

ASHRAYA IYENGAR | 3rd Year B.Tech | Chemical Engineering | IIT Bombay

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EXAMINATION	INSTITUTION	YEAR	GRADE/CPI
B.Tech	IIT Bombay	2013	8.32/10
Intermediate (+2)	SP College, Pune	2009	90.00 %
Matriculation	Little Flower Convent, Solapur	2007	91.69 %

ACHIEVEMENTS

- One of Two students selected for a **Summer Internship** (2013) at **Procter & Gamble** out of 500 applicants from IIT Bombay
- Secured an **All India Rank 765** out of 4,70,000 students in **IIT-JEE 2010** (Top 0.1 %)
- Qualified the Kishore Vaigyanik Protsahan Yojana (**KVPY**) Exam and Interview (SX category) conducted by **IISc, Bangalore** and was offered a **Scholarship** to join the IISERs
- Quarter-Finalist** (Top 16) at the **All Asia Bournvita Quiz Contest**, 2006 that was telecast on SONY TV
- Won** the **2012 editions of General Quiz & Wolf Pack Quiz General Championship**, which are the most prestigious Quiz competitions of IIT Bombay

POSITIONS OF RESPONSIBILITY

Core Group Member, Marketing - MOOD INDIGO 2012

Mar 2012- Mar 2013

Mood Indigo is the annual cultural festival of IIT Bombay with a footfall of 80,000 from 600 Colleges across India. Was part of the apex decision-making council and specifically headed the Marketing Department

- Successfully raised **INR 20 Million in cash** by meticulous planning and aggressive negotiations with more than 100 sponsors
- Signed media deals with Times of India, 9XM, RED FM, Fame Theatres, Bright Outdoor Media and negotiated Media Deliverables whose current market worth is **INR 15 Million**
- Revolutionized the functioning of the department by transitioning from **Pure Branding model** to a **Wholesome Event Integration model** leading to a 10% increased inflow inspite of stagnant economy
- Led a 2-tier team of **15 Coordinators and 30 Organizers** to handle the complete marketing of the event
- Conceptualized and led a successful **multi-city marketing tour to Delhi, Bangalore and Pune** for the 1st time resulting in signing of 3 sponsors and relationship initiation with more than 20 sponsors

Institute Academic Council - Member (UG)

Apr 2011- Mar 2012

- Founding member of the **Career Cell, IIT Bombay** which helps students take well-informed decisions about their career
- Worked in a **team of 4** to organize a series of **Buddy Talks and Hands-On sessions by Experts** in Finance, Consulting, FMCG, Entrepreneurship, etc and **benefitted** more than **1000 students on campus**

KEY PROJECTS

Impact Assessment of Watershed Interventions

(Guide: Prof. Om Damani & Prof. Puru Kulkarni)

- Surveying 10 villages in Maharashtra with water scarcity problems, and assessing the demand-supply situation before and after the intervention to understand the cost-benefit ratio.
- Performing impact analysis which includes efficacy of the structures along with problems in the current designs and cost-effective corrective measures which can be implemented

Healthcare Intervention at Tata Memorial Hospital

(Guide: Prof. Noronha & Dr. CS Pramesh)

- As part of the Supervised Learning Course TD 390, conceptualized from scratch a Multi-platform App that will be used for detecting Hepatocellular Carcinoma (Liver Cancer) along with solving other problems
- Was awarded an AA grade(10/10) in the course and the solutions were applauded by doctors at TMH and further research has been initiated on them

Project Biosynth: Establishment of a Bio-Diesel plant at IITB

(Guide: Prof.S.Mahajani)

- Was part of a one-of-its-kind student initiative to set up and commission the 1st Biodiesel plant on campus
- Performed **production process validation in lab, feedstock analysis, quality control** as a part of the **R&D team**
- Performed Pressure Testing and suggested improvements in the Piping System as part of **Commissioning Team**

EXTRA-CURRICULAR ACTIVITIES

- Collaborated with **Rotary Club & Think Foundation** to launch a **Thalassemia awareness campaign** and along with **free Thalassemia testing and Blood Donation drive for 2000 students** in Mumbai
- Passionate about **DSLR Photography** and contribute actively to **Kaladarshan- Photography Festival of IIT-B**