

# Kaamila Patherya

**Date of Birth-** 09.12.1995

**School-** La Martiniere for Girls (2002-2014)

**ICSE qualifying score-** 95%

**ISC qualifying score-** 92.25%

**College-** St Xavier's College (Autonomous), Kolkata. Political Science Honours. (2014-)

**Mobile-** 9830704408

**E-Mail ID-** [kaamila05@gmail.com](mailto:kaamila05@gmail.com)

## **Internships-**

- Summer Intern at J. Walter Thompson (JWT) during the month of June, 2015.

Was selected as one of the 20 “Telegraph You” interns for the summer of 2015 and was placed at J. Walter Thompson, Kolkata.

Worked on brands like Tata Tiscon and ITC.

Conducted a market study to determine the brand popularity of Tata Tiscon and study consumers buying preferences in the domain of rebars.

Identified target group for the advertisement.

Was involved in client briefing, creation and impact assessment of the advertisement.

- Summer Intern at The Telegraph t2, Kolkata in the month of May, 2014.

## **Entrepreneurship -**

Co-Founder of ‘ToteAlley’, a social initiative aiming at creating employment among rural and sub-urban women of West Bengal.

ToteAlley is a not-for-profit social business that creates cloth bags, pouches, personalized items and garments. Our products are hand made by 40 women from rural Bengal or sub urban slums of Kolkata. Women are part of Self Help Groups and NGOs.

Involved in every function of the business including sourcing of materials, product creation, quality control, branding, marketing, inventory management and logistics.

Website link : [www.hellototealley.com](http://www.hellototealley.com)

## **College Achievements-**

- Initiator and Core-Committee Member the first Departmental initiative ‘SUFFRAGIUM’ of Political Science, St. Xavier’s College (Autonomous), Kolkata. A daylong intra-college event held on the 9<sup>th</sup> of April, its aim was to

inculcate in young minds a sense of social and political responsibility. Involved in all aspects of the organization – event conceptualization, sponsorship, PR, marketing, logistics etc.

- Winner of the Telegraph- You Internship Program 2015. Was placed as a summer intern at J. Walter Thompson, Kolkata.
- Awarded 4<sup>th</sup> Best Adjudicator at the CNLU Patna National Level Parliamentary Debate held in the month of October 2015.
- Quarter Finalist Adjudicator at the IIT Kharagpur National level Parliamentary Debate held in February 2016.
- Participated in the WBNUJS National Parliamentary Debate held in the month of January, 2016.
- Member of the Xaverian Debating Society.

#### **Social Activities-**

- Volunteered at the NGO New Light in Kalighat, Kolkata during the month of December 2015. Work entailed conducting tutorial lessons for children of sex workers.
- Volunteered at the Kolkata Gives Foundation exhibition for two consecutive years 2015 and 2016. Kolkata Gives is the first and only event of its kind in Eastern India, connecting Donors with NGO's in need.
- Part of the 'Save Sarobar' drive to keep the Rabindra Sarobar Lake in Kolkata clean.

#### **School Activities-**

- Assistant Press Head at La Martiniere Calcutta, Model United Nations 2013.
- Press Member at La Martiniere Calcutta, Model United Nations 2012.
- Member of the School Editorial Board for 2013-14.
- Participated in Inter-House Quiz and Elocution.

#### **Software's known-**

- Adobe Photoshop, InDesign, Illustrator
- MS Word, MS Excel PowerPoint

