	<p>Project on “SHK polymer industry – study on "Marketing plan and product analysis for PPR Pipe for SHK Polymer Industries in Kolkata”</p> <ul style="list-style-type: none"> • SHK Polymer industries was first time introduced to the B2B market in our area and made the customer aware of the product. I used strategy and planning to convince customers. • The study is confined to outlets which consist of distributors, dealers, retailers and manufacturing industry in market. • The information about competitors strength was gathered from all the dealers and retailers which was fruitful in analyzing the demand.
<p>LIFE PROJECT Reckitt Benckiser Kolkata(30Days)</p>	<p>Project entitled “Reckitt Benckiser Modern Trade segment for Hygiene Business unit.”</p> <ul style="list-style-type: none"> • Praised by regional HR, Eastern India, RB Hygiene for excellent research project on Lizol. • Converted sales of more than 30,000 Rs. • Learning how to make display of products in big bazaar. • Understood what kind of Reckitt Benckiser Products a customer needs. • helped in replenishing stock from the warehouse. <p>Through this live project, Customers have learned how to sell products and we have learned how to make customers interested in the product.</p>
<p>WINTER INTERNSHIP PROJECT Shriram Life Insurance Company Limited Kolkata(30Days)</p>	<p>Project entitled “consumer perception towards life insurance company”</p> <ul style="list-style-type: none"> • Used to maintain profile of the people whom I was calling. • Used to call people and explain assured income plan to them. • Analysis of the people’s perception regarding the assured income plan. Lead generation.
<p>ACADEMIC PROJECTS</p>	<ul style="list-style-type: none"> • Ranked best presentation for the project on “Britannia” covering Marketing, Finance and Human Resources part. • Analyzed and presented “Ashok Ley Land” history, business model canvas, strategies, organizational culture, leadership & productivity, ect. • Research methodology – FGD and depth interview in consumer buying behavior of shoes. • Presented with excellent explanation in my college time project “ tress on job refer by LIC”
<p>ONLINE CERTIFICATION</p>	<p>I have Successfully completed online certification on</p> <ul style="list-style-type: none"> • Google Ads Display • Google Ads video • Google Ads search on July 2021 by Google.
<p>CURRICULAR ACTIVITIES</p>	<ul style="list-style-type: none"> • I have opened a mobile wholesale business myself and working closely with all the shopkeepers in the area. • We have opened a club called Young Star Group for 4 long years to do social work and stand by the side of as many people as possible. • In cycling, I have always represented my school. Because my cycling will be Hobby.

DECLARATION

I do hereby declare that the abovementioned information is correct and up to the best of my knowledge and I bear the responsibility for the authenticity of the data provided.

Sandeep Maity

Signature