



Manas De

Address: 14/10/1 Bhattacharjee Para Lane PO: Santragachi, Howrah 711104 West Bengal

e-mail: manasde.in@gmail.com # **Skype:** manasde.in@hotmail.com

Phone: +91-98366 37770/ 87773 98835/ 91638 20713 (WhatsApp)

Professional Attributes

- Operations Management
- Process Design & Execution
- ERP Implementation
- Project Management
- Team Management
- Capacity Building
- Stakeholder Management
- General Management

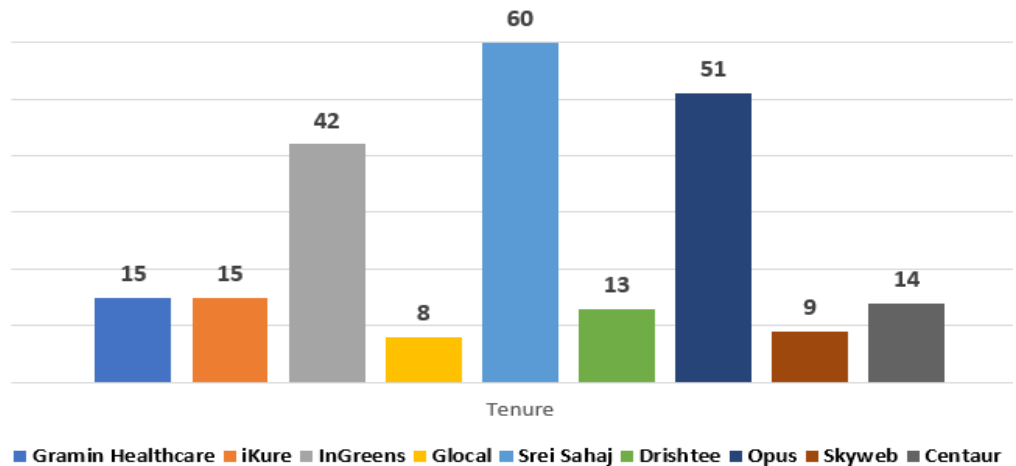
Key Professional Achievements

- Designed & executed more than 30 SOPs in start-up ventures
- Been offered sweat equity in 2 start-up organizations
- Liaisoning & successfully co-working with varied Government Departments
- Managing & Preparing RFP's for setup of business models
- Successfully executed & setup e-Governance models, setup of primary healthcare infrastructure, sales & distribution of Financial Inclusion Services including Life Insurance, MFs, Agri Insurance etc.

Personal Skills

- High result Orientation
- Strong Interpersonal skillset
- Adaptable & Quick learner
- Strong People Management skills
- Strategic Leadership skills
- Entrepreneurial mindset
- Troubleshooter & Firefighter

Professional Work Experience



Organization	Designation	Tenure
Paridyam Healthcare Pvt. Ltd. (Gramin Health Care)	State Manager- West Bengal & Bihar	15 months (continuing)
iKure Techsoft Private Limited (iKure)	Vice President- Operations	15 months
GreenThink Ventures Pvt. Ltd. (InGreens)	Vice President- Ops & QA (9 mths)	42 months
	AGM- Operations (33 mths)	
Glocal Healthcare Systems Pvt. Ltd.	Senior Business Head	8 months
Srei Sahaj e-Village Limited	AVP- Operations (12 mths)	60 months
	Chief Manager- Operations (12 mths)	
	Sr. Manager- Operations (12 mths)	
	Manager- Operations (24 mths)	
Drishtee (DDCL Limited)	Territory Manager	13 months
Opus Incorporated	Manager- Admin & Operations	51 months
Skyweb India Limited	Trainee Web Consultant	9 months
Centaur Laboratories Pvt. Ltd.	Medical Representative	14 months

