



Raj Doshi

UG Fourth Year, Electrical Engineering, IIT Bombay
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CGPA – 8.21 / 10.0

SCHOLASTIC ACHIEVEMENTS

- Secured an **All India Rank (AIR)** of **278** among 3.5 lakh students in IIT JEE '08.
- Secured an **AIR 172** and **State Rank 14** (Maharashtra) from 8 lakh students in AIEEE '08.
- Recipient of the **All India CBSE Merit Scholarship** in the Engineering stream sponsored by the Government of India, awarded only to the top 350 ranks in AIEEE.
- Secured Higher Middle School Scholarship with **State Rank 39** amongst the 454 awarded.

INTERNSHIPS

Start-up : Thotmatrix (nopaperforms.com) – Eureka! 2010 Winner (Dec 2011)

- **Studied the market** for online applications in the admission process for degree colleges in India
- Researched and concluded that any **marketing strategy** aimed to boost revenue by increasing the total number of applications per student, will yield too poor an ROI to pursue it
- Studied the **social media marketing** space to explore diversification opportunities
- Studied campaign details of Facebook promotions run by consumer focussed brands active in social media marketing

Philips Innovation Campus, Bangalore - Healthcare Research (May – July 2011)

- Built the code (C#) for **Simultaneous Data Acquisition** from multiple medical devices (ECG, Ultrasound and ABI test)
- Built the **Framingham Risk Calculator (FRS)** which included graphical projection of the patient health based on the patient data collected
- Studied various wi-fi standards and presented a report on wireless connectivity of medical devices to a central computer displaying patient results
- This will be used in **Philips Health Suite** - the '*pit stop*' model for patient health check-up
- Built the webpage viewer (using javascript) for ECG graphs as a part of the TeleECG project

LEADERSHIP EXPERIENCE

Manager, Corporate Relations, The Entrepreneurship Cell, IIT Bombay Mar '10 – April '11

- Led a 2-tier team of 30+ students and worked with a 22 member core team to organize national & institute level initiatives, with a **budget of Rs 60 Lakhs**.
- **Eureka!** – Asia Largest Business Plan Competition
 - Coordinated with **800 teams, 400 Mentors & Judges**, and organizations like *TiE Mumbai, IAN, Mumbai Angels, UTV, EDI*; invited experts for Mentors' Meet & B-plan workshops
 - **Revamped the judging** procedure by introducing *Score Normalization, Objective Feedback & Query Solution Platform*, introduced **Legal Consultancy** for the participants
- **E-Summit**
 - Brought in over 50 speakers, investors and industry experts to successfully execute *Business Mentoring Hub, Panel Discussions & Networking Lounges*
 - Brought in **20 Investors**, the highest ever, for **Vulture's Nest**, the *Investors Pitch* event
 - Secured participation of personalities like **Sam Pitroda, Rahul Bajaj** and **Ronnie Screwvala** for the first time in E-Cell
- Initiated inclusion of *Social Entrepreneurship* in E-Cell's vision and secured partnerships with *Akanksha Foundation* and *UnLtd India*

Alumni Secretary, Hostel 7

Aug'11 – Apr '12*

- Hostel Representative responsible for coordinating with the Alumni of Hostel 7
- Hosted the **Silver Jubilee Re-union** of the '86 batch and **Alumni Day 2011** for Hostel 7
- Connected with **70 US-based alumni** as a part of the US Phonathon and signed them up as Student Mentors and donors for the Go-IITB Fund Raising Campaign
- Working with some alumni on the idea of building a **common online forum** for alumni of different seniority and students to interact and share with one another
- Maintaining Hostel website and *Facebook Page* as the hostel interface for the alumni

RELEVANT ACADEMIC PROJECT

Consumer Psychology Project (March –April 2010)

Guide - Prof. Azizuddin Khan

- Investigated the role played by Indian Television in **diffusion of innovation** across various market brands and sectors.
- Successfully conducted an online survey with more than 100 participants to understand consumer awareness and behavior.
- Compared the reach and influence on customer purchase decisions of television against that of media like newspapers, internet, friends and family, and others

KEY COURSES

Probability and Random Processes
Consumer Psychology
Data Analysis and Interpretation

Linear Algebra
Professional Ethics
Introduction to Psychology

EXTRA CURRICULAR

- Coordinated with Gul Panag (actress), founder of SOAPonline and students in IIT Bombay to lead a project - 'A Day in the Life of...' as a part of **Joy of Giving Week, IIT Bombay**
- Contacted NGOs for the problem of **food wastage** in hostel messes, took steps in that direction as the **Mess Secretary of Hostel 7**
- Wrote articles and conducted interviews of Student Entrepreneurs and Industry Experts for **EnSpace** - the Entrepreneurial Magazine of IIT Bombay published by E-Cell
- Won the Second Position in the **Debating Competition** in Taarangan, the annual Festival of Thakur College, Mumbai.
- Won the Second Position in the **Inter Hostel Cricket General Championship** and **Freshmen Hockey Open**
- Part of the Hostel 7 **Cricket team** for three years
- Built a **Wireless Remote Controlled Car** for F1 Car Competition in the First year conducted by the Technic Club of IIT Bombay.