



Swapnil Chichani  
Mechanical Engineering  
Indian Institute of Technology, Bombay  
Specialization: CAD & Automation

Roll Number 08D10005  
Dual Degree (B.Tech + M.Tech)  
Male  
DOB: 30th Nov 1990

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2011	8.07
Intermediate/+2	CBSE	Spring Valley Public School, Indore	2008	84.8
Matriculation	CBSE	Sri Sathya Sai Vidya Vihar, Indore	2006	94

- Secured an **All India Rank of 550** in IIT-JEE 2008 out of 300000 appeared Candidates
- Secured an **All India Rank of 287** and **State Rank of 17** in AIEEE 2008 out of 700000 appeared Candidates
- Reached the **Second Level** of National Talent Search Examination (**NTSE 2005**) by NCERT

#### POSITIONS OF RESPONSIBILITY

<b>Overall Coordinator</b> <b>Mood Indigo 2011</b> India's largest college cultural festival Feb 2011 – Jan 2012	<i>Led a 3 tier team of 22 core group members &amp; over 900 volunteers; attended by 700 colleges</i> <ul style="list-style-type: none"> <li>Raised and managed resources worth INR 5 cr to organize 160 events including 54 int'l acts</li> <li>Spearheaded <b>key initiatives</b> to take the festival to <b>global standards</b> <ul style="list-style-type: none"> <li><b>Worldfest: International Youth Folkdance Festival</b> with Vivek Oberoi as the Brand Ambassador; participants from Spain, Turkey, Poland, Indonesia showcased their rich cultural heritage</li> <li><b>Livewire</b>: Recognized as the Indian leg of <b>Global Battle of Bands</b> (one of the biggest music competition happening across 30 countries); first college level competition to take the participants international</li> </ul> </li> <li>Introduced <b>innovative media avenues</b> to position MI as the most publicized college festival               <ul style="list-style-type: none"> <li><b>150K CDs</b> of Livewire Winner's Songs was circulated with Rock Street Journal across South East Asia; increased participation by <b>35%</b></li> <li><b>12 page supplement</b> by TOI exclusively on MI distributed with Bombay Times (30K copies)</li> </ul> </li> </ul>
<b>Core Group Member</b> <b>Hospitality &amp; Public Relations</b> <b>Mood Indigo 2010</b> March 2010 – Jan 2011	<i>Part of 24 member core team; executed a plan to invite, host and cater to the needs of all participants of the festival</i> <ul style="list-style-type: none"> <li>Designed a <b>priority based publicity campaign</b> in a 3 tier list of nationwide colleges ensuring participation from 700 colleges; <b>40% y-o-y growth</b></li> <li>Pioneered <b>cross promotional collaborations</b> and social media campaigns with youth-oriented multi-national brands               <ul style="list-style-type: none"> <li><b>MI Closing Ceremony</b> (by Amit Trivedi) included in official DVD of <i>Udaan</i></li> <li>Shaped promotional campaigns for FMCG brands to procure daily utility products <b>worth INR 1 million</b> for participants</li> </ul> </li> <li><b>Initiated</b> the establishment of <b>Alumni Cell of Mood Indigo</b>; in the first year itself organized a reunion with over 100 members attending</li> </ul>

#### INDUSTRIAL EXPERIENCE

<b>Bridgestone India Private Limited</b> Plant Engineering Division Kheda Plant, Indore June 2009	<i>Bridgestone India is the largest tyre manufacturing facility in India</i> <ul style="list-style-type: none"> <li>Diagnosed the <b>Compound Forming and mixing process</b> in the <b>Banbury Mixer</b> for Bridgestone B-250 Radial Tyre</li> <li>Maintained and Critiqued the <b>Calendar Machine, Extruder and Curing Press</b> as a part of the <b>Total Preventive Maintenance Activity</b></li> </ul>
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#### ACADEMIC PROJECTS

<b>Manufacturing, Planning and Control</b> Guide: Prof. Subash Babu	<i>Agent Based Supply Chain Management</i> <ul style="list-style-type: none"> <li>Reviewed literature on existing supply chain decision making framework</li> <li>Analyzed and suggested corrective options for the inefficiencies in the existing <b>multi agent marketplace 'Kasbah'</b> with the help of mathematical models and negotiation strategies</li> </ul>
<b>Managerial Finance</b> Guide: Prof. Puja Padhi	<i>Primary Markets in India &amp; Portfolio Management</i> <ul style="list-style-type: none"> <li>Analyzed multiple modes of <b>issuance of securities</b> in Primary Markets</li> <li>Studied <b>options trading strategies</b> like Butterfly, Straddle, Strangle etc.</li> </ul>

#### EXTRA CURRICULAR ACTIVITIES

<b>Community Service</b> (2010, 2011)	<ul style="list-style-type: none"> <li>Organized <b>Aagaaz</b> in 2010, a nationwide <b>social awareness campaign</b> through Street Plays (<b>3 cities, 50 Drama Societies</b>); initiative applauded by TOI, Loksatta, HT &amp; audience of 10K</li> <li>Conceptualized and coordinated the <b>Sparsh</b> campaign, targeted towards betterment of <b>underprivileged children</b>, with NGO <i>Make a Difference</i>; organized activities involving students from over 50 colleges interacting with more than 500 children and parents</li> </ul>
<b>Rural Development Project</b> <b>CTARA, IIT Bombay</b> Jan 2012-Present	<i>Study of water and sanitation situation in Manchar, District Pune</i> <ul style="list-style-type: none"> <li>Analysis of rapid changes in water and sanitation demands in the area due to urbanization and industrialization</li> <li>Technical Assistance to the gram panchayat and NGO Shaswat (Manchar)</li> </ul>
<b>Miscellaneous</b>	<ul style="list-style-type: none"> <li>Won bronze medal as a part of 3<sup>rd</sup> placed team in Institute Football League 2009</li> <li>Regular member and author of IIT Bombay's English Newsletter <b>Insight</b></li> </ul>