NAAVYA SHAH

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EDUCATION AND STANDARDIZED TESTING

Oberoi International School – OGC Campus, Mumbai, India 2019 – 2027
– International Baccalaureate Diploma Programme 2025 – 2027
– Higher Level: Economics, Mathematics: AI, Business Management
– Standard Level: English A Language & Literature, French ab initio, ESS
– Core: CAS, Theory of Knowledge, Extended Essay (Business Management)
– Predicted IB Score: 38/45
– Middle Years Programme 2020 – 2025
TOEFL iBT – Total Score: 110 2026

HONORS AND AWARDS

Young Business Achiever's Award 2026, Awanti Kankaria Foundation 2026
- Awarded an INR 3,00,000 grant to scale Aata Girl and expand income for women-run flour mills

Regional Rank #4 (West India), IBOS Business Plan Competition (www.ibos.org.in) 2025
- Developed and pitched an original business plan, placing 4th among teams across the West India region

Winner of Final Presentation, Inspirit AI's AI Scholars Program (www.inspiritai.com) 2025
- Built an AI project during the programme and won the final presentation round

SOCIAL ENTREPRENEURSHIP INITIATIVE

Aata Girl, Mumbai, India (www.aatagirl.shop) 2026 – Present
A social enterprise selling fresh flour made by women-run mills.
Profits go directly to the women who make the flour, creating sustainable livelihoods and economic independence.
Founder and CEO: Spearheaded Supply Chain, Marketing & PR
- Sold 3,000+ kg of flour, sustaining 31 women and 350+ families with steady, fair income
- Featured in Financial Express, Mid-Day, Rediff & Curly Tales; named Trailblazer Under 25; TEDx speaker

BUSINESS EXPERIENCE AND RESEARCH

Research:

Extended Essay, Business Management – IB Diploma Programme 2025 – 2026
- Investigated how Fenty Beauty's inclusive differentiation strategy shaped its profitability and competitive position in the global cosmetics industry

Nykaa: Building India's Leading Beauty Brand – Independent Research Paper 2024 – 2025
- Analyzed Nykaa's founding story, branding strategy, digital-first business model and market growth

Entrepreneurship Awareness:

Six Women. Sixty Questions. – Coffee Table Book 2024 – 2026
- Authored a coffee table book profiling six women entrepreneurs through 60 in-depth questions
- Interviewed founders across food, finance, consumer brands and design to inspire young girls to build ventures

Floral Coffee Table Book – Creative Publication 2024 – 2025
- Created a publication exploring flowers through floral design, photography and storytelling

Internships:

Rentastic Wedding & Eveents LLP, Mumbai, India 2023 – 2026
An event and wedding furniture rental company operating across Mumbai, Dubai and Thailand.
Sales Associate
- Delivered persuasive client pitches and converted leads into confirmed bookings
- Commended for consistently high-standard pitches and disciplined client follow-up

Anvil Share & Stock Broking Pvt. Ltd., Mumbai, India 2026
A stock broking and wealth management firm.
Wealth Management Intern, SIP & Mutual Fund Distribution
- Researched mutual fund categories and examined client onboarding processes over a 15-day internship
- Supported investor communication, strengthening a practical grasp of risk, return and long-term investing

District by Zomato, India 2026
Zomato's going-out app for dining, events and movies.
Digital Marketing Intern
- Shaped social media strategy and content plans with the Digital Marketing team over a 15-day internship
- Assisted live campaign execution; recognised as sincere, proactive and a quick learner

Equity Institute of India, Mumbai, India (www.equityinstituteindia.com) 2026
An institute running the Student Equity Conference to build investing knowledge among school students.
Head of Marketing
- Directed social media campaigns and brand outreach, enlisting schools for the Student Equity Conference
- Translated investing concepts into accessible content for 50 students

Online Courses:

NSE Financial Literacy Certification – National Stock Exchange of India 2024 – 2025
- Mastered budgeting, saving, investing and equity market fundamentals, applying them through a personal trading account

ORATORY, PUBLIC SPEAKING AND DEBATE

Forensics Club, Oberoi International School, Mumbai, India 2025 – 2026
Head of Forensics & Mentor
- Led the school's debate and oratory club, recruiting and training a team of 5 mentors
- Coached 50+ middle and high school students in public forum debate and original oratory
- Organized an inter-school tournament for 70 participants

Speech and Debate India & **National Speech and Debate Association (NSDA)** 2024 – 2025
Judge
- Evaluated international debaters on argumentation, delivery and critical thinking at Springboard tournaments

Trinity College London – Speech and Drama 2022 – 2025
- Completed graded examinations in speech, drama and spoken English, achieving Distinction

OUTREACH LEADERSHIP

Dressing Hearts, Mumbai, India 2024 – 2026
A youth-led initiative revamping pre-loved clothing for underserved communities across Mumbai.
Co-Founder
- Established a 15-member team across design, publicity and logistics within six months
- Distributed 450+ outfits with shoes, bags, sanitary pads and grains to Shaantighar shelter, the MIDC community and school staff, funded through bake sales

Girls with Power – Mumbai Chapter, Mumbai, India 2025 – 2026
A chapter of the global Girls with Power organisation building confidence and financial literacy in young girls.
Co-Founder & Vice President
- Launched the Mumbai chapter and facilitated self-advocacy and financial independence workshops for 40+ girls
- Promoted empowering ideas on social media and raised funds for women's organisations via bake sales

Operation Smile – *Publicity Team Member* 2024
- Publicized fundraising drives supporting free cleft surgeries for children

Let It Beat – *Publicity Team Member* 2024
- Promoted the initiative's events and outreach across the school community

EXTRACURRICULAR ACTIVITIES

TEDx Bangalore – Invited Speaker, 31st October 2026 2026
- Selected to speak on the theme "The Unfinished", sharing Aata Girl's journey from idea to impact

School Basketball Team, Oberoi International School 2021 – 2026
- Trained and competed with the school team, building teamwork, stamina and discipline

Kathak, Dharohar Academy 2019 – 2026
- Trained for 7 years and performed on stage, earning certification through Year 6

COURSES AND CERTIFICATIONS

Coursera – Customer Analytics (Wharton, University of Pennsylvania) 2024 – 2025
- Used data analysis to forecast customer behaviour and inform business decisions

Coursera – Consumer Neuroscience & Neuromarketing (Copenhagen Business School) 2024 – 2025
- Explored how the brain responds to brands, pricing and advertising to explain why people buy

The Forage – Branding & Design Job Simulations 2025
- Developed brand positioning and visual identity concepts for real-world company briefs

SKILLS AND INTERESTS

• **Programming:** Certified in Java, Python, HTML & CSS
• **Interests:** Boxing (4 years, 5 hours a week), Horse Riding, Travel, Food

LANGUAGES

• Fluent in English, Spanish, Hindi, Marathi and Gujarati