



BITS-Pilani, Hyderabad Campus,  
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## SIDDHARTH LENKA

### ACADEMIC DETAILS

**B.Tech.in Electrical & Electronics Engineering at BITS-Pilani, Hyderabad Campus**, Anticipated: 2015, GPA: 5.68/10

Completed Intermediate(+2) under AP Board, with 94% in 2011

Completed Secondary School under CBSE, New Delhi with 91% in 2009

### ELECTIVES/ TECHNICAL PROFICIENCY

Business Analysis and Valuation, New Venture Creation, Functioning and Working Stock Exchanges, Human Resources Development, Principles of Management

Basic Understanding of C Programming language

### EXPERIENCE

#### FOUNDER, Art Konnect

ArtKonnect is an online community of people who live and breathe art and those who promote art in India. This website serves as a platform where people from different walks of life with can project their art to their target audience. It is the biggest online showcase of art forms across India which puts Konnecters one step closer to achieving their dream! All you have to do is bring the talent!"ArtKonnect is a product complete with a service and marketplace!". It provides opportunities and a Launchpad for all the artists who signup in our . community through creative communication and social infographics

#### Research Intern, Indian School of Business, Hyderabad

Providing valuable insights about the start eco-system and reaching out to the mentors and the brain child behind the ideas for some of the state-of-a art programs of ISB and interviewing them about the challenges they faced through the journey.

#### STEEL AUTHORITY OF INDIA, BHILAI

May 2013 – July 2013

**Study project on Power Supply Management.** Detailed Study of various parameters involved in the management of power supply resources within the working conditions of SAIL, Bhilai.

## **FOUNDER, SIGNPOST EVENTS**

Jan 2013 – March 2015

SignPosts Events is a celebrity management agency based in Delhi. SignPosts Events are established under the firm conviction that Performing Art is such a vital part of the human experience that it needs to be upheld and respected at all times, for the benefit of all protagonists involved – whether that is the producer or the consumer of creativity.

## **MARKETING INTERN, MYSMARTPRICE**

Summer 2014

Had the opportunity of working as an intern at MySmartPrice, Hyderabad in the Marketing Team.

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## **PROJECTS      CRITICAL DISCOURSE ANALYSIS OF POPULAR ADVERTISEMENTS IN INDIA, DEPT. OF HUMANITIES AND SOCIAL SCIENCES, Dr. Santosh Kumar Mahapatra (Professor)**

The aim of this thesis is to investigate, identify and about analysing the very popular advertisements on television/ the internet which try to promote products by drawing the attention of the target audience at the cost of their traditional beliefs. It's about exploring a hegemonic belief system which goes against democratic ways. Advertising is a very powerful cultural force, both reflecting and shaping important values, beliefs and priorities within different cultures. Comparison of sample perceptions of role portrayals in advertising mainly focusing on how the females are projected in the mass media and the language used for their analysis.

## **QUALITY OF EDUCATION IN INDIA, DEPT. OF ECONOMICS & FINANCE, BPHC**

This project examines the determinants of quality of education across states of India, as measured by percentage of students getting more than 60 percent marks in Class VIII for each district divided by the percentage of students getting more than 60 percent marks in Class VIII in the state to which the district belongs

POSITIONS OF  
RESPONSIBILITY

**DEPARTMENT OF MARKETING & SPONSORSHIP, BPHC** (Aug 2013 – Aug 2014)  
Head, Department of Sponsorship & Marketing for PEARL, 2014, cultural festival of BITS-Pilani, Hyderabad Campus

Marketing head for ATMOS, the techno management festival of BITS-Pilani, Hyderabad Campus.

**UTKAL SAMAJ, CULTURAL ASSOCIATION AT BPHC** (Aug 2013 – Aug 2014)  
Secretary of Cultural Association, UTKAL SAMAJ at BITS-Pilani, Hyderabad Campus

**BOSM, OPEN SPORTS MEET AT BITS-PILANI** (Aug 2013 – Aug 2014)  
Contingent Leader for BITS-Pilani Open Sports Meet(BOSM), 2014

**TEDEX GATEWAY, CAMPUS CONNECT** (Aug 2013 – Aug 2014)  
Core Member of TEDEX Gateway, Campus Connect team, organizing TED events across premiere institutes of India.

**CAPTAIN, CRICKET TEAM, POWER LIFTING & BODY BUILDING TEAM**  
Captain of Cricket Team, Power Lifting amp; Body Building Team of BITS-Pilani, Hyderabad Campus

ACHIEVEMENTS &  
AWARDS

Best Male Model in Gliteratti, held at PEARL'2014, annual cultural festival of BITS-Pilani, Hyderabad Campus

Won Economics Association Events: Business Wars, Open Outcry, Bluff-Master at PEARL'14, held at BITS-Pilani, Hyderabad Campus

EXTRA CURRICULAR  
ACTICVITIES

Member of Pitching Team of Placement Division, BITS-Pilani, Hyderabad Campus Won 3 medals(2 gold, 1 silver) at BITS-Pilani Open Sports Meet,2013 in Power-Lifting

Member of the College Cricket Team, Athletics team

REFERENCES

**Dr. Sandip Deshmukh, Ph.D**, Associate Dean, Student Welfare Division, [ssd@hyderabad.bits-pilani.ac.in](mailto:ssd@hyderabad.bits-pilani.ac.in)

**Garvit Maini**, member of Marketing Team at MySmartPrice, Hyderabad. [garvit@mysmartprice.com](mailto:garvit@mysmartprice.com)

**Dr.Santosh Kumar Mahanatra**.Professor.BITS-Pilani,Hyderabad Campus, [santosh@hyderabad.bits-pilani.ac.in](mailto:santosh@hyderabad.bits-pilani.ac.in)

**Raian Vishwadeen. ICF ( ISB Center for Entrepreneurship )**  
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