

Mala Mahender



MBA-FABM, 2021-23 - Imperial School of Agri Business, Greater Noida

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Professional Summary

MBA in Food and Agribusiness Management professional with an agricultural background in undergrad. Interned at Gramophone, KPMG, and Swadeshi Farms. Since I was born and raised in an agricultural family, I have firsthand knowledge of farming practices in the field. Have working knowledge of MS Word, MS Excel, and MS Power Point.

Professional Experience

Summer Intern - Business Development Gramophone	Project Title: “ Devising a strategy to expand the F&V business in the Vijayawada region”	June 2022 - July 2022
	▪ Worked as a Business Development Intern in Gramophone at Vijayawada (Andhra Pradesh) for a period of two months	
	▪ Collected data by Quantitative Research Method with the sample size of 50 dealers	
	▪ Observed price fluctuations of 25+ Perishable Commodities	
	▪ Interaction and information gathering from market Commission agents, truck drivers, and farmers, as well as the source location	
	▪ Updating price details of the F&V commodities to the company along with the quality of produce that has been brought to the market	
	▪ Conversion of dealers to partners after finding potential leads	
Live Project Intern - KPMG	Project Title: “Plan layout and budgeting for construction of collection and grading centre for potato & rajma”	Feb 2022 – Mar 2022
	▪ Worked as an intern for a DPR on Potato & Rajma Collection and Grading Centre for a duration of two months to the PACS of Mori block of Uttarkashi (Uttarakhand)	
	▪ Contacted multiple vendors on India Mart to know the cost of raw materials required for this project	
	▪ Collected the secondary data of regional crops and the production trends of Potato and Rajma for the past 3 years	
Sales & Marketing Intern - Swadeshi Farms	Project Title: “Organic product sales and marketing promotion via online channels”	Jan 2022 - Mar 2022
	▪ Worked as a Sales & Marketing Intern for a duration of Three Months and improved sales of the company during that time period	
	▪ Promoted 30+ different types of organic products and made sales by generating 40+ leads	
	▪ Interacted with customers and persuaded them to purchase products from Swadeshi Farms	
Rural Agricultural Work Experience	▪ Exposed to three different types of mushroom cultivation and production processes, and successfully produced ten bags of each mushroom	Jan 2021 – Mar 2021
	▪ Learned about the importance of beekeeping , methods, and tools used, as well as Apiculture products, and produced 2kg of pure honeymoon honey	
	▪ Exposed to multiple Food Processing methods and techniques. Prepared Jam, Candy, Pickles, and Marmalade of 500gm each	
	▪ By conducting a Socio-Economic Survey of 60 families , I was exposed to village situations and learned about on-farm activities, crops produced, socioeconomic conditions, and their source of income	
Positions of Responsibility during College Stint		
	▪ Coordinator in Placement Cell , at Imperial School of Agri Business	
	▪ Interacted with over 50 corporate leaders, industry experts, and entrepreneurs to brief them about our college and hiring process	

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ISAB - Greater Noida	<ul style="list-style-type: none"> Data was collected from approximately 15 state rural livelihood and skill development missions for training and internship purpose 	2021 - 2023
	<ul style="list-style-type: none"> Attended IITF 2021, Uttar Pradesh Agro Vision 2021, Aahar – The International Food & Hospitality Fair – 2022, Krishi Unnati Mela 2022, Bio Ag ASIA 2022, IDF World Dairy Summit 2022 and Agro World 2022 	
	<ul style="list-style-type: none"> As a placement coordinator, I, along with the placement cell team, attended various Agri events in Delhi - NCR to generate leads for internships and placement 	
	<ul style="list-style-type: none"> I have also assisted my placement cell team in gathering information from various companies for training, internship, and placement purposes 	
	<ul style="list-style-type: none"> Helping my classmates improve their resumes and LinkedIn profiles for increased visibility 	

Educational Qualifications

Degree/Class	Institution/ Board	%/ CGPA	Remarks	Year
PG MBA- Food & Agribusiness Management	Imperial School of Agri Business, Greater Noida	7.23/10 (1 st Sem)	Pursuing	2023
UG B. Sc (Agriculture)	Sri Dev Suman Uttarakhand University, Tehri	71.8%	First Division	2021
XII BIE	Narayana Junior College, Pragati Nagar	93.5%	First Division	2017
X BSE	NTR Model School, Himayat Nagar	9.2/10	First Division	2015

Hobbies & Languages known

Hobbies	<ul style="list-style-type: none"> Travelling, I visited around 25+ of the most popular tourist destinations in Telangana, Andhra Pradesh, Uttarakhand, Punjab and Delhi
	<ul style="list-style-type: none"> Listening to Multilingual Music
	<ul style="list-style-type: none"> Playing Badminton
Languages known	<ul style="list-style-type: none"> Hindi, Telugu & English

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