



REWIRED & READY



RECRUITERS' HANDBOOK



PDPUP

PANDIT DEENDAYAL PETROLEUM UNIVERSITY

**SPM**

SCHOOL OF  
PETROLEUM  
MANAGEMENT

**FINAL PLACEMENTS**  
CLASS OF 2014

**MBA** (Energy & Infrastructure)

## 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 business and specific to energy & infrastructure sector.

## MISSION

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

## REWIRED & READY

THE BROWNIAN MIND OFTEN GIVES IN TO RANDOM THREADS OF COMPLEX AND PERAMBULATING THOUGHTS WHICH SEEKS A FIELD OF CONDITIONED THINKING. ONCE WITHIN, THE SAME MINDWARE REWIRES ITSELF TO REVEAL ITS LATENT POTENTIAL AND UNLEASHES CREATIVE PATHWAYS TO PRESENT ITS FUNCTIONAL RELEVANCE .

AT SPM, WE HAVE REALIGNED OUR DNA TO SYNCHRONIZE IT WITH THE EVOLVING EXPECTATIONS OF THE CORPORATE WORLD. QUALIFIED MINDS TRAINED AND ENTHUSED WITH THE POSSIBILITIES OF MAKING A DIFFERENCE. PROFESSIONALS TO THE CORE. AND INSTILLED WITH HUMILITY. FOR WE KNOW THE JOURNEY HAS JUST BEGUN.

# President’s Message

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**Dr. Mukesh Ambani**  
*President*  
Pandit Deendayal Petroleum University

With Pandit Deendayal Petroleum University, we envisioned the creation of a world-class university. To be one of the front-runners in imparting education in the fields of energy & infrastructure, humanities, engineering, management, and liberal arts. And I am exuberant to announce that Pandit Deendayal Petroleum University (PDPU) now is one of the leading international universities of India. In a short span of seven years, PDPU has reached a crucial juncture when a major transformation is taking place in the world economy. PDPU now is old enough to create young professionals who impart significant contributions to the economic and the social landscape of India.

Today the corporate world seeks a generation of young people who are not only academically sound, but also are capable to think innovatively. I feel proud to see the holistic education system of PDPU has successfully bringing the best out of the students.

I'd like to reiterate my whole-hearted support for PDPU and wish them all the very best for their future endeavors and accomplishments. All the Best!

# Chairman’s Message

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**Shri D. J. Pandian, IAS**  
Principal Secretary, Energy & Petrochemicals Department &  
Chairman, Standing Committee, Pandit Deendayal Petroleum University

I feel a great sense of privilege in presenting the class of 2014 to you. We at the school take pride in creating a set of management graduates who can dynamically adapt to an ever changing business environment. We are confident that the exposure imparted to them on campus will be functionally relevant in the corporate world. As professionals who can lend value, these young graduates have also been indoctrinated with humility and integrity as priceless personality attributes.

The two year journey as i see it has been a truly transformational one. It has been engaging, rigorous, collaborative and has presented a global frame of reference for the students to internalize and apply to the evolving world of management. Fine tuning these theories and cases specifically to the energy and infrastructure sector has been a niche and intense experience. These are the learnings which our young graduates extend to you.

I once again 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

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**Prof. P K Banik**  
*Director General*  
Pandit Deendayal Petroleum University

India needs to pay focused attention to the development of infrastructure and solving problems of growing demand-supply gap in Energy sector in order to sustain both economic development and rate of growth as envisaged in our development plan. This is a challenge before all stakeholders in energy and infrastructure domains. School of Petroleum Management (SPM) of Pandit Deendayal Petroleum University has taken a bold step by accepting the challenge to produce skilled manpower for energy and infrastructure sectors of the industry with highest level of competency. We need to produce manpower for the country, which is relevant and employable. 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 energy and infrastructure sectors. 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

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**Dr. Hemant C. Trivedi**  
*Director, School of Petroleum Management*  
Pandit Deendayal Petroleum University

School of Petroleum Management (SPM) was established in the year 2006 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. The new batch of 2013-15 consists of two distinct programmes, the well established MBA in ‘Energy & Infrastructure’ and a newly introduced MBA programme from the current academic year offering specialization options to students in all important functional management area, viz; Marketing, Finance, Operations and Human Resource Management.

MBA (E&I) students have an advantage of pursuing their studies in Energy and Infrastructure domain. The six batches of students that have graduated from SPM have got good placements, which is evident that the industry recognises MBA Graduates of SPM as most suitable to fulfil their manpower requirements. We at SPM recognize that a professional programme 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 projects (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. 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 62 students of MBA E&I 2012-14 batch seeking your support in their final placement aspirations for a lucrative, fulfilling and rewarding career with an opportunity to continue their learning beyond the SPM.



