CV - Udit Pratap Chauhan,
Updated on 9th April 2025

Udit Pratap Chauhan, BBA, MBA (Marketing/International Business)

LinkedIn Profile- https://www.linkedin.com/in/udit-pratap-chauhan-b7a64267/

FULL NAME
UDIT PRATAP CHAUHAN



DATE OF BIRTH
June 7, 1990

CURRENT POSITIONS
Officer- MDP Division
(Level of Manager)
Management Development Institute, Gurgaon
Email: spunkywarrior1990@gmail.com
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EDUCATION

- **MBA - Marketing/International Business (2014):** Institute of Technology and Science, Ghaziabad, NCR, India
- **BBA (2011):** St Wilfred Collage**,** Rajasthan University, Jaipur, India

POSITIONS AND RESPONSIBILITIES

1. **Officer- MDP Division at Management Development Institute, Gurgaon**
   (April 20205- Present)

Client Engagement:

- Build strong relationships with prospective clients, understand their requirements, and effectively communicate how our solutions can address their specific challenges.
- Support and manage net New Business Development for open MDPs and customized training, and opportunities to cross-sell and upsell the training programs.
- Liaising with various stakeholders such as Central/State Government, private corporations and other organizations, etc. for business development.
- Manage the CRM.
- Create and deliver compelling and customized presentations, demonstrations, and proposals that align with client needs, showcasing the benefits and features the training solutions.
- Keep the marketing brochures/CVs ready to support participation in RFPs.

Collaboration:

- Work closely with the faculty teams to ensure a seamless transition from early engagement to delivery, providing all necessary documentation including invoicing and support.

2. **Assistant Marketing Manager- MDP at Indian Institute of Foreign Trade, New Delhi**
   (December 2022- April 2025)

Additional Charge- Centre for International Negotiations- (Marketing and Promotions)
(April 2024-April 2025)-IIFT Delhi

Additional Charge – Officer Training Academy

As Marketing Manager for MDP (Management Development Programs) and other additional charge focuses on promoting and marketing training programs to attract participants, ensure program success, and achieve enrolment goals. Here are some common job responsibilities associated with this role:

- **Marketing Strategy Development**: Develop and execute marketing strategies specifically tailored for Management Development Programs. This includes creating a comprehensive marketing plan that outlines goals, target audiences, messaging, and tactics.
- **Program Promotion**: Promote MDPs through various channels, such as digital marketing, print materials, social media, email campaigns, and advertising, to reach the target audience effectively.
- **Market Research**: Conduct market research to identify trends, competitors, and the needs of potential participants. Use this information to refine marketing strategies and program offerings.
- **Content Creation:** Create engaging and informative content to showcase the value and benefits of MDPs. This includes writing promotional materials, designing brochures, and producing videos or webinars.
- **Online Presence:** Manage and update the program's website and social media profiles to ensure they accurately represent the MDPs and attract prospective participants.
- **Lead Generation:** Implement lead generation strategies to capture contact information and inquiries from interested individuals or organizations.
- **Event Coordination:** Plan and organize promotional events, such as webinars, workshops, or information sessions, to showcase the MDPs to potential participants.
- **Collaboration:** Work closely with program directors, faculty, and other stakeholders to understand program offerings and ensure accurate representation in marketing materials.

- **Budget Management:** Develop and manage the marketing budget for MDPs, ensuring cost- effectiveness and efficiency in marketing efforts.

- **Participant Engagement:** Develop strategies to engage and maintain relationships with current and past participants, including alumni networks and ongoing communication.

- **Feedback and Improvement:** Gather feedback from participants and analyze it to make improvements in program marketing and content.

- **Compliance and Branding**: Ensure that all marketing materials adhere to branding guidelines and compliance regulations.

- **Market Expansion**: Explore opportunities for expanding the reach of MDPs to new geographical areas or industries. Meet with the HR Heads and L&D Heads of the Public Private Government Sectors to identify of the training needs in their organizations.

