



DEEP BANERJEE

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Marketing Support Consultant

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My role as a Chief Evangelist ...

Promising a B-School that will outshine



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My expertise available for

- **Professionalizing the overall environment** of an 'existing' or 'new' Business School, the way corporate entities would like to see it & make the institute a **market savvy** brand.
- Actively function as a Senior **Visiting/ Adjunct faculty** (marketing, sales, advtg, media, communications mgmt subjects) with lessons rendered thro' easy to understand self compiled course materials.
- **Soft skills / life skills / communication / etiquette grooming** made compulsory with unique course contents.
- **Introducing exclusive subjects** or topics in sales/ marketing/ communications as part of a market driven B-school initiated "**Post Graduate or Graduate Programme**" & for sure success in job front.
- Making "**Social Media**" studies mandatory for all streams of study as part of the B-school initiated "**Post Graduate or Graduate Programme**".
- Making **summer internship & multiple internship projects** 'interesting', 'mandatory' and render assistance for fulfillment.
- Creating an environment for **frequent corporate/ market interaction** through unique programmes/ contests/ participations/ etc.
- Career **counseling**.
- Creating a system/ environment for foolproof **student sourcing/ admission**.
- Ensure ultimate **job placements** for all outstanding students.
- **Consultancy projects** for overall marketability & image makeover.

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My expertise would result in

- Favourable '**branding**' of institute and students alike.
- Quality students '**admission**'.
- A rollout of smooth '**student placement**' process.
- Emotionally connecting students, parents, faculties and potential employers to the B-School as a boutique brand by creating compelling visual brand experiences, which motivate "**decisions to associate closely**".
- Unprecedented "**corporate interface**".

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My MISSION

Leverage my wide contacts AND prowess of communication & logical reasoning to:

- Be the prime mover of a process to develop and nurture sophisticated School(s) of Business Studies (ideally offering specialization in Marketing/ Sales/ Advertising/ Media/ Communications studies through University and/or AICTE affiliated value added MBA/ PGDM and BBA courses) in one or multiple locations across India.
- To guide, train and develop a large fraternity of logical, pragmatic and young marketing/ sales/ advtg/ media/ communications professionals with their feet on the ground.

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My GOAL

- Develop youths of India with unparalleled powers to 'foresee' (as in for 4C). They need to have excellent COMMUNICATION skills, superb COMPREHENSION powers, out of the world CREATIVITY, ability of COGNITION.

*After all in today's India there is no dearth of professional opportunities.
There is an immense dearth of good professionals with the right attitude.*

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My invaluable RESOURCES

- Over **15 Gb of self compiled digitized Study Materials** in Sales/ Marketing/ Communication/ Social Media/ Management subjects.
- Unprecedented **networking with the corporate world**.
- An **archived collection of published writeups** in Economic Times 'Brand Equity'; Business Standard 'The Strategist'; Hindu Business Line 'Catalyst/ Brandline' and other Business magazines dating back to 1985 or earlier.
- **Advertisement still clips** in the digital format – over 8,000 numbers.
- **Advertisement video films** in digital format – over 3,000 numbers.
- **Industry specific Secondary Data** – over 15,000 numbers.

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My Passion & Confidence for a niche Contribution

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Counselling students for Specialization

- Most job openings (for pass-outs from the B or C category of B-Schools) are in the functional areas of "Sales/ Marketing/ Communications/ Media/ Advertising/ PR".
- Placement opportunities/ requirement of fresh students with specialization in Finance/ HR/ IT from such B-Schools are rare.
- Moreover, such students with specialization in Finance/ HR/ IT will be competing directly with Chartered Accountants & Engg. Graduates.
- MBA students (and their guardians, if needed) will be personally counseled about the reality through certain unique methodologies.
- Non-profitable streams of specialization & courses should be done away with at the earliest without inconveniencing the existing students (if any).
- The strategy will help streamlining the operations of the institute & result in optimum deployment and usage of resources.
- It will also be useful in marketing the institute better to the student community & the corporate world.

