

Anurag Mishra

anurag.mishra24@iimb.ac.in | +91 8918121828 | Asansol

CAREER OBJECTIVE

Leader with a passion for real estate, skilled in turning ideas into scalable ventures, solving real-world problems, and leading cross-functional teams to drive growth in dynamic, innovation-led environments.

WORK EXPERIENCE

Partnership Co-Ordinator • Internship

Apr 2025 - Present

Indian Institute of Management Bangalore, Virtual

Initiated and secured partnerships with 15+ startups, accelerators, and edtech firms to enrich the BBA program's industry integration and student exposure. Conceptualized and launched collaborative modules with ecosystem partners, increasing student engagement in real-world projects by 35%. Acted as the key liaison between academic leadership and external partners, ensuring alignment on shared goals, deliverables, and co-branded initiatives.

Incubatee

Mar 2025 - Present

NSRCEL, IIM Bangalore, Virtual

1. Incubated for EntreConnect under NSRCEL's Launchpad, recognized for pioneering execution-first cohort models for student entrepreneurs.
2. Refined value proposition, GTM strategy, and monetization frameworks through 1:1 mentorship and feedback from NSRCEL advisors and ecosystem leaders.
3. Participated in masterclasses, founder circles, and milestone reviews, enhancing strategic thinking and scaling capabilities in a startup environment.

Founder & CEO

Sep 2024 - Jun 2025

EntreConnect, Virtual

Launched EntreConnect, a cohort-based learning platform supporting 1000+ early-stage entrepreneurs with hands-on learning, live mentorship, and execution-first frameworks. Managed a remote team across product, content, and operations, reducing cohort & community launch time by 30% while ensuring scalable and modular delivery. EntreConnect was incubated at NSRCEL, IIM Bangalore, positioning it among India's top campus-led entrepreneurship platforms.

Co-Founder & Managing Director

Jun 2021 - Present

Raj & Raj Associations Pvt. Ltd., Asansol

Led a team of 7 professionals, & 23+ laborers fostering a high-performance culture, and improving team productivity by 18% through performance monitoring and regular skill development training. Built and executed the operational strategy for the company, driving a 25% improvement in project delivery efficiency through streamlined processes and optimized resource allocation. Conceptualized and implemented business development initiatives, introduced attractive plans for clients, increasing annual revenue by 30% within the first year through key partnerships and market expansion.

EDUCATION

Bachelor of Business Administration (B.B.A.), Digital Business And Entrepreneurship

2024 - 2027

Indian Institute of Management Bangalore

CGPA: 9.26/10

Senior Secondary (XII), CISCE

2024

Commerce

St. Vincent High And Technical School

Percentage: 90.00%

Secondary (X), ICSE

2022

St. Vincent High And Technical School

Percentage: 89.00%

PROJECTS

[Resume Website Development ↗](#)

Apr 2025

Designed and deployed a personal resume website to showcase academic, entrepreneurial, and creative pursuits using HTML, CSS & JS.

[Luxury Car Dealer Website Development ↗](#)

Apr 2025

Developed a functional website for a luxury car dealer to boost digital visibility, leveraging user-centric design and SEO fundamentals.

[Rs. 0 Venture ↗](#)

Apr 2025

Ideated and executed a zero-investment business model focusing on service-based revenue generation using only existing resources as a part of the Venturing on a budget project at IIM Bangalore.

[Rs. 250 Venture ↗](#)

Jan 2025 - Feb 2025

Conceptualized and launched a profitable micro-business with just ₹250 capital within a limited timeframe as part of an entrepreneurial sprint at IIM Bangalore.

SKILLS

- Human Resources
- Negotiations
- Client Relationship Management (CRM)
- Effective Communication
- Project Management
- Market Analysis
- Investing
- Blender 3D
- Networking
- Contract Management
- Web development
- Community Management
- Manpower Planning

EXTRA CURRICULAR ACTIVITIES

- Speaker and Host at EntreConnect leading panel discussions, fireside chats, and event launches.
- Lead Guitarist of the school rock band where I performed at multiple inter-school events and led musical compositions.
- Squad Leader of the school marching band where I trained and directed 90+ students for state-level performances.

ADDITIONAL DETAILS

- Incubated at NSRCEL, the startup hub of IIM Bangalore, for EntreConnect in the year 2025, selected among top early-stage ventures.
- 2nd Position at Eureka Junior organized by IIT Bombay in the year 2022, among thousands of national-level participants.
- Top 10 Finalist at Young Tycoon Business Challenge, organized by Wadhvani Foundation in the year 2022, recognized for innovation, social impact and pitch quality.
- Received Certificate of Excellence in National Entrepreneurship Olympiad conducted by IIT Bombay in the year 2021.