3. Assistant Manager – Executive Education, FORE School of Management, New Delhi
(January 2022-December 2022)

- Act as the lead administrator in supporting the programme director and teaching faculty in the design, planning anddelivery of a number of concurrent major executive programmes.
- Develop annual activity plan and budget for business development activities under the training unit.
- Training opportunity identification: Identify and contact potential partners for training projects.
- Liaison with marketing partner
- End to end responsibility of lead generation and participant sign-up for various MDPs/FDPs programs
- Data Development
- Increased number of queries regarding FORE Trainings and Executive Education Courses
- Identifying the new areas, where an institute can launch new long duration programs.
- Plan work with Executive Education administrator, offer guidance, support and career building opportunities.
- Supervise and support the pool of student helpers.
- Take responsibility for the Executive Education intranet pages ensuring information is clear and up to date.

4. Business Development Officer –Training and Executive Education, IIHMR University, Jaipur
(May 3, 2016-January 2022)

- Support the Head, Training Unit in developing long term strategy for business development.
- Develop annual activity plan and budget for business development activities under the training unit.
- Execution of marketing strategy
- Training opportunity identification: Identify and contact potential partners for training projects.
- Develop contracts (MOUs, etc.) with external agencies for long –term association.
- End to end responsibility of Lead generation and participant sign-up for various training programs
- Monitoring of effectiveness of strategy and marketing activities for training programs
- Development of key accounts
- Liaison with marketing support teams for digital marketing

KEY ROLES:

- Execution of Business Development activities for the Training and Executive Education Unit.
- Responsible for increase in enrollments in IIHMR Training Programs and Executive EducationCourses
- Development of Key Accounts
- Program Management
- Budgeting of the Training Program and Executive Education Programs

- Proposal Writing
- Report Writing
- Data Development
- Increased number of queries regarding IIHMR Trainings and Executive Education Courses.
- Enhanced and effective Brand Communication
- Meeting revenue growth Targets
- Increased International Participation
- Development of Key Accounts

5. Officer Executive Education, IIHMR University, Jaipur
(January 2020-January 2021)

- Perform as the lead administrator in supporting the programme/academic director and teaching faculty in the design, planning and delivery of a number of concurrent major executive progrmmes.
- Overall program management and programme delivery of all the executive education programmes from the design, communication plans, induction through to completion.
- Work closely with the Executive Education Admissions Officer regarding open enrolment applicants to ensure a smooth handover for the programme administration and delivery part.
- Monthly report to the Dean Executive Education regarding the progress of the program.

6. Program Officer -Training, IIHMR University, Jaipur
(September 15, 2017-Janauary 2021)

- Manages all task related to the successful completion of the training program (Offline/Online)
- Implementing Training activities
- Create and manage programme budgets with internal finance colleagues, Ensure complementary budgeting, forecasting and reconciliation of the expenditure
- Preparing the MOUs with the consultants and check them for renewal.
- Develop and conceive an action plan adapted to the identified needs and the program objectives.
- Organize workshops and meetings with the different stakeholders to discuss and analyze the weaknesses and strengths of the training program.
- Working closely with the Program Director, Dean Training, and logistics team to ensure all supply requests related to the training activities are done timely and according to procedures.
- Prepare implementation work plans, logistics.
- Ensure interventions are completed within the timeframe planned.
- Ensure strong coordination of project activities to beneficiaries and different stakeholders under the supervision of the Line manager.
- Take part of the baseline and any further assessment/surveys and/or data collection related to the program activities.
- Prepare, maintain and keep registers on the status of the program at formulation, implementation, and operational stages.
- Prepare background material, working papers, and tables for briefings and review sessions.
- Follow up the resource person and staff capacity building in terms of training programs and pedagogical methods.
- Documenting in a timely manner, all progress, challenges, and learning for future implementation y.
- Actively participate in management meetings.
- Participate in the need assessment missions conducted by HA or other partner organizations conducted within the state.
- Participate in workshops, training sessions or any other forums with line manager approval or nomination.
- Prepare completion reports and evaluation reports of all Training activities.
- Prepare in a timely manner, monthly and quarterly reports.
- Prepare meeting minutes and reports of workshops and seminars.
- Prepare monthly and weekly work plans.