Academics

- Awarded 'Ashoka Change-maker Scholar with Distinction'
- PGDSRD (PG Dip. in Sustainable Rural Development) from National Institute of Rural Development and Panchayati Raj, under the Ministry of Rural Development, Government of India
- B.Sc. from University of Calcutta
- Hardware, Networking & Maintenance from DOEACC, Jadavpur University
- Diploma in Office Automation (DOA) from Webel Informatics Limited

Professional Work Experience (in details)**Paridyam Healthcare Private Limited (Gramin Health Care)
State Manager West Bengal & Bihar****Aug'18- continuing
Gurgaon/Kolkata/Patna****Key Roles:**

Heading Operations team including sales force, doctors, ANMs for ICT based Primary Rural Healthcare Project in 2 states (WB, Bihar) ● Creating & maintaining relationships with corporates & cooperatives like IFFCO, Dabur, Novartis etc. ● Awareness campaigning/ orientation camps at village level involving SHGs, ASHAs, AWWs ● Preparing and implementing interactive capacity building framework for the organisation ● Managing 27 primary healthcare centres on a daily basis

**iKure Techsoft Private Limited (iKure)
Vice President- Operations****Apr'17- Jul'18
Kolkata, WB****Key Roles:**

Heading the Operations team for ICT based Primary Rural Healthcare Extension Project in 4 states (West Bengal, Jharkhand, Karnataka, Uttar Pradesh) ● Awareness campaigning at SHGs (Self Help Group), increasing their micro-savings habits & orienting towards primary & preventive healthcare ● Preparing and implementing SOPs for Sales, Operations, Purchases, Inventory, HR, Marketing, Clinical Activities, Medicine Sales & Billing etc ● Liasioning with Government departments and other corporate houses for CSR projects; ● Preparing unit-wise budgets and coordinating with external stakeholders to achieve the same ● Heading the Project Management & Delivery team, Capacity Building team, preparing training calendar

**GreenThink Ventures Private Limited (Ingreens)
Vice President- Operations & QA****Dec'13- Apr'17
Kolkata, WB****Key Roles:**

Heading the UAT (User Acceptance Test) team for android based applications and web-based portal ● Heading team for Customised ERP Implementation for various Departments of Govt of WB ● Liasioning with Govt. deptts for implementation of ICT projects ● Heading Project Management & Delivery team, Capacity Building team ● Preparing training plan, content, presentation and other operational activities ● Steering the activities of helpdesk for Government agencies ● Developing effective human resources programs and maintaining to support the strategic goals of the organisation

**Glocal Healthcare Systems Private Limited
Senior Business Head****Apr'12- Nov'12
Murshidabad, WB****Key Roles:**

Steering the Hospital's Business, planning & implementing marketing activity to accelerate revenue growth, overseeing entire non-medical operations including implementing Standard Operating Procedures (SoPs) for floor & facility management, hospitality management, procurement, patientcare, pre & post admission discussions as a part of internal marketing strategy ● Implementing Healthcare ERP for the Hospital across all locations, leading team of Senior Members ● Heading Project Management & Delivery Team across multiple Project & ERP Delivery ● Provide feedback and review software developmental needs towards Healthcare ERP about medical & support staff with Medical director & Management Board. Provide inputs for development of marketing strategy of the company

Achievements/ Awards:

- Received Cash award from CEO for significant efforts put in the 2nd month of hospital operations.
- Unit hospital reached the breakeven point within 6 months of its operations.
- Initiated RSBY facility at hospital for which the patient flow increased in such a manner that another 60 beds were introduced in addition to 44 beds within 6 months of its operation

SREI Sahaj e-Village Limited**May'07- Mar'12**
Kolkata, WB**Associate Vice President Operations (Apr'11-Mar'12)**Key Roles:

- Preparing and implementing SoPs for hassle-free Sales operations; Analyzing Request for Proposals (RFPs) for setting of new ICT enabled CSCs under PPP model in National E-Governance Plan (NeGP), a Government of India Initiative & Developing strategic Business partnerships
- Managing ERP Implementation & e-voucher and e-wallet services for the Village Level Entrepreneurs
- Steering the organization's growth strategy and overseeing Rolling out of new Common Services Centre (CSCs) throughout 6 states (WB, UP, Bihar, Assam, TamilNadu, Odisha) in India
- Managing SHGs and helping them increasing their micro-savings for better livelihood generation
- Preparation of strategies for creating awareness among Government Official and prospective VLEs throughout India towards generation of revenue.

