

SUNAINA BHATTACHARYA

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EDUCATIONAL QUALIFICATIONS

| Course (Stream)/Examination | Institution/University | Year of Passing | Performance |
|--|---|-----------------|--------------------|
| Bachelor of Business Studies (Marketing) | Shaheed Sukhdev College of Business Studies (University of Delhi) | Pursuing | 1550/1800 [86.11%] |
| AISSCE (Commerce) | Amity International School (Noida) | 2010 | 466/500 [93.2%] |
| AISSE | Somerville School (Noida) | 2008 | 460/500 [92%] |

INTERNSHIPS

- **CNBC TV18** (May 2012 – June 2012) – Part of editorial department which included conceptualising, scripting and editing business shows.
- **KPMG SIFE INDIA** (May 2012 – June 2012) – Worked on social entrepreneurship projects for the underprivileged.
- **Religare Securities Ltd** (December 2011 – January 2012) – Monitored the stock market and assisted stock brokers, portfolio managers.
- **Red FM 93.5** (May 2006 – September 2006) - Worked as a radio jockey and assisted in conceptualising radio advertisements.

PROJECTS UNDERTAKEN

- **Management Strategies – Hindustan Unilever (Fundamentals of Management)**– Analysis of strategic management decisions of HUL
- **HR Strategies – TATA CROMA** –Study of job descriptions, analysis and specification with respect to the company.
- **Consumer Perception - Snapdeal.com (Business Research)** – Understanding brand image in the minds of consumers
- **PR Strategies – Bhartiya Janta Party (Public Relations)** – Study of PR war in positive and negative scenarios.

AWARDS & ACHIEVEMENTS

- **Certificate of Merit** for holding second position in college – 2011
- **Best Speaker (1st) from Northern India** – Global business Challenge – Chartered Institute of Management Accountants, London – 2012
- **Winner of Best Team**– English Debate – IP College for Women, DU – 2012
- **Best Speaker (1st)**– English Debates – Miranda House, DU; and Maharaja Agrasen College, DU – 2010
- **Winner (1st)** – Ad Making Competition – St. Xaviers Management convention, Kolkata – 2011
- **Winner (1st)** – ‘Marketing Combat’ – Shaheed Sukhdev college of Business Studies – 2009
- **Economics School Topper** – 2010
- **Scholarship Holder** – Amity international School - 2010
- **‘All Rounder’ Award** – Amity International School – 2009
- **Winner (2nd)** – ‘Vending Vengeance’, all India Marketing Plan – St. Xaviers Management convention, Kolkata - 2011
- **Winner (2nd)** – ‘Resnova’, All India Business Plan Competiton – St. Xaviers Management Convention, Kolkata - 2012
- **Best Team (2nd)** – Social Entrepreneurship Competition - SIFE INDIA Nationals - 2012
- **Best Speaker (2nd)** – English Debate – Lady Sri Ram College, DU – 2010
- **Winner (3rd)** – Social Entrepreneurship Competition – Kamla Nehru College, DU - 2012
- **Appreciation Award** – International Children’s Festival of Performing Arts – Ryan Foundation - 2008
- **Founder’s Day Award** for National Level Participation in Dramatics – Amity International School, Noida - 2009
- **Regional Champions (3rd), Northern India** – Global Business Challenge – Chartered Institute of Management Accountants, London - 2012
- **Invitee** for presenting a paper on ‘**Livelihoods for the Informal Sector**’ – National Conference – IIHMR, Jaipur – 2012

POSITIONS OF RESPONSIBILITY

- **Project Head, Sanitation Solutions (Students in Free Enterprise** – Shaheed Sukhdev College of Business Studies.)
 - Responsible for strategic planning and all operations regarding the project, increasing its impact by 150%.
- **Member, Organising Committee (Crescendo, Annual Fest** – Shaheed Sukhdev College of Business Studies.)
 - Handling various facets such as sponsors, speakers, publications, etc.
- **Member, Organising Committee (Convergence, Annual Corporate Seminar** – Shaheed Sukhdev College of Business Studies.)
- **Member, Organising Committee (Renaissance, The Debating Society** – Shaheed Sukhdev College of Business Studies.)
 - Work included participating in debates along with organizing SSCBS’c Freshers Debate and Literary Fest
- **Reporter (Global Times, school Newspaper** – Amity International School, Noida.)
- **Member (Interact Rotary Club** – Amity International School, Noida.)

OTHER INTEREST & ACTIVITIES

- **Alumnus, National School of Drama**
- **Winner** of street play and one act play competitions at Inter – School Level and to raise awareness on social issues.
- **Winner** of art, dance and pottery making competitions at Inter – School level
- **School Prefect** – Amity International School, Noida