


# Namrata Minz

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## Objective

Dedicated and results-driven M.Sc. Agronomy graduate with extensive experience in business development, agricultural research, and client relationship management. Proficient in agribusiness, data analysis, and strategic planning, with a proven ability to drive brand growth, build strong customer relationships, and achieve sales objectives.

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## Education

### M.Sc. Agronomy

*The Sam Higginbottom University of Agriculture, Technology & Sciences*

August 2022 – June 2024

- Top performer in the Agronomy department, specializing in Agricultural Research, Consultancy, Agribusiness, and Crop Data Analysis.

### B.Sc. (Hons) Agriculture

*Jharkhand Rai University*

August 2018 – July 2022

- Graduated with 8.6 OGPA in B.Sc. (Hons) Agriculture.
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## Professional Experience

### Business Development Associate

*KANPAN Organic Farms Pvt. Ltd., Gurgaon, Haryana*

*Currently Working*

- Identify, qualify, and secure business opportunities, achieving sales targets and increasing revenue streams.
- Develop and implement tailored lead generation strategies to enhance client acquisition.
- Organize and execute Below-The-Line (BTL) marketing activities to improve brand awareness and recall.

### Research Associate

*Environment Conservation Journal*

May 2023 – September 2024

- Published research on the "Effect of Phosphorus and Micronutrients on Growth and Yield of Groundnut (*Arachis hypogaea* L.)."

- Conducted detailed data analysis and collaborated with peers to ensure research quality and validity.

#### **Research Intern**

*The Sam Higginbottom University of Agriculture, Technology & Sciences*

July 2023 – November 2023

- Completed a research project titled "Effect of Phosphorus and Micronutrients on Growth and Yield of Groundnuts (*Arachis hypogaea*)."

#### **Agro-Industrial Intern**

*Jharkhand State Co-operative Milk Producers Federation Limited*

May 2022 – June 2022

- Conducted an agro-industrial attachment project at Medha Dairy Plant, Deoghar.

#### **Rural Agricultural Intern**

*Krishi Vigyan Kendra, Deoghar, Jharkhand*

March 2022 – May 2022

- Participated in the "Rural Agricultural Work Experience" program organized by ICAR, focusing on sustainable agriculture practices.

#### **Trainee**

*ICAR-Directorate of Mushroom Research*

February 2020

- Completed a comprehensive training program on Mushroom Cultivation Technology.

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#### **Skills**

1. Sales and Negotiation Skills
2. Market Research and Analysis
3. Lead Generation and Prospecting
4. Customer Relationship Management (CRM)
5. Strategic Planning and Goal Setting
6. Communication and Interpersonal Skills
7. Networking and Relationship Building
8. Project Management
9. Product and Industry Knowledge
10. Problem-Solving and Adaptability
11. Digital and Analytical Skills
12. Financial and Budgeting Skills
13. Presentation and Persuasion Skills
14. Team Collaboration
15. Adaptability and Resilience

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## Publications & Projects

1. *Effect of Phosphorus and Micronutrients on Growth and Yield of Groundnut (Arachis hypogaea L.)*
  - Published in *Environment Conservation Journal*.
  - [Publication Link](#)
2. *Effect of Phosphorus & Micronutrients on Growth and Yield of Groundnuts*
  - Research Project at *The Sam Higginbottom University of Agriculture, Technology & Sciences*.
  - [Project Link](#)

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## Languages

- English (Proficient)
- Hindi (Native)
- Regional Languages (Conversational)

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## Interests

- Sustainable Agriculture Practices
- Market and Consumer Behaviour Studies
- Research and Development in Agri-Tech
- Digital Marketing and Sales Strategies

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## References

I hereby certify that the above information are true and correct according to the best of my knowledge & My Experience. If selected I assure that I would perform to the best of my abilities, eagerly awaiting a Positive response.

**Namrata Minz**