

CHINMAY POWAR

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PROFESSIONAL SUMMARY

Academically accomplished and research-driven Assistant Professor with over one year of full-time faculty experience at DES Shri Navalmal Firodia Law College, Pune. Qualified UGC-NET holder (Management, December 2024) with expertise spanning Managerial Economics, Organizational Behaviour, Business Ethics, Marketing, Human Resource Management, and Management Information Systems. Proven track record in academic administration, institutional development, placement coordination, curriculum design, and cross-disciplinary research publication. Demonstrated competency in industry-academia engagement, digital institutional branding, and quality assurance frameworks including NAAC compliance. Pursuing Ph.D. (Management) at BVDU IMED, Pune. Experienced in corporate settings including banking, supply chain fintech, and industrial marketing. Committed to fostering holistic learning environments that bridge legal education with contemporary management principles.

WORK EXPERIENCE

Assistant Professor (Full-Time)

D.E. Society's Shri. Navalmal Firodia Law College (DES SNFLC), Pune

June 2025 – Present

Pune, Maharashtra

Teaching & Instruction:

- Delivering curriculum-mapped lectures across eight subjects for BBA Law undergraduate students: Managerial Economics, Business Communication, Principles of Management, Case Studies in Business Environment, Business Ethics & Corporate Governance, Principles of Marketing, Human Resource Management, Organizational Behaviour, and Management Information System.
- Designing structured lesson plans integrating real-world case studies, Socratic discussions, and activity-based learning to strengthen conceptual clarity and student engagement.
- Developing and administering course assessments, viva voce examinations, and internal evaluation tools aligned with programme learning outcomes.
- Mentoring students on academic growth, professional communication, career readiness, and development of analytical thinking skills.
- Facilitating interactive classroom discussions bridging legal education with contemporary business and management paradigms.

Paper Setting & Examination Responsibilities:

- October–November 2025: Set question papers for Managerial Economics, Case Studies in Business Environment, Business Ethics & Corporate Governance, Human Resource Management, and Business Research Methods.
- March–April 2026: Set question papers for Human Resource Management, Case Studies in Business Environment, and Business Research Methods.
- Participated in centralized evaluation and assessment of examination scripts for the BBA Law programme.

Institutional Administration & Positions of Responsibility:

- **Faculty Coordinator, Internship & Placement Cell:** Coordinating all campus placement activities; serving as the primary institutional liaison with recruiting organizations; organizing pre-placement talks, training sessions, and employability skill workshops; driving measurable improvement in placement outcomes for law students.
- **Faculty Coordinator, Study Tour Department:** Planning, organizing, and executing academic study tours; organized a 6-day institutional study tour to New Delhi; prepared comprehensive Study Tour Report for institutional records.
- **Faculty Coordinator, Certificate Course — Indian Knowledge System (IKS):** Overseeing design and delivery of the IKS certificate programme in alignment with NEP 2020 mandates.
- **Social Media Manager, DES SNFLC:** Managing and growing the institution's digital presence across Instagram, Facebook, LinkedIn, and YouTube; curating institutional content, academic announcements, and event documentation to strengthen the college's brand identity.

- **MoU Coordination:** Spearheaded the Memorandum of Understanding (MoU) between DES SNFLC and Bhaktivedanta Research Center, Navi Mumbai, enabling interdisciplinary academic collaboration.
- **LinkedIn Growth, Internship & Placement Cell:** Strategically built and managed the Placement Cell's LinkedIn presence to expand recruiter networks and enhance student visibility to potential employers.
- **CSR Proposal Drafting:** Drafted the CSR proposal titled "Sugamya Vidhi" submitted to Deccan Education Society, proposing inclusive legal literacy initiatives for persons with disabilities.
- **NAAC Quality Assurance Participation:** Actively participated in the institution's technical briefing on the Revised NAAC Framework; contributed to deliberations on Binary Accreditation Model implementation, Quantitative Metrics (QnM) optimization, Qualitative Metrics (QIM) validation, and Data Validation and Verification (DVV) protocols; contributed to both short-term SOP refinement (IQAC data triangulation, internal evaluation indices) and long-term strategies (indexed research output, digital transformation).

