

Sailesh Mishra

C/22, 303, Sector - 8,  
Shantinagar,  
Mira Road East.  
Dist: Thane,  
Maharashtra  
India: 401107

### *Objective*

To work in Development Sector, to provide better living condition for others, develop further experience, improve knowledge, and work in a multidisciplinary environment.

### *Date of Birth*

29<sup>th</sup> Nov 1965

### *Marital Status*

Married

### *Qualifications*

B. A. (Economics & Commerce), Bombay University – Wilson College.

H.S.C: Pune Board

S.S.C: Pune Board

### *Additional Qualification*

D.C.S.M. (Diploma in Computer Science & Management): I. I. T. C. Bombay.

Project Formulation: Times Foundation Workshop, New Delhi

### *Extracurricular Activities*

#### **Certificates:**

Hindi Language

Inter College Drama

Social Work – Lions Club

Treasurer Student Council, Wilson College

Capacity Building of NGO in Geriatric: Government of India.

**Workshop:**

5 days Workshop on **Time Management, Communication and Team Relationship** by Leading Outdoor International Facilitator - Pete Kirkpatrick, UK at Magic Bus Center Mumbai.

**Conference:**

Attended 3 days conference: **'The Frontiers of Dementia Care and Research'** - 13th National Conference of Alzheimer's & Related Disorders Society of India (ARDSI) & 1st Congress of the Asian Society Against Dementia (ASAD) 28 - 30 September 2007, Chennai, India.

**Lecture**

Attended Lecture on **"Impact of Population Aging in Human Development"** by Dr S D Gokhale President, International Longevity Centre – India at Nehru Centre , Mumbai on January 19, 2008.

**Paper Presentation**

Presented a paper entitled **'Remember those who cannot Remember'** on Alzheimer's at National Seminar on 'Senior Citizens Care – Issues and Strategies' at Hyderabad, India on the occasion of World Elders Day 1<sup>st</sup> Oct 2008.

**Postings of Articles on Websites:**

**<http://www.merineews.com>**

Dakshina Chitra:

<http://www.merineews.com/catFull.jsp?articleID=126756&catID=7&category=Lifestyle&rtFlg=rtFlg>

Alzheimer's disease:

<http://www.merineews.com/catFull.jsp?articleID=126499&catID=2&category=India&rtFlg=rtFlg>

World Alzheimer's Day:

<http://www.merineews.com/catFull.jsp?articleID=126323&catID=2&category=India&rtFlg=rtFlg>

Mobile Creches:

<http://www.merineews.com/catFull.jsp?articleID=126063&catID=2&category=India&rtFlg=rtFlg>

Jashn-e-Azadi: <http://www.merineews.com/catFull.jsp?articleID=125868>

Mira-Bhayander 'Disaster' Municipal Corporation:

<http://www.merineews.com/catFull.jsp?articleID=125605>

Parents and Senior Citizens Bill needs fine-tuning:

<http://www.merineews.com/catFull.jsp?articleID=125871>

Taslima Nasreen roughed up: A shameful act:

<http://www.merineews.com/catFull.jsp?sessionId=3620A4833BF99F7961CFE0E3D2670B66?articleID=125918>

RTI should become a public movement: <http://www.merineews.com/catFull.jsp?articleID=125904>

Monitoring the Elderly: <http://www.merineews.com/catFull.jsp?articleID=125870>

**Karmayog Forum:** <http://www.karmayog.org/articlesbyexperts/>

**My Blog:**

<http://peopleforsocialcause.blogspot.com/>

**Interview:**

Published in World leading Senior Citizens website – [www.thematuremarket.com](http://www.thematuremarket.com) :  
<http://www.thematuremarket.com/SeniorStrategic/interview.php?numtxt=&idrb=5&numi=7462>

**Associate Member:**

Founder – ARDSI, Greater Mumbai Support Group  
Society for Serving Seniors – Advisor  
ARDSI Mumbai Chapter – Managing Committee Member  
Space Foundation – Co Founder and Treasurer  
Association of Gerontology (India) – Life Member  
Indian Gerontological Association – Life Member  
Bombay Suburban Railway Passenger Association - Life Member  
Dignity Foundation - Life Member  
Mahiti Adhikar Manch - Member  
Ex. Jt. Sec – Vinayak Nagar Resident Association

*Interests*

Reading, Listening Music, Net Surfing, Traveling, Social Work

*Languages*

English, Hindi, Marathi & Gujarati

*Extra Skill*

Co-ordination, Correspondence & Net savvy.