7. **Relationship Executive, Info edge India Ltd, Delhi**
(September 2014-April 2016)
   - Explain clients about the benefit and features of the website.
   - Aid and after sale services to the client.
   - Give presentation and arrange meeting with the client and give them the demo about website.
   - To solve customer query and dealing customer byphone and face to face Interaction

PROGRMS: SUCESSFULLY CONDUCTED

Custom Training Programs-
Some Major Programs

- 5-Day Training Program on Export Promotion and International Trade Negotiations for DoPT – FY 2024-25
- 4 weeks Training program on Export Import for ASOs Department of Commerce, MoC- FY 2024-25
- 1-Day Training Program on International Trade for National Cooperative Union of India- FY 2024-25
- 3-Day Training Program on International Trade Negotiations for ECGC – FY 2024-25
- 5-Day Training Program on Foreign Exchange and International Trade for UCO Bank- FY 2024-25
- 3-Day Training Program on International Trade Finance for American Express- FY 2024-25
- 3-Day Training Program on HR Tools and Techniques for PEPSICO- FY 2024-25
- 5-Day Training Program on International Trade and Export and Import Management for Bharat Electronics Limited- FY 2024-25.
- 3-Day training program on International Trade and Negotiations for Indian Oil Corporation Limited- FY 2024-25.
- 5-Day training program on International Negotiations for Land Port Authority of India- FY 2024- 25
- 5-Day training program on Globe X for Bharat Electronics Limited-FY 2024-25
- Export and Import Management for ECGC Officials-FY 2024-25
- 3-day training program on Export and Import Management for MSME department of Government of Madhya Pradesh.
- 11 Months International Business Excellence for TVS Moters Corporation.
- 6 Months Human Resource Management for the Armed forces Officers sponsored by Directorate General of Resettlement in Fy 2024-25.
- 6 Months Global Business Management for the Armed Forces Officers sponsored by Directorate General of Resettlement in Fy 2024-25.
- 5-day Geopolitical and International Business training program for Probationers of Indian Economics Services under Ministry of Finance in Fy 2024-25
- 5-day training program on Leadership and Strategic Management for Indian Oil Corporation Limited in Fy 2024-25.
- 5-day Training Program on Export and Import Management on Aircraft Export for Hindustan Aeronautics Limited in Fy 2023-24
- 4-day training program on Women Leadership for Indian Oil Corporation Limited in Fy 2023-24
- 4-day Polymer Export for GAIL Indian Limited in Fy 2023-24
- 2-Day Awareness Program on Defense Export for Bharat Electronics Limited in FY 2023-24
- 6 Programs of 3 days on export and Import Management for COIR Board in Fy 2023-24
- 3 Months Training program on Foreign Trade for Hindustan Petroleum Corporation Limited in Fy 2023-24
- 2 week training program on Export and Import Management of Tata Steel
- 5-day training program on Export and Import Process Land Port Authority of India under Ministry of Home Affairs, Government of India
- 3 day training program on Export and Import Management for Mazgoan Dock Shipbuilders Limited in Fy 2023-24.
- 2 week Probationary Training Program for IES Officer, Ministry of Finance, Government of India in Fy 2023-24
- 10 day Training program on International Marketing for Bharat Dynamics Limited in financial year 2023-24
- 4-day Training program Export and Import Management for MSME Department, Govt of Madhya Pradesh

