

# DIGVIJAY TIWARI

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## OBJECTIVE:

To pursue my career in a growth oriented organization where I can learn and grow myself as a person while achieving organizational expectations by accept challenges and taking initiatives.

## ACADEMIC QUALIFICATION:

<i>Qualification(s)</i>	<i>Area of Specialization</i>	<i>Board/University</i>	<i>College/Institution</i>	<i>Year of Passing</i>	<i>Percentage or CGPA</i>
MBA (Pursuing)	Marketing & Finance	Birla Institute of Technology, Mesra	Birla Institute of Technology, Mesra, (Patna Campus)	2015	7.49 (Average till 3 <sup>rd</sup> Semester)
B.A Economics (Hons.)	Economics	Magadh University	College of Commerce, Patna	2012	63.75%
AISSCE { 12 <sup>th</sup> }	Science	N.I.O.S*	N.I.O.S, Patna*	2009	48.40%
AISSE (10 <sup>th</sup> )	-----	C.B.S.E	K.V (AFS M), Allahabad**	2004	51.80%

\*N.I.O.S, Patna – National Institute of Open Schooling, Patna

\*\*K.V (AFS M), Allahabad – Kendriya Vidhalaya (AFS Manauri), Allahabad

## IT SKILLS:

- Knowledge of Windows XP/ Vista/ 7
- Well versed with MS Word, MS Excel, and MS PowerPoint.

## TRAINING / PROJECTS UNDERTAKEN:

- **Type of Training:** Summer Internship  
**Project Title:** “Data Base Consolidation of Fleet Operators in Kolkata and Market Report on Satisfaction Index of TATA PVBU Fleet Customers”  
**Period:** 10<sup>th</sup> May, 2014 – 10<sup>th</sup> July, 2014  
**Organization:** TATA MOTORS LIMITED, Regional Office, Kolkata.  
**Highlights:**
  - Conducted a market survey for finding out the customer’s satisfaction towards “TATA MOTORS”.
  - Responsible for database consolidation of 100 fleet operators who were either having or looking to have “TATA MOTORS” vehicle through Questionnaire and Company’s Inquiry form.
  - Aimed to know the customer satisfaction of Fleet Operators towards “TATA MOTORS” pre sales, sales & post sales process.
  - My Job profile consist a role where I have to perform role of “Customer Advisor” in dealerships of “TATA MOTORS”.
- **Type of Project:** Live Project  
**Project Title:** “A study to analyze the effectiveness of the Advertisement on brand equity of FMCG brands”  
**Period:** 21<sup>st</sup> Jan, 2015 – 08<sup>th</sup> May, 2015 (as a part of MBA Curriculum in 4<sup>th</sup> Semester).  
**Highlights:**
  - Conducted a research report on effectiveness of the advertisement on brand equity of FMCG brands where due to limitations (10) FMCG brands were targeted as sample.
  - Through questionnaire mode respondent’s reaction were taken out for analysis and interpretation.
  - My job was to disclose those grey areas which were still hidden or gloomy in appearance through this research few of them are as follows:
    1. Role of media efficiency in advertisement.
    2. Factors which influence the choice of brand & Consumer preference towards the FMCG brands.

## WORKSHOP/ SEMINAR ATTENDED:

- Attended a Symposium on “Bihar Vision: 2020; Industry Academia Interface” at BIT, Mesra, Patna Campus.
- Participated in a HR conclave, 2013 on “Building Human Capital for Sustainable Development” at BIT, Mesra, Patna Campus organized by NHRD Network Patna Chapter.
- Attended a six days E-business workshop on the topic “Importance of E-business in Technological Perspective” organized by BIT, Mesra, Patna Campus.
- Participated in EDI/DST, Government of India sponsored four weeks “Entrepreneurship Development Programme” at BIT, Mesra, Patna Campus.
- Participated in “Business Plan contest” at “Entrepreneurship Development Programme” by “Bihar State Electronic Development Corporation Ltd.”(BELTRON) Govt. of Bihar, held at BIT, Mesra, Patna Campus.
- Attended a two day workshop on “Business Simulations-SIM-VENTURE” and also participated in their contest of “SIM-VENTURE” at BIT, Mesra Patna Campus.
- Participated in the Seminar focused on “Lean Management for Enhancing Productivity” under productivity week celebrated by “Bihar State Productivity Council” at BIT, Mesra, Patna Campus.
- Participated in “National Student Conclave-2014” with the theme of “Challenges of New Millennium” at BIT, Mesra, Patna Campus.
- Participated in “ABHIVYAKTI’14” fest of “IEEE” at BIT, Mesra, Patna Campus.

