



SHIKHA JAIN

8, Shanti Vihar Colony

Paanch Batti Circle

Ratanada

Jodhpur, Rajasthan

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Career Objective:

To attain professional success and personal satisfaction through hard work, sincerity dedication and professionalism to fulfill goals of the organization that I work for while retaining personal career prospects

Work Experience:

- Currently working as Director - Administration from October 2021 - till date at Shri Nakoda Jain Parshvnath Mahavidyalay, Jodhpur which is a part time position and I am responsible for taking care of the development activities for the students of college.
- Worked as Director Mahaveer Institute of Technology and Science from November 2015 - June 2021
 - I joined as Director with Mahaveer Institute of Technology & Science, an engineering college located in Jadan Village of Pali District of Rajasthan in November 2015 and in 2018 became instrumental in establishing degree college MITS Science Arts & Commerce College for the group in the same campus. Then went on to establish a school in the year 2020 another initiative for the group in the same campus with the name MITS International School.
 - MITS brand of college & school is a CSR Project of Vidhya Jyothi Trust, Chennai managed by Corporate House having an annual turnover of appx. 20,000/- cr. INR.
 - My responsibilities included complete management of the colleges & I handled a team of about 100 people.
 - Besides Administrative Management the other key areas that I have been taking care of are as mentioned
 - media relations
 - handling of admission / marketing activities
 - Internal & External Events
 - Academics
 - During my tenure the college earned a reputation of professionally managed institution & had become one of the fastest growing engineering college even during the period when engineering is not considered a lucrative option by the students & many firsts were added to the credit.
 - Taking lead new courses were also initiated so as to make college self-sustained in future
 - I was also responsible for conceptualizing and taking care of various other CSR projects undertaken by the group in area like:
 - Conceptualizing, initiating & managing Smt. Chandrabai Computer Literacy program for the students of class V - VIII of Government schools who do not have reach to computer literacy

- Organization of medical camps
 - Maintenance, upgradation & facilitation of various activities in adopted government schools
 - Facilitating office of District Education Officer for various activities for programs undertaken upliftment of government teachers
- **Worked with VCCE Vidhyashram Center for Competitive Exams as Marketing & Brand Manager - (2014 -2015)** Prime responsibilities concern:
 - Brand Building
 - Market Development
 - Admission Conversions
 - PR Activities, Media Relations Administration, Web content development & Media Placements through articles written by me in **Times of India**
 - Managed IGNUS Prakriti Mental Ability Test for the school students in association with students of IIT
 - Solely managed events like Coffee with IITians
 - Solely managed 'Shining Student of Marwar' in association with Times of India
 - Arranged school tie up with Indian School where the classes would be conducted in school premises by VCCE faculty
- **Worked with IIT & Medical Academy as Manager Marketing (2013 - 2014)** as Senior Manager taking care of
 - Admission & examination process
 - Part of Marketing Activities & planning
- **Worked with Gayatri Technical Education Trust managing trust of Aishwarya College of Education, Jodhpur (2009 - 2013)** at the post of College Coordinator. My responsibilities included taking care of some of the core areas of the organization such as:
 - Brand Management
 - Media relations
 - Corporate marketing
 - Training & placements
 - Content Writing (Web content, brochures, prospectus, ad text, all promotional material)
 - Events & other co-curricular activities
 - Public relations (which also includes preparation of articles on behalf of college) (**Some of the articles have also been published in various prestigious publications that include the Jodhpur supplement of Times of India**)
 - Organizing industry interactions for students
 - Arranging faculty development programs
 - Arrange expert lectures, seminars etc.
 - Dealing with students' issues (counseling)
 - Preparation of projects for acquisition of new businesses

Rise in Brand image is vital for the growth and sustenance of any organization, the brand image of Aishwarya College during my tenure saw tremendous growth which has led National Law University (autonomous university under Govt. of India), Jodhpur to give project to the students to survey on recent growth (Brand building has been my core domain)

- Besides taking care of various activities at the college I was also responsible for starting up **ACE International Bachpan School** in 2012 - 13.

