Final Placements

THE CLASS OF 2018

Finance

Operations

Marketing

Human Resources

A GRADE NAAC ACCREDITATION

PANDIT DEENDAYAL PETROLEUM UNIVERSITY • A RESERVOIR OF KNOWLEDGE •

PDPU

PANDIT DEENDAYAL PETROLEUM UNIVERSITY

SPM

SCHOOL OF PETROLEUM MANAGEMENT

VISION

To be an internationally renowned and respected institution imparting excellent education and training based upon the foundation of futuristic research and innovations in the broad context of energy & infrastructure sector.

MISSION

To prepare management graduates for continuous learning and inspiring them to contribute to the growth of an increasingly knowledge and technology driven global businesses in general and energy & infrastructure sector in specific.

BOARD OF GOVERNORS

Dr. Mukesh D. Ambani
Chairman & Managing Director,
Reliance Industries Ltd.
President,
Pandit Deendayal Petroleum University

Shri D. Rajagopalan, IAS, (Retd.)
Former Chief Secretary - GoG,
Chairman - Standing Committee,
Pandit Deendayal Petroleum University

Dr. Tadisina Kishen Kumar Reddy
Director General,
Pandit Deendayal Petroleum University

Shri Parimal Nathwani
Group President - Corporate Affairs,
Reliance Industries Limited,
Ahmedabad

Dr. R. A. Mashelkar
FRS Bhatnagar Fellow &
President - Global Research Alliance,
National Chemical Laboratory - Pune

Mrs. Pallavi Shroff
Shardul Amarchand Mangaldas & Co., New Delhi

Shri Sudhir Mehta
Chairman,
Torrent Group - Ahmedabad

Shri Vikram Singh Mehta
Executive Chairman,
Brookings India

Smt. Anju Sharma - IAS
Principal Secretary,
(Higher & Technical Education)
Education Department - GoG

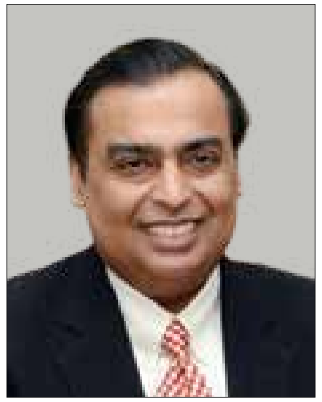
Shri Sujit Gulati - IAS
Additional Chief Secretary,
Energy & Petrochemicals Department,
Govt. of Gujarat, Gandhinagar

Prof. N. R. Dave
Former Vice Chancellor,
North Gujarat University - Patan

Dr. C Gopalakrishnan
Director, School of Petroleum Management,
Pandit Deendayal Petroleum University

DEAN
Faculty of Engg. & Technology,
Pandit Deendayal Petroleum University

Nominee of
Gujarat Energy Research & Management
Institute - GERMI

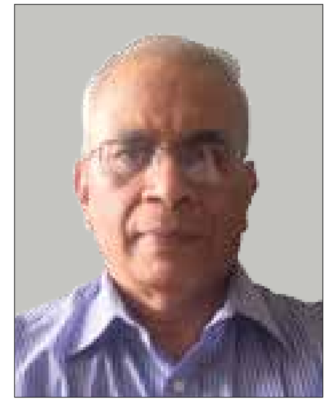


PRESIDENT'S MESSAGE

Dr. Mukesh Ambani

President, Pandit Deendayal Petroleum University

In my close association with the field of education in recent years, I have observed that while institutions are built on the pillars of faculty, research, infrastructure, collaborative and administrative strengths, it is affirmed that it is only a passion for excellence which elevates it to a high order. I feel greatly inspired when I see Pandit Deendayal Petroleum University evolve into an institution which can hand-hold students through a transformational journey where knowledge is acquired while nurturing excellent human values, where learning has moved beyond the classroom - all proving to be priceless assets in one's professional life. As citizens of this great nation, and as part of a greater world order, where socio- economic dynamics are undergoing rapid change, and the fact that India's youth will increasingly play a key role in the global scheme of things, I can sense great optimism in the air. It is here that PDPU's holistic education philosophy across the programs of management, engineering and liberal arts proves crucial for it helps to create a fine talent pool that can make a vital difference in the way they address their professional roles. My best wishes to all of you and I hope that the corporate world will respond with great enthusiasm on assessing your professional capabilities.



CHAIRMAN'S MESSAGE

Shri D. Rajagopalan, IAS, (Retd.)

Chairman - Standing Committee, PDPU
Ex-Chief Secretary, Government of Gujarat

As I present the Class of 2018 to you, specialists in the four functional areas viz-a viz Marketing, Operations, Finance and Human Resources; I take the onus of impressing you with a batch of students who have traversed an intensive journey in academic and personality development which has been instrumental in imparting unique attributes of professional excellence in each one of them. Our academic environment has adopted a holistic approach to give the class an in-depth view of diverse management subjects,

stimulated a deep sense of academic curiosity, empowered one with desired skills and understanding of management fundamentals, created a spirit which upholds integrity and transparency as core professional values and has extended a unique professional identity which each can carry with a great sense of pride. These stated qualities, I trust are greatly valued by corporates today, and I presume that while we have given our students an assertive experience in management, it could well be our privilege to have groomed outstanding business leaders of the future. I warmly welcome you to our campus and hope you will find a set of students rewired and ready to meet your expectations.

DIRECTOR GENERAL'S MESSAGE

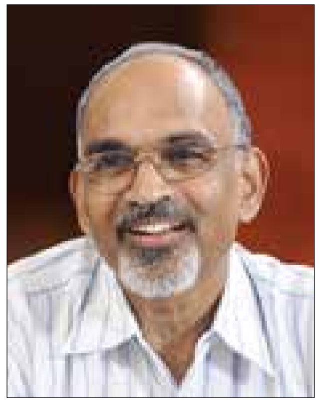
Dr. Tadisina Kishen Kumar Reddy

Director General, Pandit Deendayal Petroleum University

India needs to pay focused attention to the development and solutions of growing demand-supply gap in all sectors in order to sustain both economic development and rate of growth as envisaged in our development plan. This is a challenge before all stakeholders to produce manpower for the country which is relevant and employable.

The School of Petroleum Management (SPM) of Pandit Deendayal Petroleum University has taken a bold step by accepting the challenge to produce skilled manpower for various sections of the management sector of the industry with highest level of competency. SPM has taken many steps in this direction by inviting all stakeholders in formulating curriculum and syllabus, associating experts from industry in Boards of Studies and arranging expert-lectures and case studies, involving MBA students in solving real life problems of the industry and many more. The continuous student-faculty interaction is one of the major elements of pedagogy, by which students learn to exercise their analytical aptitude resulting in innovative solutions of problems. We, at SPM, are committed to produce relevant and socially useful manpower required in all the sectors of the industry. I am sure, our highly energetic and intellectual students will find place to show their potential and worth in relevant sectors of the industry. I wish all our students a challenging and bright career ahead.

DIRECTOR'S MESSAGE



Dr. C Gopalakrishnan

Director, School of Petroleum Management,
Pandit Deendayal Petroleum University

School of Petroleum Management (SPM) was established in the year 2006 as Institute of Petroleum Management, Gandhinagar (IPMG) to cater managerial manpower requirements of oil and gas sector and has soon expanded to serve the larger Energy and Infrastructure sector. With the formation of the Pandit Deendayal Petroleum University (PDPU) in 2007, the Institute became a constituent body, today popularly known as SPM-PDPU. Along with specialization in "Energy & Infrastructure", SPM also offers a management degree in "General Management" offering specialization options to students in all important functional management area, viz; Marketing, Finance, Operations and Human Resource Management. The batch of 2016-18 consists of a diverse group of energetic students who will pursue their management degrees in the five specializations provided. The ten batches of students that have graduated from SPM have got good summer placements, which indicate that the industry recognizes MBA Graduates of SPM as most suitable to fulfil their manpower requirements.

We at SPM recognize that a professional program in management at postgraduate level must equip students with clear concepts in every functional area of management. Understanding of business and associated issues, and exposure to industry practices are equally important for a successful managerial career. Studying the summer internship project (SIP) and the companies that took our students for SIPs is strongly indicative that while domain specialization remains important we have been able to cater to production, services and consulting organizations. Further, we have also been successful in attracting a variety of Business and Industry organizations right from Financial Institutions, Distribution Companies and Production & Operations establishments. The curriculum at SPM is carefully designed and delivered to impart conceptual knowledge, provide in-depth understanding of industry and enhance soft skill capabilities. Distinctive mix of pedagogy helps achieve these objectives in a creative and enthusing manner.

Full-time residential requirements and two years of engaging co-curricular and extra-curricular activities also add value to the personality development of our students. Our dedicated team of full-time faculty members are actively engaged in case writing, research and publication and takes deep interest in shaping-up the young minds. We are fortunate to receive great support from the industry. Experienced senior executives from industry always help us in our MBA admission process, designing of curriculum, course development, teaching, research and case writing. World class academic and physical infrastructure facilities on our campus provide a backbone to creating a healthy and convenient learning environment for teachers and students.

Aspirants of a good management education in the fastest growing economy in India either in Energy and Infrastructure sector or in other aspects of business management, consider SPM-PDPU very seriously as an option. We at SPM promise a robust infrastructure, engaging activities, invigorating environment and award winning curriculum to make our MBAs one notch superior to whatever competition that exists. Allow me to present my students of MBA 2016-18 batch seeking your support in their final placements for a lucrative, fulfilling and rewarding career with an opportunity to continue their learning beyond the SPM.

SPM

SCHOOL OF PETROLEUM MANAGEMENT

The Management School was first established as the Institute of Petroleum Management, Gandhinagar (IPMG) in 2006 by GERMI (Gujarat Energy Research and Management Institute), established as a trust and a society by GSPC (Gujarat State Petroleum Corporation), a Government of Gujarat undertaking. Subsequently in 2007, when GERMI established Pandit Deendayal Petroleum University, IPMG became the constituent of PDPU and changed the name to School of Petroleum Management (SPM).

OBJECTIVES

- To operate as an educational and research hub that networks with national and international practitioners from varied sectors.
- To offer business educational programmes leading to Master's and Doctoral Degrees.
- To manage the content, design, delivery, learning outcomes and continuous innovation of the academic programmes in a manner that earns accreditation of international stature.
- To offer customized training programmes with relevant conceptual inputs and skills to address the demand of increasingly competitive business and industry.
- To create knowledge to research in the areas of techno managerial challenges, and also disseminate it for the benefit of students, practicing managers and policy makers.
- To promote a strong, effective and mutually beneficial Industry-Institute interaction.

PANDIT DEENDAYAL PETROLEUM UNIVERSITY

Located in Gandhinagar, the capital of Gujarat, PDPU is spread over an impressive campus of about 50 acres and offers necessary infrastructure of a world - class institute. The details about the university are available at www.pdpu.ac.in.

UGC Recognition

SPM-PDPU values the necessary regulatory recognitions in our national context. PDPU has been established by the Act of the Gujarat Legislature, The University is recognized by UGC under section 2 (7).

Pandit Deendayal Petroleum University, Gandhinagar promoted by Gujarat State Petroleum Corporation (GSPC) is a domain specific university in the field of energy education and research with a special focus on the oil and gas sector. The University is recognized by UGC. Accredited 'A' Grade by NAAC.

PDPU currently addresses the need for trained and specialized human resource for all Industries worldwide. It helps to expand the opportunities for students and professionals to develop intellectual knowledge base with leadership skills to compete in the global arena. All these are accomplished through a number of specialized and well planned undergraduate and post graduate energy education programme and intensive research initiatives.

MBA PROGRAMME

BATCH 2016-18

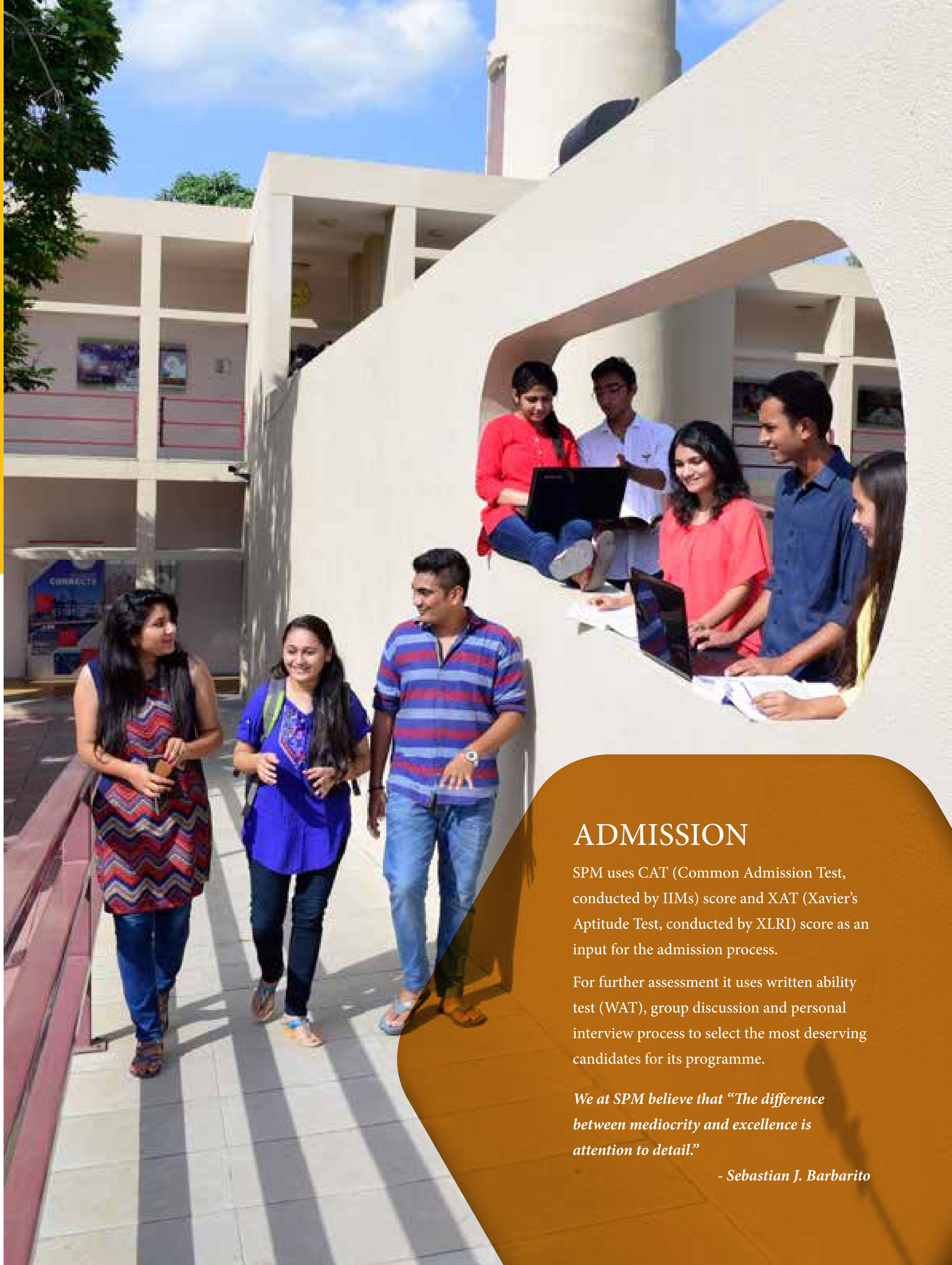
SPM is proud to present its 11th batch comprising a blend of experienced and fresh graduates. The amalgamation of diverse minds creates a kind of energy pool which simulates learning and propels them to reach greater heights. The students of this batch bring a diverse field of knowledge in terms of their industry experience in IT, Electronics, Automobiles, Steel, Textile and various other sectors. Majority of the students come from various engineering disciplines that contribute in bridging the gap between technical and managerial aspect of the industry. The interstate & cultural diversity of the batch creates a frivolous environment inside & outside classroom. Students become more accustomed to various group dynamics which helps in making them more acclimatize to the diverse environment they will come across while working in various organizations.