# BOARD OF GOVERNORS

**Dr. Mukesh D. Ambani**

Chairman & Managing Director,  
Reliance Industries Ltd. President,  
Pandit Deendayal Petroleum  
University

**Shri D. J. Pandian, IAS**

Principal Secretary,  
Energy & Petrochemicals Department,  
Government of Gujarat, Gandhinagar

**Shri Hasmukh Adhia, IAS**

Principal Secretary,  
Higher and Tech. Education,  
Government of Gujarat, Gandhinagar

**Shri Tapan Ray, IAS**

Vice Chairman & Managing Trustee,  
Gujarat Energy Research &  
Management Institute (GERMI),  
Gandhinagar

**Shri Vikram Singh Mehta**

Chairman, Shell Group of Companies  
(India), Mumbai

**Shri K. V. Kamath**

Lead Independent Director, Infosys &  
Non-Executive Chairman, ICICI Bank  
Limited, Mumbai

**Shri Sudhir Mehta**

Chairman, Torrent Group, Ahmedabad

**Mrs. Pallavi Shroff**

Partner, Amarchand Mangaldas,  
New Delhi

**Prof. Paritosh K. Banik**

Director General,  
Pandit Deendayal Petroleum  
University

**Prof. Mohan Kelkar**

Chairman and Williams Endowed  
Chair Professor in Petroleum  
Engineering  
TUCRS, Director, University of Tulsa

**Dr. R. A. Mashelkar**

FRS Bhatnagar Fellow,  
National Chemical Laboratory, Pune

**Dr. Nigam Dave**

Dean, School of Liberal Studies,  
Pandit Deendayal Petroleum  
University

## Special Invitees to Board of Governors

**Mr. Sudhir Vasudeva**

Chairman & Managing Director,  
ONGC

**Mr. P. Elango**

Interim CEO & Whole Time Director,  
Cairn India





# Pandit Deendayal Petroleum University

Pandit Deendayal Petroleum University, Gandhinagar promoted by Gujarat State Petroleum Corporation Limited (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 recognised by the UGC.

PDPU currently addresses the need for trained and specialized human resource for Energy & Infrastructure Industry 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 programmes and intensive research initiatives.

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](http://www.pdpu.ac.in).

## UGC Recognition

The University has been established by the Act of the Gujarat Legislature and is recognized by UGC under section 2 (7).

## School Philosophy

SPM believes in observance of academic rigour and personal conduct that is based on integrity, honesty and fairness. While demonstrating high standards in the academic pursuit the students are expected to practice and demonstrate professional behaviour on and off the PDPU campus.

## 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).

School of Petroleum Management is preparing managerial manpower for the Energy & Infrastructure sector, focused on the entire value chain of the energy sector. To meet this challenge, SPM aims to become a premier institution with state-of-the-art facilities, providing world class education, training, and research, consultancy and outreach services in the areas of hydrocarbon and energy sector.

## School Objectives

- To operate as an educational and research hub that networks with national and international practitioners from energy sector.
- To offer business educational programmes leading to Master's and Doctoral Degrees with a strong recognition in the energy and infrastructure management.
- 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 and complex domain of energy sector.
- 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 in the energy and infrastructure sectors.
- To promote a strong, effective and mutually beneficial Industry-Institute interaction.

## The Programme

The flagship two year full time residential programme leading to Masters in Business Administration (Energy & Infrastructure) {MBA (E&I)} is organized on the basis of three terms in a year. The programme is focused on energy sector with emphasis on Energy & Infrastructure sector. Accordingly, the entire curriculum is designed to meet the requirement of the particular sector.

## 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). Moreover SPM sincerely believes in the recognition of its programme by the industry, which we are confident about by virtue of the distinctiveness and quality of our programme and the prospective graduates.



# COURSES

To complete the credit requirements 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 energy and infrastructure sector. Since the energy and infrastructure sector is global in nature all the courses focus on global business perspective.

## First Year

- Financial Accounting for Managers
- Organizational Behaviour
- Managerial Economics
- Operations Management I
- Operations Management II
- Operations Research
- Business Communication I
- Business Communication II
- An Introduction to E&I Sector – a Business Perspective
- Managerial Computing
- Cost & Management Accounting
- Financial Management I
- Financial Management II
- Marketing I
- Marketing II
- Organizational Dynamics & Change Management
- Quantitative Methods I
- Quantitative Methods II
- Business Research Methods
- Energy and Infrastructure Sector - Technology and Management perspective
- Human Resource Management
- Macroeconomics
- Management Information Systems

## Second Year

### Programme Core

- Corporate Strategy
- Industrial Relations & Labour Law
- Legal Aspects of Business
- Power Sector Management
- Petroleum Economics
- International Business Management
- Business Ethics and Corporate Governance

