

CURRICULUM VITAE

SRINATH SHAHAPURE

Plot No.23/8

Matru Chaya, Biddapur Colony

Gulbarga

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DOB: 3rd October 1981

Objective:

To achieve high level positioning through my Marketing skills, logic and presence of mind for success and growth of the organization.

Skills:

In marketing area:

New Product Launch

Services Marketing

Consumer Behavior

Advertising and Media Planning

Good presence of mind and logical answering

EDUCATIONAL QUALIFICATION:

Degree	Institution	Year of passing	Result
M.Phil	Vinayaka Missions University, Salem, Tamilnadu	2009	69%
M.B.A	Gulbarga University, Gulbarga	2005	65%
B Sc	Gulbarga University, Gulbarga	2003	72%

ACADEMIC ACTIVITIES:

- A study on “Brand Loyalty of Women towards HUL cosmetics in Gulbarga” a dissertation for the award of M.Phil.
- A study on “Sales Promotion” with reference to Reliance Communications, Hubli. For the partial fulfillment Academic qualification Master of Business Administration.
- A study on “Market Potential” for SIFY in Gulbarga city in the year 2004.
- A study on “Consumer Behavior” for State Bank of India, Humnabad.

COMPUTER EXPERTISE:

Basic with MS DOS, Word, Excel and Power point.

CONFERENCE/ WORKSHOP:

- Presented a paper on “**Radio as an Advertising Media in the New Era**” in “**Ever growing and never ending managerial challenges**” an international conference organized by “**Mahendra Engineering College, Mallasamuthiram, Namakkal, Tamilnadu**” on 28th, 29th and 30th October 2011

- Published a paper on **“Rural Consumer behavior- An Indian Perspective”**, in **“Impact of Microfinance in Enhancing Competitiveness and growth of Rural Markets in India”**, an edited book bearing the ISBN number ISBN-978-02-3032-268-4.
- Presented a paper on **Rural Consumer Behavior- An Indian Perspective** at a National Conference on **Impact of Micro Finance in enhancing competitiveness and growth of rural markets in India**, organized by **Department of Business Management, P S G R Krishnammal College for Women, Peelamadu Coimbatore and NABARD** on 23rd December 2010.
- Presented a paper on **“Micro insurance in India: Issues and Strategies”** in a National Seminar on Microfinance and Sustainable Livelihood Promotions in India on 15th & 16th December 2010 at **Siddaganga Institute of Technology, Tumkur**.
- Published an article on **“Micro insurance in India: Issues and Strategies”** in **Microfinance and Sustainable Livelihood Promotions in India**, an edited book published by Excel Publications bearing the ISBN number: ISBN-978-81-7446-937-3
- Presented a paper on **“Marketing of Financial Services”** in a conference on **Contemporary Issues in Banking and Financial Sector in India**, on 29-30 April 2010 at **RNSIT, Bangalore**.
- Published an article on **“Marketing of Financial Services”** in **Contemporary Issues in Banking and Financial Sector in India**, an edited book published by Excel Publications bearing the ISBN number: ISBN-978-81-7446-848-2
- Attended “Commerce Conference” conducted by Gulbarga University in 8th – 9th February 2008.
- Attended workshop on “Brand Management” conducted by **Mr. Harish Bijoor** in 2007.
- Attended workshop on “Personality Development” conducted by **Dr. George Judah** in 2008.
- Participated in Anniketana 2004, Kuvempu University Management Fest.
- Attended workshop on Advertising conducted by Dr. K V Prabhakar in 2004.

WORK EXPERIENCE:

- Worked as Unit Manager in ICICI Prudential Life Insurance Co. Ltd (March 06-Feb 07) the job involved recruitment, training of advisors and later getting business from them.
- Worked as an Agency Manager with Birla Sunlife Insurance Company (Feb 07- Aug 07) the job involved recruitment, training of advisors and later getting business from them.
- Presently working with Doddappa Appa Institute of MBA, Gulbarga as a Lecturer (Aug 2007- till date)

Roles and Responsibilities (Previous):

- Recruitment of Financial Advisors
- Training of advisors (IRDA as well as Product)
- Getting business from the advisors
- Handling the queries of the customers

Co-Curricular Activities:

- Overall Champions in MAGMA (management feast held at Gulbarga) under my leadership
- Team Runners up in ANNIKETANA (management feast held at Davangere)
- Participated in MANNAT (management feast held at Belgaum)

- Participated in ESPERANTO (management feast held at Bangalore)
- Had constructed an artificial Merchant Bank as part of Silver Jubilee Exhibition of Gulbarga University, the title was called as OFFICE AUTOMATION

Achievements:

- Winner of Fast and Furious- an event organized to appoint maximum Advisors in a short period.
- Recognized for getting each advisor for logging in three policies on day- one.