

# RESUME

## Ashutosh Partap Singh

(MBA - Agri Business Management)

Chaudhary Charan Singh Haryana Agricultural University Hisar  
(Haryana)

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### CAREER OBJECTIVE

I aspire to build an identity with a leading corporate of high-tech environment, working with committed and dedicated people, to transform my knowledge and key skills into purposeful action for satisfaction and growth in life.

### INTERNSHIP / TRAINING

<b>Marketing Intern</b> (Syngenta India Pvt Ltd.) <b>Location</b> - Karnal	<ul style="list-style-type: none"><li>Carried out a <b>market research</b> on understanding buying behavior of farmers in Agri input sector.</li><li>Conducted a <b>survey</b> of around 500 farmers for identifying the gaps in the product usage and performance, along with generated <b>awareness</b>.</li><li>Built strategy for better <b>market penetration</b> of Syngenta products with the coordination of dealers and distributors.</li><li>Responsible for brand promotional activities.</li></ul>	2022
<b>Summer Intern</b> (UPL Ltd.) <b>Location</b> - Virtual Work	<ul style="list-style-type: none"><li>Experience of Cold Calling</li><li>Interact Farmers with Digital Meeting through Conferencing</li><li>Awareness about UPL Products.</li><li>Data Management - Collection of Data of Farmers Helps in Maintaining Sales Campaign and Strategy.</li></ul>	2021

### ACADEMIC / EDUCATIONAL QUALIFICATION

Degree	Institute	Percentage	Year
<b>MBA - Agribusiness Mgmt.</b>	CCS Haryana Agricultural University, Hisar	73.64	2023
<b>B.Sc. Agriculture (Hons)</b>	Guru Kashi University , Bathinda (Punjab)	64.70	2021
<b>Class XII (HSC)</b>	S.D Model Sr. Sec School , Karnal (Haryana)	64.33	2017
<b>Class X (SSC)</b>	S.D Model Sr. Sec School , Karnal (Haryana)	77.90	2015

## PROJECTS AND CERTIFICATIONS

<b>NIPAM</b> <b>(National Intellectual Property Awareness Mission) - GOI - Ministry of Commerce and Industry</b>	<ul style="list-style-type: none"> <li>Awareness/Training Programme Under <b>National Intellectual Property Awareness Mission</b>.</li> <li>Department for Promotion of Industry and Internal Trade Office of Controller General of Patents, Designs and Trade Marks.</li> </ul>	2022
<b>Courses</b>	<ul style="list-style-type: none"> <li>Fundamental of <b>Digital Marketing</b> from <b>Google Garage</b>.</li> </ul>	2023
<b>Attending Workshop on</b> <b>“Agripreneurship Performing an Idea into a New Business “ - A Step Towards Aatamnirbhar Bharat</b>	<ul style="list-style-type: none"> <li>Under <b>NAHEP-IDP</b></li> <li>New Innovative Ideas Generating Workshop of 2 Days Conducted by Department of Business Management , CCSHAU - Hisar (Haryana)</li> </ul>	28/11/22 To 29/11/22

## COMPUTER KNOWLEDGE

- ◆ Fast Typing (English)
- ◆ Conversant with MS Office Package
- ◆ Internet application
- ◆ **Digital Marketing** - Social Media Marketing , E-commerce Marketing , Blogging Marketing , Content Marketing , Affiliate Marketing , Online Marketing

## PERSONAL INFORMATION

<b>Father's Name</b>	Mr. Ompal Singh
<b>Date of Birth</b>	21 <sup>st</sup> June 1999
<b>Hobbies</b>	Writing, Photography , Cricket
<b>Language Known</b>	Hindi , English , Punjabi
<b>Address -</b>	H.NO : 19-B , Street No. 07 , Palam Colony , Karnal - 132001 (Haryana)
<b>Marital Status</b>	Unmarried

## EXPERIENCE

<b>Relationship Manager (Retail Agri)</b>  <b>HDFC Bank Ltd.</b>	<ul style="list-style-type: none"> <li>Build and Maintain Strong Relationships with Agricultural Customers, Sell Financial Products, offer Financial Advice, and ensure portfolio health.</li> <li>Key Responsibilities - <b>Customer Relations:</b> Build Lasting Relationships with Agri Customers, Farmer's Meeting.</li> <li>Understanding Financial Products and Delivered to the Right Customer. Products Like - KCC, Kisan Shakti , P-KCC &amp; Many More.</li> </ul>	June 2023  To  March 2024
<b>Sales &amp; Development Executive (Rajasthan)</b>  <b>ADASCA INDIA</b>	<ul style="list-style-type: none"> <li>Nano- Fertilizer Company.</li> <li>Key responsibilities: Sales &amp; Marketing, liquidation products, farmer's meetings, marketing potential.</li> <li>Understanding fertilizers, crop wise data and different area of Rajasthan.</li> </ul>	May 2024  To  July 2024
<b>Sales Officer (Karnal)</b>  <b>JIVAGRO - Pi Industries Ltd.</b>	<ul style="list-style-type: none"> <li>Jivagro Limited is a public limited company involved in the agriculture sector, specifically in crop protection.</li> <li>Jivagro is a Sister Concern of <b>Pi Industries</b></li> <li><b>Key Responsibilities :</b> Sales &amp; Marketing , Liquidation Products, Farmer's Meeting, Marketing Potential, Village Level Campaign</li> <li>Work in Agrochemical (Pesticides, Fungicides, Biostimulant) Categories of the Company in Karnal (Haryana)</li> </ul>	May 2025  To  Till Now

## AWARDS AND ACHIEVEMENT

<b>Got 1<sup>st</sup> Prize in Business Quiz Conducted by Department of Business Management, CCSHAU - Hisar</b>	2022
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## BEHAVIOURAL CHARACTERISTICS / SKILLS

- ◆ Commitment to quality & result.
- ◆ Ability to take challenge, work under pressure& achieve targets.
- ◆ Self motivation, Confident, Responsibility.
- ◆ Sincere and positive attitude.
- ◆ Excellent problem solving skills.
- ◆ Ability to work continuously with high energy level.
- ◆ Sales and Marketing Skills.

## DECLARATION

I certify that the information given above is correct to the best of my knowledge.

**(Ashutosh Partap Singh)**