

# DIPESH BIJALBHAI LADUMOR

## MBA in Agri-Business Management

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in Dipesh Ladumor

### PROFESSIONAL SUMMARY

Ambitious Accountancy, Agri-Business Management student with a strong foundation in Marketing principles, Business strategy and Management concepts. Skilled in analytical thinking, problem-solving and effective communication. Experienced sales and marketing of fertilizers, Proficient in research, competitor's analysis and assortment planning to drive sales growth.

Aug/2023- Till date	<b>Gujarat State Fertilizers and Chemicals Ltd.</b> • Work in Regional office <b>Rajkot</b> and Area office <b>Junagadh</b> • Monitoring 66 GATL KSK Depot actual, POS sales and sales performance of different product. • Analyze sales data of all retailers in Rajkot Region that covers Kutch District and eight district of Saurashtra that include Rajkot, Morbi, Junagadh, Amreli, Gir somnath, Jamnagar, Porbandar and Devbhumi Dwarka with Competitor's analysis. • Market development activities like Farmer meetings and Crop demonstrations in various districts of Rajkot region to spread awareness among farmers regarding balance and alternative use of fertilizers instead of Traditional fertilizer Urea and DAP.	<b>Marketing Officer</b>
Jan/2023- Apr/2023	<b>Green Revolution Pvt Ltd (DeHaat), Panchmahal</b> • Certified with the "Market Potential and Competitor Analysis of Cattle Feed Industry in Panchmahal district." • Complete four months internship in DeHaat on Potential of cattle feed in Halol, Kalol, Ghoghamba and Godhra taluka of Panchmahal District and taking ground level farmers survey that include feed consumption pattern of cattle and problem faced by farmers with respect of cattle feed. • Also organized Farmer meetings during seven-day Ven campaign that include around fifty village to promote the product and generate sales. Appoint new dealer in Halol and Kalol and start sales of DeHaat cattle feed in Panchmahal district.	<b>Marketing Intern</b>
Jun/2022- July/2022	<b>Innovative Retail Concepts Pvt Ltd (BigBasket), Surat</b> • Summer internship project on "Consumer Perception towards Online Grocery Store in Surat City". • In this research I have learnt about how to deal with consumers and take that opinion about online grocery store and why they buy online rather than by nearby offline store.	<b>Research Intern</b>

### SKILL SETS

Adaptability in new environment | Flexible with conditions | Leadership with efficient teamwork | Highly determined and self-motivated | Time management | Knowledge in Excel and PowerPoint | Market research and competitor's analysis | Knowledge of SAP | Google Analytics

### EDUCATION

2021-2023	<b>MBA in Agribusiness Management</b> International Agribusiness Management Institute, Anand, Gujarat, India	<b>8.11 O.G.P.A.</b>
2017-2021	<b>B.Sc. (Hons.) Agriculture</b> Navsari Agricultural University, Navsari, Gujarat, India	<b>7.43 O.G.P.A.</b>

### ACHIVEMENTS AND TRAINING

- Delivered Master's seminar on "Life Below Water - A Sustainable Goal Approach"
- Published article on "Life Below Water - A Sustainable Goal Approach" in Vigyan Varta that awarded to most impactful article of the month of July, 2022.
- Published research papers on "Prospects and Challenges of dairy farmers in Panchmahal District of Gujarat" in Pharma Innovation journal
- Participated in three days Regional Seminar on Agricultural Market Intelligence: Prospects and Challenges, NAHEP-CAAST, AAU, Anand
- Placement committee member at IABMI, AAU, Anand
- Member of Student Representative Committee during academic programme at IABMI, AAU, Anand
- Participated in "National Service Scheme"
- Participated in 7 days NSS camp at Soldhara organized by Navsari Agricultural University, Navsari
- Education Learning Programme (Plant Protection) | training on bio-fertilizer and bio-pesticide production

### REFERENCES

#### J. B. Patel

Regional Manager (Agri-Business)  
Regional Office Rajkot  
GSFC Ltd, Vadodara  
Mo.: 9979853356

#### Akshay Joshi

Area Manager (Agri-Business)  
Area Office Junagadh  
GSFC Ltd, Vadodara  
Mo.: 9979853369

#### Dr. Shaktiranjan Panigrahy,

Assistant Professor & Head  
Dept. of Operations Management  
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