Assistant Professor (Visiting Faculty)

January 2025 – March 2025

D.E. Society's Shri. Navalmal Firodia Law College (DES SNFLC), Pune

Pune, Maharashtra

- Conducted guest lectures on Case Studies in Business Environment for BBA Law students.
- Administered viva voce examinations on student assignments under the BBA Law programme.
- Participated in centralized assessment and evaluation of examination papers.

Market Research Intern

January 2025 – March 2025

i-Tapes Solutions, Pune

Pune, Maharashtra

- Executed the project "Market Survey of New Clients" over a 3-month period, mapping prospective client segments across Pune and the broader Maharashtra market to support the organization's business development pipeline.
- Designed and administered a structured primary survey instrument comprising 25+ questions, collecting responses from 80+ prospective clients across industries including manufacturing, construction, packaging, and electrical applications.
- Profiled 60+ potential client organizations by collating data on procurement volumes, supplier preferences, price sensitivity, and product specifications relevant to adhesive tape and industrial consumables.
- Identified 3 high-priority untapped market segments with strong product-fit indicators, presenting findings in a consolidated market entry report submitted to senior management.
- Conducted competitor benchmarking across 10+ regional suppliers, mapping their pricing structures, product ranges, and distribution reach to position i-Tapes Solutions advantageously with new clients.
- Synthesized quantitative survey data and qualitative field observations into actionable insights, enabling the sales team to prioritize outreach efforts toward the top 20 prospective accounts identified during the survey.

Project Trainee

March 2024 – June 2024

HDFC Bank Ltd., Pune

Pune, Maharashtra

- Managed front desk customer engagement operations; assisted walk-in customers in identifying banking needs and directing them to appropriate service areas.
- Conducted daily comparative analysis of Fixed Deposit (FD) interest rates across 50+ Indian banks; prepared comprehensive comparative statements and presented findings to senior management.
- Tracked and managed 170+ customer leads using the Probe42 CRM system, ensuring systematic follow-up and pipeline maintenance.
- Engaged directly with 98 customers on FD top-up and funding options, significantly improving conversion and response rates.
- Designed a Skill-Will Matrix framework to evaluate 30+ branch stakeholders, identifying performance enhancement opportunities and professional development priorities.
- Gained applied exposure across multiple financial products and services, bridging management theory with real-world banking operations.

Market Research Intern

January 2024 – February 2024

i-Tapes Solutions, Pune

Pune, Maharashtra

- Executed the project "Market Survey of Old Clients" over a 2-month period, conducting a systematic assessment of the organization's existing client base to evaluate satisfaction levels, retention risk, and cross-selling opportunities.

- Designed a structured survey questionnaire with 20+ parameters covering product quality perception, delivery reliability, after-sales service responsiveness, and overall vendor satisfaction; administered to 50+ existing clients across Pune and PCMC industrial areas.
- Analyzed survey responses and classified clients into satisfaction tiers (Highly Satisfied, Neutral, At-Risk), identifying approximately 15% of the client base as requiring immediate relationship intervention due to unresolved service issues.
- Compiled client-wise feedback summaries and prepared a detailed retention strategy report highlighting 5 key pain points — including delivery lead times, invoice accuracy, and product consistency — with recommended corrective actions.
- Tracked repeat purchase frequency and average order value across 40+ accounts to identify high-value clients contributing disproportionately to revenue, enabling the sales team to prioritize key account management efforts.
- Presented findings and recommendations to management, contributing to actionable process improvements in customer communication and order fulfilment workflows.

Corporate Strategy Intern

April 2023 – June 2023

Mintifi Finserve Pvt. Ltd., Mumbai

Mumbai, Maharashtra

- Contributed to building India's first data-driven supply chain financing platform; engaged in market analysis, competitor mapping, and strategic research initiatives.
- Curated comprehensive anchor lists across multiple industries, gathering detailed distributor profiles including financial metrics: turnover, trade receivables, and net profitability.
- Prepared detailed strategic memos for 15 major corporate anchors including Michelin Tyres, Toyota Kirloskar Motor, Panasonic India, and CEAT Ltd., assessing distributor onboarding benefits and risk profiles.
- Conducted outreach to 100+ distributor partners via structured feedback calls to identify operational pain points and improve platform usability.
- Executed in-depth industry research on the cement sector utilizing CRISIL, EMIS, and Statista databases; analyzed regional demand patterns, production capacities, and profitability dynamics to inform supply chain financing strategy.
- Applied CRISIL financial data to evaluate the creditworthiness and financial health of key corporate anchors; implemented client feedback loops to improve product-market fit.