Overall the batch of 2016-18 of SPM rightly portrays the motto of the University; "A Reservoir of Knowledge" and it presents to the world a future batch of managers who will make India proud.

The two-year full time residential program of MBA is delivered in trimester system over the period of two years and a summer internship with an industry at the end of the first year.

The programme is focused on the 4 major functional areas of Management viz.: Operations, Marketing, Finance and Human Resource Management.

Students are allowed to elect for dual specialization among the mentioned 5 functional areas based on their interest.



ADMISSION

SPM uses CAT (Common Admission Test, conducted by IIMs) score and XAT (Xavier's Aptitude Test, conducted by XLRI) score as an input for the admission process.

For further assessment it uses written ability test (WAT), group discussion and personal interview process to select the most deserving candidates for its programme.

We at SPM believe that "The difference between mediocrity and excellence is attention to detail."

- Sebastian J. Barbarito

COURSES

To complete the credit essentials of the entire programme, students take about 47 - 50 courses together in the first and the second year. While the first year courses are generic in nature; the second year courses (most of which are elective courses) have been specially designed to cater to the need and requirements of various sectors of industry. Since businesses are global in nature all the courses are focused on global business perspective.

First Year

TRIMESTER - 1
- Financial Accounting for Managers
- Managerial Economics
- Business, Government and Society
- Business Communication I
- Managerial Computing
- Operations Management I
- Organisation Behaviour
- Quantitative Methods I

TRIMESTER - 2
- Business Communication II
- Competition and Strategy
- Cost & Management Accounting
- Financial Management I
- Human Resource Management
- Management Information Systems
- Marketing Management I
- Operations Research
- Group Project I & II (To be done in term II & III)

TRIMESTER - 3
- Business Research Methods
- Excel Based Business Modelling
- Financial management II
- Macroeconomics
- Marketing Management II
- Operations Management II
- Organisational Dynamics & Change Management
- Quantitative Methods II

SUMMER INTERNSHIP

Second Year

TRIMESTER - 4
- Corporate Strategy
- Project Management

TRIMESTER - 5
- Legal Aspects of Business
- Management Control Systems

TRIMESTER - 6
- Entrepreneurship
- International Business Management

MARKETING (ELECTIVES)

TRIMESTER - 4
- Digital Marketing
- Marketing Research & Information System
- Retail Management
- Strategic Brand Management

TRIMESTER - 5
- Business to Business Marketing
- Electronic Business
- Integrated Marketing Communications
- Strategic Marketing in Practice
- International Marketing
- Managing Services Business

TRIMESTER - 6
- Sales and Distribution Management
- Consumer Behaviour

FINANCE (ELECTIVES)

TRIMESTER - 4
- Bank Management
- Investment Analysis & Portfolio Management
- Management of Financial Services

TRIMESTER - 5
- Corporate Taxation & Financial Planning
- Derivatives & Risk Management
- Project Financing

TRIMESTER - 6
- Corporate Restructuring, Mergers & Acquisition
- International Finance
- Venture Capital & Private Equity
- Business Valuation

OPERATIONS MANAGEMENT (ELECTIVES)
- Business Intelligence & Data Mining
- Materials & Space Management
- Supply Chain & Logistics Management
- Business Process Reengineering
- Business Analytics
- Operations Strategy
- World Class Manufacturing
- Contracts Management
- Managing Services Business
- Enterprise System and IT Strategy
- Lean Six Sigma Management
- Technology and Innovation management
- Total Quality Management

HUMAN RESOURCE MANAGEMENT (ELECTIVES)
- Managing Cross Cultural Issue
- Industrial Relations & Labour Law
- Training & Development
- Compensation & Benefits Management
- Creativity & Innovation Management
- Leadership Skills
- Strategic Human Resource Management
- Recruitment & Selection
- Negotiations & Conflict Management
- Organization Development
- Stress Management
- Talent Management
- HR Analytics
- Green HRM

GENERAL (ELECTIVES)

TRIMESTER - 4
- Management Simulations

TRIMESTER - 5
- Business Consulting

TRIMESTER - 6
- Market Structure & Game Theory
- Course on Independent Study

LEARNING AT SPM

GROUP PROJECTS

Working with talented and accomplished peers provides a unique opportunity for accelerated professional and personal growth. Group projects, a major component of most courses, help students to not only learn the intended concepts and skills but also to develop and refine skills in working in diverse groups. The groups are formed from pools of varied disciplines, backgrounds, corporate experience and career orientations to leverage on the enormous diversity in perspectives. The projects are designed in such a manner that the entire class benefits with coverage of multifarious aspects of all the sectors with no overlapping and duplication.

HUMAN RESOURCES

Competent and dedicated professionals are the most vital resource for any educational institution. SPM has invested considerable efforts and resources to attract an excellent group of human resources to further its objectives.

BEYOND THE CLASSROOM

SPM offers a dynamic campus with outstanding study, research and computer facilities. It also offers students extraordinary opportunities for professional growth through participation in various cultural and academic clubs that organize field trips, academic seminars, cultural programs, debates, discussions and other public services like blood donation etc. Domain specific workshops are also organized periodically to strengthen teaching learning process.

SUMMER INTERNSHIP

Summer Internship is a major component of the learning process at SPM. At the end of third trimester, all students are required to undergo summer internship of 8 weeks with manufacturing companies, financial institutions, IT and infrastructure majors, management consultancies, FMCG companies, Media Organizations and others. On successful completion of the training, a student is required to make a presentation and submit a written report for evaluation. The formal assessment and feedback of the industry guides are also taken into consideration for overall evaluation of summer projects.

CASE STUDIES

Teaching – learning process at SPM mostly focuses on Case Study method that includes dynamic process of exchanging perspectives, countering and defending points and building ideas that improve students' understanding and exposure to decision – making process in the complex business environment. The case studies are chosen from different industries to start with and then gradually focused on business aspects of all relevant sectors, as the programme progresses.

INDUSTRIAL VISITS

As John Ruskin had once said "The entire object of true education, is to make people not merely do the right thing, but to enjoy right things; not merely industrious, but to love industry; not merely learned, but to love knowledge."

We at SPM believe that knowledge is incomplete without the practical dimensions of the industry. To impart an exposure of the challenges that are faced in the industry, Industrial visit is used as a pedagogy wherein the students tour the industries pan varied sectors. It broadens their perspective across all the fields of operations, marketing, finance and HR. This enhances their knowledge by discussion and brainstorming with the industry fraternity.

Glimpses of a few Industrial Visits for PGP'16 Batch:

- Coca-Cola Packaging Plant
- Amul Dairy Federation
- Akshaya Patra Foundation
- GVK Enterprises' 108 Emergency Services

OFFICE OF INTERNATIONAL RELATIONS (OIR)

Objectives

- To provide international exposure to the students.
- To develop Study abroad program
- To develop joint research project with Universities abroad.
- To create international learning environment by inviting faculties from other international universities.
- To invite international students to take up long term and short term courses offered at the university.
- Infrastructure sharing with other international universities.
- Create a forum for knowledge sharing with other universities.

MISSION

To develop global professionals by providing international educational exchange to the university students and to create visibility of the university in the global educational scenario by collaborating with other reputed institutes and student exchange programs.

FACULTY

The School is in the continuous process of building a world-class intellectual community of distinguished and dedicated faculty to promote learning and knowledge creation of high order. The institute endeavours to create an environment of academic freedom overlaid by meticulous, self-imposed standards of excellence and socially responsive practices. The fundamental strength of the faculty is in the rich experience they bring to SPM, enhanced by enthusiasm at participating in the early days of a budding domain specific institution. SPM encourages and cultivates an environment of collaborative learning amongst the faculty team. The institute also recognizes that research provides a major interface with wider academia and industry. Pioneering interdisciplinary research by the faculty feeds directly into a better learning environment at the Institute and indirectly to a wider audience of practicing managers and teachers of management. The model for the Faculty has a portfolio mix of competent permanent and visiting faculty from Academia and professionals from energy sector. This model ensures that students are exposed to the most recent insights and thinking.

Core Faculty

AKASH PATEL, PH.D.
Accounting & Finance

ASHUTOSH MUDULI, PH.D.
Human Resource Management

C. GOPALKRISHNAN, PH.D.
Strategic Management

D M PESTONJEE, PH.D, D.Litt
GSPL - Chair Professor
Organizational Behaviour

KAUSHAL KISHORE, PH.D.
Marketing

LALIT KHURANA, PH.D.
Finance

NARAYAN BASER, PH.D.
Finance

PRAMOD PALIWAL, PH.D.
Marketing

SATISH PANDEY, PH.D.
Organizational Behaviour

SOMDEB LAHIRI, PH.D.
Economics

SUDHIR YADAV, PH.D.
Production & Operations Management

TANUSHRI BANERJEE, PH.D.
Information Systems

Visiting Faculty

A B RAJU
CEO of Biz Trans Consulting, Ahmedabad

AJAY DAS
Adani Group

AKHILESH MAGAL
Renewable Energy Expert, GERMI

AJIT DESAI
Project Management Consultant

ASHISH VERMA
Sr. Associate - Energy Utilities & Services, Infosys

ASHWANI KUMAR
CEPT University

BIREN Y VAKIL
Commodities Expert

CAPT. SARABJIT BUTALIA
Maritime Expert

DEEPAK KRISHNAN
Independent Consultant

D. G. SHUKLA
Advocate, Supreme Court

DHIREN DESAI
LNG Business Expert

DIPTI KUMAR BANIK
E&P Professional

DIVYESH DESAI
Shell

H. C. SHAH
Infrastructure Finance Expert

INGIT ANAND
Consultant, Gala Developers

JAYESH GANATRA
Business Consultant

KETAN BHATT
HR Consultant

MANISH THAKER
Gujarat University

MRUGESH PAWAR
Independent Consultant

NARMADASHANKER PATHAK
Independent Consultant

NAGABHUSHANAM GARIMELLA
3i Infotech

DR. OMKAR JANI
Principal Scientist, GERMI

PANKAJ JAIN
Cairn India

PINKY DESAI
St. Xavier's College, Ahmedabad

RANAJIT BANERJEE
Energy Finance Expert

RAVI GOR
Dept. of Mathematics, Gujarat University.

RUCHI TIWARI
Ahmedabad University

SAMARTH KAJI
Cairn India

SHAJI ZACHARIAS
IBM Sales & Distribution

SHASHANK SHEKHAR JHA GE
Oil & Gas

SHANTANU MEHTA
CA

SHREYAS PATEL
CMA, ERP Professional

SNEHAL DESAI
Independent Consultant

SUNDARAMAN CHINTAMANI
Mahindra Satyam

SUNIL KANOJIA
Consultant & Alumnus IIMA

SUPRIYA SAPRE
BPCL, Mumbai

VISWANATH PINGALI
IIM Ahmedabad

SANTANA PATHAK
Ahmedabad University

YOGESH DOSHIT
Ahmedabad University

Guest Speakers

SHRI SAURABH PATEL
State Cabinet Minister, Finance and Energy & Petrochemicals, Govt. of Gujarat

ALAN D'SOUZA
Director, Shanti Business School

AMAL DHRU
Director, Zillion Infrastructure Ltd.

ANIL MATOO
Head, HR & Admin., Essar Power

ANJALI HAZARIKA
Head, Talent Management, Oil India Ltd.

ANSHU MISHRA
Sr. Manager - Operations
Future Group

ANURAG K. AGARWAL
Professor, IIM Ahmedabad

ARAVIND SAHAY
Professor, IIM Ahmedabad

ARBIND SINHA
Professor, MICA

ASHOK SOM
Professor, ESSEC Business School, France

ATANU GHOSE
Professor, IIM Ahmedabad

ATUL RATHOD
Weatherford India

B. S. NEGI
Former Member, Petroleum & Natural Gas Regulatory Board

BABU THOMAS
GVK EMRI 108 Services

BRAJESH BAJPAI
Business Head - Gujarat Vodafone-India

CHANCHAL MAHESHWARI
Executive Director, E&Y

CHANDAN NATH
Executive VP & Branch Head, Mudra Ahmedabad

D. J. PANDIAN, IAS (RETD.)
Ex-Chief Secretary, Government of Gujarat

DEEPAK P. MAHURKAR
PWC India

DEEPTI SHARMA
Director, Anwesha Engineering Group

DIPAK C. JAIN
Former Dean, INSEAD School of Business

FRANCISCO J. SÁNCHEZ
Under Secretary for International Trade, U.S. Dept. of Commerce

GAUTAM APPA
London School of Economics

GURDEEP SINGH
MD, GSECL

HARESH PANDIA
Chief Manager - Corporate Banking Group
IndusInd Bank

HARSH DAVE
Shraddha Associates (Guj) Pvt. Ltd

HIMANSHU VAIDYA
Institute of Management Consultants of India

JANAKI ANANT B
i-flex communications

JEFFREY A. SERFASS
President, National Hydrogen Association, USA

JEREMY B. BENTHAM
VP, Global Business Environment, Royal Dutch Shell

L. BALASUNDARAM
BG Exploration & Production India Ltd.

L. N. MISHRA
RPTL

L.K. SINGHVI
Former Member (Commercial) PNGRB
Management Consultant, UK

MANJIT SINGH
Total Fina - Elf India Ltd.

MANOJ PARMESH
Weatherford Oil Tool Middle East Ltd.

MEHUL PAREKH
Head - HR, Dresser-Rand India Pvt. Ltd.

MIKE HUGENTOBLER
Halliburton Offshore Services Inc.

NARESH BEHL
Director - Operations / Projects, Xylem Water Solutions

NITIN ZAMRE
VP/MD, ICF International

PARTHO GHOSE
Executive VP, KHS India

PAURAV SHUKLA
Professor, Luxury Brand Marketing, Glasgow Caledonian University

PPG SHARMA
CEO, GSPC Gas Ltd.

PRABHAJAN DIXIT
Essar Oil Limited

PRAMOD DEO
Chairperson, CERC

PRASHANT VERMA
Business HR Head - Wholesale Banking and Practice Head for Recruitment & Performance Management, ICICI Bank Ltd.

PRAVEEN GUPTA
Indian Oil Corporation Ltd.

R. R. K. SHARMA
Professor, IIT Kanpur

R.S. SODHI
MD, Gujarat Cooperative Milk Marketing Federation (GCMMF)

RAJIV KHANNA
Director, Policy & Corporate Affairs, BG India

RAJIV VASTUPAL
Chairman & MD, Rajiv Petrochemicals Pvt. Ltd.

RAMACHANDRAN K.
VP & Head, Ahmedabad RO, SBI Capital Markets Ltd.

RANDEEP AGARWAL
President, Australia India Business Chamber (AIBC)

S B DANGAYACH
Managing Director, Sintex

S. K. NEGI
MD, GETCO

S. K. PANDEY
Indian Oil Corporation Ltd.

SAVAN GODIAWALA
Senior Director, Corporate Finance, Deloitte India

SHAJI ZACHARIAS
Indian Oil Corporation Ltd.

