

# Arunava Sanyal

Male



ACADEMIC QUALIFICATIONS			
Degree	Year	Institute/University	Percentage/CGPA
PGDRM	2021	Institute of Rural Management Anand	2.678 / 4.333
B.Arch. (Architecture, Planning & Design)	2018	Indian Institute of Engineering Science and Technology, Shibpur	7.12 / 10.00
HSC (Science - WBBSE)	2011	Nabagram Vidyapith, West Bengal	76.7%
SSC (WBBSE)	2009	Nabagram Vidyapith, West Bengal	86.4%

VILLAGE FIELDWORK SEGMENT (VFS)		Oct. 2019 - Nov. 2019 (7 Weeks)
Organization – Nav Bharat Jagriti Kendra, Jharkhand		
Village - Kadermara Dist - Dumka	Conducted extensive surveys to study and analyse development parameters resulting in a report which captures a comprehensive picture of the village level development status.	
Rural Action Component	Title: Profitability Analysis of Mushroom Cultivation in Kathikund Block. <ul style="list-style-type: none"><li>Designed questionnaire and conducted ten household surveys across five different villages to analyse the present scenario of oyster mushroom cultivation in the region.</li><li>Analysed the profitability in present scenario and presented the major findings to layout a future expansion plan.</li></ul>	

PROFESSIONAL EXPERIENCE		July 2018 – June 2019 (11 Months)
Company Name: Sthapatya Publishers, Kolkata		
Co-Founder & Managing Editor	<ul style="list-style-type: none"><li>Co-founder of Sthapatya, India's first online architecture and design magazine in a regional language.</li><li>Designed the website and planned the strategy for social media marketing &amp; search engine optimization. The Facebook page is followed by more than 12500 people and the website has crossed 30,0000 site visits within a year.</li><li>Managed the content creation strategy, e-commerce portal (WooCommerce) and created an online platform for selling handicrafts of rural bengal (dhokra &amp; pottery).</li></ul>	

ACADEMIC PROJECTS (IRMA)		December 2019 – January 2020
Marketing Management	Title: Marketing Plan for Lactose Free Millet Based Ice Cream <ul style="list-style-type: none"><li>Conducted primary research in the city of Anand for need identification and designed a strategy for segmentation and targeting to penetrate the desired market segment.</li><li>Understood the want of the prospective consumers, the buying behaviour and positioning strategy to penetrate the nutritious &amp; lactose free ice cream market.</li></ul>	

POSITIONS OF RESPONSIBILITY		YEAR
IRMA	<ul style="list-style-type: none"><li>Member of the Media Team of Admission Committee 2020, Idea Chaupal'19 and Godrej LOUD'19. (Involved in content creation and social media marketing).</li><li>Block Representative.</li></ul>	2019 - Present
Graduation	<ul style="list-style-type: none"><li>Served as the General Secretary of the Departmental Student's Society (SSAT) and ex-Senate Member of IEST, Shibpur</li></ul>	2015 - 2016

ACHIEVEMENTS AND ACTIVITIES		YEAR
Academic	<ul style="list-style-type: none"><li>Received a scholarship for scoring the overall highest marks in SSC within our CD Block.</li><li>Proposed the design of a model village for a project under Indian Green Building Council, Kolkata Chapter to prevent the ongoing rural-urban migration.</li><li>Published a paper in the 48<sup>th</sup> Regional Science Conference of Tripura University based on the Terracotta Temple Architecture of Rural Bengal.</li></ul>	2009 2016 2017
Professional	<ul style="list-style-type: none"><li>Currently pursuing a course on Advance Excel, Data Management &amp; Macro Automation from Udeemy.</li></ul>	2019
Competitions	<ul style="list-style-type: none"><li>Zonal Winner of Logo Design and Writing Architecture Competitions in Zonal NASA Convention 2015.</li><li>National Winner of UCP Trophy in Annual NASA Convention 2016 for documenting the tribal wall craft (Sohrai Mural) of Shantiniketan, West Bengal.</li></ul>	2015 2016
Extra-Curriculars	<ul style="list-style-type: none"><li>Completed fourth year diploma in fine arts under All India Fine Arts Association.</li><li>Winner of several zonal level extempore, painting &amp; essay writing competitions.</li></ul>	2007 2008-2009

KEY SKILLS	
Technical	Excel VBA & Macros, Presentation software (Adobe Photoshop, Prezi) and Design software (AutoCAD, 3ds Max).
Personal	Amicable, Team Player, Self-Driven & Creative.

PERSONAL INFORMATION	
Languages	English, Bengali, Hindi & Odia (Basic)
Domicile State	West Bengal
Interests	Travelling, Creative Writing, Sketching & Aquascaping (Setting up Planted Aquariums).

DOB - 28/08/1993

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