for financial year 2023-24

- 5-day Training program on Foreign Trade for ONGC Academy for financial year 2023-24
- 5-day Training Program on International Marketing ONGC Foundation for financial year 2023-24
- Orientation Courses on Atal Mission for Rejuvenation & Urban Transformation (AMRUT) for IIHS/Government of Rajasthan: April 2016-March 2017.
- Training program on Rejuvenating Nursing Staff for Behavior Change: Power of Positive Attitude and Motivation for MOHFW Government of Madhya Pradesh: May 15-17, 2016.
- Training Programs in Reproductive Health Commodity Security and Family Planning (RHCS/FP) (UNFPA Regional Headquarter): (October 10-21, 2016), (October 23-November 3, 2017), (November 19-30, 2018), (November 4-15, 2019)
- Use of District Health Information System (MOHFW Government of Rajasthan): August 20-24, 2016.
- Policy Advocacy for Health Professionals, Government of Rajasthan: December 5-7, 2016.
- Hospital Management for Senior Executives of MOPH Afghanistan: (November 27-Feburary 3, 2016), (December 10-15, 2016)
- Program Management Monitoring and Evaluation: December 20-24, 2016.
- Induction Training for Hospital Administrators (MOHFW, Government of Madhya Pradesh): January 16-27, 2017
- Managing Stress in Work and Life for officials of Power Grid Corporation of India Limited: February6-8, 2017
- Leadership and Strategic Management in Healthcare for Senior Executives (CL Gupta Institute): April 14-16, 2017.
- Training Programme on Leadership and Strategic Management in Health Care for KGUMS Bhutan: May 8-12, 2017
- Research Methods for Faculty of Kandahar University, Afghanistan: July 24-28, 2017.
- Data Analytics for Faculty of Kandahar University, Afghanistan: July 31-August 4, 2017
- Leadership and Strategic Management in Healthcare for MOH Sri Lanka: November 13-17, 2017.
- Leadership and Strategic Management for Senior Management Executives in TB Control for MOPH Afghanistan: (January 1-5, 2018), (November 27-December 1, 2018).
- Hospital Management for Faculty of Kandahar University: January 18-20, 2018
- Advance Techniques of Energizing to Health the Body and Mind for Senior Executives (PowerGrid Corporation Limited): (March 15-17, 2018), (April 19-21, 2018)
- Hospital Management for Afghanistan (MOPH Afghanistan): (March 26-31, 2018)
- Training Programme for Implementation of UTKRISHT Impact Bond (HLPPT/Palladium): April 23- 27, 2018.
- Leadership and Strategic Management for MOHFW Government of Uttar Pradesh: (October 29-November 2, 2018), (January 28-Feburary 1, 2019), (February 11-15, 2019), (March 11-15, 2019).
- Capacity Building in Public Health Emergency and Hospital Preparedness (MOHFW India): (September 21-23, 2018), (June 10-15, 2019), (August 26-31, 2019).
- Hospital Preparedness for Health Emergencies for District Health Officer (MOHFW India): (July 15- 27, 2019), (September 23-October 5, 2019), (December 2-14, 2019).
- Health Services Delivery to Nomad Population and Exposure Visit of Health Services Delivery to Nomad Population of India: (September 21-23, 2018)
- Inner Development for Outer Transformation for PowerGrid Corporation of India Limited: April 11- 13, 2019.
- Hospital Administration and Management for MOHFW Bhutan: (August 19-30, 2019), (September 2-13, 2019).
- Hospital Administration and Management for ONGC: (December 9-14, 2019).
- Ensuring Quality Assurance of Pharmaceutical Products and Standard Medical Consumables for MOHFW Bhutan: (August 5-16, 2019)

Online Training Programs

Some Major Programs

2020-21

- Data Analytics Using R- (June 19-23, 2020), (July 1-5, 2020)
- How to Conduct Qualitative Research- (June 25-28, 2020), (July 9-11, 2020)
- Foundational Education Leadership for Early Childhood care and Education- (July 8-12, 2020)
- R Programming for Non-Programmers- July (15-19, 2020)
- Qualitative and Quantitative Data Analytics Using R- (August 17-22, 2020).