SHALEEN SHARMA
BG Exploration & Production India Ltd.

SHASHANK GAIKWAD
Hazira LNG & Port

SHRIKANT LONIKAR
Joint President & Head HR, Adani Power Limited

SREEKANTH S.V.
Indian Oil Corporation Ltd.

SRINIVAS RAO
Shell Group

SUBHANISH MISHRA
Head - HR, Arvind Ltd.

SUDHIR VASUDEVA
CMD, ONGC

SUMAN BERY
Chief Economist, Shell Group

SURIYANARAYAN R.
Shell (India)

ULHAS DAVE
Shraddha Associates (Guj) Pvt. Ltd

UNNAT PANDIT
Dy. General Manager, Cadila Pharmaceuticals Ltd.

VIJAY BHASKER
Public Health Specialist
VChangeU

VISHAL GADA
Director, Tax & Regulatory Practices, KPMG India

VIVEK PATHAK
Indian Oil Corporation Ltd.

OTHER ACADEMIC PROGRAMMES AT SPM

Apart from its programme of MBA, SPM offers other academic programmes as well.

Management Development Programmes

These programmes by SPM train the industrial managers of all level by involving extensive study of the client organization, preparation of specific teaching materials and cases towards the development of a customized course design to suit the needs of each organization. These are one –month duration programmes, attempt to upgrade the skills of participants and also to help the organization in developing a culture conducive to organizational excellence.

The Doctoral Programme

The Doctoral Programme of SPM is to train prospective scholars to become highly skilled and innovative researchers and teachers in various aspects of management related to the energy sector. It primarily aims at preparing students for careers as faculty members at premier academic institutions.

SPM ANNUAL FEST

SPM Annual Festival, a national event, is a rich blend of academics, an anthem of high adrenaline rush and performing arts, a tussle of management strategies and decision making. Organized in the third week of January, 2017, it extended an opportunity to showcase attitude and aptitude with the quaternary festivities: Catalyst '17 (the management quest), Energy Cup '17 (the sports extravaganza), Reprise '17 (cultural fest), Zephyr '17 (annual alumni meet). Students from many institutes like SIBM Pune, SIIB, KJ Somaiya Mumbai, and JBMIS participated on a huge scale making this 3 day event- a wonderful success.

CATALYST

Catalyst, the management panorama, provided a forum for students to demonstrate their leadership and managerial temperament in a creative environment. An ensemble of business and management events, it brought together students from business schools across India, distinguished people from the corporate world and entrepreneurs. Catalyst comprised events catering to all four domains of management. A few events were Quiz Bizz, Shram Shakti, Touch, Adhiniyam, The Next Eureka, Look into Future and many more.

REPRISE

Reprise, creativity meets its talent stakeholders. It aimed to invigorate young minds to reach the pinnacle of their potential and carve out a niche for themselves in the cultural landscape. It was about unleashing the artist within across various disciplines of Drama, Group Dance, Documentary, Photo Story and Band war. Zephyr is the annual alumni meet of the School of Petroleum Management. A few events were Manger's Got Talent, ColorFrame, Avirbhav, Shutterbug and many more.

ENERGY CUP

Energy Cup is the crescendo of sporting activity, a pantheon of success, a place where people strive hard to achieve unparalleled success. This event brings the corporate forces and students closer and on a similar playing field. Sports like Cricket, Football, Volleyball, Basketball, Badminton, Table Tennis, Carrom, shot put and discus throw tested each of them to their limits and also tested their resolves. It was an ideal platform for the creation of champions who someday would change the dimensions of the world order. Around 18 teams from across the country comprising academic institutions and industry enthusiastically participated in the event.

ZEPHYR

Zephyr invited all SPM alumni to pay a visit to their school, relive moments on campus, inspire the juniors, thus establishing a strong mutual bond of faith and respect. It was a home-coming festival of SPM that is celebrated with a lot of rapture and reverence in the presence of the alumni.

STUDENTS' COMMITTEES

Student's Committees are contrived to facilitate the class for Organizing Events, Enhancing Corporate Relations and various Other Activities.

ACADEMIC COMMITTEE

Amidst the fever to excel in projects and multifaceted activities, a coterie recites at SPM that strengthens the pillar of knowledge of a management program. It's called The Academic Committee. The academic committee is at the core of all student faculty relationship management. It acts as a bridge between the students on the one hand and the faculties and course curriculum on the other. The committee also handles the up gradation of the students' academic profiles by incorporating any certification opportunity. The functions related to knowledge on electives, coordination with in house and visiting faculties and any other issues related to academics stay a responsibility of the academic committee..

ALUMNI COMMITTEE

The mission of alumni relations cell is to build the bridge between alumni and their Alma mater and encourage them to be a part of its success. The objectives of Alumni Relations Cell is to keep an up-to-date database of Alumni, to establish, maintain and strengthen a lifelong relationship between alumni and their alma mater through opportunities that promote interaction with Alumni Meets. To keep alumni informed and connected to the activities of the institute through communication channels and social media, to encourage Alumni to contribute in the enhancement of their Alma mater through their valuable guidance and support and to celebrate their success with them..

CULTURAL COMMITTEE

The Cultural Committee of School of Petroleum Management strives to celebrate the cultural diversity in the campus through various festivals and events and create a home away from home environment for students. The committee gives enough reasons for the students to relax and enjoy campus life amidst rigorous academics and never ending student initiatives under the umbrella of clubs/ committees. The committee seeks to create a platform that provides the students with an opportunity to display creative talents in a variety of ways.

GUEST LECTURE COMMITTEE

Guest lecture committee at School of Petroleum Management, PDPU is committed to bring students face-to-face with successful organizational leaders from across and outside the country so as to bridge the gap between students and industry personnel. Prominent speakers from different backgrounds are invited to share their experiences and learning's which stimulates thought, discussion and engagement amongst students, sharpening their overall managerial skills. We, the batch of 2015 shall strive to maintain the benchmark set by the Senior Committee by working towards the overall growth of the Institute by creating value based learning thereby setting high standards for the coming batches to follow.

PLACEMENT COMMITTEE

A placement committee should have the potential to connect with new employers and this is possible if the members possess assertive and varied interests, strong and comprehensive background of various fields of undergraduate education and work experience. We at SPM have a core competent team of students and highly intellect faculty advisor who work in coordination with an industry expert to find the best fit for your organisation. The committee also ensures the skill development of the students as per the industry trends and makes them ready for future endeavours.

PUBLIC RELATIONS COMMITTEE

The PR team is empowered with the task of growing, guiding, and managing the student's perception of the college that helps in the branding and sharing information of the campus with the outside world. We create a medium so that our college has public outreach and media relations. It's a way to unite the current students to outside world and the aspiring students to us. With the vastly different paths to creating awareness that are available the Team actively tracks the latest development of the various sectors and shares the information to the students. We add an extra layer of substance to the work done by the students in the through social media, events, articles, press releases.

SPORTS COMMITTEE

Amongst the busy days of grooming one's self towards becoming a management graduate, Sports is known for its connection with management. The Sports Committee at its core fuels the burning desire among the students to compete and excel on different aspects of managing the team and individuals. Through rigorous and timely competitions being organised for different sports such as cricket, football, basketball, volleyball, badminton, lawn tennis and table tennis round the year, the committee also helps in maintaining the fragile balance between mental and physical fitness.

STUDENTS' CLUBS

Clubs promise a unique melting pot of ideas, values, experiences, joy rides, friendly terrains, grit, inspiration, and leadership and above all a tremendous learning opportunity for all. Presentations on different topics, Guest sessions, Debates, Discussion Forums, Quizzes, News Crunches are a few activities that these clubs perform regularly. The underlying philosophy of the clubs is to use students' spare time for personal growth. It not only helps in gaining knowledge but also sharpens the communication skills.

CLUB ENERGY

Energy Club is an initiative by students to add a new flavor, a new theme and to capture the pulse of the campus. It gives an extra edge to understand, learn and share knowledge on a common platform. This translates to enhance the students' intellect for their managerial domain from their peers and industry experts.

CLUB MARCOM

Club MARCOM is the "MARketing" and "COMmunications" club of SPM. At MARCOM, we understand competitive business scenario in the field of marketing, advertising and branding thus, trying to awaken the marketer in each of us through various activities such as presentations, Adwise/ Admad- the ad making competitions, jargons, interactive discussions, GD's, book reviews etc. These activities also help in developing the communication skills and "out of the box" thinking, much needed to survive in the world of marketing. It is here that the students of SPM learn the concepts of marketing in the various segments be it B2B, B2C and C2C; and hence, making the students of SPM practical enough to be challenged anywhere.

CLUB FINNACLE

FINNACLE is a knowledge sharing platform which gives opportunity to cope up with the constantly evolving world of Finance. Weekly activities such as Debates, Quizzes, Guest Sessions and Presentations help expand the horizon in the world of Finance. The conceptual clarity is achieved by the interactive discussions among the students. News crunching sessions helps gaining insight to the latest developments in the markets. With this the students are able to withstand the circumstances of the bear market and ace the bull market.

CLUB OPERE – SHONZU

The objective of Opere-Shonzu club is to make students realize the importance of operations management in all domains of industry. Students take initiative every week and enrich themselves with various topics not only concentrated on hard core operations but also operations management associated with sales, finance, HR etc domains. The club also aims at discussing about the latest tools and software used in industry for optimizing the operations. At large such activities help students to integrate the academics with real time operations going on in the industry.

CLUB AAJ KI KHABR

This is a very new club at SPM. The objective behind this club is to keep people up to date with current news around and across the sectors. Moreover, students struggle with their knowledge across different sector and keeping a brief with these daily happening by reading through all the newspapers like The Economic Times, Live Mint, Business Standard etc. This helps in overall development and awareness of the students on regular basis.

SPM MIRROR

SPM Mirror is a monthly magazine, which aims to bring out the extra knowledge from the students, structure the thought process and improve their research, and share the knowledge with the fellow students. The magazine is read by faculties, alumni, and people from companies who come to SPM for internships and placements. The focus for this year will be to bring out more and more articles and ideas from the students, and give them proper platform to share their perspectives with qualitative research. By the end of the year, we want each student to have contributed for Mirror at least once.

Chai Ki Tapri pe Sessions

A conversation between a student and a faculty at SPM led to the beginning of this club. The aim of this club is to make the students more aware of the latest happenings in the world and making them more connected to the real world and hence lessening the difference between a SPMite and Graduate from some other B-School. The session includes a class discussion on current affairs, latest trends in the sector and market as a whole etc. The topic to be discussed is decided a week in advance and a very healthy, learning and fruitful discussion takes place. Quite a few sessions have taken place but the knowledge acquired is immense. The session has 2-3 people who will be hosting the event so that it goes in a smooth way.

OTHER INITIATIVES BY SPM STUDENTS

"Being just another brick in the wall" is an ideology that no student at SPM believes in. Thus, efforts are made to go beyond the expectations and doing something for a greater good. The students of SPM have taken various social initiatives such as organizing a Blood Donation Camp in association with Confederation of Indian Industry-Young Indians (CII-YI) saving hundreds and thousands of lives. Also Raising Fund of an amount equivalent to Rs.16000 from all the students that was utilized to purchase a water boiler for children of a local school was a noble act. Indispensable part of the students' non-academic calendar at SPM. Apart from this, an initiative named "Spreading Smiles" is taken up by SPM Students. As a part of this initiative they create short films having a social message and try to make out difference around.

CONFERENCES AND CONCLAVES

INTERNATIONAL CONFERENCE IN ENERGY AND INFRASTRUCTURE, 2016

In its fifth edition, the theme of the conference was 'Energy & Infrastructure Management in Changing Global Dynamics'. There were about 600 attendees from the public, private and academia of Energy & Infrastructure Sector including some overseas guests. The conference was supported by:

- United States - India Business Council (USIBC)
- Indian Oil Corporation Limited (IOCL)
- DEW Journal (Media Partner).
- ASSOCHAM
- NTPC

The event served as a platform for professionals, practitioners, academicians and researchers working in Energy & Infrastructure Sector to share their views on issues and challenges in managing different aspects of the sectors.

The two-day event comprised of an inaugural ceremony followed by two round table conferences and technical paper presentation sessions. The inaugural ceremony witnessed the presence of dignitaries like Shri Narendra Taneja, National Convener, Energy Cell and Advisor to Government of India; Dr D J Pandian, Director General, PDPU, designated vice president and chief investment officer, Asian Infrastructure Investment Bank; Honourable Raymond E Vickery Jr, leading author and advisor on US-India relations and former US Assistant Secretary of Commerce, Trade Development; Shri Arun Singhal, Editor in Chief-Dew Journal; Shri B N Talukdar, Ministry of Petroleum and Natural Gas, Government of India and Former Director General, Hydrocarbon; Dr C Gopalkrishnan, Director, SPM, PDPU; and Dr Kaushal Kishore, Organizing Secretary, ICEIM - 2016 and Faculty, School of Petroleum Management, PDPU. The first day of the conference hosted many eminent national and international personalities for the round table discussion on the topic 'Indo-USA Co-operation in Energy Sector with a focus on Natural Gas Scenario'. The second round table discussion was held on the topic 'Capability Building in Indian Energy & Infrastructure Sector in context of Make in India Campaign with a Focus on Renewable Energy' which had the following distinguished industry experts. The two day event brought in a lot of guest and speakers from industry. We now look forward to hosting this event again in February, 2017.

BUSINESS MANAGEMENT SYMPOSIUM, 2017

School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar has taken up the initiative to invite delegates for its upcoming Business Symposium 2017. The symposium shall make an attempt to have a deeper understanding of recent trends, market dynamics, issues and challenges faced by the industry across varied sectors with a focus on financial sector, digital marketing and business analytics. Continuing with the tradition of the previous years' symposium this year too we are ready for the gathering. The symposium will create opportunities for business managers, directors, services professionals and students to learn about the latest best practices from leading industry experts from across the nation. With the objective of gathering visionaries and industry experts to a common platform this year too we extend our invitation to the Industry leaders for, Business Management Symposium 2016 at School of Petroleum Management on 6th and 7th October 2017. The symposium will broadly proceed with three objectives- "Learning with Passion, Leading to Excellence"

At School of Petroleum Management (SPM) we have always encouraged synergistic approach to classroom learning. With Business Management Symposium 2017 we provide our students, the future leaders with exposure to the current industry practices and the new disruptive ideas that are going to transform the way how the businesses will work in the future. SPM has taken this doctrine to a higher level by inviting industry stalwarts who have made it big- by learning and gradually leading their organizations to the pinnacle of success. This year Business Management Symposium is scheduled on 6th-7th October 2017.

SAMAVESH: HR CONCLAVE, 2016-17

Samavesh means 'inclusion'. The HR department in any organization is meant to involve people in different job functions, organizational roles and processes for best results expected by stakeholders. The human resource management function has evolved very much from administrative control to human involvement by improving knowledge and practices in sync with new technology development. SPM's Samavesh is a forum to discuss emerging challenges being faced by HR thinkers and practitioners across industries. Samavesh also means to include HR academicians and practitioners in a symbiotic process for preparing HR managers to handle critical human challenges in 21st century organizations beyond 2020.

Topic of discussion as of now were under following themes-

1) Emerging fields of Human Resource Management
2) Critical human relations issues at workplaces. Team Samavesh invites

HR thinkers and practitioners working in different industries to shared their views, concerns, opinions, experiences in context of the above theme.

The purpose of Samavesh is to create healthy discourse of the above critical HR issues and discover new ways to overcome these challenges.