### Track Core (Energy Track)

- Business to Business Marketing
- Pricing of Energy Products
- Energy Economics
- Regulatory Economics
- Project Management
- Energy Laws
- International Maritime Affairs in E&I Sector
- Health, Safety & Environment Management

### Track Core (Infrastructure Track)

- Business to Business Marketing
- Regulatory Economics
- Project Management
- Infrastructure Finance
- Infrastructure Contract Management
- International Maritime Affairs in E&I Sector
- Health, Safety & Environment Management

### Track Electives (Energy Track)

- Energy Trade & Risk Management
- Information System in Energy Value Chain
- Marketing of Petroleum Oil Lubricants
- Business of LNG
- Brand Management in E & I Sector
- Managing Oil & Gas Business Operations
- Oil & Gas Accounting & Taxation
- Managing Refineries
- CGD Business
- Carbon Finance: New Business Opportunities
- Managing Oil & Gas Contracts
- Course on Independent Study

### Track Elective (Infrastructure Track)

- Course on Independent Study

### Free Electives

- Management Control Systems
- Management of Financial Services
- Stress Management
- Compensation & Benefits Management
- Market structure & game theory
- Enterprise Asset Management
- Business Intelligence & Data Mining
- Managing Cross-Cultural Issues
- HR Tools & Techniques

- Training & Development
- Services Marketing
- Negotiation and Conflict Management
- Public Sector Economics
- Supply Chain and Logistics Management
- International Finance
- International Marketing
- Talent Management
- Creativity and Innovation Management
- Econometrics
- Operations Strategy
- Materials and Spares Management
- Business consulting
- Entrepreneurship
- Indian Ethos and Management





# ADMISSIONS

SPM uses CAT (Common Admission Test, conducted by IIMs) score as an input for the admission process. Then it uses group discussion and personal interview process to select the most deserving candidates for its programme. The minimum eligibility criteria for admission to the programme is a Bachelor's Degree with at least 50% marks or equivalent CGPA. Work experience remains a crucial during the entire selection process and carries a significant Weightage of evaluation.



## Case Studies

The teaching and learning process at SPM mainly 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 Energy & Infrastructure sector, as the programme progresses.

## 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 to work 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 Energy & Infrastructure sector with minimum overlapping and duplication.

## 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 energy sector companies, financial institutions, IT and infrastructure majors, management consultancies. 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.

## 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.

## 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.



# FACULTY

The institute 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 School endeavors 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 School 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

