ATHARVA DESHMUKH | 23MF3IM04
Indian Institute of Technology Kharagpur

EDUCATION

Year	Degree/Exam		
2023	Manufacturing Science and Engineering, BTech+MTech	Indian Institute of Technology Kharagpur	8.72
2022	Class XII, CBSE	School of Scholars, Nagpur	90.60%
2020	Class X, CBSE	SSDV Dnyanpeeth, Khamgaon	94.65%

PROJECTS AND COMPETITIONS

2nd Rank at Green Canvas | Megalith | Indian Institute of Technology, Kharagpur **(Feb'23)**
○ Analyzed and compared pharmaceutical wastewater management practices in developed countries, identifying opportunities for treatment strategy
○ Implemented an optimization strategy for treatment using ML algorithms, while considering limitations due to existing government policies
○ Developed a data-driven approach to wastewater treatment through research on relevant policies and innovative techniques
○ Proposed an ML-powered network utilizing **RNN and GAN algorithms** to automate the entire pharmaceutical wastewater treatment process

National Finalist at National Case Study Competition | E-Summit | Sardar Patel Institute of Technology, Mumbai **(Mar'23)**
○ Leveraged data analysis to develop innovative royalty revenue pricing plan, a **subscription model** and **refined business model** for Spotify
○ Projected to **increase revenue by 60%** and generate **annual savings of $3 billion** through optimized revenue pricing structures and business model
○ Demonstrated strong business acumen and teamwork skills, collaborating effectively to achieve a **top 10 ranking** in a highly competitive case competition

National Finalist at CaseQuesta | Apogee | Birla Institute of Technology and Science, Pilani **(Apr'23)**
○ Led a team to analyze complex business case for Foot Locker's potential entry into the Indian footwear retail market and developed data driven solutions
○ Conducted in-depth research on the Indian footwear retail market, identifying potential risks and formulating mitigation plans
○ Proposed an innovative market entry strategy, including the acquisition of Campus Activewear, to maximize Foot Locker's competitive advantage
○ Achieved a top **15 position amongst over 2,000 teams** in a highly competitive competition

DIY Lab | Gesture-Controlled Media Player | Indian Institute of Technology, Kharagpur **(Aug'23 - Nov'23)**
○ Designed and built a cost-effective media player using Arduino and Python and PyAutoGUI to provide media control via user-defined hand gestures
○ Implemented hand detection functionality using ultrasonic sensors, enabling a more intuitive media control experience
○ Established communication between Arduino and Python using Pyserial, facilitating a hands-free media player experience for laptops

SKILLS AND EXPERTISE

○ **Frameworks:** Microsoft VS Code, Sublime text, SolidWorks, Arduino, Programming Languages: **C and Python**
○ **Skills:** Communication, Marketing, Finance, Business Strategy, Case Studies, Logistics Management, Event Management, Leadership, Teamwork

COURSEWORK INFORMATION

○ Advanced Calculus
○ Linear Algebra, Numerical and Complex Analysis
○ Probability and Statistics
○ Business Strategy Specialization - University of Virginia
○ Data Specialization by Andrew Ng
○ Marketing - University of Pennsylvania
○ Programming and Data Structures
○ Investment Management with Python
○ Game Theory - Ben Polak

POSITIONS OF RESPONSIBILITY

Associate | Communiqué, Indian Institute of Technology, Kharagpur **(Aug'23 - Present)**
○ **Increased participation by over 100%** for flagship event Global Model United Nations (GMUN) through strategic marketing campaigns
○ **Secured over ₹2,00,000 in sponsorships** for GMUN, representing a significant **200% year-over-year increase** enhancing the quality of the event
○ Spearheaded development of targeted career events like Placement Bootcamp for diverse industries, empowering students for career and placements
○ Spearheaded all aspects of event management, including developing targeted marketing campaigns, meticulously planning logistics

GES Intern| Entrepreneurship Cell, Indian Institute of Technology, Kharagpur **(Oct'23 - Present)**
○ Increased over **70 college registrations** for Global Entrepreneurship Summit (Kolkata Region Marketing) through targeted marketing campaigns
○ Developed targeted messaging for different college demographics to reach a wider audience for the Global Entrepreneurship Summit
○ Leveraged various marketing channels to promote the Global Entrepreneurship Summit, leading to a significant increase in registrations
○ Forged strategic partnerships with high-growth startups (**Y Combinator-backed StayFlexy**) by fostering collaboration on program initiatives
○ Built strong relationships with alumni, securing their active participation in program initiatives, which fostered a collaborative and supportive ecosystem

AWARDS AND ACHIEVEMENTS

○ Achieved All India Rank of 6347 in the prestigious JEE Advanced 2023 exam, placing me within the **top 3.5%** of over 180,000 test-takers
○ Achieved All India Rank of 15578 in the JEE Mains 2023 exam, placing me within the **top 1.6%** of more than 1,000,000 candidates
○ Awarded Gold medal in International Mathematics Olympiad and National Science Olympiad consecutively in classes 7th and 8th

EXTRA CURRICULAR ACTIVITIES

○ Spearheaded a successful campus cleanliness drive, raising awareness and fostering a culture of environmental responsibility
○ Managed the logistics and promotion of a blood donation drive, ensuring a smooth operation and contributing to a critical cause
○ Actively participated in the National Service Scheme, organizing educational events for schools in Kharagpur, demonstrating a commitment to society
○ Competed in inter-school debate competitions, representing the school at the district level, highlighting public speaking skills and passion for knowledge