

JITENDRA MANDORA

SCHOLASTIC ACHIEVEMENTS

- In top 1% among 5 lakh students in IIT-JEE-2010
- In top 0.5% among lakh students in AIEEE-2010
- Topper of school in X CBSE boards
- Awarded BRILLIANT STUDENT MEDAL by SSS (Saraswati Shiksha Sansthan) All Rajasthan Talent Scholarship Examination

KEY PROJECTS UNDERTAKEN

- **School Of Management Projects**
 - Project on '**COST AND LIFE-CYCLE ANALYSIS OF PERISHABLE PRODUCTS FOR RETAIL INVENTORY MANAGEMENT**' [Jul '12]
 - Analysed several retail inventory research papers to modify the profit-maximizing mathematical model
 - Conceptualized cost optimization and studied discount effect on demand-supply of short life cycle products
 - Project on *print media* **ADVERTISEMENTS** [Jun'12]
 - Critical analysis of comparative advertisements in recent years
- **MARKETING MANAGEMENT: SWOT and STP analysis of Coca-Cola** [Jan'12 – April'12]
 - Guide: Professor Dinesh Sharma, SJMSOM, IIT Bombay
 - Detailed a current situational analysis of the company's product line-up, its market segmentation and marketing mix using **SWOT and STP analysis technique**
 - Conceptualized the development of a new product and formulated a marketing strategy for the same
- **Humanities And Social Sciences Project** [Jul'10 –Nov'10]
 - Analysed mosquito repellent market and prepared a project report on market strategies of all- out and mortein using SWOT and STP analysis
- **COMPUTER SCIENCE PROJECT** [July '10 - Nov '10]
 - Created a Minesweeper game using the C++ language.
 - The project included all the basic and advanced functions of C++ and was designed basically for an entertainment platform for the users

INTERNSHIP EXPERIENCE AND WORK VISITS

- **UNITY INFRASTRUCTURES PVT. LTD., Mumb** [May'12-Jun'12]
 - Gained on-site exposure to several construction activities pertaining to various departments such
 - as planning, execution, quality management and safety
- **"The Address" BY LARSEN & TOUBRO LTD. (work visit)** [Oct'11]
 - A 5 billion residential complex project in Mumbai under L & T under the supervision of Prof. Kamal Bajoria
 - Studied the application of various concepts of Reinforced Concrete Design like shuttering, reinforcement bar arranging and curing

KEY COURSES UNDERTAKEN

- Computer Utilization And Programming
- **Mathematics**
Calculus, Ordinary Differential Equations, Linear Algebra.
- **Mechanical**
Engineering Drawing. Engineering Mechanics
- **OTHER COURSES**
Innovation and Entrepreneurship, Marketing Management , Accountancy and Finance
- Pursuing minor in ***School Of Management*** SJMSOM,IIT Bombay

POSITION OF LEADERSHIP AND RESPONSIBILITY

- **Manager** (Competitions and events) AAKAAR-2013 [Present]
- IIT Bombay's Civil Department festival with a budget in excess of INR 3.5 lac; participants from over 250 colleges
- Responsible for designing and executing competitions and events at a national level both online and offline
- Worked as a co-ordinator in **Mood India** in Food and Beverages department [Dec'11]
- Signed a deal with Café D' Cono worth 50k INR
- Spearheaded a team of five organisers to ensure the smooth functioning of department during Fest
- Worked as an organiser in **Techfest**, technical festival of IIT Bombay [Jan'11]

EXTRA-CURRICULAR ACTIVITIES

- Got **Special Mention** in performing arts festival **PAF**, biggest cultural event in campus, in two consecutive years [2010,2011]
- Member of the play securing 1 position in inter hostel dramatics *general championship* out of 14 hostels and the play showcased at prestigious theatres PRITHVI THEATRE and NATIONAL CENTRE FOR PERFORMING ARTS (NCPA) in Mumbai [Sept'11]
- Participated in theatrefest, Yatra at **PRIHVI THEATRE** [Nov-11]
- **Hostel cultural colour**
- Participated in several **NGO** (Bikaner) activities spreading awareness on issues like road safety and education
- Member of **ART OF LIVING** club of IIT-Bombay
- Pursuing a basics course in **GERMAN** Language

INTERESTS/HOBBIES

- Reading newspaper, books, swimming, football, table-tennis and meeting new people

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