Welcome
Pallavi Gupta and Vivek Vaidya
to the league of founders
IIT Delhi Endowment Fund

IIT Delhi Endowment Foundation is delighted to announce the latest addition of alumnus Mr. Vivek Vaidya (MSc 1996) to the league of founders of the prestigious endowment board.

IIT’s Humility, Grit, and Self Deprecation — MA110 (Now MTL100)

IIT Delhi has a rich alumni network, and among our illustrious alumni, we have some of the world-renowned scientists, successful entrepreneurs, world-class managers, and leaders of society. Having such a powerhouse alumni network, it is only natural that by having them and their expert guidance, we can scale greater heights. Vivek has wonderful memories of his alma mater and always wanted to give back. The endowment fund gave him that opportunity to give back and make a real difference. Endowment fund structure also empowers Alumni to be part of decision-making processes for utilization of funds in the Institute.

Speaking about his fond memories at IIT Delhi, he often recalls his slogan Humility, Grit, and Self Deprecation — MA110 @ IIT Delhi and the story behind it which could very well be the story of every fresher who enters IIT Delhi. This amazing article he wrote is available at https://vsvaidya.medium.com/humility-grit-and-self-deprecation-ma110-iit-delhi-c943331b6956.
Vivek Vaidya is a serial entrepreneur and technology leader who has built industry leading technology companies in enterprise software, data management, analytics, and machine learning/Al over the last 25 years. Currently, he is the Co-founder, General Partner, and CTO of Super{set}, a startup studio that founds, funds, and builds data driven technology companies. He also serves as the Co-Founder and CTO of Ketch and Markov ML. Prior to forming Super{set}, Vivek was the CTO of Salesforce Marketing Cloud having joined Salesforce via the acquisition of Krux, a mar-tech platform, he co-founded in 2010 and served as its CTO. Before Krux, Vivek served as the CTO of Rapt, a provider of software for media monetization acquired by Microsoft in 2008.

Vivek holds an MS in Mathematics and Computer Applications from the Indian Institute of Technology, Delhi and an MS in Computer Science from the University of Denver. He is a co-author of Data Driven: Harnessing Data and AI to Reinvent Customer Engagement, published in 2018.

Vivek lives in San Francisco with his wife Pallavi and son, Viplav, a sophomore in high school. Pallavi Gupta has a Ph.D in English literature from Dalhousie University in Halifax, Nova Scotia, Canada. She also holds a Bachelor’s, a Masters, and a Master of Philosophy degree in English literature from Delhi University. She is passionate about education and actively volunteers with education based non-profits in San Francisco.
“IIT Delhi’s Endowment Fund initiative was launched by Hon’ble President of India on Oct 31, 2019. Looking at the progress made in just over 2 years, there is no doubt that this initiative has turned out to be a milestone event in IIT Delhi’s history. We are happy to welcome Vivek Vaidya as a founder member of Endowment fund and look forward to Vivek’s active involvement in the Institute activities and future growth plans.”

Prof V Ramgopal Rao
Director IIT Delhi & Chairman IIT Delhi Endowment Fund

“May I extend my heartiest well-come to Vivek as Founder in IITD Endowment Fund. It is great to have a distinguished professional like Vivek to join the Founder group to give back to our Alma Mater”

Mr. Arun Duggal
Co-Chairman, IIT Delhi Endowment Fund

“IIT Delhi takes pride in its alumni who have distinguished themselves in various walks of life. It’s gratifying to see our alumni recognizing their Alma mater by making contributions towards its advancement. I am excited and happy with this great gesture from Vivek which will go a long way in perpetuating the inspiration for many more generations to come.”

Prof PVM Rao
Dean Alumni Relations, IIT Delhi

“We are greatly encouraged by the expansion of our League of Founders to the IIT Delhi Endowment Fund. Vivek and Pallavi’s contribution will go a long way towards the advancement of IIT Delhi, inspiring more alumni to give back to our Alma Mater, and supporting a well-governed endowment.”

Mr. Vinay Piparsania
CEO, IIT Delhi Endowment Fund