**D M Pestonjee, Ph.D**  
GSPL - Chair Professor  
Organizational Behaviour

**Hemant Trivedi, Ph.D**  
Marketing

**Kaushal Kishore, MMM, MA (Eco) Pursuing Ph.D**  
Marketing

**Lalit Khurana, Pursuing Ph.D, M.com, MBA, MA (Eco)**  
Finance

**Pramod Paliwal, Ph.D**  
Marketing

**Satish Pandey, Ph.D**  
Organizational Behaviour

**Somdeb Lahiri, Ph.D**  
Economics

**Subrat Sahu, Ph.D**  
Marketing

**Sudhir Yadav, Ph.D**  
Production & Operations Management

**Tanushri Banerjee, Ph.D**  
Information Systems

## Visiting Faculty

**Capt. Sarabjit Butalia**  
**Ashwini Kumar**  
CEPT University

**Ashish Verma**  
Sr. Associate - Energy Utilities & Services, Infosys

**Naryan Baser**  
NICM

**Divyesh Desai**  
Shell

**Taral Pathak, CA**  
Amrut Mody School of Management

**Ashwani Gupta**  
Independent Consultant

**Ravi Gor**  
Director - Dr. Babasaheb Ambedkar Open University

**Ajay Das**  
Adani Group

**Sanjay Dave**  
Independent Consultant

**D.K. Banik**  
Independent Consultant

**Pankaj Jain**  
Cairn India

**Ashutosh Gupta**  
Independent Consultant

**Dhiren Desai**  
Independent Consultant

**H. C. Shah**  
Independent Consultant

**Ninad Dhanorkar**  
Tech Mahindra

**Sundaraman Chintamani**  
Mahindra Satyam

**D.G. Shukla**  
Legal Expert

**Manish Thaker**  
M. G. Science College

**N. Garimella**  
**Ajit Desai**  
Independent Consultant

**Satya Acharya**  
Entrepreneurship Development Institute of India

**Shweta Garg**  
Independent Consultant

**Dr. Pramod Deo**  
Chairperson, CERC

**Arbind Sinha**  
MICA

**C. Gopalkrishnan**  
NIRMA University

**Dr. Aravind Sahay**  
Professor, IIM Ahmedabad

**Dr. Ashok Som**  
Professor, ESSEC Business School, France

**Gautam Appa**  
London School of Economics

**Anjali Hazarika**  
Oil India Ltd.

**B. S. Negi**  
Petroleum & Natural Gas Regulatory Board

**Anil Matoo**  
Head, HR & Admin., Essar Power

**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.

**Manjit Singh**  
Total Fina - Elf India Ltd.

**Manoj Parmesh**  
Weatherford Oil Tool Middle East Ltd.

**Mike Hugentobler**  
Halliburton Offshore Services Inc.

**L. N. Mishra**  
RPTL

**PPG Sharma**  
CEO, GSPC Gas Ltd.

**Rajiv Khanna**  
Director, Policy & Corporate Affairs, BG India

**Srinivas Rao**  
Shell Group

**S. K. Pandey**  
Indian Oil Corporation Ltd.

**Sudhir Vasudeva**  
CMD, ONGC

**Prabhajan Dixit**  
Essar Oil Limited

**Gurdeep Singh**  
MD, GSECL

**Suriyanarayan R**  
Shell

**Dr. Atanu Ghose**  
Professor, IIM Ahmedabad

**Shrikant Lonikar**  
Joint President & Head HR  
Adani Power Limited

**Sreekanth S.V.**  
Indian Oil Corporation Ltd.

**Deepak P. Mahurkar**  
PWC India

**Vishal Gada**  
Director, Tax & Regulatory Practices, KPMG India

**Sally Brazier**  
Director ,Ceostra Ltd. & Acclara Ltd. & Marketing & Design Management Consultant, UK

**Prof. Dipak C Jain**  
Former Dean, INSEAD School of Business

**Suman Bery**  
Chief Economist, Shell Group

**S Paul**  
GSPC LNG Ltd.

**Shashank Gaikwad**  
Hazira LNG & Port

**Nitin Zamre**  
VP/MD, ICF International

**Atul Rathod**  
Weatherford India

**S K Negi**  
MD, GETCO

**Himanshu Vaidya**  
Institute of Management Consultants of India

**Dr. R. R. K. Sharma**  
Professor, IIT Kanpur

**Janaki Anant B**  
i-flex communications

**L.K. Singhvi**  
Former Member (Commercial) PNGRB

**Shaleen Sharma**  
BG Exploration & Production India Ltd.

**C.D. Joshi**  
MD, Green Gas Ltd.

**Allen Perrin**  
Director - Technical, Mahanagar Gas Ltd.

**K.L.Thussu**  
Director - Commercial, Maharashtra Natural Gas Ltd.

**S.K. Kudasiya**  
Former MD, Sabarmati Gas Ltd.

**Shridhar Tambraparni**  
Sr. Vice President, Adani Energy Ltd.

**Dushyant S. Shah**  
Director - Commercial, Avantika Gas Ltd.

**Akhil Mehrotra**  
Director - Regulations, BG India

**Rajesh Vedvyas**  
MD, Indraprastha Gas

**Sushil Thaker**  
Manager, KPMG

**Suresh Manglani**  
VP, Reliance Petroleum

**P.K. Mishra**  
Chairman, GERC

**L. Mansingh**  
Former Chairman, PNGRB

**D J Pandian, IAS**  
PS (EPD), Government of Gujarat

**Dr. Anurag K. Agarwal**  
Professor, IIM Ahmedabad

**Madhu Mehta**  
Indian Oil Corporation Ltd.

**Francisco J. Sánchez**  
Under Secretary for International Trade, U.S. Dept. of Commerce

**Shaji Zacharias**  
IBM India Private Ltd.

**Praveen Gupta**  
Indian Oil Corporation Ltd.

**Vivek Pathak**  
Indian Oil Corporation Ltd.

**Babu Thomas**  
GVK EMRI 108 Services





# INTERNATIONAL ADVISORY COUNCIL

SPM with the support from its promoter, GSPC, has formed an International Advisory Council in order to provide SPM with strategic counsel towards the institute's vision of becoming a world - class institution in Energy & Infrastructure domain. The Council members have been invited by virtue of their track record as leaders of global hydrocarbon corporations as well as their knowledge of the international Energy & Infrastructure sector.



Apart from its flagship program of MBA (Energy & Infrastructure), SPM offers other academic programmes as well.

## The Doctoral Programme

The purpose of 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.