IMPRESSIVE AND AESTHETICALLY BUILT ACADEMIC AREAS

AUTOMATED LIBRARY AND LATEST COMMUNICATION FACILITIES

INFRASTRUCTURE
@SPM-PDPU

Library and Information Centre (LIC) is the heart of the Institute with an aim of providing production & dissemination of knowledge, information, insights & intellect. The centre has utilized Information Technology extensively to ensure that resources are accessible from anywhere at any time. Services such as OPAC for checking online availability and reserving online, bio-metric reader, remote access to e-resources and database make the LIC user friendly. LIC holds collection of printed as well electronic resources which include books,journals, databases, CDs/DVDs, e-journals, reports, case studies, conference proceedings, training manuals, etc.

The library has been automated using Alice for Windows(AFW) - an international user - friendly library package. The software facilitates automated circulation (issue - return) of books and speedy access to bibliographic, location and availability information of the books in the library. The catalogue is available on the Internet for inquiring about books. SPM library also subscribes Online Databases viz. EBSCO: Business Source Premier, Infraline: Energy and Infrastructure sector, and CMIE: Industry Analysis Service,CapEx and Business Beacon, Capitaline Plus database and Indiastat.com. The on - campus fully furnished residential facility extends the flexibility of conducting all types of academic and extra - curricular activities at time suiting tothe requirements for the students. The learning has been extended to a 24x7 time-frame instead of standard class timing.

RESIDENTIAL ACCOMMODATION FOR STUDENTS

SPM believes that creating a serene environment blended with modern technologies heightens the spirit and energy level of all learners and inspires them to optimize their learning efforts. In this direction SPM provides the intellectual ambience in a stimulating campus.

SPORTS & RECREATIONAL FACILITIES

IT SYSTEMS WITH LATEST HARDWARE & SOFTWARE AND SEAMLESS INTERNET CONNECTIVITY

TUSHAR SHAH

COMPANY: Ernst and Young LLP

PROFILE: Senior Consultant, Risk Advisory Services
BATCH: PGP-12

School of Petroleum Management, PDPU (SPM) has played a pivotal role in creating resourceful managers for more than a decade now. With an unique blend of classroom sessions, industry speakers, alumni connect sessions and leadership talk series, SPM has always generated phenomenal talent with an unprecedented conceptual clarity, both, from theoretical and practical aspect of business. With substantial alumnus now present across crucial sectors like energy, banking, rating, telecommunication etc., SPM adds incremental value to each passing batch giving them a competitive edge to leverage when they go back to industry and take up challenging assignments. I wish current batch best wishes for their professional and personal endeavours.

AZLAAN TIRMIZI

COMPANY: Accenture

PROFILE: Business & Integration Arch Sr Analyst | **BATCH:** PGP-14

SPM provides the right network, resources, and support to help develop the right skills.

Life at SPM is lot more than what meets to eye. It's not a cakewalk, It's about burning midnight oil, It's an arena where you learn as how to take the bull by the horns. At SPM budding managers hone their skills and develop their personalities the right way. Its Lush green campus with extraordinary facilities provides an atmosphere to learn and grow at a faster pace. SPM is a platform where you can jump start the journey to your professional dreams.

ALUMNI SPEAK

PALASH ACHARYA

COMPANY: WIPRO

PROFILE: Senior Consultant | **BATCH:** PGP-13

My journey at SPM has been a life-changing one for I had the opportunity of being a part of the pioneering batch that was offered functional specializations apart from Energy & Infrastructure. SPM is one such institution where it is pretty much the students who run the show! And that's what differentiates it. From Conclaves & Festivals to Academic Clubs & Industrial Visits, everything is student-driven! What I've now realized is that it was that same experience which has prepared me to pave my way thru my professional life.

To all the recruiters reading this, I'd like to say that this is one such institution where you will find some of the most street-smart professionals with a 'get stuff done' attitude - which in today's world is one of the most sought-after traits!

JATIN KATARIA

COMPANY: WE Group

PROFILE: Founder & MD | **BATCH:** PGP-08

At SPM, from day 1 itself we were treated as professionals and not as students and that's where programme is unique because of its culture and processes. I learnt team work, result oriented work environment, managing work pressure, open mind-set, being responsible and lot more in systematically designed trimester system.

Lot of things I realised lately but when I realised I felt blessed to be part of SPM. After MBA, 3 years of corporate life in state PSU and now as an entrepreneur I deeply understand and implement things I learnt during my MBA program. Today people ask me that how I manage so many things and take decisions, and I proudly answer that those 2 years at SPM groomed me to what I am today. Perfect blend of excellent academia focussed faculties, case studies, industry visits and diverse batch played a major role in making me a good management professional. I am a privileged alumnus of SPM since last 7+ years.

URIJIT ZAVERI

PROFILE: Finance Professional, Former Sr. Manager - Risk at YES Bank Ltd | **BATCH:** PGP-10

Acting on Benjamin Franklin's famous words - An Investment in Knowledge pays the best interest - I opted for the MBA program at SPM, PDPU over other options seven years ago. Reflecting on the journey since and my personal growth, I must say it has been a truly enriching experience! The 2 year business program focusing on Energy & Infrastructure not only helped develop a sharp insight on the focused sectors but also gave a holistic learning environment across functional domains. The proven pedagogy combined with a nationally acclaimed syllabus, delivered by highly competent and experienced faculty, equipped the students with all the necessary skills to take on responsibilities across diverse management fields of their choice. The constant industry interaction not only helped us in keeping abreast with the latest trends across varied businesses but also gave a fantastic platform to network. I can certainly say that my days at SPM have gone a long way in shaping my personality and incorporated an analytical thought process which has been of immense benefit to me as a professional.

I am confident the graduating class will be just as competent and eager to make an impact on their employers as we were, good luck!

RECRUITER SPEAKS
ABOUT SPM

"Having been associated with School of Petroleum Management, Pandit Deendayal Petroleum University, as a proud recruiter since almost last 6 years now, EY has realised that the resources recruited from SPM have delivered substantial value over the period of time through a unique blend of rich exposure and astute managerial skills. Ernst and Young leadership also appreciates the commitment demonstrated by resources hailing from SPM PDPU across hierarchy and looks forward to lasting relationship with Pandit Deendayal Petroleum University (PDPU) which would result in successful academia-industry collaboration."

- CHANCHAL MAHESHWARI -
Executive Director - Risk Advisory Services
Ernst & Young, Ahmedabad

We at Infosys have been associated with School of Petroleum Management [PDPU] since its inception and the relationship has strengthened over the years. The primary beneficiary of SPM talent has been our business units aligned to not only Energy but also various general industry verticals. Strong learning ability and focus on subject fundamentals make the SPM students exceptional.

- NARENDRA MEDAPPA -
Practice Lead - Talent Acquisiton
Infosys Limited, Bangalore

EXPERT SPEAKS
ABOUT SPM

It is great to be here & interact with the students & faculty. The infrastructure is at global standard. I thoroughly enjoyed it. Would love to visit again & interact.

DR. PAURAV SHUKLA
Professor, Glasgow Caledonian University UK

A world class infrastructure for the university, very happy & excited to come here, will look for future opportunity to visit.

MR. ANURAG DEEPAK
ED-PIPELINES, BPCL

The remarkable progress and growth of PDPU in a few short years gives us the confidence that it will be India's MIT in the field of energy.

DR. URJIT PATEL
Governor, RBI

SOME OF THE EMINENT SPEAKERS

DR. URJIT PATEL
Governor, RBI

SHRI DHARMENDRA PRADHAN
Minister of Petroleum and Natural Gas, Government of India

DR. KIRIT S PARIKH
Chairman IRADe & Chairman Expert Group for Low carbon Strategy for Inclusive Growth
Planning Commission of India

DR. SUMAN BERY
Chief Economist,
Shell Group

ANIL SARDANA
Managing Director,
Tata Power

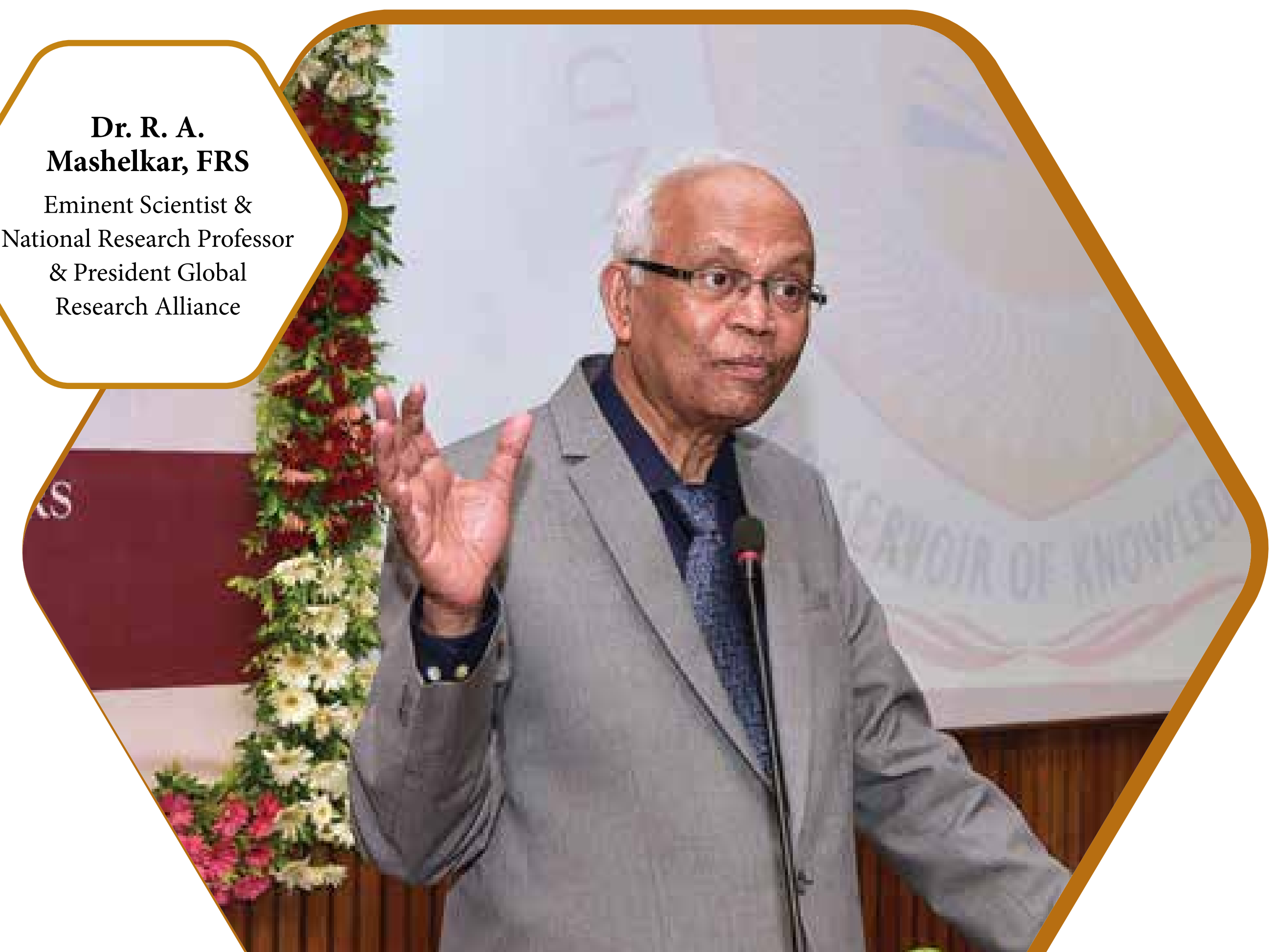
PADMA BHUSHAN DR. J.J. IRANI
Former President & MD,
TATA Steel

SASHI MUKUNDAN
Country Head - India,
British Petroleum

ARUN KUMAR JAGATRAMKA
Chairman & Managing Director,
Gujarat NRE Coke Ltd.

RAJESH PRASAD
Head – RuPay Acceptance at
National Payments Corporation of India (NPCI)

MR. S G Shyam Sundar
MD & Co-Head India,
Morgan Stanley Infrastructure



Dr. R. A. Mashelkar, FRS
Eminent Scientist & National Research Professor & President Global Research Alliance

PLACEMENT COMMITTEE

The Corporate Relations and Placement at the SPM is established to fulfill two complementary functions – (i) connecting companies to right students and vice versa and (ii) facilitating symbiotic relationship between companies and the institute. It manages the entire process of placement starting from identifying the organizations, inviting them to the campus, providing them all information, helping students prepare, coordinating logistics during the placement week, and taking care of follow - ups. The Placement Committee plays the major role aptly supported by other faculty members and administrative staff.

FINAL PLACEMENTS 2017-2018: CALENDAR

The Final Placements 2017-18 are scheduled from November, 2017 onwards.

During the season companies will be given a date and time slot to organize their recruitment process at the campus. It is expected that the entire selection procedure will be carried out within the time frame offered. Companies may invite CVs of interested students and shortlist them on the basis of their profiles before coming to campus. On campus, the companies apart from interviewing the short - listed candidates may also choose to interview other students. Once a student has got a certain number of offers, He/she will not be allowed to participate in the summer placement process further. Companies are required to declare the name of the students selected as soon as they have completed their processes.

The companies may kindly contact undersigned for any other details:

Placement Committee
Phone: 079-23275124
E-mail: placementgm@spm.pdpu.ac.in

CORPORATE RELATIONS AND PLACEMENTS

Greetings!

It gives us immense pleasure and pride to introduce our 11th batch of the two-years, full-time, residential MBA programme focusing on functional areas of Energy and Infrastructure, Marketing, Operations, Finance, Human Resources. The batch has an un-parallel profile, a sound mix of experienced and fresher students from varied technological disciplines. They are undergoing a meticulous course curriculum, demanding pedagogical framework which includes comprehensive case studies, presentations, quizzes, individual and group projects, seminars, industrial visits and term examinations. The students of SPM creates a strong industry interface by organizing National level Conclaves and Guest Lectures, focusing on issues and current trends in Oil & Gas, Power, Solar, Infrastructure, Finance, HR and Business management. SPM also hosts annual students' fest consisting of Academic, cultural and sports event. Daily Clubs pertaining to Energy, Finance, Marketing, Operations and Human Resource are undertaken by students. These activities engage students with the industry, augmenting their learning and building their business competencies. We are confident that the students of SPM will perform beyond your expectations and make significant contribution to help your organization grow. On behalf of SPM, we put forward the talent of SPM and cordially welcome you to participate in the summer placement process and develop a mutually beneficial relationship.

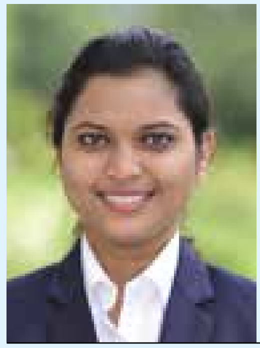
DR. AKASH PATEL
Faculty Advisor, Corporate Relations

Phone: +91 79 2327 5107 **Mobile:** +91 94264 41212
E-mail: akash.patel@spm.pdpu.ac.in

MR. KUNAL LALWANI
Manager - Corporate Relations

Phone: 079-23275124 **Mobile:** +91-9909428019
Email: Kunal.Lalwani@pdpu.ac.in

STUDENTS' PROFILES



AAKANSHA SINGH

AGE : 22

QUALIFICATION : B.E. (Chemical Engineering), RGPV University, Bhopal

E-MAIL : aakansha.spgp16@spm.pdpu.ac.in

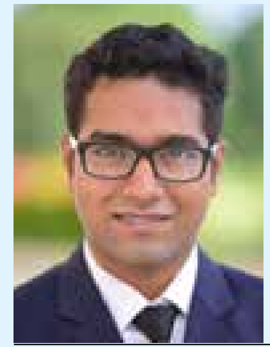
COMPANY :
Indian Oil Corporation Ltd. (IOCL), Ahmedabad

TOPIC :
1. To study about SMS alerts, Auto Intending, No Print No Delivery (NPND) and Generation of five basic reports in Automation system.
2. To study about XTRAREWARDS card's efficacy and its areas of improvement.

