Contact

www.linkedin.com/in/arshiladitya (LinkedIn)

www.itabaalu.com (Company)

Top Skills

Digital Marketing

Startup Development

New Business Development

Languages

Hindi

English

Bengali

Certifications

Autodesk BPAC

New product Development (NPD)

Systems Thinking

Future cities

Cognitive Technologies: The Real Opportunities for Business

Shiladitya Roy

Architect | Co-founder at itabaalu.com - solving the construction supply-chain puzzle

Kolkata, West Bengal, India

Summary

As an architect-turned-entrepreneur, I have a passion for developing innovative and scalable technology products for the infrastructure sector, using 'architectural thinking' as the tool. My experience in the field has led me to identify critical problems in the construction supply chain, which I am addressing with itabaalu.com - a blockchain-enabled hyperlocal platform designed to simplify the procurement process for small and medium-sized construction projects.

Prior to itabaalu.com, I gained extensive experience in R&D for smart city infrastructure and real estate projects at City Future Lab, IIT Kharagpur - a technology research lab sponsored by the Ministry of Housing & Urban Development, Govt. of India. There, I led the development of IoT-enabled hardware and software products for an automated public bicycle sharing system (www.pubbs.in).

In addition, I have practical experience in developing a home construction company from scratch, providing me with a deep understanding of ground-level challenges in the construction supply chain. With my experience and knowledge, I bring a unique perspective and skill set to my role as Chief Business Designer for itabaalu.com. I am driven by a mission to create a positive impact for millions of small businesses in the infrastructure sector and the people associated with them, all while contributing to the development of high-quality spaces that shape the way we live.

Experience

itabaalu.com
Co-founder and Chief Executive Officer
January 2023 - Present (8 months)
India

As the Co-founder and Chief Executive Officer of Itabaalu.com, I am responsible for leading the overall strategy and vision of the company. My role involves designing and implementing business models, identifying growth opportunities, and overseeing day-to-day operations to ensure the company achieves its objectives. I also work closely with the team to develop innovative products and services that meet the needs of our customers, while fostering a culture of innovation and collaboration within the organization.

Itabaalu.com is on a mission to empower millions of small-scale businesses in the construction supply chain and their associated workforce. Our goal is to help them overcome daily challenges and achieve sustainable growth, while contributing to the development of spaces where people spend over 90% of their time. By doing so, we aim to improve the quality of life for billions of people worldwide.

Innards
Co-founder & Chief Project Officer
March 2021 - November 2022 (1 year 9 months)
India

As a leading project officer, I was responsible for overseeing and coordinating project activities, ensuring that deliverables were completed on time and within budget, and managing stakeholder relationships. In addition to these responsibilities, I also engaged in managing the end-to-end supply chain for small scale building construction activity across geographies, which helped me gain a deeper understanding of the pain points of the industry. By taking a deep dive into the core operations, I gained first-hand insights into how the industry functions and its dynamics. This experience has been invaluable in shaping my understanding of the construction industry and its unique challenges.

City Future Lab
Project Officer - Product Development
April 2019 - March 2021 (2 years)
IIT Kharagpur

As a key member of the team tasked with developing a fully automated self-service bicycle sharing system for the Ministry of Housing and Urban Affairs, Government of India, I played a critical role in bringing the project to fruition. My responsibilities included designing the service, software and hardware interface, supply chain, and end-to-end execution of IoT-enabled smart bicycle products.

From ideation to prototyping, and through to mass manufacturing, I spearheaded the entire process, working closely with stakeholders to ensure successful delivery of the project. This involved utilizing my proficiency in Solidworks for product design, managing CNC prototyping, coordinating with die-casting units for mass production, and overseeing the pilot run.

Throughout the project, I gained invaluable experience in service design, product development, and supply chain management. My hands-on approach to problem-solving and willingness to get "dirty" in the process have instilled a deep confidence in my ability to execute any project, no matter how complex.

Maheswari & Associates
Junior Designer & Strategist
June 2018 - April 2019 (11 months)
Newtown,Kolkata

As a junior designer and strategist at Maheswari and Associates, I had the opportunity to work on a diverse range of projects, including retail spaces, high-rise residential projects, mixed-use buildings, and recreational spaces. My responsibilities included developing design strategies for these projects, preparing design schemes and illustrations for architectural branding and visual communication, and conducting design research on various topics, such as rethinking the shopping mall as a space to celebrate the pride of the locality, designing biophilic office spaces in dense urban fabric, integrating sports and games areas with residential townships, and exploring creativity inspired by travel. This experience allowed me to gain a deep understanding of the architectural design process and develop skills in design thinking, research, and visual communication.

Education

Indian Institute of Engineering Science and Technology (IIEST), Shibpur
Bachelor's Degree, Architecture · (2013 - 2018)

D.A.V Public School, Rupnarayanpur, WB, India
Higher Secondary, Science · (2011 - 2013)

D.A.V Public School, Rupnarayanpur, WB, India
AISCE · (1999 - 2011)