SIDDHARTH GUPTA

Student- Master of Urban Management
CEPT University

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PROFILE

An Urban Management student with core competence in built environment management areas like city operations, public services, real estate, smart city projects. Highly focused focus to widened my horizon towards understanding urban issues and solve them with innovative solutions. Worked as an architect for 2 years, with experience in industrial, commercial, residential projects.

HIGHLIGHTS

→ Government Policies and Procedures
→ Need and Risk Assessment
→ Report and Proposal Development

→ Analysis and Problem Solving
→ Public Administration
→ Market Research and Analysis

→ Feasibility Assessment
→ Business Modelling
→ Financial Modelling

PROFESSIONAL EXPERIENCE

Intern, Strategic Consulting   **(May 2019 to July 2019)**
Jones Lang LaSalle   **Mumbai**
- Market Research on data centers, residential and commercial asset classes of Mumbai
- Price benchmarking of various asset classes such as commercial, residential and retail.
- Prepared detailed project report, by understanding supply vs. demand of commercial and residential developments within a micro-market, case studies, price benchmarking and DCF Method in financial modelling.

Architectural Freelance   **(Dec 2017 – June 2017)**
                                                                                        Delhi NCR
- Commercial Project, Haldwani
- Residential Project, Noida
- Restaurant Interior, Haldwani
- Kitchen Interior Design, Noida

Architect   **(Feb 2017–Oct 2017)**
Kapil Mehta and Associate   **Delhi NCR**
- Development of design and drawings for multiple industrial, commercial and residential projects.
- Coordination between clients, consultants and vendors.
- Client coordination and on-site supervision.

Architect   **(June 2016–Dec 2016)**
Technoconsult India   **Delhi NCR**
- Member of the core project team for the finalization of concepts and designs.
- Drawing preparation and on-site supervision.
- Responsible for client and vendor coordination.

Intern, Urban Planning Department   **(Aug 2014–Nov 2014)**
Prem Chaudhery and Associates   **Delhi NCR**
- Worked with local authorities and government organizations for data collection.
- Worked on documentation of sites for producing base maps, proposals and strategies.

ACADEMIC PROJECTS

Thesis Project- *(Ongoing)*   **(Jan-*Present 2020*)**
Data Monetization for G2B Services: A Model for Smart Cities in India

This research aims to provide methods to *monetize smart city data* via various *business models* and a framework to interpret the *monetary value of data for the Indian Smart Cities to establish G2B Urban Data Exchange.*

Service Operation and Management   **(Aug-Nov 2019)**
Ahmedabad Municipal Transport Service

Proposed Service Concept for Sardar Vallabhbhai Patel Museum using Service Quality toolkit.
<u>Revenue Management</u> strategies for AMTS bus service in Ahmedabad to formulate new revenue streams in non-farebox channels.
- → Risk assessment of revenue channels based on 8 different factors.
- → Bifurcating strategy into advertisement strategies, and application based on potential.
- → Forecasting revenue based on average forecasting method.
- → Designed and validated business model and calculated growth potential.

Urban Governance and Management Studio   **(Jan-April 2019)**
Shahpur Ward Management, Ahmedabad

Analyzed existing scenario, policies, governance and proposed <u>Integrated Parking Management Plan</u> in the Central zone of Ahmedabad. Tools and strategies:
- → Fixed period and license plate sampling to conclude the number for parking stops.
- → Developing schemes and pricing strategies based on user type and parking zone.
- → Need assessment for enforcement, and defining the scope of powers and operational duties.
- → Formulated Integrated Implementation Plan.

Facility Management   **(Aug-Nov 2019)**
Ahmedabad Junction Railway Station (Western Railway Zone)

Analyzed process involved in <u>Physical Asset Management</u> of Ahmedabad Railway Station under Western Railway Zone and proposed better solutions for asset tracking, monitoring, and maintenance.
- → Analyzing life cycle of targeted physical assets and performance by identifying KPI.
- → Benchmarked service performance using the Scoring system and further designing strategies to target the root cause and improve KPI.
- → Analysis of additional capital required to implement the project.

AREAS OF STUDY

Core:
- Macro and Micro Economics
- Accounting and Financial Management
- Human Resource and Organisational Behaviour
- Contract Management
- City Financing
- Insights to e-Governance
- Urban Civic Engagement

Electives:
- Business Model for Urban Services
- Project Formulation for Project Implementation

Summer-Winter School:
- Decoding Superblocks, Barcelona
- Unravelling the dynamics of a Metropolitan City, Mumbai

EDUCATION

Master of Urban Management   **(2018-*present*)**
CEPT University   Ahmedabad

Bachelor of Architecture   **(2016)**
APEEJAY Institute– School of Architecture and Planning   Noida

Higher Secondary Certificate, CBSE Board   **(2011)**
Army School   Jhansi Cantonment

Secondary School Certificate, CBSE Board   **(2009)**
Army School   Jhansi Cantonment

PROFESSIONAL DEVELOPMENT

- **Excel: Financial Modelling and Valuation**, *Udemy*
- Building Sustainable Organisations Workshop*, **IIMA's The Red Brick Summit 2018***
- UberEat's Operations Management Workshop, ***IIMA's The Red Brick Summit 2018***
- Reliance Mutual Fund's Equity Investing Workshop, ***IIMA's The Red Brick Summit 2018***
- Council of Architecture: CA/2017/90143

SOFTWARE SKILLS

Microsoft Office | Tableau | Autocad 2D | Revit | Sketchup3D| Photoshop | InDesign

PROFESSIONAL SKILLS

Strategic | Learning agility | Problem solving | Negotiation| Task Prioritizing | Teamwork | Critical Thinking

AWARDS AND ACHIEVEMENTS

- **President -** Student Council, Faculty of Management, CEPT University. **(2019-*present*)**
- **Best Studio Award for Service Operations and Management** **(Jan 2020)**
  Faculty of Management, CEPT University
- Scored **under top 50 rank internationally** in Marsception 2018/ Habitat on Planet Mars **(Sept 2018)**
  by Volume Zero
- **Design trophy (2nd)**in APJ Abdul Kalam Memorial 2015 **(Oct 2015)**
  awarded by Chief Minister, Uttar Pradesh.

INTERESTS

Reading | Travelling | Photography | Shooting

OTHER DETAILS

Date Of Birth: 12-11-1993 | Languages: Hindi, English | Nationality: Indian