ABSTRACT :

Petro-retailing is evolving rapidly worldwide. The term Automation is using its place in the current ongoing world very rapidly, it provides transparency and control of all facets of Retail Outlet operations and the database generated reinforces control and analysis of the outlet performance. IOCL, India's biggest petro retailer company preparing itself for forthcoming challenges in the market by improving its services regarding Quantity & Quality (Q&Q), customer care & vehicle care. The study concerned the same and to suggest improvements by visual observation and customer feedback.

The project was divided into two parts, Automation system at retail outlet and Loyalty reward card Programmes. The objective of Automation study was to know the customer satisfaction after applying automation system at retail outlets and to identify the areas of improvisation in order to retain their existing customers & converting floating customers into loyal customers. Loyalty card programmes has been one of the important techniques used by petro retailers in order to stimulate customer loyalty. Findings of the project was done by taking surveys at outlets & one to one interaction with the RO owners & customers , the data was primary and secondary both, based on findings of study recommendations were given IOCL to obtain better results.



AKSHAY SHANTARAM GAIKWAD

AGE : 24

QUALIFICATION : B.E. (Electronics and Telecommunication),Mumbai University, Mumbai.

EXPERIENCE : 6 months, Essjay Ericsson

E-MAIL : akshay.gpgp16@spm.pdpu.ac.in

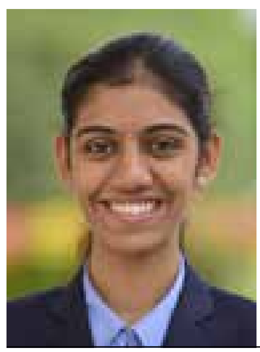
COMPANY :
Bharat Petroleum Corporation Limited

TOPIC :
To formulate a strategy to capture 40% market share in 4T segment of MAK lubricants in Mumbai region

ABSTRACT:

The project aimed at strategies to capture 40% market share (Bazaar market) in 4T segment by MAK lubricants in Mumbai area. The research problem was to know and analyze the factors that will increase the market share of MAK lubricants in Mumbai region. For this analysis, the various factors which are influencing the selection of the Engine Oil in 4T segment were identified. Hence, a research was conducted covering major areas in Mumbai. The sample size for this survey was 33 service stations and 25 retail shops. The main factors responsible for sale of engine oil were Brand Recall, OEM recommendation and Mechanic recommendation.

Since BPCL has been low on Above The Line (ATL) promotions the brand recall for MAK was low, which cannot be changed overnight. Also BPCL does have OEM tie-ups but they are not their sole suppliers. Hence BPCL may come up with scheme to motivate mechanics to recommend MAK products to their customers. There were also some other recommendations like pack size of 1.2l be introduced and adding up synthetic engine oil in MAK range of products. This project gave an idea about the various market strategies adopted by various competitors and BPCL to capture maximum market share at each level of supply chain.



AAYUSHI SHAH

AGE : 21

QUALIFICATION : B.Com. Ahmedabad University, Ahmedabad

E-MAIL : aayushi.spgp16@spm.pdpu.ac.in

COMPANY :
Cera Sanitary ware Ltd.

TOPIC :
Implementing specific home upgrade plan

ABSTRACT :

The research was carried out to spread awareness regarding the turnkey solution which CERA is coming up under its new vertical of CERA Home Upgrade. The company wants to identify potential clients who are willing to adopt this new concept of "Renovating bathrooms in Just 5 Days" and thus a study was carried out by identifying and visiting potential clients. So for this, exploratory research was carried out which included visit to residential complexes, corporates, hotels and educational institutions. Qualitative data was gathered by the survey. Service camps and activities were organized in the residential buildings to educate about the concept. This helped in lead generation. Further for lead conversion, meetings were arranged with the potential clients to explain them the concept in detail and their requirements were captured, further assistance for product selection and designing was also provided. Finally suitable recommendations were made to the company.

ANN AUGUSTINE

AGE : 23

QUALIFICATION : B.E.(Computer Engineering), Gujarat Technological University, Ahmedabad

E-MAIL : ann.apgp16@spm.pdpu.ac.in

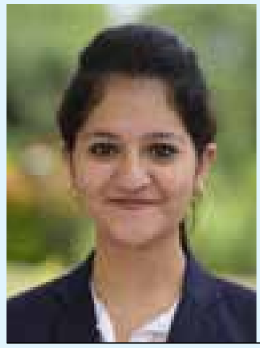
COMPANY :
CERA Sanitary ware Ltd.

TOPIC :
Market Study of Home Upgrade Vertical

ABSTRACT :

The study is based on Market Study of Home Upgrade vertical by a prominent construction and building materials company, CERA Sanitary ware Ltd. The company recently introduced the concept of CERA Home Upgrade which is a service vertical. The project aimed at identifying and analyzing the market where this service can be implemented. The analyses of the areas and societies were carried out on the basis of the criteria of premium and age of construction. A detailed survey about the societies all over Ahmedabad was carried out. After analyzing the market, the project focused on educating potential customers. For this, demonstration as well as lead-generation via floating a questionnaire was done.

The leads generated were further approached, more in-depth responses on certain aspects were further taken and detailed analyses of all the clients' responses were carried out. The analyses of the client responses helped the company focus on the issues faced in launching this new concept and formulate a strategy to overcome those problems.



AQUESHA TIRMIZI

AGE : 21

QUALIFICATION : BBA
Veer Narmad South Gujarat University, Surat

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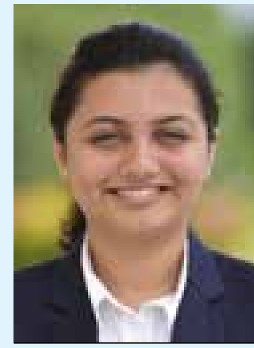
COMPANY :
1. GCMMF
2. ONGC Ltd.

TOPIC :
1. Devising effective incentive program for salespersons
2. Kaleidoscopic view of Grievance Management System at ONGC Ankleshwar

ABSTRACT :

1. The project was aimed at analyzing salesmen incentive scheme and identifying bottlenecks in its effectiveness. Primary data was collected through observation and questionnaire, while secondary data was taken from AMUL's SFA system. Statistical tests used were Chi Square test, Independent t test along with Venn diagram, BCG model etc. Excel and SPSS both tools were used for analysis. Various factors affecting the scheme were identified, which were grouped on basis of their place in distribution channel. Suggestions were proposed and implemented, which helped in maintaining balance between the identified factors.

   This Internship gave me a great exposure to the market place, practical knowledge and improved my understanding of the domain.
2. The study was focused on grievance management system, primary data collected through questionnaire, was analyzed through SPSS. Analytical tools used were – chi square , pie charts etc. Analysis was divided into three sections -
   - Percentage of Employees facing different categories of grievance
   - Association between grievance experienced and demographic of the employees.
   - Satisfaction level towards efficiency of current grievance management system



CHARMI CHAUHAN

AGE : 23

QUALIFICATION : BBA (Human Resource)
Gujarat University, Ahmedabad

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COMPANY :
Cignex Datamatics Technologies Ltd.

TOPIC :
Training management

ABSTRACT:

Human resource management deals with the requirements & availability of the human work force & the employee of the company. To make a human resource department more effective and efficient modern technologies are now being introduced on a regular basis to make things much simpler and more modernized. so related to that thing training and other training related activity are been undertaken by the company. The project aimed at studying training management practices in CIGNEX DATAMATICS TECHNOLOGIES LTD through an integrated learning (Training) framework. The objective of the project was to study the training methods, training design, and workshops conducted for the employees, duration and schedule, training calendar, the method of training, training feedback. Data has been collected both from primary and secondary sources. Questionnaire has been prepared in consultation with the management to collect data about the training practices, one to one interaction with the technical departments & observation during training. Some of the recommendations which were highlighted are training should be more with the practical examples, can also work on communications of their trainers more, training with more hand on exercise and workshops on latest & niche technologies will help the organization and individuals to improve their skill sets & expertise.

BANSARI DODEJA

AGE : 25

QUALIFICATION : B.E.(Information Technology), Gujarat
Technological University Ahmedabad

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COMPANY :
Startupp

TOPIC :
Startupp challenge

ABSTRACT :

Today the Indian startup ecosystem is one of the fastest growing ecosystems globally. In such an era, Startupp Challenge is a joint initiative of "Startupp" and "NRI Startup India" to bring potential startups and investors together. Where startups from PAN India will be participating across seven different sectors and the shortlisted startups (one from each sector) shall get funding up to INR 50 Lacs and shall qualify for a startup tour to Canada. The shortlisted startups will also get access to global acceleration program by "NRI Startup India".

My summer internship project focused on reaching out to investors and on spreading the message about Startupp Challenge to attract potential startups. My role in the project included management of its official partners like various incubation centers, entrepreneurship cells, and co-working spaces through corporate communications. As a part of Startupp team, I handled student relations, where guiding ambassadors representing Startupp Challenge and reaching out to post-graduate students through the higher authority were the key responsibilities.

It was a great opportunity to sharpen my soft skills and to experience and learn more about Corporate culture. This project helped me to understand that Teamwork is a result of mutual efforts that lead to success.

DEVIKA ROY CHOUDHURY

AGE : 24

QUALIFICATION : B.Com., M.Com.
Gujarat University, Ahmedabad

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COMPANY :
Reliance Jio Infocomm. Ltd.

TOPIC :
Increasing odss productivity (outbound digital sales specialists)

ABSTRACT :

The main objective behind this study was to understand the basics of the telecom industry, methods that Reliance Jio uses to increase ODSS (Outbound Digital Sales Specialists) productivity and design strategies to keep the company at the top position where it is today. The project of increasing ODSS productivity was undertaken, to understand about how Jio manages to stay at the top position, with such big competition. ODSS is a project at the Mass and Youth Segment. The main aim of this process was to handle all mass and youth customers, acquisition, retention, and enhancement of revenue. The ODSS are handled by the On-Boarding Lead or the Mobility Lead. The on-boarding lead and mobility lead then report to the Jio Center Manager. The assignment was to analyse how they work, and to make strategies on how their productivity can be increased. The project was concluded with designing strategies to increase ODSS productivity.

DINESH GOSAVI

AGE : 24

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COMPANY :
ICICI Securities (Vapi)

TOPIC :
Mutual Fund Simplified (MFS)

ABSTRACT :

A mutual fund simplified is an unique initiative of ICICI Securities to create awareness about investment into mutual funds among the investor community at large. It also covers the analysis of existing investors' perceptions about ICICI securities Mutual funds services. The project also talks about the impact of "Mutual Funds Simplified" on the investors who are attracted towards Diversified Portfolios through SIP (Systematic Investment Plan), which involves high risk and high returns. The investors' perception on "Mutual Funds Simplified" has given a glimpse of trading involved in relation with equities, futures and options, in comparison with other existing investment alternatives. It gives a clear picture of what investors think about MFS as an investment opportunity.

During the summer internship, the extensive interactions with the investors with different demographic profiles, it can be concluded that mutual fund industry has very strong growth potential in the financial investment market. The report uses primary as well as secondary research to provide better understanding of customers' perception and also tells about preferences of customers when it comes to investing into financial products.

HARSHIL SHAH

AGE : 21

QUALIFICATION : B.Com.
Ahmedabad University, Ahmedabad

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COMPANY :
Cera Sanitary Ware Pvt Ltd

TOPIC :
Market research strategic analysis and branding of construction chemicals

ABSTRACT:

The research was carried out to identify the gap in the market of construction chemicals where CERA can place its product. The company was planning to enter in this market for the very first time and that is why I was asked to carry out market research and strategic analysis. It was decided to carry out the research on dealers and distributors (hardware, cement and sanitary ware etc.) To know which brand they are promoting and why they are promoting. So for this exploratory and descriptive research were carried out. Survey of approximately 150 dealers of Ahmedabad and 100 dealers of North Gujarat was undertaken to get qualitative data on the potential of the market. Then strategic analysis was carried out from the data by analyzing the strength, weakness, offers, schemes and price list of the competitors in the market. Hence from the findings of this analysis the company got an idea about positioning of various competitors' products, the gap in the market, the opportunities and threats for their product. Research also helped to understand that this market is a relationship oriented market. So from analysis of the data collected I recommended price list and offers/schemes list to CERA, which is competitive and which is also made keeping in mind the premium brand image of CERA.

DIVYANG PATEL

AGE : 22

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University of Technology, Changa

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COMPANY :
ICICI Securities

TOPIC :
Mutual fund simplified

ABSTRACT :

Mutual fund is an investment program funded by shareholders that trades in diversified holdings and is professionally managed. Mutual funds pool money from individuals and organizations to invest in stocks, bonds, and other assets in different industry sectors and regions of the world. Mutual Funds have grown enormously over the years. People invest their money in mutual funds as these funds offered them diversified investment option for the first time. By investing in these funds they were able to diversify their investment in common stocks, preferred stocks, bonds and other financial securities. Clients were given basic information and their feedback was recorded and submitted to ICICI securities which in turn help the company to find out potential customers. The project findings also include the reasons for discontinuing services of ICICI by their old customers. Interaction with Branch manager and Relationship manager helps to gain insights about how to achieve target and convince the clients for making appropriate investment decisions. The Project also suggest on how to improve business by educating customers through awareness camp and advertisement. Suggestion on how to improve business by educating customers through awareness camp and advertisement were given to tap in new and existing clients.

JASMINE J. PEREIRA

AGE : 23

QUALIFICATION : B.A. (Hons) - Psychology,
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COMPANY :
Arvind Limited

TOPIC :
Recruitment

ABSTRACT :

The textile industry is considered to be among the oldest industries in India. It not only contributes in India's exports but also is the largest employer as it is a labour intensive industry. Thus, human resource planning plays a vital role along with other functions to help the organization achieve its goals. Arvind Limited started in 1931 as Arvind Mills with the aim of manufacturing high end super-fine fabrics in India. Over the years, Arvind has diversified itself into various fields such as fabric, telecom, garment, real estate and engineering to name a few. Within the realm of fabrics, Arvind has created a niche for itself with the manufacturing of denim fabric.

As a part of my internship with Arvind Limited I was assigned the project of Recruitment in the Denim Department. I had to study the job profile, source the candidates, screen the resumes relevant to that of the job profile and schedule the interviews. I learnt how to evaluate a candidate keeping in mind the job profile vis-a-vis the resume.

JEEL SHAH

AGE : 22

QUALIFICATION : B.E. (Information Technology)
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COMPANY :
Angel Broking Pvt. Ltd

TOPIC :
Distribution of IPO, mutual funds, life insurance and fixed deposits

ABSTRACT :

Over the years after liberalization, the Indian financial market has experienced boom in various sectors. The project had identified those sectors as share market, mutual funds, life insurance and fixed deposits.