## Post Graduate Diploma in Petroleum Management for working Executives (PGDPM-X)

PGDPM-X is a two year programme for working executives in Oil & Gas, Energy and Allied Sectors. The programme is divided into eight modules of seven days each. One module is conducted every quarter. Classes are held from Monday to Sunday once in a quarter. Module- I to Module- III offer General Management courses and Module- IV to Module- VI are sector specific modules focusing on Oil & Gas, Energy and Allied Sector Management. Module- VII and Module- VIII offer elective courses. The programme offerings pertain to General management, Economics, Supply chain, International Geo-Political affairs, Project Management, Finance, Maritime Affairs, Information Systems, Energy Trade and Risk Management, City Gas Distribution and Law- to mention a few.



# SPM ANNUAL FEST

Clubs promise a unique melting pot of ideas, values, experiences, joy rides, friendly terrains, grit, inspiration, leadership and above all a tremendous learning opportunity for all. Presentations on different Energy & Infrastructure related 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.

## CATALYST

CATALYST aims at providing platform to future managers to present their views and future plans, which would drive the nation ahead. Catalyst is national level management fest organised at SPM for two days aiming to discuss the burning issues of the Energy sector and showcase their management, marketing, leadership skills etc in creative manner.

Catalyst '13 being part of SPM ANNUAL FEST 2013 has attracted participation from top B-Schools and Corporate. It was envisaged to bring out insightful strategies through events like B-plan, B-quiz, Product Launch, Virtual Stock Market, HR Talent Acquisition, Print Add Making and Marketing Guru. Fest also created a platform which fuelled strong industry-academia interaction, GEDA being sponsor for Product Launch event, GSPC was main sponsor of SPM ANNUAL FEST.

Industry Experts like Mr. Rakesh Arya from GEDA, Mr. Omkar Jani from GERMI, Mr. Kaushal Shah from Young India (YI, extended arm of CII) and delegates and alumnus from IOCL, ONGC, TCS and HPCL joined hands together to make this event a remarkable one.

Students from 27 different B-Schools, located across length and breadth of nation have participated in the events held under Catalyst '13. Astounding work by students added lustre to the 3 day Fest which then was concluded with Valedictory session which appreciated our efforts and instilled a sense of carrying legacy for the years to come.

## ENERGY CUP

First of this kind of initiative is a brainchild of the School of Petroleum Management where B Schools of the Ahmedabad region participated in sports like Cricket, Short Cricket, Football, Volleyball, Throw ball & Table tennis. The Energy Cup is a rolling trophy which is circulated every year from winner to winner. The event witnessed quality participation from premium B Schools. Energy Trophy is awarded to the B School based on the cumulative points scored by all the teams in respective events.



## CLUB MARCOM

Club MARCOM is the "MARKeting" and "COMmunications" club of SPM. In this competitive business scenario, marketing of products and values has become a necessity. The corporate world is run by brands and not just by products/services. Marketing, these days, is as important for business to business (B2B), as it is for the business to customer (B2C) segment. At MARCOM, we understand this and try to awaken the marketer in each of us through various activities such as presentations, Advise/Admad- the ad making competitions, jargons, interactive discussions, GD's, book reviews etc. These activities also help in developing the communications 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 (B2B) segment, since it is in this field, that the students of SPM have an edge over general management graduates.

## CLUB COGNIVIDS

It is a well known fact that the human mind understands and retains the most if something is conveyed in the form of "audio + video", ergo, we have Club Cognivids - The movies/documentaries club of SPM. It is the youngest club of SPM. The objective behind starting this club is to inculcate a documentary culture in the students. Every week, the trailers of three documentaries are shown to the students and a winning entry is decided through polling. This winning entry is then showcased in the club. After the documentary is over, an interactive discussion on the same is conducted. These documentaries help the students to broaden the horizons of their knowledge and develop a better thought process. Once in a while, a movie is also showcased in the club to take some load off from everyone's mind.

## ENERGY CLUB

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.

## SPORTS

Sports symbolize strategy, commitment, competition & foster relationships. But in SPM, it makes a statement of transcending communication barriers & symbolizes the presence of all competitive environments under one umbrella in an entertaining way. To sustain the competitive environment, the Sports Committee in SPM organizes periodical Sporting events. Last year, Sports Committee of SPM organized the Energy Cup which changed the sporting landscape in SPM

## OPERE - SHONZU

The objective of Opere Shonzu club is to make students realize the importance of operations management in all domains of industry. Presentations and discussions about the operations of oldest rig in Pennsylvania to the latest LNG value chain are part of the activities of this club. 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 softwares 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.

## 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.





# CONFERENCES & CONCLAVES

## POWER CONCLAVE

SPM organized Power Conclave 2012 on 17<sup>th</sup> August 2012 and invited the industry executives for discussions & deliberations on issues that are of vital importance to the development of power sector in India.

