**VEENU**

41, Shiv Vihar, Near Shiv Mandir, Mata Road, Gurgaon-122001, Haryana, India.

+91-9971360668, hooda.veenu@gmail.com

**Objective:**

To secure a position with an innovative and progressive organization where my skills and experience can be utilized to the fullest.

**Personal Details:**

Date of Birth : 04/06/1993

Gender : Female

Marital Status : Unmarried

Language Known : Hindi & English

Nationality : Indian

Father’s Name : Jai Singh Hooda

Address : 41, Shiv Vihar, Near Shiv Mandir, Mata Road, Gurgaon, Haryana.

**Professional Qualification:**

Pursuing MBA from UPTU, Lucknow (2014-2016)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI, INDIA

**Bachelor of Business Administration (BBA**) August 2013

**Academic Qualification:**

DELHI PUBLIC SCHOOL, GURGAON, HARYANA, INDIA

**All India Senior High School Certificate Examination (12th Grade)** May 2010

**All India Junior High School Certificate Examination (10th Grade)** May 2008

**Projects and Industrial Experience:**

**PROJECTS**

**Project 1: MEASUREMENT OF INSURANCE POTENTIAL IN RURAL INDIA**

**The Objectives of the project:**

* To study the potential of Indian rural as well as semi-urban markets for the insurance sector with special focus on MetLife.

**The Scope of the project:**

* To study the potential of Indian rural as well as semi-urban markets for the insurance sector with
* To find out the viability and potential of Indian rural markets for insurance sector. As 70% of Indian population resides in rural areas, therefore it becomes important to study the scope of rural market.
* To study about the current scenario of Indian insurance market.
* To find the reasons why insurance companies haven’t tapped the immense potential of Indian rural market.
* To find out various growth opportunities for insurance companies in rural market and the variouschallenges faced in rural marketing of insurance products.
* To find out the growth drivers interms of products, distribution system, capital employed, marketing of products that will workwell with rural and semi-urban audience.

So the study involves understanding of consumer mindset in rural areas and educating them about the importance and use of insurance productsand to formulate suitable strategies for insurance companies to tap the immense unexploitedpotential of rural Indian market to increase their profits and grow at a robust pace.

**Project2: THE STUDY OF RECRUITMENT PROCESS OF TELECOMMUNICATIONS CONSULTANTS INDIA LTD. (TCIL)**

**The objectives of the project:**

* To understand the internal recruitment process in organization.
* To identify areas where there can be scope for improvement.
* To give suitable recommendation to streamline the hiring process.
* To develop practical knowledge with theoretical aspects.
* To know about the importance of recruitment.
* To find out better process of recruitment.

**INDUSTRIAL EXPERIENCE**

Worked with MetLife India Insurance co. Ltd. as an intern/ trainee from 11th June 2012 to 10th August 2012.

**Objectives of the Research:**

* To study the potential of rural India for the insurance sector with special focuses on MetLife.
* To understand the level of awareness of insurance sector in rural areas.
* To understand the customer mindset.

**Scope:**

* To find out the reasons for poor penetration of insurance sector in Indian rural market.
* To find the growth drivers for rural market in order to make it a profitable investment.

**Research Design:**

Exploratory research design was used for this project. The main purpose of this research was to interact with potential customers in rural areas in order to get an insight abouttheir perception and mindset.

**Method used under this kind of research design was:**

* Direct interaction with players in insurance.
* Drafting questionnaire.
* Selecting a set of potential rural customers.
* Survey with rural customers.
* Analyzed and interpreted the results.

**Computer Forte:**

HTML, Queries

Desktop Applications: Microsoft Excel, Word, PowerPoint, Outlook

Database: Microsoft Access

Languages: C++

**Achievements/ Awards:**

* 1st Position in ExperiaFestival in Group Dance organized by Sushant Group of Institutes, 2013.
* 2nd Position in Atharva Festival in Group Dance organized by Sushant Group of Institutes, 2012.
* Participated in Fashion Show held in Sushant Group of Institutes in 2011, 2012 andExperia 2013.
* Done social work in the field of Adult Literacy Program in 2008-2009
* Participated in various Management Activities and cultural events of College during Graduation and Post Graduation.