Chief Manager Operations (Apr'10-Mar'11)Key Roles:

- Preparing the proper publicity model & awareness programme for CSCs across West Bengal alongwith State Level liaisoning with Government and other business organization
- Preparing Test Cases for UAT, Coordinating the ERP Implementation and Project Delivery, activities of Zonal Managers and other cross functional departments to maximise revenue; ensuring and coordinating the activities of support staff of State HQ & State Warehouse

Senior Manager Services (Apr'09-Mar'10)Key Roles:

- Organising capacity building activities for the VLEs & Government Officials in 18 Districts of West Bengal; supervising day to day operations in 18 Districts of West Bengal covering around 4000 CSCs
- Nodal person for rolling out CSCs through Primary Agricultural Credit Society, Deptt of Coop, GoWB
- Launching of Services and ensuring seamless delivery of services, thus increasing business revenue
- Selling of Utility services, e-learning products, Life Insurance & General Insurance products

Manager Services (May'07-Mar'09)Key Roles:

- Monitoring day to day ERP operations & sales in 4 Districts of West Bengal covering 1232 CSCs.
- Interacting & motivating the VLEs towards sustainable business with profitability and attending awareness seminars/ campaigning/ demonstration at field level alongwith Sales Executives
- Selling of Utility services, e-learning products, Life Insurance & General Insurance products

Achievements/ Awards:

- Awarded Letter of Appreciation for significant effort put by me towards ERP implementation
- Awarded trip to Bangkok- Pattaya (Thailand) for doing highest Sales in first quarter (Apr-June'11), trip to Dubai (UAE) for achieving first position in Sales throughout India in September 2010, trip to Shanghai (China) for consistent sales achievement throughout the year 2009-10
- Awarded as Best Regional Manager in the month of November 2009 for highest Insurance Sales

Drishtee Development and Communication Limited
Territory Manager**Apr'06- Apr'07**
Purba Medinipur, WBKey Roles:

- ICT based business expansion for pilot E-Governance project in the villages of Purba Medinipur and Birbhum Districts of West Bengal involving the Self Help Group (SHG) members
- Selling of Solar lamps, Computer Education Package, Utility services, e-learning products, Life Insurance products

Achievements/ Awards:

- Selected as Instructor in evening Rural Adult Education Centre by DM- Purba Medinipur
- Selected as Computer Faculty in a SHG owned Women Federation by PD, DRDA, GoWB

Opus Incorporated
Manager- Admin & Operations**Feb'02- Mar'06**
Kolkata, WBKey Roles:

- Looking after computer hardware Sales, service, structural cabling, network installation & Computer Education programme in schools and Government offices.
- Making Project planning & documentation and System Requirement Study (SRS), commissioning data entry job of several clients, fixing computerization budgeting at client place
- Implementing customized software and ERP packages at client place i.e. Jindal, Link, MayurPly etc.

Skyweb India Limited
Trainee Web Consultant**May'01- Jan'02**
Kolkata, WBKey Roles:

- Helping the Website development team in writing of HTML codes, Making DFD of new projects

Centaur Laboratories Private Limited
Medical Representative**Feb-2000- Apr'01**
Howrah, WBKey Roles:

- Promoting and marketing of pharmaceutical products to doctors and chemists
- Arranging medical seminars and camps for awareness purpose
- Achieving primary & secondary sales target

Personal Details:

Date of Birth November 27, 1977
Father Late Dilip Kumar De (Div. Engineer, TS, BSNL)
Mother Smt. Pratima Rani De (Home Maker)
Spouse Smt. Silpi De (Paul) (Professional Classical Singer)
Son Master Debarka De (Class VI, South Point School)



(Manas De)