Executives, Business Heads / Top decision makers from leading power sector companies from leading Indian Public & Private sector organizations like Essar Power, Adani Power, PFC, Deloitte, RPTL, GETCO, L&T Power, GERC, CERC, etc. participated in the event and made it a success.

The event was graced by Dr. Pramod Deo, Chairperson, CERC.

The next Power Conclave is being organized on 30<sup>th</sup> August, 2013.

## INTERNATIONAL CONFERENCE ON ENERGY & INFRASTRUCTURE 2014, (ICEI)

Robust infrastructure and sufficiency of energy are fundamental imperatives for development of any economy around the globe. Key determinant of economic, social, and developmental sustainability is development of energy and infrastructure sector. Energy & Infrastructure (E&I) sector issues are thus of paramount significance for deliberation and discussions leading to policy making and application. School of Petroleum Management (SPM), Pandit Deendayal Petroleum University, Gandhinagar is organizing International Conference on Energy and Infrastructure 2014 (ICEI 2014) on 11<sup>th</sup> and 12<sup>th</sup> January, 2014. The conference (4<sup>th</sup> edition) will be held with an objective & scope to deliberate, discuss and document key contemporary issues relevant to managing energy & infrastructure sector with reference to emerging economies. The conference shall also focus on identifying new opportunities, challenges, best practices and strategies for sustainable growth of these sectors.

## OIL AND GAS CONCLAVE

A two day "Oil and Gas Conclave 2012" was organized by School of Petroleum Management, PDPU on 7<sup>th</sup> & 8<sup>th</sup> September 2012. The conclave has provided a forum for sharing thoughts and creating a road-map contemplating on current and future challenges across the value chain. The conclave had six sessions on Regulatory Framework, Operational Excellence & Business Performance Management, Risk Management And Capital Allocation, Talent Acquisition And Retention, Challenges Before Oil Marketing Companies (OMCs), Natural Gas Distribution and LNG Roundtable. It provided a forum for enhancing and enriching the industry-Academia interface. Top officials from the main regulatory body Directorate General of Hydrocarbons (DGH) and business heads and experts from reputed organizations like Adani Gas, Essar, Gujarat State Petroleum Corporation-LNG (GSPC), Gujarat State Petronet Limited (GSPL), Indian Oil Corporation Limited (IOCL), Indraprastha Gas Limited (IGL), KPMG, L&T Chiyoda Limited, Mahanagar Gas Limited (MGL), Oil and Natural Gas Corporation (ONGC), Reliance Industries Limited (RIL), Sabarmati Gas Limited (SGL), SBI Caps and Wipro Technologies participated in the Oil and Gas conclave and made it a huge success. The O&G Conclave is scheduled to be organized on 20<sup>th</sup> - 21<sup>st</sup> September, 2013.

## SOLAR CONCLAVE

Aimed at discussing the challenges, regulatory scenario and success drivers thus unveiling the investment opportunities and innovative funding models in the Indian Solar Energy Sector, School of Petroleum Management (SPM), and PDPU organized Solar Conclave 2012 on 12<sup>th</sup>, October 2012. The one day event got eminent leaders across the value chain of solar industry on a common platform to discuss the regulatory framework in Solar Industry, Innovation in Financing Solar Projects, Emerging Solar Markets in India based on REC Mechanism, Roadmap, Future & Limitation of REC for India and ways to emulate Charanka Success story. The speakers from reputed organizations like GERMI, Sun Edison, Moser Baer, Kiran Energy, SBI CAPS, Mahindra Solar, Solaire Direct, Panchabuta, Deloitte, Solar Energy Association of Gujarat, GPCL, GETCO, Abellon Clean Energy and EI Technologies.

A national level paper presentation was also organized as a part of the conclave on topics related to the solar industry. The conclave, kept open for all, saw around 100 industry listeners and students turning up, in addition to SPM and PDPU students and faculty. The Renewable Conclave is being organized on 13<sup>th</sup> December, 2013.

## FINANCIAL CONCLAVE

An initiative by the School of Petroleum Management, the Financial Roundtable, 2012 held on 23<sup>rd</sup> November, 2012 was successful in bringing together professionals from the financial services sector, practitioners, b-school students and academicians. Distinguished speakers from reputed business organizations like SBI CAP, MCX-SX and academia like IIM Ahmedabad participated in focused interactive panel discussions on specified topics / themes of the financial services sector in India. The roundtable discussed diverse issues ranging from recent trends, market dynamics, opportunities and challenges faced by the industry and the way forward. The roundtable discussions and deliberations hovered around but was not limited to aspects like Regulatory reforms, Financial Services, Changing Dynamics of FSS, Currency Risk Exposure, Financial Inclusion, Talent management & Human Resources issues in financial services sector, Technology and innovation in financial services sector, Ethics and corporate governance issues in the BFSI vertical, Role of Credit rating agencies, and Financial Advisory Services. The roundtable emerged as a platform for the students and academicians to meet the eminent professionals from the sector. The Financial Roundtable will be organized on 18<sup>th</sup> October, 2013.

