
Name: Dr. Mahasweta Das Saha

Mobile No: 09830756583

Email: mahasweta_saha@tripurauniv.in

Date of Birth November 25, 1980

Nationality Indian

Educational Qualifications:

- **PhD from Vinod Gupta School of Management (VGSOM), IIT Kharagpur (2013-2019)**
- **Master in Business Administration (MBA) in Operations Management, Symbiosis Institute of Operations Management, Nashik , 2008-2010.**
- **Master Diploma in CAD/CAM/CAE, (Sep 2005 to Feb 2006).**
- **Bachelor of Engineering (B.E.) (Mechanical) National Institute of Technology (NIT), Tiruchirapalli, Bharathidasan University, 1998-2002.**

Key Qualifications & Experience:

I have nearly 12 years of experience across Consulting, Engineering services, Product Development, Research & Academics. I have rich experience spanning across Consumer Durables, Automotives, Confectionary (food), Paint, Pharmaceuticals and Cable industries. I have been involved, in projects, in the areas of Strategic Cost reduction, Quality Improvement, Supply chain &Logistics, Manufacturing Excellence, Business Development, Change management, Manpower productivity, Inventory Management and Process Improvement(Capacity Utilization, Six-Sigma).

Employment Record:

Organization: TRIPURA UNIVERSITY (A Central University) Total Duration: 88 Months

Designation: Assistant Professor (Department of Business Management)

Experience: Sept 2011-June 2013 and April 2015-till date at Tripura University and July 2013-

March 2015 at VGSOM, IIT Kharagpur for PhD. Domain: Teaching and Research

TEACHING

- **Delivered lectures on Production and Operations management, Management by Values, Research Methodology, Business Statistics, and Marketing specialization subjects (Marketing Management, Consumer Behavior, Advertising and Brand Management, Service Marketing, Digital Marketing) for MBA and BBA courses at Department of Business Management, Tripura University.**

RESEARCH

Previously as a consultant and having rich experience across multiple industries, I have witnessed real life business problems. Every business problem is unique but they affect customers directly or indirectly. The desired goal of any business should be to maximize consumers. In this era of globalization and heightened competition, marketers are struggling and fighting hard to increase their consumer base, and consequently maximize profits and retain market shares.

My broad area of research is Consumer Socialization. I have been working in the area of consumer socialization, growing role of internet and the impact of other socialization agents affecting the consumer decision making process for purchasing different classes of products.

- **Submitted PhD on 10th December 2018 in the area of Marketing (Consumer Behaviour) titled *Socialization Agents and its Impact on Consumer Decision Making.***

Research Interests

Consumer Socialization, Social Media, Manufacturing Excellence, Supply Chain Management, Sustainability, Service Quality

Achievements

- Selected & invited to present a paper at **PAN IIM International World Conference, MHRD sponsored, at Marriot, Goa on 'Future of Management Education: Feasibility study on integrating CSR and Sustainability in Management Education.** Paper published in the conference proceedings under the title "Emerging issues in Management" (ISBN No: 9780992680008).

Publications (Books, Articles/Chapters in Books):

Sl. No.	Title with Page Nos.	Book Title, Editor & Publisher	ISBN No.	Whether Peer Reviewed/ Impact factor, if any
1	"Future of Management Education: Feasibility Study on Integrating CSR and Sustainability in Management Education", pp.99-108.	<i>Emerging Issues in Management</i> , A.Banerjee, A.Sen, &S.Chattopadhyay, &L.Chatterjee, &B.P.Abraham, &P.Seetharamam, &R.Sarkar, &A.Dhiman, &S.Sista, &S.Basu. New Delhi: Emerald Group Publishing (India) Private Limited.	ISBN No: 9780992680008	Yes (Peer-reviewed)
2	"Influence of Family and Social Media on the consumer decision making of high involvement products" pp.112-116.	<i>CMEE Reaching Consumers of Emerging Markets</i> Proceedings of the 2017 Annual Conference of the Emerging Markets Conference Board, Prof. Satyabhusan Dash, Anita Goyal, Devashish Das Gupta, Kriti Bardhan Gupta, Published by IIM LUCKNOW, Noida Campus, Professional Consultancy by B.T. Printer 284/ 2, Mehrauli, New Delhi-110 030	ISBN No: 978-81-928-560-2-5	Yes (Peer-reviewed)
3	"Factors Influencing Cashless Payment System in Rural Tripura-A Study on Digital India Initiative", pp. 154-167.	Facets of Business Excellence in IT, Renato Pereira, Rajeev Sharma, Antonio Robalo, Sandeep Puri, Janyanthi Ranjan, Bloomsbury.	ISBN No: 978-93-88630-06-1	Yes (Peer-reviewed)
4	"Employee Perspective of Factors Influencing Patient Safety in Tertiary Care Hospitals of Agartala", pp.9	Book of Abstracts: International Conference on Advances in Business Management- ICABM, Emerald Group Publishing (India) Private Limited 1001-1004, 10th Floor, Hemkunt Towers, 6, Rajendra Place, New Delhi – 110008.	ISBN: 978-1-78635-424-2	Yes (Peer-reviewed)

