MALVIKA PRUTHI

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NITI Aayog Power Finance Corporation **Project Vishwas** Secretary, HPS SRCC Kine Sanctuary

DUCATIONAL QUALIFICATIONS			
COURSE	YEAR	INSTITUTION	RESULT
B.A. (Honours) Economics	2021-24	Shri Ram College of Commerce, University of Delhi	6.86 CGPA
CLASS XII (CBSE)	2020-21	Wisdom World School, Kurukshetra	99.6 (AIR 3)

ACADEMIC ACHIEVEMENTS

CLASS X (CBSE)

Ranked 3 out of 14,00,000+ students in Class XII Board Examinations with an aggregate of 498/500 marks and got featured in 5 national newspapers (2021)

Aggarsain Public school, Kurukshetra

- Bagged 1st Position in district (Dainik Jagran) a score of 100 each in 3 core subjects Business Studies, Economics and Sanskrit in CBSE AISSCE Class XII (2021)
- Topped in school for 5 consecutive years from 2017 to 2021 and received scholarship worth Rs. 58,500 for outstanding performance in Class X, CBSE (2019)
- Secured a seat at the Indian Institute of Governance and Leadership to pursue a diploma certificate program in International Affairs and Diplomacy (2023)

INTERNSHIPS

Research and Project Intern, Economics and Finance Vertical, NITI Aayog

2018-19

(6 Weeks: July 2023-August 2023)

98.2 (AIR 10)

- Synopsized 10+ research documents of premier institutions to construct a meticulous report on the dynamic landscape of Corporate Bond Market in India
- Drafted a compelling article showcasing the pivotal role of Digital Public Infrastructure in India's ambitious \$25 trillion GDP goal during its G20 presidency Constructed comprehensive and actionable discussion pointers emphasizing SDGs 7. 8 (economic growth) and 13 for a conference on promoting green and
- sustainable growth under the aegis of India's G20 presidency chaired by Sir Jayant Sinha, MP and Chair of Parliamentary Standing Committee on Finance Corporate Planning and Strategy Intern, Power Finance Corporation Ltd. (5 Weeks: June 2023-July 2023)
- Evaluated market and 20+ competitors, discerned distinctive propositions to craft aligned vision and mission aiming 10% brand and client perception boost
- Critiqued incumbent performance management system, formulated 4 KRAs, 5 KPIs, goal-setting methodologies as well oriented to the business objectives
- Ascertained custom performance appraisal tools including 360-degree feedback, self-assessment etc. aligning with the organization's distinct requirements
- Thoroughly distinguished the roles and responsibilities of 4 key risk stakeholders of NBFCs fostering effective risk management and regulatory compliance
- Determined over 10 prospects to capitalize on an economist's expertise to drive financial growth and strategic decision-making with a bottom-up approach

POSITIONS OF RESPONSIBILITY

Secretary, The History and Political Science Society, Shri Ram College of Commerce

(September 2022-Present)

- Piloting a team of 100+ members for overall society functioning under the ambit of 5 distinct cells: UPSC, Research, CC, PR and Creative and Technical Cell
- 1/2 highest authority strata for the top-level (core) decision making in 16-member Second Year Cabinet selected out of a pool of more than 50 applicants Onboarded and hosted Dr. Vijender Singh Chauhan (Interview Expert at Drishti IAS) for the speaker session Samvaad with 500+ registrations. 20000+ reach
- Engineered Utsay 2022-the first offline fest themed on Green Diwali to create awareness among 250+ people, spearheaded its absolute ideation as well as
- execution having managed the logistics along with promotion and pre-event marketing that fetched the event footfall of 750+ and an event reach of 35000+ Co-launched 2 projects: Political Survey (primary data collection and compilation on the Criminalization of Elections in India) and Political Journal (research
- on governance, public policy and polity) while delving into and escalating the knowledge of socio-economic affairs through quizzes, posts of 80000+ reach Organized an event 'Elect-Oral' (elections-based) wholly (354 registrations, reach of 40,837) under Odyssey 2022 (event reach 2,50,000+, footfall of 3000+)
- Tapped some Civil Servants (IPS Mahak Swami) for the speaker session under Odyssev 2022 which also included a session on Ukraine Crisis with Michael
- Weglarz (Political and Economic Officer in the Embassy of the Republic of Poland to Indonesia and ASEAN) and Sir Sudhir Chaudhary (Ex CEO, Zee News) Head of Project Vishwas, National Service Scheme, Shri Ram College of Commerce (June 2022-September 2022)
- 1/2 Heads of Project Vishwas in NSS, Social Entrepreneurship Model for upliftment of women and differently abled, selected out of a pool of 108 candidates
- Brainstormed ideas, formulated plan of action and critiqued the market, conducted intense research and devised suitable social entrepreneurship models
- Conceived and initiated the implementation of Dry Pine Cones Business Model Project of the local Mahila Mandal community of Solan, Himachal Pradesh Junior Consultant, Alpha Consults, Past Projects - Oyo, Tata 1MG, Blinklt, Unstop (February 2023-August 2023)
- 1/20 of members to be recruited out of 200+ applicants to do research and problem-solving in business, industry, economics and other matters of concern
- Contemplated 'Casetronomy' Case Study Competition amassed 39000+ impressions and 1200+ participants by fostering sponsorships and collaborations Head of Technical Wing, Sports Committee, Shri Ram College of Commerce

