

CURRICULAM -VITAE

ANUP KUMAR

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Career Objective

To associate and grow with a National/Multinational organization that enhances my skill to be a part of the team that excels in work so that I can grow along with the team.

Computer Proficiency

Conversant with Ms Office, 2000 package like MS Word, Excel, Power Point, Ms Access and Window XP Professional and SPSS.

Educational Qualification

Qualification	Board/ University	Passing Year	Division
MBA/PGDM (Marketing)	Xavier Institute of Management Jabalpur(M.P)	2017-2019	1 st
B.Tech(Mechanical)	Magadh University Bodhgaya	2014	1 st “D”
B.Sc(Math Hons)	J.P University Chapra	2011	1 st
I.Sc	U.P. Board Allahabad	2007	1 st
Diploma in Instrumentation	AIMS Jamshedpur	2005	1 st
Matric	B.S.E.B., Patna	2003	1 st

Work Experience

PRADHAN MANTRI AWAS YOJANA JABALPUR M.P. & DELHI NCR.

The Duration is- 1st July 2018- Till Date.

After my Summer Internship Organization to understand my Competency they hired me for the post of **Project Officer** Job for Sales and Marketing **June 2018 to till date**. And right now they promoted me for the post of **Strategic Head** for **Pradhan Mantri Awas Yojana** (Central Government Real Estate Project) Madhya Pradesh & Delhi NCR. And my main responsibilities is **Marketing like online Digital Marketing, Project Handling, Project Analysis, Land Acquisition, Costing, Strategic Planning, Product Marketing, Product Development, Branding, Pricing, Advertising, Product Analysis, Business Analysis, Financial Analysis & Financial Planning, Material Purchasing, Material Management, Creating awareness activities and Monitoring time to time Project and our Project Quality and Collaborating with Several Banks then providing affordable Home loan in Minimum interest rate in affordable and easy Installments**. And Making plane how to achieve our Sales Targets and Provide the Home for all Homeless People in Minimum Price.

Work Experience

SPICER INDIA LTD. PUNE, (Maharashtra)

The Duration was- 29th July 2014- 28th June 2017

Spicer India Private Limited is a Multinational leading Automobile Spare Parts supplier of Axles, Driveshaft and Drive train products as well as genuine service part of every major vehicle manufacturer in the country. I was working as an Assistant Production Manager in the company. My main responsibilities were **Domestic & International Sales & Marketing in European/Sea & Air Freight market, Global Logistics Operation and Supply Chain Management by Sea & Air Freight, Strategic Planning, Procurement, Product Costing, Financial Analysis & Financial Planning, National & International Purchasing, Material Management, Material Planning, Quality Assurance, ATL, BTL, Brand Management, Production Planning, Product Marketing Management, Product Development, Product Analysis, Business Analysis** and leading the Production Team, motivating and guiding them to achieve the Quality Production Targets for the Organization.

Work Experience

DURGESH FOODS & BEVERAGES PVT. LIMITED. BIHAR

The Duration was- 05th July 2005- 25th June 2014

I have worked as a Business Development Manager (BDM) in Durgesh Foods & Beverages Pvt. Ltd. My main responsibilities were Sales and Marketing, Product Marketing Management, Business Analysis, Branding, Atl, Btl, Pricing, Material Purchasing, Material Management, Quality Management, Costing, Financial Analysis & Financial Planning, Financial Management, Logistics and Supply Chain Management, customers convincing like Wholesalers and Retailers, Negotiation, customers motivating and Handle the Sales Team and Creating awareness activities about our Products and Sales the different types of Foods & Beverages Products and achieve our Sales targets.

Rural Exposure

As a part of the PGDM Program we visited MVSS, Sager, (MP). We visited four villages and applied Participatory Rural Appraisal tools. Through that we have learnt the problem identification and also understood the situation of villages regarding Education, Livelihood, Agriculture, Swach Bharat Mission, etc. It has enriched my knowledge and given me an insight of rural India. The duration of the exposure was one week.

Summer Internship

The Duration was - 16th April – 20th June 2018

Under the Project of **Pradhan Mantri Awaas Yojana** my main work was to create Brand Awareness and Branding Building of the project among the target audience in Jabalpur,

M.P. The main objective of this project was to provide home for all rural and urban homeless people by applying the most effective Marketing Strategies among the stakeholders. The Project topic was **“Formulating and Implementing Marketing Strategy for Pradhan Mantri Awaas Yojana Project of Jabalpur Municipal Corporation.”**

Apart from that in the present research work the Demographic Profile of the customer who booked the houses under the PMAY was studied in detail for further analysis and decisions to take this project ahead.

Industrial Exposure

As a part of the PGDM Programme, our entire batch of students visited, Jaipur (Rajasthan) under the Industrial Trip. The companies which we visited were, HMT, Jaipur Foot, Saras Dairy, and World Trade Park Mall. We learnt a lot about the functioning of these Companies.

Live Study

Coca-Cola Jabalpur, (M.P.)

The Duration was 1 Week

We did a live project for a week under the Marketing Specialization in Coca-Cola, Jabalpur (M.P.). In this project we did a Market Research under which we studied various aspects of **Logistics and Supply Chain** Management and Marketing like Product Marketing, Product Development, Branding, Demand Forecasting, Product Analysis, Financial Analysis, Business Analysis, Retailing and Customer Satisfaction. An individual report was prepared on which Viva Voce was also taken.

Equipments Worked on

Different Pumps, Boilers, Gear Boxes, Agitators, Rotary Feeders, Mechanical Seals, Dryers, Tanks, Pressure Vessels etc.

Industrial Training

NTPC Barh, Patna.

The Duration was - 1st April 2014- 30th April 2014

Barh Super Thermal Power Station or NTPC Barh Around 3,300MW of coal-generated power is being added at Barh near Patna in Bihar, India. The plant is being constructed in two stages with 1,980MW in Barh I and 1,320MW in Barh II. The coal-powered facility has been named a 'mega power' project, and is owned by Indian energy company National Thermal Power Corporation (NTPC) and I learnt how to generate electricity from coal and how to operate boiler and Thermal Power Plant.

Personal Profile

Father's Name	Hiralal Singh
Date of Birth	02 nd January, 1989
Hobbies	Travelling, Reading, Listening Music
Nationality	Indian.
Religion	Hinduism
Sex	Male
Marital Status	Single
Language Known	Hindi & English

Declaration

I hereby declare that all above - mentioned information is in accordance with fact or truth up to my knowledge and I bear the responsibilities for the correctness of the above mentioned particulars.

Date -

Signature

Place -

(Anup Kumar)