5	“User Acceptance to Cashless Payment System- A Study on Digital India Initiative in Rural Tripura”, pp. 239-240	Book of Abstract- 1 st PAN IIT International Management Conference 2018 PANIITIMC-18, Dr. Rajat Agrawal, Dr. Vinay Sharma, Dr. Zillur Rahman, Dr. Anbanandam Ramesh, Published by Dr. Rajat Agrawal, Deptt. Of Management Studies, Indian Institute of Technology Roorkee, Roorkee, Haridwar-247667, India.	ISBN: 978-93-5311-935-5	Yes (Peer-reviewed)
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Participation in Seminars, Conferences, Short Term Training Courses, Industrial Experience, Faculty Development Courses:

Sl. No.	Type of Activity	Period
<i>Participation in Seminars/Conferences</i>		
1	Selected and Presented a paper in the First PAN IIT International Management Conference 2018 organized by Department of Management Studies, Indian Institute of Technology Roorkee, India.	November 30 th – December 2, 2018 (3 Days)
2	Paper selected in International Conference on Advances in Business Management- ICABM, organized by Symbiosis Institute of Business Management (SIBM), Pune.	December 14 th - 15 th , 2018 (2 Days)
3	Selected and invited to present a Paper at International 2017 Annual Conference of Emerging Markets Conference Board on “Reaching Consumers of emerging markets” organized by IIM Lucknow and CMEE (Center for Marketing in Emerging Economies).	January 5 th to January 7 th , 2017 (3 Days)
4	Selected and invited to present a Paper presented at International PAN-IIM World Management Conference on Emerging Issues in Management at Goa Marriott Resort & Spa, Goa, India held during May 30- June 01, 2013 for 3 days.	May 30- June 01, 2013 (3 Days)
<i>Participation in Short term Training Courses</i>		
5	Attended and participated in “Author Workshop” on 12th February 2014, jointly organized by Springer and IIT Kharagpur at IIT Kharagpur.	12th February, 2014 (1 Day)
6	Attended and participated in "Publishing Connect Workshop" on 25th November 2013 for a day, conducted by Elsevier in association with IIT Kharagpur at Central Library, IIT Kharagpur.	25 th November, 2013 (1 Day)
7	Attended National Conference on "Contemporary Issues of Cooperative Societies in India With Special Reference to its North Eastern Region" for 3 days (19th to 21st April) in April 2013 organized by Department of Commerce, Tripura University.	19th to 21st April, 2013 (3 Days)
8	Attended Workshop on "Research Methodology" for 7 days (March 3 to March 9) in March 2013 organized by Omeo Kumar Das Institute of Social Change and Development (An Institute of ICSSR, New Delhi & Government of Assam) and Department of Economics, Tripura University.	March 3 to March 9, 2013 (7 Days)
<i>Participation in Faculty Development Courses/Programme</i>		
9	Attended and participated in the Faculty Development Programme on “Data Analytics using R Programming” organized by E&ICT Academy IIT Guwahati in association with Tripura University and support from Predictive Analytics Solutions Private Limited.	31 st July-04 August 2018 (5 Days)