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Academic activities

- Introduce interesting & content rich study materials and methods.
- Create an environment wherein students would love to spend long hours in the institute.
- Encourage usage of audio-visual training methodologies to the maximum extent possible.
- Students will be encouraged to 'think', 'think', 'think', and 'think',.
- Students will be exposed to interesting case studies & other truly innovative study methodologies.
- The concept of 'train the trainers' will be introduced.
- Introduce **4 - 5** mandatory specialization papers (in addition to the University approved papers) with very interesting study materials.
- ICSE/ CBSE style of continuous evaluation will be introduced.
- Introduction of own industry friendly "**Post Graduate or Graduate Programmes**" will be the true USP/ differentiation factor for the institute.

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Non – academic activities

- Create a 'student friendly environment'.
- Expose students to misc. activities to 'instill confidence'.
- Encourage students to 'participate in Inter-College fests'.
- Expose students to 'management games'.
- Expose them to 'Corporate Events'.
- Expose them to 'market environment'.
- Initiate 'Consultancy' assignments for entrepreneurship development & overall marketability.
- Invite students from general colleges, engineering colleges & management institutes for misc. workshops and also participate elsewhere.

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Life - skill development

- Expose students to the nuances of 'daily life & corporate life etiquettes'.
- Expose them to sessions (theories, audio-visuals & practical) in 'body language'.
- Encourage 'communication in English' within the campus.
- Encourage them to develop a habit of 'newspaper & magazine reading'.
- Inculcate in students the habit of 'reading aloud' in front of a mirror in private.
- Master them on 'internet etiquette'.
- Employ numerous other methodologies to make them master the art of 'right & logical communication'.
- Help them develop 'leadership skills' & 'team efforts'.

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Networking & Personal Branding abilities

- Guide students to appreciate the importance of 'real life networking'.
- Guide them **rigorously** to excel in 'Social Media Networking' and the associated etiquette.
- Groom them on the wonders of 'personal branding' concepts.
- First of its kind in India, mandatory subjects on Networking will be introduced which by itself will be:
 - a selling proposition to attract new students for BBA & MBA courses.
 - enhance the employability of students.

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Corporate & Industry interface

- There will be a major ambitious drive to invite Senior Managers with corporate exposure for **2 - 3** times every month to the institute, almost with immediate effect.
- Within a period of 6 - 9 months, I intend to have corporate managers visit the institute for **5 - 6** times every month.
- Within a period of 12 - 15 months, I would like to fix for myself an even more ambitious target of holding 50% or more classes with the help of visiting faculties from the corporate/ NGO sector.
- Moreover, 'unique' management development programmes (for traditional and non-traditional target groups) will be launched at the earliest & the contents are ready in my possession. **This also will serve as an out of the box confidence building, student sourcing & course marketing/ selling strategy.**

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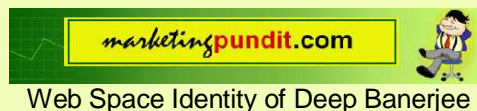


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Summer/ Vacation Internship assistance

- MBA students (in Marketing) will have to do a minimum of **4** internship projects in 2 years.
- BBA students will also have to do a minimum of **4** internship projects in 3 years.
- More the field exposure of students, better the marketability of those youngsters in the job-market & also the potential of the institute to attract quality students in future batches.
- After taking up classes and getting to know the students better, I will be grooming up the sales & marketing students by exposing them to real time / simulated corporate environment through short term freelance market research and marketing support assignments.
- The duration of their assignment vary depending on the nature and scope of the assignment allotted to them.
- BBA / MBA students willing to do their project under my guidance from any B-school will officially contact me through their institute.

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Selling & Marketing of the Institute

- The entire focus will be on 'below the line' activities and skirt the phenomenally expensive 'above the line' main-stream media.
- Immediately launch a couple of Inter-School (for BBA) and Inter-College (for MBA) contests and/or activities, while projecting the institute as the 'knowledge partner'.
- Embark on a cross-promotion/ strategic alliance drive with other entities.
- Embark on a familiarization drive with all stake-holders.
- The name of the institute needs to attract eye-balls ... necessary strategies have been worked out and can be rolled out with immediate effect.
- The Social Media will be put to use liberally.
- 1:1 objective based dialogues will be initiated with as many entities as possible.
- 'Unique' management development programmes & methodologies stated earlier.
- Certain other critical strategies was listed earlier in the proposal.

