

## FPM 2020

### Participant Details:

**Name:** Abhijeet Kumar Gaurav

**Area:** Marketing

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### Educational Qualifications:

- Master of Business Administration, Marketing (MS BAR), Institute of Management Studies, BHU (2018-20).
- Bachelor of Science, Electronics(H), Hans Raj College, University of Delhi (2014-17).

### Awards/Honours:

- Full Scholarship for Bachelor of Science, Electronics(H) by Bharat Heavy Electricals Limited (BHEL) 2014-17.
- Rank 4<sup>th</sup> in academics, 5<sup>th</sup> Sem, Electronics Department, Hans Raj College.
- 1<sup>st</sup> Position, Science Quiz, Eureka, Hans Raj College (2015).
- 3<sup>rd</sup> Position, Model Making, Eureka, Hans Raj College (2015).
- Awarded "Gyan Ratna" certificate by Hindustan Newspaper (2013).
- Rank 1 in Senior Secondary (12<sup>th</sup>), batch of around 240 students, GBSS (2013).
- Rank 1 in Higher Secondary (10<sup>th</sup>), batch of around 180 students, GBGS (2011).

### Internships & Training:

- Digital Marketing Intern & Content Writer, Saksham India Foundation (Dec 2018-Jan 2019).
- Summer Internship, Larsen & Toubro Electrical and Automation (6 May – 8 July 2019).
  - Project on 'Making Strategy for L&T (EBG)'s Switchgear Segment and Increasing Channel Partners in Varanasi City.

## **Positions of Responsibility:**

- Committee Member, Lumen – Physics and Electronics Society, Hans Raj College (2014-15).
- Student Representative, Anti-Ragging Cell, IM-BHU (2018-19).
- Core Team Member, Sports Club, IM-BHU (2018-20).
- Core Team Member, Film & Media Club (FMC), IM-BHU (2018-20).
- Core Team Member, Cognoscenti (Consulting Club), IM-BHU (2018-20).
- Executive Member, Organizing team, BHUMA -2019, Annual meet of BHU Management Alumni Association.
- Core Committee Member, Organizing team, Pratispardha (Annual Fest), IM-BHU (2019 & 2020).