

MANAN DUGAR, 22+919508333484 | manandugar@gmail.comAddress: Dugar Building, Fancy Bazar,
Guwahati- 781001**Professional Qualification****Madhukunj Confectioners Pvt. Ltd. (8Months*)***Owner/Planning Associate (May'18-Present)*

- Brought about a change in the initial orthodox methods of production by bringing in new machines, better hygiene, refining the structure, and ultimately reducing the costs of production by 10%.
- Analysed the avenues where Madhukunj could expand product wise, and location wise for its second branch. Introduced the concept of corporate gifting, which led to an increase in the target consumer base by 30%, and is now a major source of income

EDUCATION

YEAR	DEGREE	INSTITUTION	SCORE / CGPA
2015-18	BCom (Hons)	St. Xavier's College, Kolkata	7.5(top 5%ile)
2015	CBSE	Delhi Public School, Guwahati, Assam	92.67%
2013	CBSE	Delhi Public School, Guwahati, Assam	9.4/10

INDEPENDENT COURSEWORK

- Operations Analytics; uncertainty; optimization; simulations; decision making-*by Wharton School of Business*
- Business and Financial Modelling; risk modelling; excel; PowerPoint; investment analysis-*by Wharton School of Business*

INTERNSHIPS

Design Aids (Jan'17-Present)	<ul style="list-style-type: none"> Provided social media marketing, website development, designing and printing services to 8 clients and generated a cumulative revenue of INR 1.20 lakhs. Resultant increase in revenue by 30% of 'Abstract Hues'.
PageInc (Dec'17-Apr'18)	<ul style="list-style-type: none"> Co-founded and fulfilled the role of a Digital Media Strategist. Targeted social media promotion and collaborated with popular social media profiles with related products and services for the clients. Procured a database of around 1000 Facebook pages.
Desi You (Dec'17-Feb'18)	<ul style="list-style-type: none"> In-charge of strategy, growth and diversification; reduced marketing expenditure by 10% and reduced procurement cost by 24%. Re-designed system of orders which increased volume of orders per day.
Dugar Consumer Products Pvt. Ltd. (Jun'16- Jul'16)	<ul style="list-style-type: none"> In-charge of procurement, negotiations and finalization of prices based on market survey which saved INR 1.26 lakhs. Analysed and formulated market entry strategies, growth prospects, studied product diversification possibilities and contributed to the establishment of a new branch.
Tyohar Foundation (Jul'15- Oct'15)	<ul style="list-style-type: none"> Successfully organised the Eye Care Camp, Durga Puja Celebration and Teaching Programme for Orphanage for over 600 people.

POSITION OF RESPONSIBILITY

Entrepreneurship Development Cell (2015-18)	<ul style="list-style-type: none"> Finance Head of EDCSXC, comprising of 112 students (Mar'17-Mar'18); raised approximately 7,00,000 lakhs in the academic session 2017-18 through sponsors. Led multiple recruitment drives- expanding the cell from 21 students to 112 students over the course of 2 years. Event Planning Associate (Apr'16-Mar'17); organised 6 workshops for over 1000 students; organized a start-up exposition with 15 participating start-ups, providing internships to 200 college students . Event Head of 'Biztatva'18', flagship event of EDCSXC, with 12 undergraduate college teams. Conceptualised 'The Pitch' and 'Entrepreneurship Awareness Camp', the only networking and funding event at St. Xavier's College, SXC.
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EXTRACURRICULAR ACTIVITIES

- Photograph published by school in a local daily for securing 3rd position in class XII.
- Self-taught designer; verse with Adobe Photoshop, Coral Draw, and Illustrator.
- Winner at the B-Plan competition at Amiphoria by Amity University, Kolkata.
- Stood second at the marketing competition at 'X-Calibre'16', organized Xavier's Commerce Society.
- 2nd Runners up : Supply Chain Management at 'Insignia', an international level management fest, organized by Xavier's Commerce Society.
- 2nd Runners up at a marketing event at 'Invictus'17', a national level management fest, by JD Birla Institute, Kolkata
- Member of the cricket team of Delhi Public School, Guwahati; represented the school at a National Cricket tournament organized by Delhi Public School, Nazira (2013), and at a Delhi Public School, Mathura Road, New Delhi.