# **BIDISHA GOGOI**



ACADEMIC PROFILE			
PGDM – Finance	7.4 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Tech – Electrical & Electronics Engineering	70.02 %	Don Bosco College of Engineering & Technology, Guwahati	2016
Class XII (AHSEC)	69.20 %	Dibrugarh Hanumanbax Surajmall Kanoi, Dibrugarh	2011
Class X (SEBA)	68.33 %	Saint Mary's Convent School, Dibrugarh	2009

#### **AREAS OF STUDY**

Blockchain in finance, Corporate Finance, Product Management, Sales & Distribution of financial products.

# WORK EXPERIENCE(S) 3 Years 7 Months

# APAR Technologies Pvt. Ltd., Bengaluru

**Executive Talent Acquisition** 

September 2021 - February 2022

- Responsible for staffing of management and non-management personnel in APAC regions mainly Singapore, Malaysia and Hong Kong.
- Handling end to end hiring process

#### Realtime HR Resourcing Pvt. Ltd., Bengaluru

IT Recruiter

**July 2018 – February 2020** 

- Responsible for staffing of management and non-management personnel in APAC regions mainly Singapore, Malaysia and Hong Kong.
- Handling end to end hiring process.
- Hiring through LinkedIn, Monster.com. Scheduling meetings with clients and taking feedback. Handling clients from banking, finance and IT sectors.

#### Tarant Software Pvt. Ltd., Bengaluru

HR Executive

**January 2017 – June 2018** 

- Responsible for domestic hiring for multinational companies.
- Handling both bulk and scheduled hiring processes through Naukri.com

#### **ACADEMIC PROJECT(S)**

#### **Product Management**

- **Objective:** Designing a lean canvas for a Smart Calculator. The project focused on addressing the challenges faced by shopkeepers in managing daily transactions.
- **Methods:** Keeping the market research, tentative revenue structure, the Unique Value Proposition, solutions, channels, key metrics.
- Output: A smart calculator solution was proposed, integrating hardware and software to streamline bookkeeping, provide real-time insights, and enhance operational efficiency.

#### **B2C** industry innovation in Fintech: Digital Lending App for students (PENNY POT)

- **Objective**: Designing an application for financial independence among students in colleges in tier 1 cities for affordable monthly allowance lending options.
- Methods: Performed thorough research for Customer segmentation, and presenting a proposition with Gap Analysis, Value creation for users, Risk & Rewards strategy for project, customer journey with the User interface and the sales & marketing plan, Funding and Revenue stream for the project, Post-Delivery or maintenance services.
- Output: Penny Pot is designed as a digital lending platform that provides students with monthly allowances to ensure financial independence and build credit through timely repayments, serving as a financial safety net for their expenses.

## **Investment Risk Assessment**

- Objective: Analyze risk appetite across different age groups.
- **Methods:** Categorized individuals into green, yellow, and red profiles.
- Output: Suggested tailored investment product combinations based on risk profiles.

#### **Financial Risk Assessment**

- Objective: To calculate the Value at Risk (VaR), for individual stocks and a portfolio
- Methods: Used Historical simulation method, Expected Shortfall (ES) and Marginal VaR for providing a comprehensive assessment of potential financial risk.
- Output: This analysis enables informed risk management and strategic decision-making for portfolio adjustments.

# **CERTIFICATIONS**

Excel Skills for Business: Advanced	Macquarie University (Coursera)	2023
Corporate Financial Fundamentals	IESE Business School (Coursera)	2023
Fundamentals of Blockchain	University of California, Davis (Coursera)	2024

#### **POSITIONS OF RESPONSIBILITY**

## **Executive – Kanyathon Corporate Partnership Committee**

2023

- Industry Engagement: Facilitated relationships with industry professionals, and bulk participants from companies and organizations for participating in the Marathon.
- Event Coordination: Managed the participants registration and their collection of goodies.

#### JAGSoM, Bengaluru

## Outreach Head - Alumni Committee

2023-2025

- Alumni Engagement: Facilitated relationships with Alumni to provide valuable networking opportunities, industry connections, and potential mentorship, enhancing both professional and organizational growth for the current and upcoming graduates.
- Event Organizer: Managed events for the Alumni and the new students like JAM, and events for the Alumni & organization networking like Brunch pe Charcha to bring in more Alumni relations.

#### **ACCOMPLISHMENTS**

# **Competitions** and Activities

- Awarded Anundoram Borooah Award for academics
- Silver & Platinum Certified Employability Enhancement Training Program (EETP) from BSNL & AICTE
- Volunteered for Social Emersion Program at Sadhana Forest for 10 days

#### **SKILLS**

• SQL(Beginner), Excel, Problem Solving, Leadership Skills, Analytical Skills