*About Self*

Go getter, Positive Thinker, Sincere, Hard worker, Self-starter.

## Work Experience

**Marketing Experience of 15 years in Corporate and 3 years Project Management  
Experience in Social Sector**

### **I Sector: Social**

#### **1) Self-Employed:**

**From August 2007 onwards** - At present I am associated with following projects:

**ARDSI** (Alzheimer's & Related Disorders Society of India), Mumbai Chapter - I am working with them for creating awareness, starting more centers and fund drive related work.

**Society for Serving Seniors**, Secunderabad- they have appointed me as honorary Advisor.

**Mumbai Mobile Crèches** - working for the cause of Construction workers children's: I am doing Fund drive and advocacy projects with them.

**Shree Manav Seva Sangh** - I am working with them for their in-house Old age home and Day care center for Elderly.

**Mahiti Adhikar Manch** (Its 'Right to Information' forum) - I am working with them to create awareness.

**Space Foundation:** Co Founder member and Treasurer. This NGO was founded in Oct 2007 and is under registration to promote sports in India especially to community children's. Also through this we will promote environment, health and education for less fortunate.

#### **2) Post: Chief Facility Officer**

Dec 2006 to July 2007

#### **Magic Bus India Children Center (NGO)**

Karjat, Near Mumbai,  
India

#### **Achievements:**

I have given face lift to the entire centre, restarted the long pending construction work, better staff relationship and promoted Team spirit , started staff welfare Programme, made better working systems, have taken timely decisions due to this cost saving was done, better accounting was started, tried to build goodwill with local villagers, planning and implementation of projects for the locals, did coordination with various agencies like Police, Hospitals, Architect etc; worked towards better communication - coordination between HO and Centre, appointed good staffs and consultant's, planning of revenue generation , work towards better living condition for all the people living at centre & maintained better service and relationship with donors/visitors/corporate clients. And providing content to newsletter

**Roles and Responsibility:**

Outdoor Responsibilities

Operations

Programme

Hospitality

Vocational training

Relationships management

Financial/Government Management

Construction of Phase 2 and 3

**Reporting to the Chairman**

**3) Post: Chief of Project**

Feb 2004 to Nov 2006

**Dignity Foundation (NGO)**

Dignity Lifestyle Retirement Township Project

Neral, Near Mumbai,

India

**Achievements:**

**As Senior Citizen ID Card Manager:** Established More centers in Mumbai and Aurangabad, Handled Recruitment of more volunteers, Established system for efficient working and managing the centers , Handled Press Release , did coordination with Local Government Officials( Tehsildar) in Mumbai and Aurangabad.  
After 6 months working as ID card manager, the management promoted me as 'Chief of Project' for building Dignity Lifestyle Retirement Township, at Neral near Mumbai, First time in India Retirement Township Concept for providing Elder Care and Socio- Psycho Care.

**As Chief of Project; Recruitment** of Project Team and completion of Phase A 1 in

record time of 12 months, Closely worked with The President, Devised Sales and Marketing plan, Identified and appointed contactors, suppliers and vendors for various services and materials; Coordination between different core agencies like Builder, Architects, Consultants and Interior Decorator; Established the operating system, planned Income generation plan, Planning and implementing Village development project, Established contact with local agencies, Networking with local agencies, contributed in Making project report for different cities and other companies/NGO in India, did coordination for National Symposium on Elder Care Design held in Sep'06 at WTC Mumbai, did Coordination for Press Releases – Print and Electronic Media, also acted as spokes person for Dignity Lifestyle Township.

**Also** did Coordination in organizing programme like – World Elders Day, Voice Of Dignity, Dignity on Wheels, World Alzheimer's Day, and Senior Collection Exhibition, Writing and providing content for Monthly Magazine 'Dignity Dialogue', DNA Newspaper Saturday issue and News Letter; was instrumental in designing and maintaining of Website. I was also nominated as member in Young Board for Dignity Foundation.

