



Rachana Meena
Chemical Engineering
Indian Institute of Technology, Bombay

170020061
B.Tech.
Gender: Female
DOB: 25-02-2000

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2021	null

POSITIONS OF RESPONSIBILITY

Institute Cultural Nominee | Cultural Council, IIT Bombay [Aug'20-Present]
Leading a 3-tier team of 75 students to execute 100+ events in online mode for over 4,000 people; moderating budget of INR 7 M

Endeavors • Spearheading ideation of **14** clubs of different genres to revamp the functioning and execution of events in **online mode**
 • Procuring funding from **MHRD** for '**Ek Bharat Shrestha Bharat**' – a 16 event series exhibiting Indian cultural diversity

Reforms • Revamping the **General Championship** rulebook, enforcing **100+** reforms in guidelines to conduct online competitions
 • Achieved **50%** reduction in vendor payment processing time by **digitizing** the paper work and transaction process

Events Head | The Entrepreneurship Cell, IIT Bombay [Apr'19-Mar'20]
Asia's largest student run college Entrepreneurship promoting body, patronages from UNESCO, Startup India with a budget of INR 25 M+

Role • Led a **2-tier** team of **150+** volunteers, executing 2 international, 7 national and 30+ institute events catering to 5k+
 • Established **150+** E-Cells, deliberated mentorship plans for development of startup culture in **700+** colleges in India
 • Partnered with 20+ regional mentors **reducing 60%** logistical costs of 30+ B-model workshops; revenue **INR 1.8 M**

Reforms • Conducted **first-ever** Indian chapter of the **Entrepreneurship World Cup 2019** with **100k+** start-ups from 100+ countries
 • Launched a portal at **pan-IIT** level to connect prospective **co-founders** and interns with **1k+** startups; **250% Y-o-Y**
 • '**Eureka! '19**'-formed alliances with 8+ international firms; achieved **100% Y-o-Y** increase in prize amount to **INR 10 M**

E-Summit • Mobilized budget of **INR 2 M** to host 130+ speakers for 2-day symposium catering to **30K+** students and professionals
 • Organized '**TTMM**', a flagship **Shark Tank- style pitching** event, leading to on-spot funding of **INR 4.8 M** to 3 startups

Activity Associate | Educational Outreach, NSS IIT Bombay [Apr'18-Mar'19]
Managed 50+ volunteers, spearheaded 4 year-long initiatives; selected among 150+ applicants for a team of 30

Reforms • **Strategized** and mitigated roadblocks in '**Adult Literacy Program**', imparted lessons to **20+** mess and hostel workers

Impact • Aided **20+** blind NGOs across India via YouTube handle '**Voice For Purpose**' created 100+ audiobooks, **200% Y-o-Y** views
 • Successfully executed an online socio-art competition '**The Artistic Impact**' at national level, witnessed **2500+** participants

PROFESSIONAL EXPERIENCE

JSW Steel | Sustainability Department Intern [Jun'20-Jul'20]
Undertook 1st of its kind study of the Indian steel industry, prepared a customized 'Decarbonization Pathway' to attain carbon neutrality

• Traced technical and regulatory changes of **3** decades in Indian steel industry, analyzed carbon emission and capacity utilization trends
 • Deduced realizable emission reductions via **predictive analysis**, outlined emission intensity and energy consumption **targets till 2050**
 • Formulated short, mid and long-term recommendations in line with the **Paris Agreement** and World Energy Scenarios for JSW Steel

Activitas Management Advisors | Market Research Intern [Apr'20-May'20]
Received Letter of Recommendation from the CIO for undertaking exhaustive research of 3 industry sectors

• Assessed the market size, growth potential and the impact of Covid-19 in EdTech, HealthTech and Electric Vehicle sectors in India
 • **Proposed market segments** by analyzing the financial deals and performing detailed study of the **investor landscape** in past 5 years
 • Recognized key implications of **Atmanirbhar Bharat Abhiyan** for agricultural and MSME sectors to identify the need-gaps and scopes

Equipshare | Marketing Intern [Nov'18-Dec'18]
Received Letter of Recommendation (1 out of 15 interns) from the CEO-Founder for exemplary performance

• Devised new **sales strategies** backed by exhaustive research to understand B2B construction equipment lending market in India
 • Prepared a **master catalog** for customer acquisition; customized 5+ templates for different application strategies and client base
 • Improved the user interface and **customer engagement** on the website by revamping content & FOMOs to increase organic traffic

KEY PROJECTS

Course Project | Used **C++** to develop single player game to solve '**Fifteen Puzzle**' in **least number of steps** [Jan'18-Apr'18]
 • Achieved **25%** reduction in compilation time, implemented the program code using concepts of path traversal and **graph theory**

R2MI Ventures | Devised solution for MSInS, **Gov. of Maha.** for implementing the **National Innovation & Startup Policy '19** [Feb'20]
 • Developed solution catering to different tier colleges, effectively applying resources and rules of NISP; presented to the **Ministry**

EXTRA CURRICULAR ACTIVITIES

Cultural • Secured **1st** Position in Group Dance, ranked Overall Dance Champions at **Inter IIT Cultural Meet** ['17, '18]
 • Achieved **1st** Position (1/10 teams) by leading a team of 15+ dancers at Inter Hostel Dance Competition ['18]

Public Speaking • Addressed **50+** startups as keynote speaker on college entrepreneurship culture at EnB Startup Meetup ['19]
 • **Represented** IIT Bombay at **CISCO Startup Launchpad**, advised on opportunities for industry-college relations ['19]

Technical • Virtual Project ANZ Bank: Completed 8 practical task modules in **Exploratory Data Analysis** and **Predictive Analytics**
 • Languages & Software: Python, MATLAB | **Courses:** Data Analytics for Business, Competitive Strategy - Univ. of Colorado