The objective of the summer internship project was to identify the process of distribution of IPO, largest IPO`s in Indian history and its impact on Indian economy, classification of mutual funds in India along with their benefits to investors, Government regulations and expenses associated with mutual funds, FDI policy in life insurance and taxation and variation of interest rates in fixed deposits.

Primary research was done by visiting the BSE office at Ahmedabad as well as through corporate calling. Secondary research included websites, newspapers and magazines. The share of each of these sectors, over the years in Indian financial market was compared and analyzed. Investing in these financial instruments enables the circulation of money in the system that stimulates a stable economy.

KALYAN KUMAR

AGE : 23

QUALIFICATION : B. Com.
Ranchi University, Ranchi

EXPERIENCE : 12 months, BKB Transport Co. Pvt. Ltd.

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COMPANY :
NTPC Limited

TOPIC :
Procurements and Contracts Awarding

ABSTRACT :

Analysis and checking was done for all the financial reports and documents pertaining to a contract right from the beginning (i.e. The feasibility report of the project) till the closing of contract. However, primary focus was to check the financial (i.e. Capability and prices) of various bidders of the contracts; i.e. Preparation of Financial analysis to check turnover, net-worth and various other parameters such as ratios, arithmetic check along with error location in the price bids, and the cost estimation derived for a contract. It also includes study of change in price at each stage of amendments, and rules related to change in price of each items for different contracts.

Experience was also gained from department consisting Pre-auditing or the Arithmetic Error Location in price bids submitted by various bidders; Vetting/ Checking of Bid documents; Financial, Technical and Legal formalities before assigning any contract to any bidder.

JUI SHAH

AGE : 22

QUALIFICATION : B.Tech.(Electrical Engineering)
Indus University, Ahmedabad

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COMPANY :
Sintex Industries Ltd. (Yarn Division)

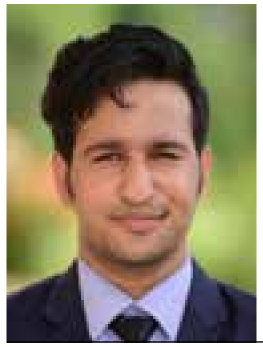
TOPIC :
Market Research and Analysis of Export marketing at Sintex Yarn division

ABSTRACT :

Sintex Yarn Division has two business models: Domestic business model and Export Business model. The company started exporting yarns from 20 counts to 60 counts from January 2016. The main aim of the project was to study the export marketing model, to analyze export sales data of yarn from India and offer suggestions to improve the sales.

Export marketing in yarn division is generally B2B (Business to Business) marketing that is influenced by relationships with agents and fabric manufacturers. The major tasks during internship project were to identify market shares of company in Indian export markets with respect to specific target countries and in import markets of those countries. The import trends in different countries were also analyzed. Besides that, through marketing survey it was identified that pricing is the key issue.

Last but not the least, major focus areas of the company in export marketing are quality of products, delivery commitments to customers (on the basis of daily based planning, weekly based planning and monthly based planning) and suitable solutions for each of their problems to enhance customer retention and to improve sales.



KARAN VARMA

AGE : 21

QUALIFICATION : B.Com.
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COMPANY :
VC ERP Pvt. Ltd.

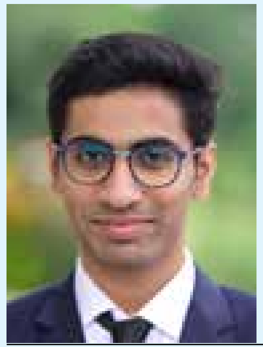
TOPIC :
Sales and Implementation of SAP 'Business One'

ABSTRACT :

This report introduces My summer internship project involved working on the product "Business One", an ERP Software from SAP, its' importance and benefits along with a detailed look at the processes followed by the Channel Partners (here: VC ERP P. LTD.) To ensure a smooth and appropriate sales and implementation for the same.

The submitted report explores the Sales process that I was assigned to follow which included generation of leads, qualifying prospects and following up on them. A visit to around 300+ companies and businesses, understanding their processes and based on that proposing a stiff fit solution was the highlight of the main task involved. Besides that, gathering a plethora of data, based on Demographics and Verticals, was also involved.

I don't feature exclusively in the implementation process, but was involved in a training recourse, because that's the other half of the proposed proposal I had to present to a lead. Understanding how this process of implementation is integral to the product and its' integration in a business system, I went through several use cases and application executed by the company. The project resulted in 44 potentials, from an aggregate of multiple Industrial Areas. As far as market research was concerned, I managed to gather some synopsis and trends of the Local ERP market and the various players involved in it.



KARTIK KACHHADIYA

AGE : 24

QUALIFICATION : B.E(Electronics and Communication) Gujarat Technological University, Ahmedabad

EXPERIENCE : 10 months, Bhakti Synthetics

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COMPANY : Reliance Jio Infocomm Limited

TOPIC : Jio home delivery – a fresh approach

ABSTRACT :

Home delivery service means bringing of items to the customer's home rather than the customer taking or collecting them from the store. Reliance Jio Infocomm Limited is the first telecom company in India to provide their services and product at customer's doorstep.

The launch of Jio has transformed the Indian telecom sector. The entry of the Jio has brought a stormy revolution in the Telecom market and it has emerged as a new world of innovations and upgradation. Two-third of India's 1.3 billion population are not online, and Jio hopes to capture 100 million users - nearly half of India's current smartphone users - within a year of launch. They are the target customers of Reliance Jio.

The project work was on one of the premium services of the Jio i.e. Jio Home Delivery service. The objectives of the project are (i) to understand the delivery system of Jio, (ii) to find the differences between the Jio home delivery service and other home delivery services, (iii) to identify the limitations and problems in home delivery system, (iv) to find out the solutions to the problems and to improve the Jio home delivery system.

The project was to look at order deliveries in the Gujarat, but the main focus was in Ahmedabad and Surat city. Improving the quality of service and number of deliveries were the main goal of the project.

MAYANK MISHRA

AGE : 25

QUALIFICATION : B.Tech. (Electronics and Communication Engineering), Gujarat Technological University, Ahmedabad.

EXPERIENCE : 12 months, Transwind Infrastructures Ltd.

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COMPANY : Future Group

TOPIC : BRAND MANAGEMENT AND RESEARCH

ABSTRACT :

Retail is one of the sectors which right now emerging at a fast pace. This sector is giving many services at one place, also sometimes door-step free delivery. This sector is under the gun of heavy competition. New entrants are increasing day-by-day also the threats of competition. So for competing marketing or brand management is necessary now-a-days. This project is about the impact of branding on the industry rivalries .In this project the branding is done with the help of various promotional schemes .This promotional schemes have the impact to change the game. Due to the fast changing India customers wants everything right now even discounts. And at that times this projects comes in. In this project the methodology used is applied. The project shows consumers are affected by the brands and discounts offers. One should more focus on quality provided as a company. Better the quality better the belief and as a result brand value increases. This is the key motto of success.

KULDEEP DHAKED

AGE : 24

QUALIFICATION : B.Tech.(Civil Engineering) Mewar University, Chittorgarh

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COMPANY : NTPC Limited

TOPIC : Procurements and contracts awarding

ABSTRACT :

The aim of summer internship was to gain experience about conducting financial analysis on Procurements and Contract Awarding and concurrence management.

Analysis was conducted for all the financial reports and documents pertaining to contract by carrying out a feasibility report of the project. The primary focus however was to check the financial capability and prices of various bidders of the contracts, i.e. Financial analysis for checking turnover, net-worth, and a few other parameters such as ratios, arithmetic check, error location in price bids and the cost estimation derived for a contract. Also included in the internship was the study of change in price at each stage of amendments and rules related to change in price of each project and mega/grand project for different contracts.

Experience was gathered from the Arithmetic Error Location regarding the price bids submitted by various bidders; checking of Bid documents; Financial, Technical and Legal formalities before assigning a contract to any bidder and firm.

MEET SHAH

AGE : 24

QUALIFICATION : B.E. (Electrical Engineering) Gujarat Technological University, Ahmedabad

E-MAIL : meet.spgp16@spm.pdpu.ac.in

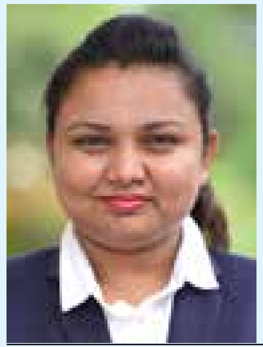
COMPANY : Amul

TOPIC : Increase retail penetration and increase market share for ice-creams

ABSTRACT :

Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), is India's largest food product marketing organization with annual turnover (2014-15) US$ 3.4 billion. Its daily milk procurement is approx. 14.85 million lit per day from 18,536 village milk cooperative societies, 17 member unions covering 31 districts, and 3.37 million milk producer members.

My project was to improve retailer penetration of Amul Ice-creams at the designated outlets which we shall as DIL outlets for our convenience. DIL stands for (Dairy Products, Icecream and Liquid Beverages). These are the outlets which do sell both lines from Amul i.e. Dairy Products and Liquid Beverages (Fresh Products) but keep the Ice-creams of competing brands or do not keep Ice-cream. Our main task is to ensure that all outlets are approached and those who are already ordering continue with us.Also try to convert those outlet into amul ice cream outlet which already doing business with havmor or vadilal or any other brands.



MILI PATEL

AGE : 25

QUALIFICATION : B.Tech (Electrical Engineering) Pandit Deendayal Petroleum University, Gandhinagar

EXPERIENCE : 8 months, Government of Gujarat - Tribal Development Department

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COMPANY :
Adani Township & Real Estate Co.

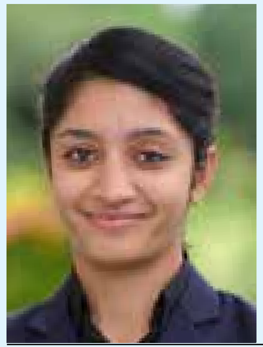
TOPIC :
Consumer Behaviour on Liveability Factors and Strategy to Increase Occupancy at Adani Shantigram'

ABSTRACT :

Adani Shantigram Township has 7 projects, of which a few are up for ready possession and a few are under construction. Out of the possessions already being given, a section of owners has yet not moved in. This research approaches such owners of projects: Waterlily, The Meadows and Aangan. The research survey aims to find out possible reasons behind in occupancy. The mode of research is telephonic interviews. Through research findings, Adani aims to take possible actions in order to facilitate owners to move in. An increase in Adani Shantigram township population would lead to an appreciation in its value further leading to an increase in commercial investments in the township.

Research findings suggest that less population in the township, large distance from schools and workplaces, infrequent transportation, less daily need shops, medical shops and shopping places are some of the reasons behind in occupancy. Major reason is that the property owners have purchased it with an investment purpose and never intend to actually live in the township. The property is also treated as a holiday home thereby not remaining occupied round the year. Lastly there are owners who have saved the property as their retirement home or as a gifting option to their children.

Recommendations include providing good rental assistance to the investment purpose property owners, developing of in campus schools, Hospitals, shopping places, and organizing events that spread a sense of warm neighborhood.



NIDHI POONATAR

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QUALIFICATION : B.Com.
Saurashtra University, Rajkot

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COMPANY :
ICICI Securities

TOPIC :
Mutual fund simplified

ABSTRACT :

This study is based on "MUTUAL FUND SIMPLIFIED" started by ICICI securities in order to create customer awareness program on mutual funds. The aim of the study was to retain existing customers, convert floating customers into loyal customers and further attract new ones by creating and spreading awareness so as to sustain in the competition.

The primary objective of the study was to know the customer's perspective regarding the company and mutual fund and secondary objective was to cultivate loyalty among customers by finding out area of improvement in the ¬program and provide best innovative solutions.

Moreover, a questionnaire was circulated so as to know customers perspective regarding mutual funds and market. A demo was provided to customers on basics of mutual funds, how the market works, risks involved, long-term benefits of mutual funds, benefits of mutual fund over other financial instruments, and how to trade and invest in mutual fund through icicidirect online portal.

MOKSHA PUJARA

AGE : 24

QUALIFICATION : B.Tech.(Electrical Engineering) Gujarat Technological University, Ahmedabad

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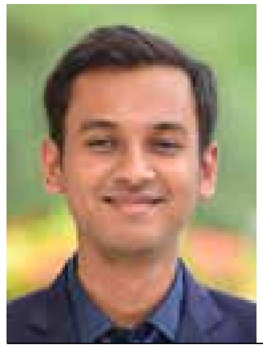
COMPANY :
Amul (GCMMF)

TOPIC :
Devising effective incentive programme for salespersons

ABSTRACT :

The purpose of the project was to devise effective incentive programme for salespersons . Salespersons were imparted training regarding the dos and don'ts while being on field. The incentive scheme was based on a few criteria. Survey was executed with the help of a questionnaire. Various retail outlets of different routes were visited and observations were made regarding the behavior and selling techniques of the salespersons. Observation was made with the help of various exercises conducted on the field and it was noted that the incentive scheme effectiveness was affected by multiple factors such as training and communication efficiency of salesmen, merchandizing, awareness and competition from substitute products, customer interface and retail partners also. The project helped the company by identifying the gaps in the salesperson performance and also by suggesting alternative methods for improving the same.



NIPUN JALAN

AGE : 22

QUALIFICATION : B.Com.
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COMPANY :
1. Loans4SME
2. Aavas Financiers (Formerly Known As AU Housing Finance)

TOPIC :
1. Business mapping
2. Treasury management & credit analysis

ABSTRACT :

1. I have done my summer internship of 8 weeks from Loans4SME, which is a Mumbai based startup, who provides financial services i.e. Bridge between lender and borrower, to its clients. During the period of internship the project was business mapping by searching new clients along with this the team doing various meetings to crack new deals. During the internship the work was to do mailing and calling on database to search new clients for the company.

2. Further I have also done 47 days summer internship from Aavas financiers (formerly known as Au housing finance), Rajasthan based company, provide housing loan to its customer. Here I was team member of Finance and Treasury team. During my internship period team raised around Rs. 300cr for the company from various financial institutions in the form of term loan, NCD, commercial paper, refinance assistance from NHB for onward lending to retail customers. Team was also involved in the work of making investment surplus funds in mutual funds and FDR. Team was also involved in day to day working of like maintaining daily cash flow, preparing debt profile, stock statements, compline various formalities of banks/ financial institutions.
   In the duration of my internship I have learnt how to raise funds, deal with premium bankers, what analysis has to done before giving loans & what steps is been taken before mortgaging the property of the defaulters by various department in the company.

PINAKI DATTA

AGE : 25

QUALIFICATION : B.Tech. (Electronics and Telecommunication Engineering) Amity University, Noida

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COMPANY : ONGC

TOPIC : Financial analysis and capital budgeting

ABSTRACT :

Objective of the summer internship was to understand various functions of finance in a corporate environment and acquiring hands on experience on a specific project regarding capital budgeting.

A major part of the internship was spent on interacting and learning the functions of F&A Department. Being actively involved in interaction with the Budget section, Pre-Audit section, and Payroll section of the Finance and Accounting Department, extensive exposure with the company's Foreign Payments was gained. The opportunity to assist in analysing and forwarding a few of the live Foreign Payment Files offered intense learning and understanding of practical application of the knowledge gained in the institute.

Simultaneous analysis was carried out on a project of capital budgeting concerning the feasibility and profitability of Drilling 375 new Development Wells in Western Onshore Basin. The project was found to be very profitable and was recommended and forwarded for further progress.

The internship imbibed the corporate culture and discipline apart from the already interesting working experience gathered during the period.

