



**Parth Loya**  
**Civil Engineering**  
**Indian Institute of Technology Bombay**  
**Specialization: none**

**110040068**  
**UG Third Year (B.Tech.)**  
**Male**  
**DOB: 05/04/1993**

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2014	8.78

#### ACADEMIC ACHIEVEMENTS

- *Topped* the department with an **SPI of 9.88** on a scale of 10.00 in semester 3
- Secured **1st Position** in the District in CBSE 12th (2010-11) as well as CBSE 10th (2008-09) exams
- Was among **top 1,000 students** from all over the country who appeared for English Literature syllabus in CBSE 12th (2010-11) as well as Science & Technology syllabus in CBSE 10th (2008-09)
- Was conferred Mission Excellence **Scholarship by Govt. of M.P.** (2009-11)
- *Achieved* **100/100** marks in Mathematics in CBSE 10th (2008-09) exam

#### POSITIONS OF RESPONSIBILITY

##### CORE GROUP MEMBER, MOOD INDIGO 2013 – MEDIA & PR HEAD [Mar 2013 – Dec 2013]

- *Conceptualized* and *Organized* the festival attended by celebrities like **Aamir Khan, Mohit Chauhan**; with events like concerts, adventure games and pan India competitions; participated by around **900 colleges**; part of top tier consisting 24 members
- Devised *publicity strategy* for the fest; led an association with **Bombay Times, MTV and Radio Mirchi**; edited official newsletter published by Bombay Times with a circulation of **30,000 copies** across Mumbai; total media worth exceeding **INR 44 lacs**; *PR with journalists* from Times Of India, Bombay Times, HT, Lokmat, Mumbai Mirror; *advertised* in Bombay Times; **Spokesperson** for the fest featuring in print and on air media
- *Planned* and *effected* on ground events; led an association with **R City Mall**; *spearheaded* a team of IITB student coordinators and organizers

##### HOSTEL DEBATING SECRETARY – HOSTEL 7 [Aug 2012 – Apr 2013]

- Arranged *workshops, sessions and intra hostel events* like Group Discussion, Debates with the help of professionals, alumni and seniors

#### KEY PROJECTS UNDERTAKEN

##### INVESTIGATING PACKING DENSITY OF ULTRAFINE POWDERS [July 2012 – May 2013]

Guide – Prof. Prakash Nanthagopalan

- *Investigated* packing density of binary and ternary compositions such as C + MS, C + FA + MS with water as well as superplasticizer using **Puntke Test**
- *Analyzed* ratio of constituents for maximum packing density, did a *comparative analysis* using software like **Origin, EMMA, Matlab** and studied *optimization trends of superplasticizer*

##### PID (PROPORTIONAL INTEGRAL DERIVATIVE) CONTROL [Dec 2012]

Guide – Prof. S. Duttagupta

- Breadboarded frequency to voltage convertor for *PID conditioning* as well as a **PID circuit** to analyze the amplified signal of square wave passing from a **subtractor circuit**
- *Demonstrated* variation of the amplified signal with the input frequency from the frequency generator

##### STUDY OF CONCRETE PROPERTIES [May 2012]

Guide – Prof. Prakash Nanthagopalan

- Read and presented exhaustive set of booklets by **Ambuja Cements** and landmark **scientific papers** pertaining to *Concrete Mix Design, Steel Reinforcement, Steam curing, Durability, Repair work*
- Examined and executed popularly adopted construction methods and practices like **Mini Slump test, Puntke Test, Mortar mixing, Concrete mixing**

#### EXTRA-CURRICULAR ACHIEVEMENTS

CULTURAL	<ul style="list-style-type: none"> <li>▪ Was awarded <b>Hostel Performing Arts Festival Color</b> for script writing, productions and fine arts</li> <li>▪ Was awarded <b>Hostel Cultural Special Mention</b> for speaking arts</li> </ul>
ONLINE MARKETING	<ul style="list-style-type: none"> <li>▪ Was recognized as <b>Certified Professional</b> by <b>Inbound Marketing University</b> for Inbound Marketing principles and best practices, including blogging, social media, lead conversion, lead nurturing, and closed-loop analysis; Developed <i>Inbound Marketing Strategy</i> for an IIT Bombay startup 'Wegilant' with an annual revenue of more than <b>INR 4 million</b></li> </ul>

