



# DISHA LALWANI

Specialization: MARKETING

## CONTACT

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## KEY PROJECTS UNDERTAKEN

### CEAT Ltd

(Dec '19–Mar '20)

Details-A Study of Material Requirement Planning (MRP) and Study of Time Management and Non-Moving Items in International Market

### Finlatics Live Project

(Dec '20-Feb '21)

Details-Building a virtual Portfolio, investment strategies to increase the revenue using various value investing strategies

### Yoga 365

(Dec '20-Jan '21)

Details-To learn and implement the various different digital marketing strategies for growth of the company

### Research Report

(Feb '21)

Sustainable fashion- A study to understand the awareness of slow fashion and fast fashion among shoppers

## POSITION OF RESPONSIBILITY

Member of Corporate Interaction Cell IES's MCRC

Conducted INTACH Heritage Quiz

Head of Discipline Committee (BYK College)

Project Manager-ATAL Tinkering Lab (NITI AAYOG)

## EDUCATION

<b>PGDM</b> IES's Management College and Research Centre, Mumbai	2022	3.61/4
<b>B.B.A (International Business)</b> BYK College of Commerce Nashik, Maharashtra	2020	76.62%
<b>HSC</b> Sunbeam School Lahartara, Varanasi, Uttar Pradesh	2017	68.08%
<b>SSC</b> Sunbeam School Lahartara, Varanasi, Uttar Pradesh	2015	69.8%

## ADDITIONAL QUALIFICATION

- German B1 Level from Goethe-Institute (Oct '19-Oct '19)
- French A1 Level from Alliance Française (July '19-Jan '20)
- Basic TQM (TATA Steel Learning Program) (Mar '20)
- MS Office (TATA Steel Learning Program) (Mar '20)
- Fundamentals of Digital Marketing Course by Google (Apr '20)
- Tally ERP 9 (Sep '18)
- IRDA certified Financial Legal Advisor at Kotak Life Insurance (Mar '20)

## INTERNSHIP

- **Amul (Summer Intern)**  
(May '21– July '21)  
Market penetration of Amul products in the frozen segment and comparative study of Amul frozen snacks segment with respect to its competitors in India
- **Tata Power Solar Systems Limited**  
(June '19-Aug '19)  
Present products, interact, generate new customer base, collect feedback on future buying trends, analyze inputs and present report
- **World Youth Council**  
(June '20-Aug '20)  
Understanding the mindset of underprivileged children and designing curriculum
- **International MUN**  
(June '20-July '20)  
Social media promotions, content writing and cold calling

## CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Awarded best Research Paper in IES's 11<sup>th</sup> Business Research Conference (Feb '21)
- First place in Digital Poster making competition at IES's MCRC (Jan '21)
- First place in Online HR Write-A-Torio Competition at IES's MCRC (Nov '20)
- Participated in CREDIT RESEARCH CHALLENGE conducted by AIWMI (Apr '21)
- Participated in INSPIRIOBZ National Case Study Competition organized by VESIM (Dec '20)
- Participated in national online business plan competition "Exploration 2021" organized by Dr. Panjabrao Deshmukh Institute of Management Technology and Research (Mar '21)
- Second place in "Lateral Thinker" Online Contest conducted by ST Britto's College (Jun '20)