Marketing Intern

April 2022 – May 2022

i-Tapes Solutions, Pune

Pune, Maharashtra

- Assisted the marketing and sales team in executing promotional and outreach activities for industrial adhesive tape products across B2B client segments in the Pune manufacturing corridor.
- Supported preparation of product catalogues, marketing collateral, and quotation templates for 10+ product SKUs, improving consistency and professionalism of client-facing communication materials.
- Conducted field visits to 20+ potential client sites across Pune industrial estates (Bhosari, Chakan, Ranjangaon) to support lead generation efforts and gather ground-level market intelligence on competitor product usage.
- Assisted in maintaining a structured client contact database of 100+ existing and prospective accounts, enabling more systematic follow-up by the sales team.
- Observed and contributed to product demonstration sessions with clients, developing understanding of the technical specifications, applications, and pricing dynamics of the industrial tapes product range.
- Compiled weekly activity reports summarizing outreach coverage, client feedback, and observed competitor activity for review by the senior marketing team.

Marketing Research Intern

December 2019 – February 2020

Thermax Limited, Pune

Pune, Maharashtra

- Conducted primary and secondary market research within the green water treatment chemical segment.
- Performed comprehensive SWOT analysis of the product line; developed eco-friendly strategy recommendations for sustainable product positioning.
- Proposed Sulphur-free chemical alternatives to minimize industrial waste generation, contributing to Thermax's sustainability initiatives.

EDUCATION

Ph.D. in Management (Coursework) BVVDU IMED — Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development, Pune	2025 – Present <i>Pune, Maharashtra</i>
- Enrolled in the 2025–26 doctoral cohort; coursework covers Research Methodology, Research Publications & Ethics, and advanced management theory. - Coursework aligned with UGC doctoral standards; India-specific research focus incorporating ICMR, UGC, and Shodhganga frameworks.	
Post Graduate Diploma in Management (PGDM) — Marketing DES Institute of Management Development and Research (IMDR), Pune	2023 – 2025 <i>Pune, Maharashtra</i>
- Specialization in Marketing; curriculum encompassed Consumer Behaviour, Brand Management, Integrated Marketing Communications, and Strategic Marketing. - Served as Placement Coordinator for the institute during the programme.	
Master of Business Administration (MBA) — Human Resources Yashwantrao Chavan Maharashtra Open University (YCMOU), Nashik	2023 – 2025 <i>Nashik, Maharashtra</i>
Dual postgraduate pursuit alongside PGDM; specialization in Human Resource Management, Industrial Relations, Organizational Development, and Labour Law.	
Master of Business Administration (MBA) — Year I Indian Institute of Management (IIM) Jammu	2022 – 2023 <i>Jammu & Kashmir</i>
Completed first year of MBA programme at a premier IIM institution; coursework included quantitative methods, organizational theory, financial management, and strategy.	
Bachelor of Business Administration — International Business (BBA-IB) Vishwakarma University, Pune	2019 – 2022 <i>Pune, Maharashtra</i>
Graduated with a focus on international trade, global marketing, cross-cultural management, and export-import operations.	
HSC — Class XII (Science Stream) Maharashtra State Board; S.P. College, Pune	2019 <i>Pune, Maharashtra</i>
SSC — Class X CBSE Board; SES Gurukul, Pune	2017 <i>Pune, Maharashtra</i>

