**Uwaish Husain Email : uwaishhusain@gmail.com**

Quick learner, Analytical ability, Problem Solving **Cell : +91 9700912021**

**ACADEMIC QUALIFICATION**

**MBA -** Finance & Marketing **B.Tech -** Computer Science

A Central University [MANUU, Hyderabad] A Central University [MANUU, Hyderabad]

**8.07** **CGPA** | 2020 **69.64**% | 2018

**SKILLS**

* Finance
* MS Excel - Udemy Certified
* Proficient in MS Office.
* Business Analyst - LinkedinLearning Certified
* Strong understanding of RDBMS - SQL

**PROJECTS**

**A study on Financial Inclusion on PMJDY with reference to Canara Bank**

|  |  |
| --- | --- |
| Objective | To evaluate & analyze the contribution of the PMJDY initiative for enhancing financial inclusion. |
| Research Methodology | Research methodology is descriptive in nature.  **Primary data** is collected from Bank Manager and the 50 beneficiaries people from selected Canara Bank Bhojpur.  **Secondary data** is collected from the reports of Canara bank, newspaper, RBI reports, Research articles. |
| Findings | The majority of beneficiaries have agreed that the scheme has enabled them for the source of saving.  Need some improvement in reaching out to rural areas, in spreading awareness, and in providing caring services for women and senior citizens. |

**Digital Marketing - The new face of marketing communication**

|  |  |
| --- | --- |
| Objective | To understand the change in consumer buying behaviour in the digital era. |
| Methodology | The descriptive research design is used for analyzing and studying the process of Business Development.  **Primary data -** questionnaire  **Secondary data -** magazines, websites, blogs, and company data. |
| Findings | People are becoming more information-centric they collect information about quality, price, customer experience before making any purchase.  Brands are getting more touch-points to reach their target group in this digital era. |

**STRENGTHS**

* Passion for constant improvement.
* Communication & Interpersonal skill.
* Time management.
* Leadership quality.

**AWARD/RESPONSIBILITY**

* Won First Prize for Paper Presentation.
* Managed Urooj program at the dept. Level [2019]
* Managed Tech Turing event at the dept. Level [2018]
* Student Volunteer for OFF campus placement drive [2017]