Organization: PRICEWATERHOUSECOOPERS (PwC)

Total duration: 18 Months

Designation: Consultant (Strategy and Operations)

Experience: Feb 2010 – Sept 2011

Domain: Advisory (Strategy and Operations)

Developed Lead packs for various clients (Identifying gaps, opportunities, financial analysis and future scope of improvement for clients)

**ENGAGEMENT1-Client: Leading Wires & Cables manufacturer
Sub-Domain: Operational Excellence and Strategy**

- Trained plant managers and executives on lean, six-sigma and 5S programs.
- Conducted workshops on lean, six-sigma and 5S.
- **Capacity utilization using Rough cut capacity planning** for different product mix based on machine speeds, run time etc, applying lean concepts for waste reduction at all sections
- Working closely with Marketing Demand Planning and Plant team to arrive at Firm demand plan after **assessing Capacity available across different product mix.**
- **Analyzing month-on-month demand trend** across product mix and low OTIF (On-time in full) reasons (Delay in dispatch, insufficient truck load etc, min-max inventory levels at warehouse etc.)
- Throughput Improvement by reducing downtime(Changeovers, Set-up times, Job change, Non-value adding activities etc)
- Establishing Autonomous maintenance, Preventive maintenance planning systems, performing root-cause analysis systems, Abnormality identification system.
- Rejection , rework analysis, identifying root-causes on daily basis and taking corrective actions
- Daily management systems, Daily plant production MIS and meeting, Section wise daily KPI monitoring and review, Changeover planning systems, shift changeover systems.
- Establishing 5S & Visual management across the plant.
- Initiating Scrap accountability, recording systems and reduce scrap generated throughout the plant by identifying root causes for scrap generation and taking actions.
- Develop production planning systems at plant, section and machine level.
- Implementing preventive maintenance planning systems, performing root-cause analysis of major breakdown and reducing total breakdown time.
- Implement WIP management systems.

**ENGAGEMENT 2 - Client: Leading Clinical research organization)
Sub-Domain: Operational Excellence (Manpower Excellence)**

- Understanding processes of all departments in Clinical research organization. Performed statistical analysis to understand inflow of human volunteers on monthly basis and deploy manpower accordingly.
- **Conducted workshop on project management structures.**
- Launched **Project management Structure and team** for managing projects in a structured manner.
- Trained managers and executives on project management.
- Performing Time-motion study for all the processes & applying Queuing theory for analysis.
- Performing “**Full time equivalent**” concept for **deploying manpower** and **finding the actual manpower required** in each department& defining right manning norms.
- Improving Manpower productivity by reducing non value added activities such as duplication.

**ENGAGEMENT 3 - Client: Leading Paint manufacturer
Sub-Domain: Manufacturing Excellence (TPM)**

- Led and managed a set of team and developed processes and corrective actions for reducing Variance between Book stock and Physical stock using DMAIC Six-Sigma Methodology (Root

cause Analysis).

- **Designed and implemented 5-S Warehouse layout , Kanban system, Min-max product-wise Inventory Storage system, Visual Boards for tracking inventory, Gangways, Flexible inventory Storing system, Location trackers to reduce Cross-dispatches.**
- **Introduced Warehouse zoning system and Physical stock taking on monthly basis.**
- Manpower balancing and reducing Non-value added activities in Packing lines for higher Throughput and Productivity.
- Documentation and developed Standard Operating Procedures for 26 processes (from Raw material inward & testing, processing of paint till dispatch of finished goods).

Organization: WRIGLEY INDIA PVT. LTD., Bangalore

Designation: Summer Intern, MBA Internship

Project Duration: May 2009-July 2009

Experience/Total Duration: 2 Months

Domain: Supply Chain, Logistics

Objective: To reduce freight cost by possible ways & to understand the factors increasing freight cost by varying shipment frequency, SLA (Service level Adherence) & suggest ways to improve them.

Scope: The project involved looking at domestic shipments and finding possible ways to reduce domestic freight cost across 31 DCs from where products are distributed to different places in India.