RESEARCH PUBLICATIONS

- Chinmay Powar (2025). *Using Deep Tech in Transportation and Logistics in India*. International Journal of Progressive Research in Engineering Management and Science (IJPREMS). April 2025.
Explored integration of Artificial Intelligence (AI), Internet of Things (IoT), blockchain, and predictive analytics to enhance efficiency, transparency, and scalability within India's transportation and logistics sector.
- Chinmay Powar (2026). *The Convergence of Deceptive Design and Vitiating Consent: A Doctrinal Conflict Between the CCPA Dark Patterns Guidelines and the DPDP Act, 2023*. International Journal of Scientific Research in Engineering and Management (IJSREM). May 2026.
Doctrinal analysis of regulatory conflict between the Central Consumer Protection Authority's Dark Patterns Guidelines and India's Digital Personal Data Protection Act, 2023; examined implications for informed consent and consumer rights.
- Chinmay Powar (2026). *Cognitive Crossroads: Empirical Effects of Replacing Social Media with Generative AI Tools on Learning, Retention, Attention, and Critical Thinking Among Young Adults (18–35)*. Australian International Journal of Fundamental Research (AIJFR). March 2026.
Empirical study examining the cognitive impact of substituting social media usage with generative AI tools on academic learning outcomes, information retention, attentional capacities, and critical thinking among the 18–35 age cohort.
- Chinmay Powar (2026). *Competitive Analysis of Law Colleges in India: Impact of Marketing and Advertising in the Evolving Legal Education Landscape*. SSRN (Elsevier). January 2026.

Strategic competitive mapping of Indian law colleges; analyzed how marketing communications, digital advertising, and institutional branding influence student enrollment decisions in a rapidly evolving legal education marketplace. Available on SSRN/Elsevier.

5. Chinmay Powar (2025–26). *Toward a Mathematical Framework for Consciousness: A Distributed Inquiry Across Human and Artificial Intelligence*. Zenodo (CERN Open Repository).

Interdisciplinary theoretical paper proposing a mathematical formalization of consciousness ($C = f(\Phi, Ma_1, Ma_2, S)$), drawing on integrated information theory, philosophy of mind, and artificial intelligence; submitted to Zenodo (CERN).

6. Chinmay Powar. *The Great Indian Middle Class*. ISBN-13: 979-8199862684.

CERTIFICATIONS & PROFESSIONAL QUALIFICATIONS

- **UGC-NET (National Eligibility Test) — Management (December 2024)** | Certificate for Eligibility for Assistant Professor and Admission to Ph.D. | National Testing Agency, Government of India
- Bloomberg Market Concepts (BMC) | Bloomberg LP
- Artificial Intelligence & Machine Learning Programme | ICTRD
- FinTech Engineering Virtual Experience Programme | Goldman Sachs & Forage
- The Fundamentals of Digital Marketing | Google Digital Garage
- Introduction to Strategy Consulting Virtual Experience Programme | Boston Consulting Group (BCG) & Forage
- Data Analytics Consulting Virtual Internship | KPMG Australia
- Omnichannel Marketing Virtual Experience Programme | Lululemon
- Lean Six Sigma White Belt Certification | Binghamton University, State University of New York

SUBJECTS TAUGHT (COMPLETE LIST)

The following subjects have been delivered to BBA Law undergraduate students at DES SNFLC, Pune:

- Case Studies in Business Environment
- Managerial Economics
- Business Communication
- Principles of Management
- Business Ethics & Corporate Governance
- Principles of Marketing
- Human Resource Management
- Organizational Behaviour
- Management Information System (MIS)

PROFESSIONAL DEVELOPMENT

- **Faculty Development Programme (FDP) — Maharashtra State Faculty Development Academy (MSFDA):** Focused on inclusive education frameworks as per the Rights of Persons with Disabilities (RPwD) Act, 2016 and National Education Policy (NEP) 2020; developed competencies in recognizing diverse disability categories, integrating assistive technologies, and designing universally accessible learning environments.
- **Technical Briefing — Revised NAAC Framework:** Participated in institutional session on Binary Accreditation Model, Maturity-Based Graded Levels, QnM/QIM metrics, and DVV protocol compliance; contributed to translating accreditation criteria into actionable institutional SOPs and IQAC data triangulation procedures.

LEADERSHIP & INSTITUTIONAL ENGAGEMENT

Faculty Coordinator — Internship & Placement Cell

DES SNFLC, Pune

June 2025 – Present

Pune, Maharashtra

- Serving as the primary institutional liaison between DES SNFLC and external recruiting organizations.
- Organizing pre-placement orientation talks, mock interviews, resume workshops, and employability skill-building sessions.
- Strategically managing and growing the Placement Cell's LinkedIn presence to enhance recruiter engagement and student visibility.
- Spearheaded MoU with Bhaktivedanta Research Center to create collaborative academic and placement pathways.

