

Bhanu Pratap Shandilya

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ACADEMIC RECORD			
2025	Exe. Program (New Product Development)	IIMV - Indian Institute of Management Visakhapatnam	Jun 2025
2024	MBA (IB)	University Business School, Panjab University, Chandigarh	65.42%
2021	B.A.LLB	Guru Gobind Singh Indraprastha University, Delhi	75.30%
2016	12 th (CBSE)	Delhi Public School, Bahadurgarh	80.33%
2014	10 th (CBSE)	Delhi Public School, Bahadurgarh	83.60%
INTERNSHIPS			2 Months
Digital Marvelled		Sales and Marketing Intern	May'23- Jul'23
Roles & Responsibilities	<ul style="list-style-type: none">Conducted primary market research survey to gather insights on concepts of segmentation, targeting and positioning to improve customer acquisition and retention rateConducted a comparative analysis to study internal competition in the industry and tried to understand the consumer behavior towards key players in the industryStudied various marketing campaigns and its impact on sales in IndiaClosed deals totaling Rs. 10,000, exceeding expectations by 20%		
WORK EXPERIENCE			August 2024
Manav Rachna Innovation & Incubation Foundation		Incubation Manager	Aug' 2024
Roles & Responsibilities	<ul style="list-style-type: none">Instructor, Engineering Exploration Program – Deliver hands-on engineering education, fostering innovation and problem-solving among students through project-based learning and industry exposure.Startup & IPR Liaison, University Central Desk – Facilitate collaboration and manage intellectual property for university-affiliated startups, ensuring smooth registration and protection of IP rights.Startup Portfolio Manager – Oversee and guide the growth and success of a diverse startup portfolio, providing strategic direction, mentorship, and support to enhance scalability and market success.Business Plan Specialist – Develop comprehensive business plans and growth strategies to ensure startup scalability, secure funding, and achieve market penetration.MOU and Legal Document Vetting – Manage the vetting of Memorandums of Understanding (MOUs) and other legal documents to ensure compliance and protect institutional interests.Consultancy Acquisition – Lead the acquisition and negotiation of consultancy deals for MRIIF, driving business growth and establishing strategic partnerships.		
PROJECTS & CERTIFICATIONS			
Projects	<ul style="list-style-type: none">Research project on the topic "Animosity of India with its trading partner: an empirical study with data analysis		2024
	<ul style="list-style-type: none">Benchmarking project on performance of key players in the Textile Industry		2023
Certifications	<ul style="list-style-type: none">Product Management: Customer Development LinkedIn learning		2024
	<ul style="list-style-type: none">The Complete Digital Marketing Course offered by Udemy		2024
	<ul style="list-style-type: none">Understanding Economic Environment of Business using Data by Dr. Tejinder Pal Singh (UBS)		2022
	<ul style="list-style-type: none">Intellectual property Rights and its Importance course offered by Indian Law Institute		2018
POSITION OF RESPONSIBILITY			
University Business School, (2022-24)	<ul style="list-style-type: none">Member, Health and Wellness clubOrganized various sports and Fun activities		
Vivekananda Institute of Professional Studies (2016-2021)	<ul style="list-style-type: none">Organizer, Moot court Competition (2016 – 17), (2017-18)Organizer, Blood Donation CampsOrganizer, Free Legal Aid ServicesOrganizer, Various recreational events		
EXTRA-CURRICULARS			
<ul style="list-style-type: none">Showcased leadership and communication skills through involvement in the 'Akhada' football competition			2023
<ul style="list-style-type: none">Organized Blood Donation Camp			2022

<ul style="list-style-type: none"> Achieved 2nd place in the Biz Quiz organized by the Business Cell, demonstrating strong business knowledge and analytical skills. 	2022	
<ul style="list-style-type: none"> Honed effective communication, problem-solving, and client interaction skills through participation in a legal client counseling competition 	2019	
OTHER INTERESTS		
Reading	Travelling	Sports (Basketball & Football)