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## **VIKASH KUMAR**

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Present Address: - Kestopur Majherpara kolkata 700101

### **AREA OF SPECIALIZATION: MBA (marketing)**

### **OBJECTIVE**

Seeking a competitive environment to utilize my hard efforts and my full zeal, where I have ample opportunity to contribute my knowledge, explore my skills and grow with the organization.

### **SUMMARY**

- An MBA in marketing from National institute of technology Durgapur.
- Management Internship Project was in UNITED INDIA INSURANCE CO LTD.
- Member of uddesh (NGO).

### **EDUCATION QUALIFICATION**

<b>Examination</b>	<b>Year of passing</b>	<b>Board/University</b>	<b>CGPA/ Percentage</b>
MBA	2016	NIT Durgapur	6.11
BBA	2013	W.B.U.T. KOLKATA	6.69
XIIth	2009	B.S.E.B. PATNA	64%
Xth	2006	J.A.C RANCHI	52%

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## **MANAGEMENT INTERNSHIP**

### **UNITED INDIA INSURANCE CO LTD, DURGAPUR**

TO STUDY THE LEVEL OF CUSTOMER SATISFACTION TOWARDS “UNITED INDIA INSURANCE CO.LTD”.

- To study the level of satisfaction among the customers in UIIC, Durgapur Branch
- To study the main factors which customers are looking for
- To find out the most prominent area of dissatisfaction.
- Improve customer satisfaction and retention.
- Improve quality of service

## **ACADEMIC PROJECTS.**

### **USAGE OF INFORMATION & COMMUNICATION TECHNOLOGY (ICT) IN SMES OF DURGAPUR AND ITS IMPACT ON THEIR BUSINESS.**

- To describe the contribution of ICT in the growth of SMEs that has adopted it.
- To find what are the difficulties faced by SMEs in adopting ICT in their business.
- To find whether the advent of the ICT has changed the ways of businesses and if the use of the ICT is essential and whether they have impact on their profit.
- What are the main factors of ICT related to SMEs for doing its operations.

## **OTHER DETAILS**

**IT Proficiency:** MS Word, MS Excel, MS PowerPoint

**Languages:** Can speak, read and write English, Hindi

**Interests:** Traveling, playing cricket, listening music

## **PERSONAL DETAILS**

**Date of Birth:** 15<sup>th</sup> August 1988.

**Sex :** Male