During my tenure I had single handedly established and managed ACE International Bachpan School started by the managing Trust and was taking care of the entire administration of school heading the staff of 15 people. My duties involved following work description:

- Administration
 - Team Building & Motivation
 - Preparation of Prospectus & Forms
 - Content & Structuring of the Website
 - Selection & Appointment of staff
 - Finalizing the HR policies
 - Preparation of formats for Records
 - Purchases & General Management
 - Media Relations
- Handling of entire Admission Procedure
- Academics
- RTE Admissions
- Franchise related details

As part of image building process worked towards & attained awards for College as well as core management like:

- ❖ ‘Excellence in Education’ by Indian Achievers Forum
- ❖ 1st position amongst Emerging MCA colleges in India ranked by Silicon India
- ❖ ‘Best Educationist Award’ by International Institute of Education & Management
- ❖ ‘Jewel of India Award’ awarded by Indian Solidarity Council
- ❖ Worked for starting NCC & NSS in college

Personal Awards & Recognitions earned during the period

Recognizing these efforts I have received various honors that are as under:

- ❖ Listed in Icons of Pali Coffee Table Book published by Times of India in the year 2019
 - ❖ Nominated by Pali SP Mr. Deepak Bhargav as a member of Mahila Suraksha Salah Kendra to help women in trouble 2017
 - ❖ International women’s day for empowered Women of Suncity by Times of India & BPCL
 - ❖ awarded by National Cadet Corps for the work done with relation to student motivation
 - ❖ Veer Durga Das Rathore Smriti Award - 2011 (most prestigious award instituted by trust formed by former Maharaja of Jodhpur)
 - ❖ Manav Vikas Sansthan, Indo-Tibet Friendship Organization, Pragatisheel Nagarik Vikas Sansthan jointly
 - ❖ JCI for conducting student development activities
 - ❖ Awarded by Dainik Bhaskar as few of the ‘Women achievers’ in their respective fields
 - ❖ Many times I have also been invited by Jodhpur Administration to judge various events & programs organized by them
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- Employed with **Perfect Relations, New Delhi (June 2008 - February 2009 Discontinued work due to relocation to Jodhpur)** as a Sr. Image Executive. Perfect Relations is Southeast Asia’s largest PR firm. Experience in handling variety of clients such as:
 - UTV World Movies
 - Career Launcher

- Luxor
- Singapore PMO
- Also handled Project clients like ICWAI and Bureau of Energy Efficiency (BEE)

During the brief stint at Perfect Relations while handling Singapore PMO project, appreciation received from PMO for excellent job done when compared to 7 leading countries of the world

- **Worked with Lurgi India (German Firm) as a PA to the Director of Operations, March 1998 - January 1999 (Discontinued work after marriage as I had to move to Jodhpur)**
 - Core Profile included Plant-site-office coordination, preparation of client presentations & documentations
- **Worked with Birla Technical Services (BTS, CK Birla Group) as a PA to Executive Vice President June 1997 - March 1998 (originally an employee of Birla Parsons Ltd., a JV between Parsons USA and BTS from June 1997 - Oct 1997, which was disbanded in October '97)**
- **Worked with VHEL Industries as a PA to the President of Operations from November 1994 - June 1997**

Academic Qualifications:

- ❖ Attained Emaster Diploma for training for IELTS in 2021
- ❖ Attained Emaster Diploma for English and Business Communication in 2020
- ❖ PG Diploma in Mass Communication with specialization in Advertising and Public Relations from Sri Aurobindo Institute of Mass Communications (SAIMC), New Delhi in the year 2007-08
- ❖ Cleared NELTS exam organized by Orient Longman
- ❖ Graduation in Arts from Delhi University in the year 1997
- ❖ Diploma in English Language from British School of Languages
- ❖ Schooling from Manav Sthali School, New Delhi

Personal Details:

Gender	Female
Marital Status	Married
Date of Birth	December 31 st , 1974