ARITRA NAIYA

MBA (Marketing and Operation)

✉ aritra.naiya@gmail.com
📞 9735669582,7908247732

🏢 LinkedIn Id–<https://www.linkedin.com/in/aritra-naiya-47b94392/>

👤 **Male**
🏠 **Vill-Uttar Kalikapur,P.O-Dakshin Barasat,P.S-Joynagar,Dist-South24pgs, State-West Bengal,Pin-743372**
📅 **28/03/1996 (D.O.B)**

CAREER OBJECTIVE

To perform well and achieve excellence reaching the expectations of the employer and to maximize my skill set to meet the needs of the organization.

EDUCATION

2018 - Present	**Motilal Nehru National Institute of Technology-Allahabad** Master of Business Administration	7.47 / 10
2013 - 17	**UNIVERSITY INSTITUTE OF TECHNOLOGY,BURDWAN UNIVERSITY** Bachelor of Technology (Electronics & Communication Engineering)	62 %
2013	**DAKSHIN BARASAT S.A HIGH SCHOOL, DAKSHIN BARASAT** 12th (Senior Secondary Examination) W.B.C.H.S.E	53%
2011	**DAKSHIN BARASAT S.A HIGH SCHOOL, DAKSHIN BARASAT** 10th (Secondary Examination) W.B.B.S.E	53%

INTERNSHIP

May2019 – July 2019

Summer Internship at Greenlight Planet Inc.
Project: A Detailed study on cross selling of products by MFI's for "Sunking".

- Making partnerships and distribution channels financially sustainable, thus contributing to achieving the company's revenue targets
- Sales target achievement cycle-product wise/dealer wise in accordance with broad supervisory guidance of the Regional Sales Manager.
- Responsible to visit individually every branches, distributors place to cover entire to enhance the primary and secondary target.

COURSES

- Completed three courses each of three months organized by IIT BOMBAY names as:

  Workplace Communication,Soft Skill,and Financial Literacy.

- **Digital Marketing** Course From Udemy.(Ongoing)

PROJECTS

July2019-Nov2019 **A Study on 'Electric Vehicle Industry in India:Promises,Prospects and challenges':With special**

Reference to Effect of Electric Vehicles on Value Chain'

(MBA-Third Semester Project)

- Study about immense possibilities for EV value chain growth in India. The project was based on mostly secondary data and interpreted with the help of R statistical Tool.

Jan2019-May2019 **A Survey on the Socio-Economic Dynamics of Kalpvasis [The Religious Campers] of**

Kumbh Mela 2019, Prayagraj, India: With Special Reference to Media Coverage

(MBA –Second Semester Project)

- It was a Survey based on Kalpavasi and the market around and in the Mela Parishar to study Media Coverage and derive a relation between them. The project was conducted with the help of questionnaire and interpreted with help of IBM SPSS.

July2018-Nov2018 **A Study of Supply Chain Management of vegetable in Kaushambi**

(MBA-First Semester Project)

- There lies an enormous gap between farmer's cost of produce and farmer's income and to explore the inefficiencies and gaps in supply chain of vegetables in Kaushambi District. The project was conducted with the help of questionnaire and interpreted with help of IBM SPSS

EXTRA CURRICULAR

Jul 2018-till date   Member of Departmental Media Team at SMS MNNIT.

MANAGEMENT AND TECHNICAL SKILLS

▪ Consumer Behavior	▪ Project Libre	▪ Photoshop
▪ Distribution System	▪ MS Office	▪ Corel Draw
▪ Rural Marketing	▪ IBM SPSS	▪ Gantt Project

HOBBY

- Photography

LANGUAGES	▪ Bengali	▪ Hindi	▪ English

I hereby declare that the information given above is correct to the best of my knowledge.

Date: 24/12/2019
Place: Prayagraj   Aritra Naiya