## INFRASTRUCTURE CONCLAVE

Indian infrastructure sector is providing opportunities for companies around the world to participate in the growing market - by providing expertise, equipment, services, operational support, finance and direct investment in these sectors. To understand the intricacies and challenges confronting this industry domain, the School of Petroleum Management, PDPU had organised Infrastructure Conclave 2012, on 2<sup>nd</sup> November 2012. Government experts, industry representatives, consultants from reputed organizations such as GIFT City Ltd, Essar Group, Reliance Ports & Terminals Ltd., Adani Ports & SEZ Mundra, BMT Consultants (I) Pvt. Ltd, PwC, PTC India Financial Services Ltd, Amherst Advisory Services, Crisil Infrastructure Advisory, GIDB, Arya Offshore, Netherlands Business Support Office, ABG Cement, IRB Infrastructure Developers, Petronet LNG addressed the various issues and shared their experiences on topics ranging from Developing Ports & Logistics Infrastructure, Infrastructure Financing, Business Opportunities in Infrastructure Sector and Talent management in Infrastructure sector. Conclave was successful in bringing various stakeholders in infrastructure sector on one platform and understanding their perspectives for successful growth of this sector. This year, Infrastructure Conclave is being organized on 4<sup>th</sup> October, 2013.



# INFRA- STRUCTURE



**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.**

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 Indiatat.com

The on - campus fully furnished residential facility extends the flexibility of conducting all types of academic and extra - curricular activities at time suiting to the requirements for the students. The learning has been extended to a 24x7 time-frame instead of standard class timing.

**Residential  
accommodation  
for students**

**Impressive and  
aesthetically built  
academic areas**

**IT systems with  
latest hardware  
& software and  
seamless Internet  
connectivity**

**Sports &  
recreational  
facilities**

**Automated  
Library and latest  
communication  
facilities**





Cairn India Limited organized an ACE - Case Challenge, (Amazing Champions of Energy) A National level event based on Energy Security of India. The event involves invitation of ideas only from the students of the IIMs, IITs, XLRI, ISB, PDP, and UPES. The case includes the feasible ways to make India Energy Secure along with policy recommendations for enhancing oil exploration in India.

Team सल्लोत्साह of School of Petroleum Management comprising of Abhinav Sengupta, Gautam Udupa, Nilesh Sinha & Vivek Tripathi became the Campus Winner at PDP and secured position amongst the top 14 teams selected across the country by Cairn India Limited. The summary report of the solutions of Energy Security along with individual comments by the members of the Team सल्लोत्साह will be published in a compendium to be rolled out by Cairn India Limited.

**SPM-ites claimed yet another national laurel**

**AWARDS**

**SPM becomes the only Gujarat B-school to bag as many as three titles at Financial Express campus mastermind**

Financial express launched theme based national level article writing competition which was open for participation to students of b-school across nation. Topics for article writing were broadly relating to crucial sectors of India like energy, economy etc. SPM emerged as the only B-school from Gujarat to bag as many as three titles home with Kapil Jain being the winner and Tushar Shah and Rishabh Diwarkar being the runners up. Articles were also published in Financial Express in the Oped Column.



**SPM Students nailed the Paper Presentation competition**

SPM continuously encourages its students to produce quality research & present it across forums. SPM Students also responds to such initiatives with equal resonance. Another string of glory have been added to SPM when, the student team comprising Vaibhav Karangale, Kumar Ujjawal and Mayank Somani have won IInd prize at "International Conference on Management of Infrastructure-2013" held at UPES Dehradun. The team have presented their research paper "Study on effect of draft Land Acquisition Bill 2011 on infrastructure sector: A Quantitative Approach". This paper shall be published in forthcoming issue of *UPES Management Review (UMR): An International Journal on Core Sectors (ISSN 2250-0723)*.

## Corporate Relations and Placements

Greetings !

It gives me immense pleasure to introduce students of the seventh batch of the two-years, full-time, residential MBA programme focused on energy and infrastructure sector in general and hydrocarbon in specific.

The graduating batch of School of Petroleum Management (SPM) has an un-parallel profile, a sound mix of experienced and fresher students both from technology and other disciplines. They have undergone a meticulous course curriculum, demanding pedagogical framework, which included case studies, presentations, quizzes, individual and group projects, seminars, term examinations and rigorous summer internship.

