



## ACADEMIC QUALIFICATIONS

Institute/University	Degree	Year	Percentage
XIM University, Bhubaneswar	MBA	2025	61.2
College of Engineering and Technology, Bhubaneswar	B. Tech (Civil Engineering)	2021	71.6
Ravenshaw Junior College, Cuttack	HSC (CHSE)	2016	76.33
Saraswati Sishu Vidya Mandir, Gatriroutpatna	SSC (BSE)	2014	93.1

## SUMMER INTERNSHIP

**Parle Products Pvt Ltd**      **Marketing Intern (FMCG)**      **Cuttack, Odisha**      **April 2024 - June 2024**

### Revitalizing Parle Marie Product: Innovative Strategies and Growth

- Optimized marketing strategies to **increase market share** for Parle Marie, leading to enhanced **product visibility** in the FMCG market.
- Spearheaded **consumer research** and conducted targeted surveys, gathering data from **50** homemakers to refine marketing campaigns.
- Collaborated with the supply chain team to improve **distribution efficiency** and boost competitive **positioning**.
- Increased Parle Marie's market visibility **by 8% through** targeted **marketing campaigns** and optimized distribution channels.

## ELECTIVES

Agri-Business Operation	Agriculture & Food Marketing Supply Chain Management	Marketing	Consumer Behaviour
Micro Finance	Micro Finance Management	Marketing	Digital Marketing
		Marketing	Marketing Communication

## IMMERSION COURSES

CSR & ESG	Sustainability Reporting and Disclosures	Marketing	Retail Management
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## FIELD IMMERSION: RURAL LIVING AND LEARNING EXPERIENCE (RLLE)

### PASDO

### Ukhrul, Manipur

- Village Report (VR)**
  - Led a 45-day **Participatory Rural Appraisal** in Challou Village, engaging 25 households to analyze rural governance, economy, and cultural practices.
- Development Project Report (DPR)**
  - Conducted an environmental study in Challou Village, Manipur, in partnership with NGO PASDO, focusing on **sustainable practices** and the impact of **deforestation** due to salt production, and delivered a detailed **report with actionable recommendations** for **preventing deforestation** and promoting **sustainable resource management**.
- Case Study**
  - Conducted an in-depth analysis of **salt production** in Challou Village, assessing its **economic, environmental, and cultural impacts**. Provided actionable recommendations for resource diversification and advocated for government support to promote sustainable development. Collaborated with **NGO** to encourage reduced timber consumption, fostering ecosystem protection and **resource sustainability**.

## LIVE PROJECTS

- Market Research Intern (Billion Next BoP Solutions Pvt. Ltd)**
  - Conducted detailed market research focusing on **B2B consumer behavior in the HoReCa (Hotel, Restaurant, Catering) sector**, emphasizing the demand for organic and natural products.
  - Gathered and analyzed sales data from **15 local** restaurants to identify **procurement trends** and **product preferences**, improving strategic recommendations for **product positioning**.

## ACADEMIC PROJECTS

- Study of aspect ratio on Wind Force on RC Building (CET, Bhubaneswar)**
  - Leveraged **ETabs software** to conduct comprehensive wind load analysis on **high-rise structures**, ensuring precise simulations and robust design assessments in compliance with engineering standards.
  - Evaluated the structural stability of tall buildings by analyzing **wind load impacts**, providing critical insights that improved safety and efficiency in architectural design and construction.
- Efficient water use in agriculture (CET, Bhubaneswar)**
  - Served as Project Lead and Analyst, spearheading the implementation of **water-efficient irrigation practices**, including drip irrigation and automated control systems, resulting in improved **crop yields** and enhanced agricultural quality.

## INTERNSHIPS

### Works department Office of the Executive Engineer (R & B)

- Assisted in the planning, executing, and monitoring of key infrastructure projects, including the construction of the **Sishu Bhawan Building and a major six-lane roadway**, adhering to **industry standards** and **timelines**.
- Collaborated with senior engineers to troubleshoot project challenges, **optimize resource allocation**, and **streamline construction processes**, leading to a **10% improvement** in project efficiency.

## ACHIEVEMENTS AND ACTIVITIES

- Scholarships**
  - Pathani Samanta Mathematics Talent (Class - 11 to 12)      2015
  - Medhabruti Scholarship      2016
- Certification**
  - REVIT - 3D Interior Design (CTTC, Bhubaneswar)      2019
  - STAAD Pro. – Structural Analysis (CTTC, Bhubaneswar)      2019
- Others**
  - Core member of the Social Responsibility Cell      2024
- Languages**
  - English, Hindi, Odia
- Technical Skills**
  - MS Excel, MS PowerPoint, MS Word, Canva, Hostinger- beginner
- Soft skills**
  - Effective communication, team player, problem-solving, adaptability, leadership, creativity