### **Roles and Responsibility:**

Coordination with different agencies like Architect, Interior, Builder, Suppliers  
Identifying and appointing various service providers  
Marketing for cottages and sample stay  
Closely working with the President  
Monitoring the current phase construction and next phase development / construction

Planning for Consultancy and new projects  
Coordination with Drug Supplier and local medical stores  
Coordination for all the purchase and accounts dept in different capacity  
Website updates and management  
Networking with local bodies – like Police, hospitals, Medical professionals, Post office, Telephone Exchange, Internet, Cable TV, Tehsildar, bank, Associations, organizations  
Coordination for YB (Young Board) of DF (Dignity Foundation)  
Coordination with DF and DL (Dignity Lifestyle) and HO  
Payments/Financial with help of Accounts Dept  
Working and Coordination for Village Manganon project and School Children project  
Managing the entire township day to day operation with the team consisting GM, Engineers and other staff  
Planning for Income generation scheme for township  
Appointment Training and Assigning and Monitoring Staff: Project Manager, Engineers, Social Worker, Psychologist, General Manager – Facilities, Resident Doctor and others

### **Reporting to President**

## **II Sector: Corporate**

### **4) Post: Sales Manager**

May 2000 to Jan 2004

**Terraco India Pvt Ltd** (Exterior Paints Manufacturing Company)

Mumbai

India

#### **Achievements:**

It was major exterior paints company but lost its market due to competition and aggressive marketing of the competitor. I joined as Sr. Sales Executive when its growth was on decline. I started new marketing plan: network of dealers, contractors, builders and architects, Established new team and started aggressive marketing, developed new products, and within 6 months the company started getting orders and new clients, we also won our old customers. The 1<sup>st</sup> year turnover was more than 1 crore and in 2<sup>nd</sup> year it was around 2.5 crore, was promoted as Sales Manager.

#### **Roles and Responsibility:**

Supervision of Sales Representatives and Sales Officers

Handling old & new customers

Marketing to clients – Dealers / Builders / Painting contractor/Architects/Housing society

Co-ordination with R & D for new sample (product) development

Co-ordination/supervision of painting work

Collection of dues

Co-ordination with godown with early supply

Market Survey & Launching new product

Taking charge of outgoing Branch Manager & coordinating with work of Ahmedabad office

#### **Reporting to VP Sales and Marketing**

### **5) Post: Sales Officer**

Feb 1999 to April 2000

**Advance Paints Ltd** (Industrial and Wood Coatings)

Mumbai

India

**Achievements:**

It was considered top company in supplies to government organisation. But in due course the company lost many orders due to lots of companies in unorganized sector.

So to counter this company thought of introducing new products, this is the time I joined them, and helped in identifying products for Indian clients in Wood coatings.

I was appointed team leader and started survey and build network of dealers.

Launched the products, organised seminars, training to promote the new imported wood coating

Due to this campaign Asian paints the leader in Paint industry in India ,lowered their rates by Rs.5/ per liter first time in 40 years ,it also introduced new products in wood coatings

**Roles and Responsibility:**

Supervision of Sales Representatives / Officer

Handling old & new clients (Industrial & dealer)

Launching Imported Wood Coating Products.

Arranging seminars for Dealers/Architects/Interior decorators

Conducting market surveys

Coordinating with Technical Department for after sales service & Development of new product

Collecting data of new development, competitive Price List, Products available in the market

Collection of dues

**Reporting to All India Sales Manager**

**6) Post: Sales Executive**

Feb 1993 to Jan 1999

**Dera Paints & Chemicals Ltd** (Manufacturer of Industrial and Auto Paints)

Mumbai

India

**Achievements:**

Build a larger dealer network, got more Industrial clients, new product development, Market survey, spread network from Mumbai to Nashik and Ahmedabad

**Roles and Responsibility:**

Handling Industrial & Dealer network

Making New Clients

Conducting Market Surveys

Co-ordination in development & Launching New Products

Handling total Sales Related Correspondence

Developing New Sales Promotion Schemes

Supervising in Maintaining Minimum Stock of each product at godown

Coordination with legal department for recovery of Company's dues

**Reporting to GM Sales & Marketing and MD****7) Post: Sales Representative**

Feb 1989 to Jan 1993

**Sigma Paints Ltd** (Manufacturer Industrial and Decorative Paints)

Mumbai,

India

**Achievements:**

Learned basics of sales and marketing, did good follow up, participated in new product development and collection of old dues.

**Roles and Responsibility:**

Handling old Industrial Clients

Making New Clients

Booking orders & collection

Coordination with Superiors & assisting them

## References

Available Upon Request

I hereby declare that the above facts are true to the best of my knowledge.

Sailesh Mishra

**I believe:** Forget yourself for others, and others will never forget you