PUJA TRIPATHI

AGE : 25

QUALIFICATION : B.E. (Electronics Engineering), Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

EXPERIENCE : 16 months, Ashida Electronics Pvt. Ltd.

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COMPANY : Kurl-On Enterprise Ltd.

TOPIC : Marketing Research on business opportunities for Kurlon Enterprise Ltd. With the interior designing companies, hotels and hospitals in Kolkata.

ABSTRACT :

This study was conducted to discover the possibility of growth for Kurlon Enterprise Ltd. In the hospitality and interior decoration sector in Kolkata. The focus was to know whether Kurlon Enterprise Ltd. Can avail the opportunity of involving the interior decorating companies, hotels and hospitals for future purchases. The study also helped to evaluate the requirements of the interior decorators and the institutions, their preferred mattress company and the reasons behind it. Primary data sources were used and the sampling method used was non-probabilistic in nature. The study suggests that 50% of the interior decorators, 36% of the hoteliers and 14% of the hospitals showed interest to enter in a business with Kurlon. This implied that Kurlon can move forward in the interior designing and hotel sectors for further expansion while the chances of expansion in the hospital sector is very low. Also it is seen from the study that quality was the most preferred factor while choosing a mattress for the interior decorators and durability was the most important factor for the hoteliers while choosing a mattress. Thus Kurlon should keep the respective factors in mind while targeting the clients in these two sectors. As the customers of the interior decorators belong to the upper middle class society they prefer quality over price so Kurlon should offer the high end models which are of very good quality. For the hotels the mattresses are used roughly down the years so the hoteliers can be targeted with the more durable models.

PRATIKSHA VERMA

AGE : 26

QUALIFICATION : B.E.(Computer Engineering) Gujarat Technological University, Ahmedabad

EXPERIENCE : 24 months, Tata Consultancy Services, 03 months, Sandhira.com

E-MAIL : pratiksha.vpgp16@spm.pdpu.ac.in

COMPANY : Toyota Financial Services

TOPIC : To increase FYI penetration in TFSIN

ABSTRACT :

Toyota Financial Services (TFS) India is Toyota's finance captive which facilitates purchase of Toyota cars. It offers four highly customized loan products focussed on ease of repayment. Apart from car loan, it also offers Value Added Services (VAS) which enable customers to buy motor insurance, life insurance, accessories and car warranty on loan. Motor insurance funding is called First Year Insurance (FYI); it bundles insurance premium to car loan thereby reducing the initial financial burden of Toyota customers.

FYI funding can be obtained by retail customers opting for Toyota Protect (TP) car insurance. TP is manufacturer backed motor insurance product offered to Toyota customers. It is comparatively costlier than other motor insurance products in market. So, TFS runs this scheme of bundling the insurance premium amount to loan, thereby retaining the customer in Toyota value chain.

However, despite the benefits, FYI was not able to meet FY17 target. FYI was expected to do well since first year motor insurance is compulsory as per government regulations. The summer internship project aimed at finding root cause for low FYI penetration against TFS disbursements and suggests counter measures. It was found that TFS do not offer payout to dealers on the loan of insurance premium unlike that of car loan, which is why dealers do not pitch this option to customers. Thus it was concluded that dealers do not understand the value chain business TFS aims at and require training. TFS could also include a minimal compensation to motivate dealers and TFS executives.

RADHIKA SARDA

AGE : 22

QUALIFICATION : BBA (Marketing) Veer Narmad South Gujarat University, Surat

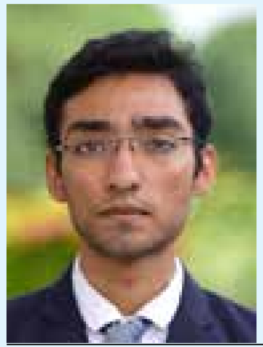
E-MAIL : radhika.spgp16@spm.pdpu.ac.in

COMPANY : The Salt Digital

TOPIC : Social Media Marketing and Client Servicing.

ABSTRACT :

With striking features like cost effective, instant response, flexibility, convenience, and effectiveness, Social Media marketing is making a strong impact in the world of Marketing and Advertising. A significant 90% of marketers indicate that social media is important for their business. So the primary objective of summer Internship was to understand the different aspects and functioning of Social Media marketing for various clients. All the live projects were focused on understanding the needs of the clients, formulating strategies as per their needs, executing those strategies on different social media platforms and preparing the statistics of the results in order to achieve their objectives in terms of Brand Engagement, Brand Recognition, Brand Awareness, Increase in Page Likes and followers, and Increase in Walk-ins. The projects required a lot of creativity in creating online sponsored advertisements, paid carousels, content writing, posts developing, campaigns designing, online contests, etc. So as to achieve desired result.



RINAVBHAI DOSHI

AGE : 23

QUALIFICATION : B.Tech(Mechanical) Jagannath University, Jaipur, Rajasthan

EXPERIENCE : 4 months, Envergy Project Ltd.

E-MAIL : rinav.dpgp16@spm.pdpu.ac.in

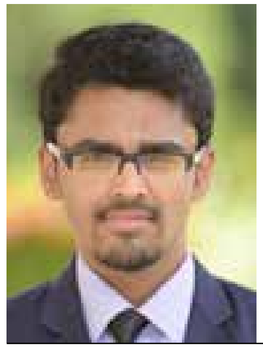
COMPANY :
Cadila Pharmaceuticals Limited – Agrovet Division

TOPIC :
Market Study of Bio fertilizer and Bio Pesticides

ABSTRACT :

The main objective of the project was to study and analyse the market dynamics for Bio fertilizer and Bio Pesticides in selected districts of Gujarat. It also included the preparation of the Brand Health Report along with a study of pricing strategies of different companies / brands in the respective product category. The study comprised an understanding the current status of market leader as well as promotional tactics undertaken by particular companies along with Customers' / Dealers'/ retailers' perception about benefits.

Descriptive research methodology was adopted in order to analyse the market. Primary data was collected from retail outlets as well as from the local farmers in order to know the consumer preference. Through the study, an attempt was made to understand consumers' perception towards the Agrovet section of CPL and its in-house brands, effectiveness of their promotional activities, along with its impact on consumers purchase decision. During the study product/brand -attributes which made consumers prefer competitors' brand over CPL were analysed and feasible recommendations were provided.



ROHIT NAIR

AGE : 21

QUALIFICATION : B.Com. Gujarat University, Ahmedabad

E-MAIL : rohit.npgp16@spm.pdpu.ac.in

COMPANY :
CERA Sanitary ware Pvt. Ltd.

TOPIC :
Market research strategic analysis and branding of construction chemicals

ABSTRACT :

The project was aimed to understand the construction chemical industry in Gujarat area, find the market gap and to suggest how CERA could successfully launch its own product. The research problem was to understand how the existing market operated and what steps were necessary for introducing a new product in the market. The research was conducted in major cities of Gujarat like Ahmedabad, Gandhinagar, Mehsana, Deesa, Rajkot etc. The methodology was exploratory and descriptive. The sample size was 350, which included retail out lets and distributors. The major factors responsible for the sale of construction chemicals were advertisements and the trust on the retailers' recommendation. Thus for Cera to have its construction chemicals in the market, attractive schemes and pricelist were suggested and also the package size which was most preferable was also suggested keeping in mind the brand image of CERA.

SANJANA IYER

AGE : 22

QUALIFICATION : B.Com Gujarat University, Ahmedabad

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COMPANY :
Angel Broking Pvt. Ltd.

TOPIC :
Equity and risk management

ABSTRACT :

Indian stock market is one of the earliest in Asia. Technological advancement and SEBI regulations have given the Indian stock markets a push in a desired global direction Stock market plays a pivotal role in the growth of industry and commerce of the country which affects the economy to a great extent. The primary function of stock markets is to provide a platform to companies for raising money for expansion or inception. Its secondary purpose is to facilitate trade of listed companies. The project has been formulated using secondary sources of data to understand how investors with various risk appetites can use the stock markets and make profits. This project gives a glimpse of the way stock markets function, what comprises indices in stock markets and the concept of equity valuation. The various methods of share valuation have been simplified with examples to show exactly how to determine whether a share is overvalued or undervalued and how to interpret the derived value. The various types of trading and the platforms which facilitate the same have also been explored as a part of the project. This project touches upon the topic of risk management and market risk beta. The concept of hedging along with some of the strategies which can be deployed using derivatives has been discussed. Conclusively, it can be said that even though the returns from equities are prone to volatility, with proper review of the performance, the impact reduces over time and it gives inflation adjusted returns.

SEEMA RAJWANI

AGE : 23

QUALIFICATION : B.Com. Jai Narain Vyas University, Jodhpur

EXPERIENCE : 24 months, Barmer Golden Service Station

E-MAIL : seema.rpgp16@spm.pdpu.ac.in

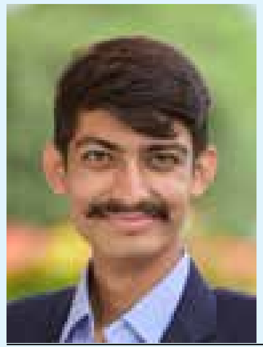
COMPANY :
Cignex Datamatics

TOPIC :
Auto Classification of Legal Documents Using Machine Learning

ABSTRACT :

CIGNEX Datamatics is an Open Source Service Provider of enterprise-grade solutions, platforms that integrate with existing systems, products and services. The project "Automated Document Classification using Machine Learning" was performed as a proof of concept for a global company that provides information, software, and services. We began with understanding the problem statement and then started analyzing two categories of legal documents i.e. Articles of Incorporation and Material Contracts filed by companies with US Securities and Exchange Commission. Various alternatives were identified and tested for extracting unique set of keywords for both categories and to calculate the probability of occurrence of common keywords. Then, we defined external feature set for classification tool i.e. Deep Learning for Java to run iterations on different combination of training and test sets. This feature set was further refined by manually analyzing those documents which were incorrectly classified by system. Overall accuracy of 92% was observed and after providing external feature set, a rise of up to 2.5% in accuracy was observed.

This internship also provided me hands on experience of writing test cases and testing on live projects. One project was on System redesign of software-as-a- service for managing real world large scale construction projects with accurate scheduling, quantity tracking and project controls in real time and another one based on Website Migration of an electronics company based in Kyoto, Japan. Additionally, I was provided with an opportunity to conduct research on data required to measure effectiveness of a drug launch for a global pharmaceutical and biotechnology company.



SHARVIL KOTADIA

AGE : 21

QUALIFICATION : B.Com.
Gujarat University, Ahmedabad

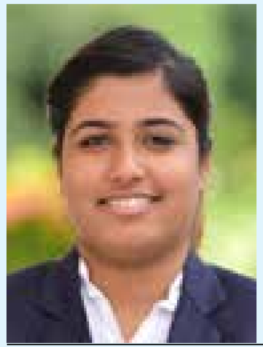
E-MAIL : sharvil.kpgp16@spm.pdpu.ac.in

COMPANY :
Angel Broking Pvt. Ltd.

TOPIC :
Equity and risk management

ABSTRACT :

The primary objective of the project was to create investment awareness among the potential customers and make them invest in equities, commodities, currency and various other platforms. Angel broking is an Indian stock broking firm established in 1987. The company is into the financial services. Their services include online stock broking, depository services commodity trading and investment advisory services. Our role at Angel broking during the internship was to open the Demat account of the potential clients. For making potential clients the methods used by us was calling up the customers from the database provided by the company and fixing up the meeting with them. Company has many corporate tie-ups and wanted to target the corporates.



SHRADDHA NAIR

AGE : 22

QUALIFICATION : B.Com.
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COMPANY :
Amul

TOPIC :
Retail expansion of Amul ice cream in Ahmedabad market

ABSTRACT :

The project "Retail expansion for Amul Ice cream in Ahmedabad market" aims at increasing sales and retail penetration in different areas of Ahmedabad market. The Primary objective of study was to find the size of retail network of Amul Ice Cream in specific areas of Ahmedabad. In the study my intention was to go through the retail network of Amul Ice Cream to know retailers view about supply chain of Amul Ice Cream, to know the complaints of Amul Ice Cream and to find the suggestions from retailers for more penetration of Amul Ice Cream in Ahmedabad region. This information was taken through questionnaire. The secondary objective was to find out about competitors activities, finding out what all schemes they have been using to attract customers as well as retailers. My intention was to find out the penetration of the schemes whether it is working out for the competitors or not. What was their selling point and why did customers and retailers prefer them.

SHIPRA TEWARI

AGE : 21

QUALIFICATION : BBA (Finance) South Gujarat University, Surat

E-MAIL : shipra.tpgp16@spm.pdpu.ac.in

COMPANY :
ONGC

TOPIC :
Financial Analysis and Capital Budgeting

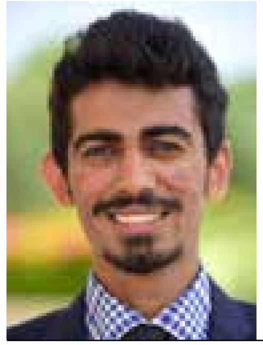
ABSTRACT :

Objective of the summer internship was to understand various functions of finance in a corporate environment and acquiring hands on experience on a specific project regarding capital budgeting.

A major part of the internship was spent on interacting and learning the functions of F&A Department. Being actively involved in interaction with the Budget section, Pre-Audit section, and Payroll section of the Finance and Accounting department, extensive exposure with the company's foreign payments was gained. The opportunity to assist in analysing and forwarding a few of the live foreign payment files offered intense learning and understanding of practical application of the knowledge gained in the Institute.

Simultaneous analysis was carried out on a project of capital budgeting concerning the feasibility and profitability of Drilling 375 new development wells in Western onshore basin. The project was found to be very profitable and was recommended and forwarded for further progress.

The internship imbibed the corporate culture and discipline apart from the already interesting working experience gathered during the period.



SHREY HADVANI

AGE : 21

QUALIFICATION : B.Com. Gujarat University, Ahmedabad

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COMPANY :
Angel Broking Pvt Ltd.

TOPIC :
Commodities

ABSTRACT :

Angel broking is one of the leading stock broking and wealth management firm which is diversified across all the major Indian cities and provides various services and trading platform to the customers. Angel broking is the member of BSE, NSE and two leading commodity exchanges of country i.e. NCDEX and MCX. During the internship at Angel Broking, our task was to sell demat accounts. Imparting benefits of Angel broking to potential customers about the various USP's and services provided and to collect data of the potential customers and convert them into customers of the company. The primary objective of the project was to create investment awareness in probable customers and make them invest in equities, commodities, currency and various other platforms. And the secondary thing was to convince the investors into opening account with huge margin. Making investors aware about ARQ (i.e. Robotic advisory app created by the company) and how it works was also the part of internship.

SMITA MALAKAR

AGE : 22

QUALIFICATION : B.Com.(Hons) (Accounting and Finance) Calcutta University, Kolkata

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COMPANY :
Indian Oil Corporation Limited

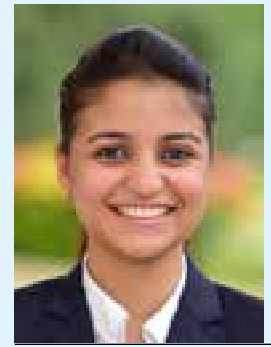
TOPIC :
1. Analyzing the causes of attrition of junior level employees at Indian Oil Corporation Ltd.
2. Measuring happiness index of the employees at Indian Oil Corporation Limited

ABSTRACT :

This study is the compilation of the work done at Indian Oil Corporation Limited for analyzing the causes of attrition of junior level employees and measuring happiness index of the employees working there., the general intent being exploratory and descriptive in design.

