

# **CURRICULUM VITAE**

**NAME** ANAL GANGULY

**FATHER'S NAME** LATE. BALARAM GANGULY

**ADDRESS** ANAL GANGULY,  
24/3, KRISHNANAGAR ROAD (1<sup>st</sup> FLOOR), BARASAT;  
P.O. – NABAPALLY, BARASAT,  
DIST. – NORTH 24 PARGANAS,  
KOLKATA - 700126,  
WEST-BENGAL.

**CONTACT NO.** 9433307157 (MOBILE)

**NATIONALITY** INDIAN

**DATE OF BIRTH** 3<sup>RD</sup> JANUARY, 1978.

## **EDUCATIONAL QUALIFICATIONS : -**

2000-02	MBA (MARKETING)	From <b>THE UNIVERSITY OF BURDWAN</b>
1996-99	BA (VOCATIONAL) in "ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT"	From <b>THE UNIVERSITY OF CALCUTTA</b>
1994-96	HIGHER SECONDARY	From <b>W. B. C. H. S. E.</b>
1991-93	MADHYAMIK	From <b>W. B. B. S. E.</b>

## **TEACHING EXPERIENCE**

Working as a **FACULTY**, DEPARTMENT OF COMMERCE [*MARKETING (HONS.)*]  
at **BARASAT COLLEGE** from 9<sup>TH</sup> NOV, 2005; till *DATE*.

## **WORKING-EXPOSURES**

1. FINAL PROJECT of the **MBA** Programme – at "**KEVENTER AGRO LTD.**" on  
*"CONSUMER ATTITUDE & BRAND PREFERENCE TEST OF 'FROOTI' WITH SPECIAL  
EMPHASIS ON IT'S TWO NEW VARIANTS 'FROOTI-ORANGE' & 'FROOTI-PINEAPPLE'  
AND THEIR RESPECTIVE BRAND POSITIONING STRATEGY."*
2. As per the "**JOB TRAINING PROGRAMME**" in GRADUATION, worked at  
**'ORG-MARG'** as a FIELD RESEARCHER.
3. COMPLETED A PROJECT ON "**MEDICINE ADVERTISING AND IT'S IMPACT ON  
SOCIETY**" DURING GRADUATION.

**SKILLS** COMPUTER LITERATE: FAMILIAR WITH WINDOWS XP, DOS , MS-OFFICE, INTERNET ETC.

**INTERESTS** LISTENING TO MUSIC, NET SURFING, READING BENGALI SHORT STORIES,  
INTERACTING WITH PEOPLE ETC...

**DATE :**

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SIGNATURE