

CA Ruchi Rastogi

Passionate Finance Professional
with 13 years of experience



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Core Competencies

LEADERSHIP SKILLS

- Planning mobilization strategy of marginalized community, strategizing programs and guiding the team for program implementation.
- Mentoring budding women entrepreneurs.

STRATEGIC PLANNING, PROJECT MGMT

- Fabricated Hunar Foundation to a self-sustainable model in 2 years.
- Engaged premium Corporates, Educational Institutions, PSUs for marketing of unique products of Hunar artisans.
- Strategically introduced natural, eco-friendly and upcycled products and organized awareness campaigns.
- Designed and implemented unique gender sensitivity program for schools, amalgamating research and various art forms as reflection tool. Integrating the concept of Gender Club in schools.

CAPACITY BUILDING & MOBILISATION

- Impacted more than 2200 beneficiaries and connected 228 women to livelihood.
- Developed micro-enterprises in urban slums and rural areas.



Educational Qualification

2007 PGDBA, Symbiosis, Pune

2004 DISA, ICAI

2003 **Chartered Accountancy, ICAI**

2001 B.Com, University of Lucknow

A committed Professional with diverse experience in Financial Management, designing and implementing Community Outreach Programs, Fundraising, Donor Relationship Management and Compliance Management with an excellent blend of working in multi-cultural diversity as well as grass-root level; 'For-Profit' to 'Not-For-Profit' organizations. Looking to lead large institutions in managing finance and developing sustainable programs.

Organization: Hunar Foundation

(<https://www.hunarekprayas.org/>)

Role: Managing Finance & Operations

Period: Jan15–Till Date

Responsibilities:

- **Financial Management & Compliances:**
 - Overall Financial, HR and Logistic Management
 - Manage all donor compliances including collaborative agreements and other contractual engagements.
 - Manage Statutory compliances including timely registrations, renewals, payment of taxes and filing of returns under GST, Income Tax etc.
 - Responsible for preparation of monthly accounts, debtors and creditors management, payments, processing monthly salary and finalization of annual Financial Statements.
- **Fund Raising:**
 - Development & implementation of institutional fundraising strategy.
 - Identify new, potential income streams and develop strategies to access these funds.
 - Writing grant proposals for foundations, institutional, individual and corporate prospects, including concept notes, grant proposals and budgets for submission.
- **Network, Linkages and Visibility:**
 - Develop and maintain good relationship with partners and collaboration through close accompaniment.
 - Design and support in implementation of awareness campaigns for program initiatives outreach, including social media campaign and marketing of products manufactured by the program beneficiaries.
 - Managing organization's communique including but not limited to Website designing, Annual Reports and social media.
- **Program Management:**
 - Develop and implement strategy on maintaining efficient and effective Programs focusing "Gender Equality and Livelihood".
 - Plan, implement and monitor performance of all programs in terms of reach, quality, cost and time.
 - Plan, implement and monitor performance of costing system.
 - Overall administration and logistics management including planning, budgeting and reporting.



Awards & Recognition

- **Influencer 2020**, Womennovator, first Virtual Global Incubator for women. (<https://www.womennovator.co.in/influencer-2021/>)
- **Women Face 2018**, among 100 women faces, by COWE Womennovator2018. (<https://www.womennovator.co.in/about/>)
- Represented **Innovative Indian Women Start up** in Sydney, under ProjectVirangana. (<https://www.viranganaproject.com/vp2018-finalist>)
- Among **17 Top Social Entrepreneur PAN India** by Surge Impact in their six-month flagship accelerator program - Social Enterprise Accelerator Training Program. (<https://www.surgeimpact.org/>)
- Selected for **Start-Up Program** by University of Texas, Austin supported by Embassy of United States of America. (<https://in.usembassy.gov/nexus-graduates-fourth-cohort-welcomes-south-asia-connect/>)
- Covered by Zee News, FM radio show, magazines and major newspapers of Delhi, NCR (<https://www.hunarekprayas.org/gallery/media/>)



Key Skills

- Proposal Making and Fund Raising
- Project Management and Report Writing
- Making and Analyzing Budgets
- Statutory & Donor Compliance
- Social Media Campaigns
- Networking with congenial and professional interpersonal skills
- Good Presentation and Communication Skills
- A proactive and innovative thinker who achieves results and creates positive change
- Ability to lead a team with large volumes of data with initiative
- Compassionate with a sense of ownership