Execution: Analyzed Present freight cost in all DCs region Wise, Evaluated options such as using trucks (Full truck load) instead of parcel carriers by aggregating frequency of shipments, finding suitable replenishment policy, safety stock; Alternate carriers; Distributing from mother DC (Tools used: Minitab & MS-Excel)

- Developed **Periodic Replenishment** Model for Wrigley Distribution Centers from Bangalore plant, Optimum Safety stock calculated to reduce stock outs, Improved Service Level Adherence (SLA) from 60% to 80%.
- Reduced Freight cost worth 20 Lakhs by Alternative Carrier Implementation, Trucks (Full truck load, Less than Truck Load) instead of Parcel carriers by aggregating frequency of shipments, finding suitable replenishment policy, optimum safety stock.
- Analyzed concepts of distributing from mother Distribution Centers from all the regions.
- Waste reduction in Packaging and rectified quality issues in chewing gums.

Organization: LOHITSA GOWRA TECHNOLOGIES Pvt. Ltd Total Duration: 9 Months

Designation: Project Engineer

Experience: Jun 2006 - Feb 2007

Domain: Engineering Services

- Product Development and engineering analysis of automotive parts using Unigraphics, PRO-E, Ansys, Solid works.
- Client interfacing for understanding and resolving technical problems.
- Modeled & assembled Cleaning tank for Automobiles using Solidworks.

Organization: WHIRLPOOL OF INDIA LTD. (WOIL), India Total Duration: 31 Months

Designation: Senior Engineer (Product Development Center)

Experience: Jun 2002 to Jan 2005

Domain: Consumer Durables (Six Sigma, Strategic Cost Reduction, Quality Improvement)

- Led cross functional teams and Implemented Cost Reduction, Quality improvement projects in different refrigerator parts (Plastic, Sheet metal, Packaging) complying to manufacturing processes using Value Engineering, Pilot Runs, Alternative sourcing, optimization of raw material content and process costs.
- Cost-Reduction and Quality-Improvement Projects identified by Benchmarking, tearing down of competitive refrigerator models.
- Designed and developed OEM and Export Refrigerators and generated revenue worth 6 Million \$.

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- Redesigned Crisper cover with Improved Performance using Six sigma Methodology.
 - Worked on Electrical projects; Developed Wiring Harness using different plugs, different routing for refrigerator models.
 - Worked on ERP: SAP-MM modules as an end user.
 - Implemented Manpower balancing projects resulting for higher productivity and Scrap reduction, Savings worth 1million rupees per annum.
 - Designed and developed Big Freezer for Export refrigerator by detailed Root cause analysis and Design of experiment (DOE) performed resulting in improved cooling Performance.
 - Involved in Lean implementation in Door Foaming Area.
 - Worked for ISO Documentation, ISO Internal Audit team.
 - Conducted Plant level Brainstorming sessions for identifying cost reduction opportunities.

Professional Achievements

- Selected and invited to **present a paper at PAN IIM International World Conference, MHRD sponsored, at Marriot, Goa on 'Future of Management Education: Feasibility study on integrating CSR and Sustainability in Management Education.**
- **Recipient of "Certificate of Appreciation" for leading cross functional teams and successfully implementing Cost reduction Project "Snap Type Lock Retainer".**
- Received Appreciation award for Leading cross functional teams, Designing and developing Exports & OEMs from Faridabad Refrigeration operations(FRO)and generating revenue worth 6 million \$.

Professional Certifications

- Master Diploma in CAD/CAM/CAE (Sep 2005 to Feb 2006).
- Completed Trainings on C2C Refresh, ISO-9001, Robust Design, Value Engineering & Mc Kinsey tools at Whirlpool.

Curricular Activities

- Summer Internship project shortlisted among the top 7 entries in supply chain module of "Summer Project Contest" of PRERANA business event organized by NITIE.
- Attended Six Sigma Green-Belt Training program conducted by KPMG.
- **Have been trained in SAP-Sales & Distribution module.**
- Attended a five day workshop on International Logistics conducted by **CII Institute of Logistics.**
- Won second prize for presentation on "The Effect of Crisis on India" by Global Forum for Free Enterprise at SIOM.
- Organized and led a National level event "Visual case study-Telengioscope" in Cultural event "Drishti" at SIOM.