(June 2022-September 2022)

- Marketed and ideated FOYS, the largest sports fest of DU with Unstop viewership of 2,50,000+ and Infinito, intra college event which had a reach of 10000+
- Curated content for FOYS (reach: 40k+, registrations: 1415), posts and videos, launched Comeback series that accelerated the social media reach by 205%

LIVE CONSULTING AND RESEARCH PROJECT: KINE SANCTUARY, ALPHA CONSULTS

(June 2023)

- Perpetrated primary market research to comprehend international consumer preferences and behaviour through questionnaire analysis of 100+ responses Advocated collaborations with 10+ Study Abroad Institutions & International Student Portals like buddy4study, Edvoy with a projected rise of 30% in global
- customers by proposing zero-cost Community Engagement Programs on platforms like Quora and Reddit, and a strategic pricing in order to retain clientele Assessed ready-to-cook and ready-to-eat food markets, including over 10 competitive analyses and provided functional insights for product enhancement
- Devised 15 end-to-end marketing, distribution and sales strategies for coming critical sales period, effecting product promotion and outreach by about 40%

EXTRA-CURRICULAR ACTIVITIES

Social Endeavours

- Impacted lives of 1100+ underprivileged children under HPS, SRCC by collaborating with an NGO for a Donation Drive (2023) • Created awareness among 750+ people: environment-friendly Diwali through an on-ground initiative: HPS SRCC Utsav (2022)
- Brought relief to 1200+ blue collar workers by pro-actively participating in a Glucose Distribution Drive under Project Shakti around North Campus Area, volunteered for Project Vishwas which is Social Entrepreneurship model under NSS SRCC (2022)
- Under CMS SRCC Project Computer Literacy tutored 750+ underprivileged children in schools and impacted their lives (2021)

Competitions

- 1/6 National Finalists in Neeti Ninjas Case Study Competition by Delhi School of Economics, Dept. of Commerce (Mar. 2023) • 1/20 National Finalists to qualify MPOWER Ovo Farms Ltd. Business Case Study Competition by XIMB Bhubaneshwar (2023)
- 1/16 National Finalists at GTO IMPACT Model G20 Summit'23 on Driving Sustainable Development with Green Trade (2023)
- Stood 1st in Nehle Par Dehla, 2nd in Boliye Janab Ek Minute: Inter-College Debates by HSS SRCC in University of Delhi (2022)
- In Quiz Society SRCC, orchestrated quizzes, 1/3 quizmasters of the India Quiz under Quizignia 2022 (footfall of 2000+) (2022)
- 2nd in State Level Shlokocharan Competition by KDB on Geeta Jayanti (2018), 1st in District Declamation Competition by SSSS Organization (2018), 1st in District Level Painting Competition organized by Kurukshetra Panorma and Science Centre (2020)

Research and Publications

- Drafted significant insights: Agri-Tech industry for 'Paramarsh' annual journal of Alpha Consults: readership of 10000+(2023)
- Authored Research Paper on the topic Trend Analysis of Fiscal Deficit of India under Professor Ravikant in SRCC (Mar. 2023)
- Penned a poetry 'Resilience' (selected out of 250+ entries) to be published in Yamuna, the Annual Magazine of SRCC (2022) • MS Office; Video Editing; Designing with Proficiency in Canva; Adobe After Effects (Beginner); Python and C; and Data Analysis
- **Technical Skills**