- Brought the first fund for the organization from Ministry of Culture in the first year of its registration.
- Collaborated with two Multi-national companies, one Japanese and another German, for CSR funding.
- Procuring bulk orders for natural, eco-friendly products from big Corporate and Educational Institutions.
- Started projects from the scratch to establishing a web of micro-enterprises of Hunar beneficiaries in multi-locations of Uttar Pradesh (urban slums and rural areas).
- Managing a team of 8 staff members, consultants and a team of volunteers.
- Awarded Display Stall under Start up pavilion in International Trade Fair, New Delhi, 2017

Organization: IPPF, South Asia Region

(<https://www.ippfsar.org/>)

Role: Program Specialist Finance

Period: Apr13-Nov14

Responsibilities:

- Develop and disseminate guidelines, policies, standards and technical tools relating to financial system across the region.
- Financial, administration & logistics management at SARO including -
 - a. Preparing financial reports and compiling financial information for the Management Group and other key meetings and participants.
 - b. Developing financial information systems including electronic information management system (eMIS) to ensure they meet the financial reporting needs of IPPF.
 - c. Preparation and review of the annual program budget and accounts for IPPF SARO.
 - d. Facilitating internal and external audit in accordance with the IPPF policies and procedures.
 - e. Ensuring compliance with Statutory and Donor requirements.
- Responsible for oversight on financial management systems at the member associations in the region.
- Be the focal point for financial, costing and auditing systems in the region, the IPPF Central Office, London and SAR Member Associations.
- Build and reinforce external relationships, coalitions and participate in conferences events etc.

Worked for financial system strengthening in Afghanistan Family Guidance Association (AFGA) and Family Planning Association of Bangladesh (FPAB). Studied their financial systems and controls, identified gaps and suggested improvement areas. Also developed standard chart of accounts and review of Finance manual of AFGA and FPAB to ensure better utilization of accounting systems.



Promiscuous

- Won 3rd position in 200 m sprint in UP-CBSE Cluster III Athletic Meet in 1996.
- Bagged Silver medal in Jeet-Kune-Do in First Bruce Lee Memorial Open District Championship in 1994.
- Sketching as a stress buster activity.



Some of my lockdown sketches on Newspaper

References on request

Notes:

Organization: Amsure Insurance Agency Ltd

Role: Deputy Manager Finance **Period:** Mar11–Mar13

Responsibilities:

- Collating, preparing and interpreting reports, budgets, accounts and financial statements
- Undertaking strategic analysis and assisting with strategic planning
- Developing and managing e-MIS
- Controlling and monitoring income, cash flow, expenditure and fund availability
- Be responsible for Fixed Asset management
- Manage statutory compliance for Income Tax, Service Tax, Work Contract Tax including but not limited to -
- Representing the company before tax authorities
- Prepare tax returns, payments, necessary paperwork, and reports
- Supervising independent audits, statutory, internal and tax audit
- Conducting investigations on irregularities and errors
- Drafting recommendations on corrective measures

Promoted from Assistant Manager to Deputy Manager Finance within 10 months of completion of services.

Awarded as “STAR ACHIEVER” for calendar year 2011. Appeared before Income Tax Department for recovery of heavy Income Tax Refund pertaining to the periods 2005-10 in the calendar year 2011 and was successful in doing so.

Organization: Gulati Dinesh & Associates, Chartered Accountants

Role: Manager Finance & Tax

Period: Dec08-Feb11

Responsibilities:

- *Financial Due Diligence:* Financial Appraisal of companies to assist NBFC clients to make decision on lending.
- *Financial Outsourcing:* Preparation of financial statement including consolidation of accounts, intercompany reconciliation, working capital management, preparation of projected balance sheet.
- Tax Audit, Internal Audit and Statutory Audit
- E-Filing of Income Tax and TDS Returns
- Appearing before Income Tax Authorities to present cases of our clients.
- Certification under Double Taxation Avoidance Agreement

Professional Narrative

Key Achievements, Amsure

Professional Narrative