## EXTRA CURRICULAR ACTIVITIES / ACHIEVMENTS:

- Served two consecutive years as “**Student’s Placement Coordinator**” for the batch MBA (2013-15) at Training and Placement Office, BIT, Mesra, Patna Campus.
- Served two consecutive years as “**Class-Representative**” for the batch MBA (2013-15) at Management Department, BIT, Mesra, Patna Campus.
- Served two consecutive years as “**Chairman**” of Student’s Core Committee of Management Department and Event Management Council at BIT, Mesra, Patna Campus.
- Served one year as representative member of Hostel Mess Committee at Boy’s Senior Hostel, BH-02, BIT, Mesra, Patna Campus.
- Contributed a key role while organizing many events as **Organizing Chairman & Member of Core Committee** during two years 2013-15 at BIT, Mesra, Patna Campus few of them are as follows:
  1. Symposium on “Bihar Vision: 2020; Industry Academia Interface”.
  2. HR conclave, 2013.
  3. A six days E-business workshop on the topic “Importance of E-business in Technological Perspective”.
  4. EDI/DST, Government of India sponsored four weeks “Entrepreneurship Development Programme”.
  5. “Business Plan contest” at “Entrepreneurship Development Programme” by “Bihar State Electronic Development Corporation Ltd.”(BELTRON) Govt. of Bihar.
  6. A two day workshop on “Business Simulations-SIM-VENTURE”.
  7. Seminar focused on “Lean Management for Enhancing Productivity” under productivity week celebrated by “Bihar State Productivity Council”.
  8. “National Student Conclave-2014” with the theme of “Challenges of New Millennium”& Cultural Night on the eve of NSC-2014.
  9. “ABHIVYAKTI’14” fest of “IEEE”.
  10. TECHNIKA’15 annual fest of BIT, Mesra, Patna Campus.
  11. RHYTHM’ 15 annual musical fest of BIT, Mesra, Patna Campus.
  12. Annual Sports Meet’15 of BIT, Mesra, Patna Campus.
- Awarded as **First Position** with a **Certificate of Merit** for Presenting a management paper on the topic “**Integrated Marketing Communication: Branding & Pricing**” in National Student Conclave-2014 held at BIT, Mesra, Patna Campus in April, 2014.
- Recognized as one of the best paper in management in NSC-2014 and send to “**International Journal of Management and Commerce Innovations. (ISSN)** for recognition and they also recognized it as finest paper while giving a place in their next Vol. XVII, 2015, ISSN 2278-0279 (Print), ISSN 2278-6414 (Online).
- Participated in Case Study Competition & Business Simulations games in National Student Conclave-2014.
- Awarded **Certificate of Merit** for Business Plan presented during “B-Plan Contest” at “EDP” by (BELTRON) Govt. of Bihar, held at BIT, Mesra, Patna Campus.

- Participated in Business Simulations games conducted under theme of “SIM-VENTURE” Feb’14 at BIT, Mesra, Patna Campus.
- Participated in ABHIVYAKTI’14 in the event “Manthan” an extensive group discussion at BIT, Mesra, Patna Campus.
- My own written three short stories and five poetries were published in annual souvenir’15 of BIT, Mesra, Patna Campus.
- Awarded as First Runner-up under (Male) Category in Fashionista’15 in TECHNIKA’15 at BIT, Mesra, Patna Campus.
- I have an area of interest in writing where I had written few things like **(23 Short-Stories, 16 Poetries, 1 a quarter finished Novel and 3 Scripts of advertisements for KFC, Cadbury Silk & Kurkure)** looking yet to be publish.

#### KEY STRENGTHS:

- Adaptive in nature.
- Ability to work in a team.
- Well motivated.
- Quick learning capability.
- Dedicated and disciplined.
- Leadership & Good Communication Skills.
- Interest in writing stuffs.

#### PERSONAL DETAILS:

Father’s Name	:	Ram Pukar Tiwari
Date of Birth	:	10/06/1988
Gender	:	Male
Languages Known	:	English, Hindi & French (Beginner).
Interest Areas	:	Writing (Short stories, Poetries & Creative advertisements), Photography & Traveling.
Address	:	C/O Prabhat Kumar, New LIC Colony, Rajdhani Gas Agency Road, Shivpuri Patna- 800023 (BIHAR)

#### DECLARATION:

I hereby declare that all the above given information are true and best to my knowledge.

(DIGVIJAY TIWARI)  
**Signature**