

ANANYA RAWAT

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EDUCATIONAL QUALIFICATIONS

Course	Year	College/ Institution	Result
B. Com (Hons.)	2022- 2025/2026	Shri Ram College of Commerce, DU	CGPA: 8.55
CBSE (Class XII)	2021-2022	N.K. Bagrodia Public School	97%
CBSE (Class X)	2019-2020	N.K. Bagrodia Public School	98%

ACADEMIC ACHIEVEMENTS AND AWARDS

(2020 - 2022)

- Secured an impressive score of **799/800** in B.Com (Hons.) on the **Common University Entrance Test (CUET)**, thus achieving an **AIR 28**.
- Secured an **AIR 125** in IPU-CET for the B. Com (Hons) programme and an **AIR 91** in IPU-CET for the BBA Allied programme.
- Awarded a Certificate of Merit for **90.04 percentile** in **12th International Commerce Olympiad** by Commerce Teachers Foundation in 2020.
- Received a prestigious certificate from **CBSE** for securing **100% in Sanskrit and mathematics** in the 10th standard.
- Honored by the **Hindustani Bhasha Academy** for achieving a flawless score in Sanskrit during my 10th-grade examinations.
- Awarded a certificate by the **Delhi Sanskrit Academy** for achieving a **perfect score** in the 8th standard in Sanskrit and a **cash prize of Rs. 400**.

POSITIONS OF RESPONSIBILITY

Member, The Marketing Society, SRCC	January'23 – July'23
<ul style="list-style-type: none"> Orchestrated the Shri Ram Townhall event, with an audience of 7,00,000+ individuals, and participation of 10,000+ attendees across colleges. Assisted in achieving a notable 70% increase in cumulative social media presence and expanded website reach to over 20,000 visitors. Contributed to the organization of "Shri Ram Marketing Summit," with a budget of INR 4,00,000+ achieving an outreach of 8,00,000+ and attracting participation from over 10,000+ attendees, with a footfall of 2,000+. 	April'23 – May'23
Event Head, Shri Ram Case Conflict, The Marketing Society, SRCC	April'23 – May'23
<ul style="list-style-type: none"> Pioneered the setting up of SRMS'23's Case Competition, garnering registrations from 1,500+ teams and accumulating 50,000+ impressions. Successfully led a team of 10 students, drafted questions, and conceptualized the event, along with overseeing end-to-end event operations and managing collaborations with industry giants Deloitte and APriori Consultants. 	July'23 - Present
Project Arpan Director, Connecting Dreams Foundation, SRCC	July'23 - Present
<ul style="list-style-type: none"> Led comprehensive end-to-end operations involving finances, logistics, and inventory management, while actively engaging in strategic formulation and business development initiatives. Successfully optimized costs by 20% resulting in a remarkable 200% increase in revenue. Strategically formulated and executed a holistic marketing strategy, meticulously managing brand identity through social media insights and website optimization. These efforts led to an extraordinary 364% surge in user engagement and an astounding 1,736% increase in reach. Proactively established connections with 200+ manufacturers, while contacting 150+ packaging experts. This approach led to substantial cost optimizations in both manufacturing and packaging, paving the way for the successful conceptualization of a new candle vertical. Facilitated stakeholder relations, steering negotiations with 45+ national and international premium offline retail partners, online retail leaders, and gifting enterprises. Through these strategic efforts, we achieved the establishment of 30+ impactful collaborations, significantly expanding our outreach to 10,000+ end customers and beneficiaries. 	January'23 - July'23
Executive Member, Connecting Dreams Foundation, SRCC	January'23 - July'23
<p><i>CDF is a National NPO of students that aims to impact marginalized communities by fostering the spirit of social entrepreneurship in 50+ colleges.</i></p> <ul style="list-style-type: none"> Ensured optimal use of all Social Media Channels (LinkedIn, Twitter, Facebook, Instagram) of CDF through innovative Social Media Marketing Strategies throughout the year leading to a 275% increase in accounts reached and a 600% surge in accounts engaged. Assisted in organizing exhibitions of products, generating a revenue of INR 50,000+ including a corporate engagement program at EXL. Formulated a detailed strategy for 50+ listings on 5+ mainstream e-commerce websites with potential of increasing the online revenue by 50%. Qualified as a National Finalist in the B-plan competition "Innovate2disrupt" organized by the E-Cell of Shivaji College. 	August'19 – March'20
Junior Executive Member, Shri Ram Consulting and Research Center, SRCC	January'23 - July'23
<ul style="list-style-type: none"> One of the 80+ members selected out of 550+ applicants to serve as the Junior Executive Member. Collaborated with the team and engaged in the process of casebook preparation, which had 2.5 lakh impressions and 46% engagement rate. One of the 6 team members entrusted with conducting a comprehensive competitive analysis of 5+ competitors for YULU. 	January'23 - July'23
Sanskrit Editor, Student Council, NKBPS Dwarka	August'19 – March'20
<ul style="list-style-type: none"> Oversaw content and quality of Sanskrit articles for the school's magazine and assisted in organizing Sanskrit-related events and competitions. 	EXTRA-CURRICULAR ACHIEVEMENTS
<ul style="list-style-type: none"> Collaborated effectively as a team member in the successful organization of the Changemakers -20 Summit hosted by the CDF- India in 2023. CH-20 by CDF-India united over 137 nations, with 760 speakers, engaging more than 3,000 participants across the globe. One of the top 10 teams qualified for the Finals in EUNOIA, a case competition organized by Share, SRCC, having 700+ registrations in 2022. Authored the article "Retrospective Tax" in the 2021 edition of the School's Economics Magazine, "ECOBIZZ SNIPPETS". Secured SECOND position in Sanskrit Debate competition conducted by Delhi Sanskrit Academy in 2019. Achieved the SECOND position in a prestigious Sanskrit speech competition organized by the Central Sanskrit University in 2018. Earned SECOND place in the Inter-school Traditional Palate competition hosted by the Cambridge Foundation School in 2018. Delivered a commemorative Speech on the 86th Birthday Celebration of Dr. APJ Abdul Kalam organized by the House of Kalam in 2017. Clinched the FIRST position in a prestigious Sanskrit speech competition hosted by the Central Sanskrit University in 2017. Secured SECOND place in the Inter-house English Declamation competition in 2017, organized by NKBPS Dwarka. Attained FIRST place in the Inter-house Hindi Poetry Recitation competition in 2016, organized by NKBPS Dwarka. 	January'23 - July'23