Faculty Coordinator — Study Tour Department

DES SNFLC, Pune

2025 – 2026

Pune, Maharashtra

- Planned and successfully executed a 6-day educational study tour to New Delhi for BBA Law students.
- Coordinated logistics, itinerary design, institutional visit scheduling, and comprehensive post-tour report compilation.

Social Media Manager

DES SNFLC, Pune

June 2025 – Present

Pune, Maharashtra

- Managing official digital platforms: Instagram, Facebook, LinkedIn, and YouTube.
- Curating and publishing institutional content, event coverage, placement updates, academic announcements, and thought leadership posts to enhance the college's brand identity and digital reputation.

Placement Coordinator

DES Institute of Management Development and Research (IMDR), Pune

2023 – 2025

Pune, Maharashtra

- Coordinated all placement activities for PGDM batch; served as the primary interface between IMDR and corporate recruiters.
- Identified and onboarded new recruiters across finance, marketing, consulting, and operations sectors to diversify placement opportunities.

KEY INSTITUTIONAL CONTRIBUTIONS

- **MoU Negotiation & Execution:** Led and finalized the institutional MoU between DES SNFLC and Bhaktivedanta Research Center, Navi Mumbai — the first such research collaboration for the institution; enabling joint academic programmes and research initiatives.
- **CSR Proposal — "Sugamya Vidhi":** Conceptualized and drafted a comprehensive CSR proposal submitted to Deccan Education Society proposing a structured legal literacy and accessibility programme for persons with disabilities in alignment with the RPwD Act, 2016 and NEP 2020.
- **Faculty Coordinator, Indian Knowledge System (IKS) Certificate Course:** Coordinating the design and delivery of a formal IKS certificate course at DES SNFLC in compliance with NEP 2020 curricular mandates.
- **NAAC Accreditation Contribution:** Active participant in strategic institutional alignment with Revised NAAC Framework; supporting IQAC processes, DVV protocol design, and short-term and long-term accreditation roadmap execution.
- **Digital Transformation:** Spearheading the college's digital presence strategy across four social media platforms, significantly improving institutional visibility and stakeholder communication.

SKILLS

Teaching & Pedagogy	Curriculum Design, Lesson Planning, Case-Based Teaching, Activity-Based Learning, Assessment Design, Viva Voce Examination, Paper Setting
Research Competencies	Quantitative & Qualitative Research, Research Ethics, Literature Review, Academic Publishing, Doctrinal Legal Analysis, Empirical Study Design
Technical Skills	MS Excel (Advanced), Google Suite (Docs, Sheets, Slides, Forms), Probe42 CRM, CRM Dashboards, Market Research Tools, CRISIL, EMIS, Statista, Data Analysis
Digital & Social Media	Social Media Management (Instagram, Facebook, LinkedIn, YouTube), Content Strategy, Institutional Branding, Digital Marketing, Web Design
Soft Skills	Communication (Oral & Written), Critical Thinking, Analytical Reasoning, Time Management, Team Leadership, Stakeholder Management, Presentation Skills, Customer Relationship Management
Languages	English (Proficient), Hindi (Proficient), Marathi (Native), Sanskrit (Working Knowledge)
Industry Knowledge	Banking & Financial Services, Supply Chain Financing, FinTech, Legal Education, Higher Education Administration, NAAC Accreditation Frameworks, NEP 2020

INTERESTS & INTELLECTUAL PURSUITS

- **Neuromarketing & Behavioural Psychology:** Active blogger and writer exploring the intersection of cognitive neuroscience, consumer behaviour, and marketing strategy.
- **Philosophy of Consciousness & Mathematics:** Research interest in mathematical frameworks for consciousness, integrated information theory, and the philosophy of mind; published on Zenodo (CERN).
- **Legal Technology & Digital Governance:** Research focus on data protection law, dark patterns regulation, and the intersection of technology and consumer rights in Indian legal frameworks.
- **Web Design & Digital Content Creation:** Applied interest in UX design principles, interface aesthetics, and digital communication.
- **Reading:** Broad reading across psychology, behavioural economics, management theory, philosophy, and legal scholarship.
- **Travel & Cultural Exploration:** Keen interest in cross-cultural experiences and understanding diverse social and institutional contexts.