The first project dealt with attrition of junior level employees. The main objective of this study is to know the reasons, why attrition occurs, to identify the factors which make employees dissatisfy, to know the satisfactory level of employees towards their job and working conditions and to find the areas where the organization is lagging behind and how to overcome the same. It was seen that monotonous job, lack of recognition and motivation, orthodox employee administration resulted in attrition. Modern managers and personnel administrators are greatly interested in reducing attrition in the organization.

The second project dealt with measuring happiness index. This study dealt with the various ways by which one can improve employee satisfaction during job transfers to a location different from that of the hometown at Indian Oil Corporation Limited and the factors that led to dis-satisfaction of the employees. This involved a detailed exploratory study of the respondents; exploring the factors causing dis-satisfaction, and then comparing these factors across the various personal opinions. Many measures support that the happiness index is a factor in employee motivation, employee goal achievement and positive employee morale in the work place.



SUHANI MANDOWARA

AGE : 22

QUALIFICATION : B.Com Ahmedabad University, Ahmedabad

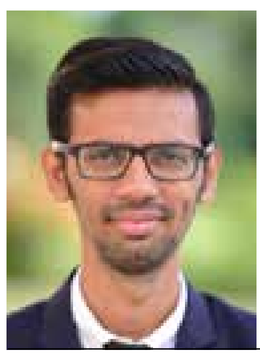
E-MAIL : suhani.mpgp16@spm.pdpu.ac.in

COMPANY :
Cera Sanitary Ware Pvt. Ltd.

TOPIC :
Augmentation of Bathrooms By CERA HOME UPGRADE

ABSTRACT :

The Company CERA has come up with a new division named as CERA HOME UPGRADE. It comprises of three divisions and they are 1) Turnkey Bath Solutions 2) Construction Chemicals 3) External Plumbing. My particular division was Turnkey Bath Solutions. Turnkey Bath solution is a concept wherein CERA renovates the bathroom in a span of 5 days. Our job was to create awareness about the particular concept, market the concept through various mediums and create demand of the services provided by CERA HOME UPGRDAE and ultimately creating demand for products of CERA. The main objective of the project was to identify the Target market wherein the concept of CERA Home Upgrade's Turnkey Bath Solution will be acceptable according to criteria set by the company.



SOHAN DHANANI

AGE : 23

QUALIFICATION : B.E. Computer Science Engineering, Gujarat Technological University, Rajkot

E-MAIL : sohan.dpgp16@spm.pdpu.ac.in

COMPANY :
Adani Wilmar Ltd.

TOPIC :
Research on premium vs popular edible oil in ahmedabad

ABSTRACT :

Edible oils constitute an important component of food expenditure in Indian Households. As technology has emerged, consumers around the country are more conscious about their health and increasingly making choices between different brands. The project mainly depends upon retailers review and their point of view for edible oil. A questionnaire was to be prepared for the survey. Afterwards there were several locations in Ahmedabad, the market was different in each area and the response of the retailers varied in accordance. From their opinion and review regarding premium products of the company, the information was then collected and analysed. After analysing the data find problems and find reasons why that problem occurred. From that, identify some suggested schemes and promotional activity related to suggestions. An alliance was made with IOCL for promoting the brand. The alliance was not successful but it was of use in many ways. It was understood that the market worked on trust i.e. The customer would blindly purchase the product that his retailers suggest. Also it was understood that if the retailer was satisfied with the product he would be happy to stock the product.

TANYA SHARMA

AGE : 22

QUALIFICATION : B.E.(Computer Engineering)Gujarat Technological University, Ahmedabad

E-MAIL : tanya.spgp16@spm.pdpu.ac.in

COMPANY :
1. Dresser Rand India
2. Pandit Deendayal Petroleum University

TOPIC :
1. Business critical skills
2. Recruitment with TCS ion

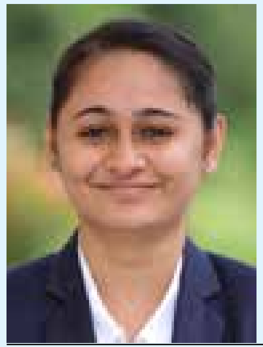
ABSTRACT :

1. The project "Business Critical Skills "aimed at Critical Skill Replication for Dresser Rand India Pvt. Ltd. It was based upon gauging the critical skills of the employees and identifying the expectation gap considering the employees and their immediate Head.

   This project was derived by the simple fact that doing a business of $116 MN with a headcount of 228 employees, each employee of D-R Naroda contributed business revenue of $0.5 MN. And thus, it called for a systematic study of critical skills required for long term sustainable business growth. Record of the employee rankings by their hods was maintained to deduce the skills that are replicable or the ones endangered, and to know where their employees stand.

   Responses received were utilized in analyzing the expectation gap of the employees which helped to ascertain the strengths and weaknesses of the employees, and later the recommendations were given where there was scope for enhancement and wherein the HR Department can focus on Development and Activity.

2. The Human Resource Management in Education is one of those sectors where technology is now getting adapted to the fullest potential. The Project "Recruitment with TCS Ion "for Pandit Deendayal Petroleum University aimed at making the Recruitment Process Automated to a certain extent. It was the first time that the Recruitment Module had gone live and thus it was critically evaluated. The study was undergone with the ongoing process of Recruitment in 6 different departments and the recommendations were made to improvise the system and make the process fully automated.



TWINKLE MEHTA

AGE : 24

QUALIFICATION : B.E.(Computer Engineering) Gujarat Technological University, Ahmedabad

EXPERIENCE : 17 months, Tata Consultancy Services, 6 months, Shreeji Clinic, Vadodara

E-MAIL : twinkle.mpgp16@spm.pdpu.ac.in

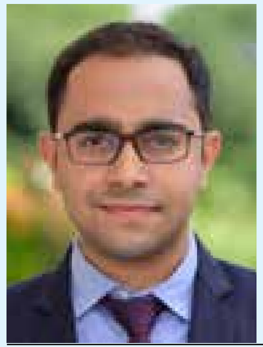
COMPANY :
Future Retail Limited

TOPIC :
Recruitments

ABSTRACT :

Future Retail Limited is the flagship company of Future Group, India's retail pioneer who has given a new face to organized retail industry.

The project aimed at identifying the innovative ways in sourcing and hiring candidates for the vacancies at the Retail Stores. The effectiveness of the strategies applied had given an impact in the hiring process than before. Understanding the job roles, tasks, duties and responsibilities had given a better understanding of how an organized retail chain works. The criteria were set for the screening of the candidates and our job was to identify the best fit applicants according to those criteria. The details of the applicants were captured from job portals applications, web portals applications, campuses applications, etc. Idea to use Social media platforms, e-recruitment, recruitment events undertaken had a given a boost to the in-house process of sourcing of candidates. The employee referrals and internal transfers had also helped a lot in making the process go smooth. The key findings from the training suggested that Job portals, Social Media and web portals has high contribution in recruitment to identify fresh and best talent in market than the older manual methods of hiring.



VAIBHAV MADAAN

AGE : 24

QUALIFICATION : B.E. (Computer Engineering) Pune University, Pune

EXPERIENCE : 6 months , Apex HR Services, 6 months, Ingenio technology

E-MAIL : vaibhav.mpgp16@spm.pdpu.ac.in

COMPANY :
Kurl-on Enterprise Ltd.

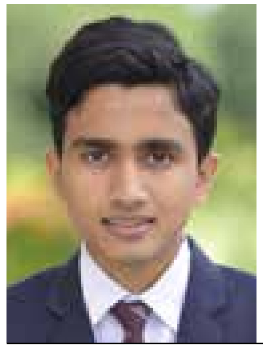
TOPIC :
Marketing Planning to increase customer Footfalls and finding out potential areas for developing new business.

ABSTRACT :

The objective of the summer internship project was to plan marketing strategies to increase customer footfalls in the retail stores as the market is competitive, and attracting new customers. The marketing plan also had a situation analysis, expense budget.

The Situation Analysis included a market analysis, SWOT analysis (strengths, weaknesses, opportunities, and threats), and competitive analysis.

The other part of the project was to find out potential areas in Ahmedabad where Kurlon stores are not available and to meet the potential dealers to take franchise and furthermore find out areas where new retail stores could be opened.



UMANG PATEL

AGE : 23

QUALIFICATION : B.E.(Mechanical Engineering) Gujarat Technological University, Ahmedabad

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COMPANY :
ICICI Securities

TOPIC :
Mutual funds simplified

ABSTRACT :

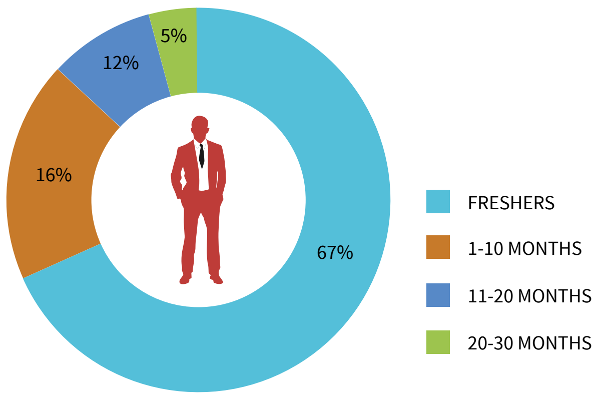
Mutual funds have emerged as a strong financial intermediary and are the fastest growing segment of the financial services sector in India. It is the most suitable investment for the individual as it offers an opportunity to invest in a diversified, professionally managed portfolio at a relatively low cost. With increasing awareness amongst people, they are enjoying the benefits of investing in Mutual Funds. ICICI Securities has undertaken the mutual funds awareness program called "Mutual Funds Simplified".

During summer Internship, ICICI Direct provided client database of prospective clients on daily basis. Who were to be contacted and arranged a meeting. After meeting the clients at the places of their convenience, a presentation regarding mutual funds and its online investment through icicidirect.com was to be made and their feedback had to be collected. This investor perception on mutual fund market has given a glimpse of trading involved in relation with equities, futures and options, in comparison with other existing alternative investment options.

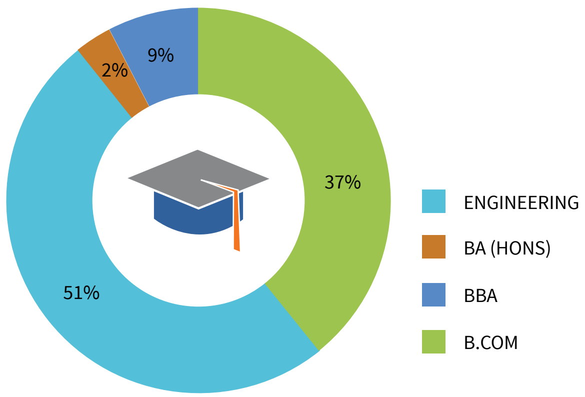
BATCH OF MBA 2016-2018

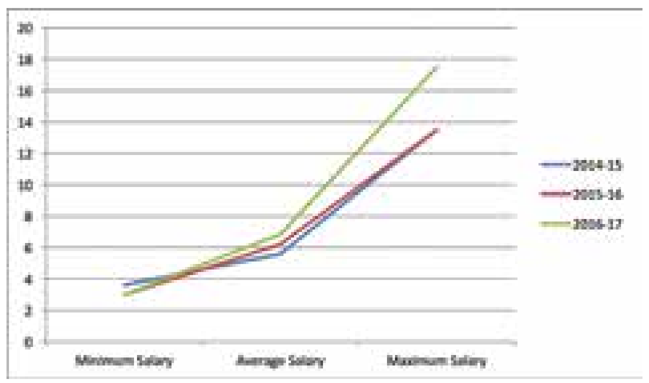
The class consists of 43 students who are from as many as 12 states of India. This is the most diverse batch consisting of students from various disciplinary backgrounds like Engineering, B.Com, B.B.A. & B.A. Out of 43 students, 13 students have work experience in varied sectors like Textile, Power, Manufacturing, Information Technology, Media, Education etc.

WORK EXPERIENCE



GRADUATION DOMAIN





THE HIGHEST PACKAGE FOR MBA 2015-17 BATCH WAS **RS. 17.5 LPA**

GENDER RATIO

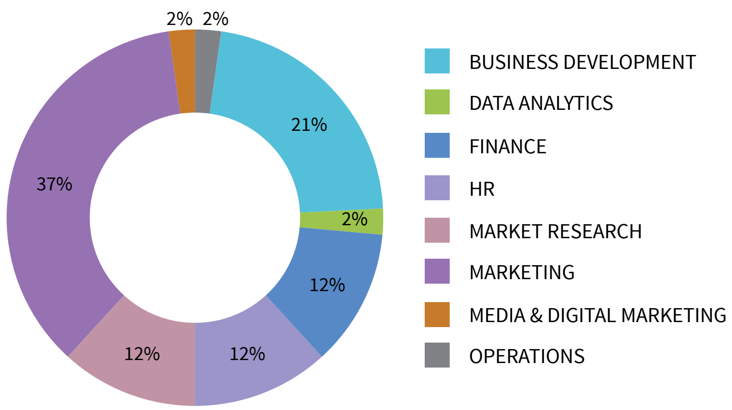
56% 44%

GLIMPSE OF SUMMER INTERNSHIP 2017

Internship is a part of academic curriculum wherein our students are given opportunities from various organizations so that the young talent can get the exposure of real managerial work and extract as much learning possible in the tenure. Like every year, this year too our students had internship offers from more than 24 reputed organizations spreading across various sectors throughout India. Below is a glimpse of the same.

Amul · Arvind · adani wilmar · Angel Broking · adani Shantigram · Bharat Petroleum · CERA · CADILA PHARMACEUTICALS LIMITED · CIGNEX DATAMATICS · DRESSER-RAND · future group · ICICI Securities · IndianOil · Jio · Kurl-on · LOANS4SME · NTPC · ONGC · Sintex · vcerp · TOYOTA FINANCIAL SERVICES · startupp · the SALT

SIP 2017 PROFILE WISE



COMPANY RESPONSE FORM – FINAL PLACEMENTS

Name of the Organization: ______________________________

Address : ______________________________

____

Contact Person: ____________________ Designation : ____________

Phone No.: ____________________ E-mail: ____________

Area(s) of Requirement: ______________________________

Method of selection (Kindly Tick):

☐ Written exam ☐ Resume ☐ Group discussion / Case discussion

☐ Interview / Telephonic ☐ Others (please mention) ____________

Position offered: ______________________________

Initial remuneration (In case of Cost to Company, please provide details)

Salary: ____________________ Other perks: ____________

Training / Probation period (if any): ______________________________

Remuneration on confirmation: ______________________________

Likely places of posting: ______________________________

Any other information: ______________________________

Date: ____________ Signature & Seal

Final Placements at School of Petroleum Management - A GLANCE

The placement initiatives of SPM for all of its ten batches attracted a good number of companies from Energy & Infrastructure, Oil & Gas, BFSI, Consulting and other sectors. All of our students managed to bag the substantial job profiles at prestigious organizations. Also School of Petroleum Management has managed to receive accolades industry vibes, both in terms of alumnus performance and the curriculum structure. Since its inception, following companies have participated in Placement/Summer Placement Season:

Student Placement coordinators

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NAAC ACCREDITATION A GRADE

PDPU

PANDIT DEENDAYAL PETROLEUM UNIVERSITY

SPM

SCHOOL OF PETROLEUM MANAGEMENT

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