- Building Brand Effectiveness- (August 14-22, 2020)
- Happiness Quotient – Our Own Measure- (August 20-22, 2020)
- Data Use in Public Health Management- (August 24-28, 2020)
- Effective Classroom Management Using Google Tools- (September 7-11, 2020)
- Managing people: Emerging Issues and Shifting work Practices- (September 7-11,2020)
- Optimizing Corporate Social Responsibility for Greater Good- (September 23-October 9, 2020)
- Healthcare Operations Management -Techniques and Applications- (October 12-17, 2020)
- Analytics and Decision Support in Health Care Operations Management- (November 27-29, 2020)
- Financial Statement Analysis for Managers of Hospitals and Healthcare Organizations- (January 4- 8, 2021)
- Quantitative Decision-Making Methods in Health care Management- (March 19-21, 2021)
- Vaccine Economics for COVID-19 – (October 17-December 17, 2020)
- Women Entrepreneurship Development Program- (March 1-April 11, 2021)
- CHO Leadership Training Programme- (2020-21)

Executive Education and PG Diploma Programs

- 2 year Executive Degree Program on Master of Public Health – 2021-23
- 2 year Executive Degree Program on Master of Hospital Administration-2021-23
- 2 Year Executive Degree Program on Master of Business Administration-2021-23
- 1 Year Post Graduate Diploma Program in CSR and Sustainable Development- 2021-22
- 1 Year Post Graduate Diploma Program in Health Entrepreneurship-2021-22
- 11 Month Post Graduate Certificate Program in International Business and Finance- 2022-23 (Batch 5)
- 11 Month Post Graduate Certificate Program in International Business and Finance- 2023-24 (Batch 6)
- 4 Months Certificate Program in Export and Import Management- Hybrid Mode – 2022-23 (Batch 21)
- 4 Months Certificate Program in Export and Import Management- Offline Mode- 2023-24 (Batch 1)
- 4 Months Certificate Program in Export and Import Management- Hybrid Mode – 2023-24 (Batch-22)
- 4 Months Certificate Program in International Business- Offline Mode-2024-25 (Batch 1)
- 4 Months Certificate Program in Export and Import Management- 2024-25 (Batch 2)

WHO Fellowship Training Programs

- Managing Public Health Programs for India: July 10-21, 2017
- Primary Healthcare Management for Myanmar: August 14-25, 2017

Professional Development Courses

- Professional Development Courses in Management, Public Health and Health Sector Reforms for Government of Rajasthan: (April 25- July 2, 2016), (December 19, 2016, to February 26, 2017)
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Conferences

- **3rd MILAP Academia Industry Connect** organized at Indian Institute of Foreign Trade, New Delhi, 2024
- **2nd MILAP Academia Industry Connect** organized at Indian Institute of Foreign Trade, New Delhi 2023
- **9th Biennial SEAPHEIN** Meeting and International Conference on Leveraging SEAPHEIN to Promote Universal Health Coverage and Achieving Sustainable Development Goals by 2030, November 13-15, 2019, Jaipur, India, supported by WHO-SEARO and WHO-India.
- **8th SEAPHEIN** Meeting and International Conference on Moving SEAPHEIN to Influence Public Health Management Education and Action, February 13-15, 2017, Jaipur, India, supported by WHO- SEARO.
- Workshops on Health Management Research Ethics for Protection of Human: September 27-29, 2018.
- CME on Hem vigilance Programme of India Supported by National Institute of Biological, Ministry of Health and Family Welfare, Government of India: October 22, 2018
- Skill Development for Diagnosis and Management of Mental Illness using Digital Technology: 2018

Other Credentials:

- Participated in national marketing seminar organized by Institute of Technology and Science.
- Participated in national finance seminar by Institute of Technology and Science.

Computer Skills:

- MS Office (Word, Excel, PowerPoint)

Strength:

- Deligent
- Positive attitude.
- Good communication skill.
- Self-Driven

Hobbies:

- Travelling.
- Indoor Games (Carom and Badminton)

Personal Details:

Father's Name	: Mr R.P. Chauhan Mother's
Name	: Mrs. Sunita Chauhan Native
Place	: Jaipur, Rajasthan
Gender	: Male.
Nationality	: Indian
Language	: English, Hindi

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