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About Me

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Summary

- Sales is an automatic process provided the marketing is right (it's an ongoing Opinion Poll in www.marketingpundit.com).
- I understand the pains of selling a litre of lubricating oil for your car or a food processor to your wife. I have done it for over 7 years. When I suggest a marketing plan for a soap, computer, etc its pragmatic and achievable. My suggestions are not a heap of well-crafted hollow words only.
- I help brands to reinforce its positioning stance to target audiences. My job is to create a favourable perception about the brand in the minds of potential customers. With over 70% of India's population below the age of 30 years, my major focus is towards addressing youth and children.

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Domain of my Marketing Support expertise

- Children and Youth Marketing,
- Brand Positioning,
- Segmentation,
- Brand Activation,
- Market Research,
- Strategy Planning,
- Channel Management,
- Sales and Marketing Training,
- Personal Branding,
- Social Media / Engagement / Buzz Marketing,
- Guiding MBA students for Syndicated Summer/ Vacation Internships.

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Industry experience

Consumer durables & white goods, FMCG, branded & packaged food products, beverages, toys, children's products, apparel, footwear, value added telecom products & services, financial services, IT products & services, entertainment video channels, amusement parks, organised retailing, internet portals, automobile automotive components, lubricants, tyres,

Home décor & furnishings, building & construction materials, cement, paint, gold, publications, advertising agencies, healthcare products & services, professional education, logistics & courier services, packaging, agrochemicals & agri-products and services, hi-tech electrical, electronic, mechanical, chemical engineering / industrial products & services, etc.

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Professional Training activities

- **Visiting faculty** of University affiliated / AICTE approved MBA / Marketing Management courses at reputed management training institutes.
- Also a visiting faculty of National Small Industries Corporation Ltd (NSIC), Small Industries Services Institute (SISI) Training Centre.
- **Soft/ Life Skills Training Consultant** at **State Bank of India** (Centre of Super Excellence).
- **Corporate Training** to Junior, Middle, Senior Management Executives.
- Assisting & guiding Marketing Management students in their mandatory **Summer/ Vacation Projects** and also short term projects.
- Assisting Management and Engineering Colleges and their students to beef up their **Soft-Skills and Presentation-Skills**.
- Developing pragmatic and easy to understand **Marketing Management course material** on an ongoing basis for Management Students and Marketing Executives at various levels. View some of these at:
http://www.marketingpundit.com/MktgLessons_files/Marketing_Lessons.htm .

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My Experience

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Consultant - Marketing Strategies, Children & Youth Marketing, Market Research, Channel Mgmt, Brand Positioning, Market Segmentation, BTL, Social Media

- **www.marketingpundit.com**
- December 1992 — Present
- Check me out at: **www.marketingpundit.com**. Marketingpundit is not a company. Its my own identity in the virtual world.

Rendering to existing and startup corporate entities Marketing Support in Child & Youth centric Brand Promotion & Management, Market Research, Strategic Alliances, Retail Audit & Census, Channel Management, Innovative BTL and Communication Strategies, Database Formulation, Social Media, Sales & Marketing Training for B-School students & Corporate Managers, Soft Skills & Etiquette Training.

Conceptualizer of the only 1 of its kind :

- POWERPLAY (Intra+Inter School PowerPoint Presentation Contests);
- IT KRIYA (Inter College Sr School PowerPoint Presentation Contests);
- SOCIALLY SPEAKING (Inter School Creativity, Comprehension Contests).

Since December 1992, in my capacity as an entrepreneur and Principal Consultant, have very successfully executed over **500 highly appreciated Marketing Support Projects** spread out over **more than 30 industry categories** (check out almost all the different projects at <http://www.marketingpundit.com/credential.htm>).

Projects are carried out on a national basis across India.

List of clients include: Colgate, Nerolac Paints, Novartis, ITC, Castrol, Rasna, General Mills, Osram, LG Electronics, Eveready, Titan, TVS Motor Company...

