

Palak Jhunhunwala
2/72 Vipul Khand, Gomtinagar, Lucknow
palakjhunhunwala2005@gmail.com | +91 7571000586

EDUCATION

La Martiniere Girls' College, Lucknow

Will appear for the Indian School Certificate Examination (Grade 12) in 2023

2023

Indian Certificate of Secondary Education (Grade 10): 93.4%

2021

STANDARDIZED TESTS

SAT: 1500/1600 (M-790; E-710)

2021

IELTS: 8/9 (LI-9; R=8; W=7; S=7.5)

2022

LEADERSHIP

- **School Prefect** 2022
- **Head of Avenir Club** at La Martiniere Gurls' College, Lucknow 2022
- **Core Team member** at UDAAN 2020 – present

AWARDS AND HONOURS

School:

- **Academic Excellence:** stood first in class **Grade 11** 2021
- **National Topper** in English Literature and History **Grade 10** 2020

National and International:

- **Upgrad Abroad Future Leaders Scholarship Program (FLSP) Business Design Challenge:** Runner up 2021
- **Fermat Mathematics Contest**, University of Waterloo: Distinction 2022
- **Euclid Mathematics Contest**, University of Waterloo: Distinction and school topper 2022

BUSINESS EXPERIENCES AND INITIATIVES

Entrepreneurial

Bakery Mad Batter

2018-present

website: <https://www.bakerymadbatter.com/>

Instagram: <https://www.instagram.com/bakerymadbatter/?hl=en>

- Started as a home bakery and developed into multiple franchises.
- Seasonal menus according to fresh local produce availability
- Prominently Covered in digital media and the largest English daily – The Times of India
- Organisational annual tie-ups for supplies

Franchise Standard Operating Procedure (SOP)

2022

- Developed SOPs for small school/college-based franchise outlets run by students at minimal investment.

Social initiatives

Food distribution drive

2020

An initiative to distribute food packets to displaced migrant workers during covid-19.

Social Entrepreneurship

Sakhi

2021-present

- A waste cloth recycling unit that converts scraps of cloth into household items by employing rural women to empower them by providing an opportunity to become economically self-efficient.

- All items produced are marketed and sold through various E-commerce platforms.
- Conducted digital marketing through influencers and trade shows
- Launched new product lines in denim and cotton

Internships

Gyan Dairy (<https://www.gyandairy.com/>)

2022

Valued at \$80M, Gyan Dairy is an Indian dairy products company, headquartered in Lucknow, Uttar Pradesh, India, known for the processing and distribution of dairy products regionally.

- Helped launch their new app called 'Gyan Fresh' and worked majorly towards improving their digital marketing on a yogurt campaign called 'Gyan Dahi, Sabse Sahi'

Daivik Moringa (<https://daivikmoringa.com/>)

2022

Daivik Moringa is a start-up that makes 100% organic products from moringa (drumstick) based in Nagpur, Maharashtra.

- Improved their digital marketing significantly by engaging various influencers, setting up their store on various E-Commerce platforms and also formed collaborations with various local organisations and small businesses.

COMPETITIONS

- | | |
|--|------|
| • Future Leaders Scholarship Program Business Design Challenge | 2021 |
| • Diamond Challenge (apply in December 2022) | 2023 |
| • Fermat Mathematics Contest, University of Waterloo | 2022 |
| • Euclid Mathematics Contest, University of Waterloo | 2022 |

MENTORING AND EDUCATIONAL EMPOWERMENT

Udaan (<http://udaanlucknow.com/>)

2020-present

Core team member at Udaan, a non-government, non-profit, student run organisation that aims at awareness, education, developing tolerance and inculcating life skills including health and hygiene in the underprivileged children of our society.

- Also worked with blind and Gonda tribals for which we received a letter of appreciation from the current Chief Minister of Uttar Pradesh, Yogi Adityanath.

Avenir Club, LMGC

2022

Avenir is a Career counselling club at La Martiniere Girls' College Lucknow, to educate students' regarding various academic streams and career avenues.

- Also provided opportunities to intern in various fields and gain practical experience.
- Tied up with various nationally acclaimed tutorials to provide classes in school at subsidised prices, catering to the economically weaker students.

Mad Batter Workshops

- Conducted baking workshops for several prestigious organisations such as 'Entrepreneurs Organisation South Asia' and 'Round Table India'.
- Conducted baking workshops for younger children and rural women to help them use baking as a tool to become financially independent.

RESEARCH EXPERIENCE

One District One Product (ODOP) scheme

2022

- Evaluating the success of jaggery under the ODOP scheme in Ayodhya
- Determining factors for success in the production and storage for Jaggery units
- Suggestions for improving the income of farmers and Jaggery units

Role of Cane Cooperatives

2022

- Role of cane cooperatives in supporting sugarcane farmers

- Problems and Advantages of Cane Cooperatives
- Suggestions for improving the efficiency of cooperatives and increasing income of farmers

ONLINE COURSES

Principles of Economics from Stanford University **2021**

- Professor John Taylor teaches the fundamental concepts of microeconomics and macroeconomics
- Includes the behaviour of companies and consumers and large-scale economic factors like national production, interest rates, employment and inflation

Introduction to Marketing from Wharton, University of Pennsylvania **2021**

- Branding: Marketing Strategy and Brand Positioning
- Customer Centricity: The limits of product centricity and opportunities and challenges of consumer centricity
- Effective brand communication and repositioning strategies

EXTRA CO-CURRICULARS

School Prefect **2022**

Edinburgh Fringe Festival **2019**

- Part of school team performing a traditional Bharatnatyam Dance at the Edinburgh Dance and Drama Fringe Festival held annually in August.

Right to Breathe (<https://gocrowdera.com/RightToBreathe/>) **2020**

- A fundraiser to raise funds to donate a ventilator to a government hospital in Lucknow during the second wave of covid-19 when beds and equipment in the country were scarce (0.03 ventilators per 1000 people).
- Raised \$7000 over a 3 Month period.

INTERESTS

'Les Elfes' Leadership and Ski Camp, became a certified level 3 skier and absorbed important leadership skills. **2019**

Adventure sport enthusiast