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Singer India Ltd

- **Retail Sales Manager**

- February 1992 — November 1992 (10 months)
- Responsible for Zonal Retail Sales and strategising the setting up of a chain of company owned "SINGER Centres" across India.
- Responsibilities included profitable marketing operations and administration of a network of company operated exclusive retail outlets spread initially over Eastern Region (termed as SINGER Centre) and subsequently in other regions of India. Each of these SINGER Centres sold the entire range of Singer branded sewing machines and other durables. Besides meeting stiff sales targets and scouting around for new locations for opening up new SINGER Centres, strategy formulation, shop floor sales, direct marketing, market surveys, sales promotions, merchandising, institutional sales, after sales service, recruitments & performance appraisals, training of sales and audit team, hire purchase operations, inventory control, shop audit & discipline and an immense degree of man management skills were an integral part of the job function.

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Castrol India Ltd

- **Sales & Marketing professional**
- August 1985 — January 1992 (6 years 6 months)
- Joined Castrol as Executive Trainee in August 1985 on completion of my MBA. Based in Kolkata and reporting to the General Manager- Eastern Region, rose to head the overall sales and marketing functions for a large chunk of the Region for the entire range of Castrol branded premium Automotive & Industrial lubricants and greases where the brand was 40% more expensive than the nearest competitor.
- Job involved total supervision of multiple numbers of Branch like operations including formulation of marketing strategies, achieving sales objectives, appointing & servicing of dealers and distributors, conceptualizing & implementing innovative marketing and sales promotion campaigns, after sales service, man management, inventory management, credit control, maintaining marketing disciplines, catering to the needs of industrial customers, etc.
- Frequently interacted with the corporate HQ in Mumbai to assist the top management team in a wide gamut of Marketing Support functions.

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Biggest success and achievement as an independent consultant!

- Self conceptualized and annually implemented brand positioning exercises (**POWERPLAY** and **IT KRIYA**, the All India Inter-School and Inter-College PowerPoint Presentation Contests, respectively) targeting Children and Youth as focus groups are making the best of MNC and Indian brands derive immense Brand Recall and overall satisfaction year after year.
- Fructification of my goals of assisting **School Children** and **College Youth** across India to '**foresee** (as in **4C**) **a bright future**' by improving their **Creativity**, **Comprehension**, **Communication**, **Cognition** skills through only one of their kinds abovementioned contests in association with multiple number of non-competing brands.

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Specialties

1. Over 7 years in sales where the brand was 40% more expensive than the nearest competitor.
2. On the job experience in hardcore Sales Management in positions of responsibility helps me to understand sales/ marketing logistics and a client's needs even better.
3. Exceptional capabilities to analyse why and how something happens in Sales & Marketing.
4. Out-of -the-box marketing solution with capability to innovate continuously.
5. Superb oral and written communication skills.
6. Unfailing negotiation capabilities.
7. A 'josh' to offer personalized service to every client.
8. New media initiatives & Professional networking.
9. Cross industry quality experience in FMCG, Durables, IT, Auto, Retailing and more and see these all listed at <http://www.marketingpundit.com/credential.htm>.
10. Children and Youth Marketing.
11. Social Media Marketing.

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My Interests merged with Profession

- Web Designing:
<http://www.marketingpundit.com>,
<http://www.powerplaycontest6.webs.com>,
<http://www.itkriya2.webs.com>.
- Creative Designing:
http://www.marketingpundit.com/MyGraphics/my_graphics01.htm,
<http://posterscertificates.blogspot.com> .
- Professional Networking:
<http://www.linkedin.com/in/deepbanerjee>,
<http://www.facebook.com/marketingpundit>.
- Following & being followed on:
<http://twitter.com/deepbanerjee>.
- Addressing/ writing on Marketing issues:
<http://marketing-pundit.blogspot.com> .

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Follow & Know me better on

- Own URL: <http://www.marketingpundit.com>
- Open <http://www.google.com> and search for 'Deep Banerjee'.
- To see the extent of my Business & Professional Networking and ability to engage people in quality discussions
<http://www.linkedin.com/in/deepbanerjee>,
<http://www.facebook.com/marketingpundit>
- Follow me on <http://twitter.com/deepbanerjee>

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