The students of SPM have a strong industry interface through activities such as CATALYST (annual students' fest), Students' Clubs (like, Finance Club, Marketing Club, Production and Operations Club), Power & Management Conclaves, City Gas India Round Table, IT and Consulting Conclave and the Guest Talks at regular intervals. 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, I put forward the talent of SPM to you and welcome you to participate in the placement process and develop a mutually beneficial relationship.

**Mr. Kishlaya Misra**, Manager,  
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**Prof. Satish Pandey**, Faculty Advisor,  
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## 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 ably supported by other faculty members and administrative staff.

Placement activities at SPM is a student managed activity. However, recognizing the importance attached to placement activities faculty members also play a vital role through a Placement Committee which provides overall supervision and directions for both Final and Summer Placement activities. This committee consists of a few faculty members and student representatives from both first and second year batches with a faculty member acting as the Placement Chairperson.

**Ms. Remya Rajan**, Assistant, Corporate Relations & Placement  
E-mail: remya.rajan@spm.pdp.ac.in | Mobile: +91 97239 44831





### Mr. Deepak P. Mahurkar

*Director, Leader Oil & Gas Industry Practice, PricewaterhouseCoopers, India*

Mr. Mahurkar was invited to SPM campus to discuss issues & challenges with exploration and production of Oil and Gas, macroeconomic view and an international perspective of the oil and gas sector. His session was based on PWC report titled 'It's our turn now: E&P partnership for energy security' launched in October 2012. The session was catalyst in encouraging extensive discussions and involved the academicians, researchers and students of SPM directly with the critical issue of energy security.



### Mr. Vishal Gada

*Director, Tax & Regulatory Practices, KPMG India*

Mr. Gada was invited to SPM campus to give insights on the Impact of IFRS on Oil & Gas Sector of India. He also gave a clear picture about Direct Tax implications during E&P activities in Oil & Gas sector. He appreciated SPM efforts to organize such interactive sessions and also mentioned that students of SPM are well informed on the nitty-gritty's of Accounting & Taxation.



### Ms. Sally Brazier

*Director of Ceostr Ltd & Acclara Ltd. & Marketing & Design Management Consultant, UK*

Ms. Sally has a wide experience in Strategic Design Management. At SPM, she has delivered a lecture on Design and its relevance in business strategy. She demonstrated how innovative designs can help to devise better marketing strategies.

### Mr. Dipak Jain

*(Former Dean, INSEAD School Of Business & Kellogg School of Management) &*

### Mr. Nirmal Sinha (USA)

Shri Nirmal Sinha, a committed Social Worker, known as an Outstanding American & Shri Dipak C. Jain, offered a guest session on "Globalization of Education" & "Enduring Value of Management Education in India". They deliberated on the Enduring Value of Management Education in global scenario: the trends affecting management education. He highlighted the fact that Rigor, Relevance and Results should be the prime focus for Experiential Global Learning.



### Dr. Suman Bery

*Chief Economist - Shell Group*

Dr. Bery was invited for a guest session at SPM on recent Shell report titled "**NEW LENS SCENARIOS: A shift in perspective for a world in transition**". This expert session attracted numerous Industry stalwarts and Government officials from various departments. Dr. Suman Bery greatly appreciated SPM for conducting such stimulating sessions. He also mentioned that "It was interesting to interact with students of SPM. Hope it will stimulate interest in Shell scenarios".





# ALUMNI SPEAK

MBA at SPM has played a backbone in enriching career from joining GSPC till engaging into procurement department at GSPC's overseas block in Egypt. The learning and basics inculcated during my stint with SPM has been of great help at every juncture in work profile.

PGP 12 has good mix of talent pool with summer internship in varied organization ranging from Oil, Gas, Finance, Banking, Research, etc. I wish MBA batch of 2012-14 a great success in your future endeavour. The learning's at SPM and Company of SIP will be backbone throughout your life.

**Nihit Jain, Sr. Officer (Commercial)**  
Overseas Operations  
GSPC, Cairo, Egypt.

## Saurabh Dubey

*Advisory Services, Energy Vertical, Protiviti Consulting, United Arab Emirates*

In my stint with Ernst & Young Pvt. Ltd. and Protiviti Consulting, I realized that in depth knowledge of subject and understanding the impact on business is essential for managing consulting assignments. SPM helped me to gain overall understanding of Oil & Gas Sector to help my clients in most of my consulting assignments in India, United Kingdom and United Arab Emirates. The pedagogy and rigorous curriculum of SPM focused in Energy & Infrastructure ensure that students develop the perspective of every aspects of business to provide the optimum solutions based on current economic situation and best practices of industry for challenges faced by the clients. PGP 12 can contribute to the industries with their previous work experiences and knowledge gained during this focused MBA program.

## Hasumati Vankar

*Procurement Specialist, Halliburton - India*

I have worked for two organisation in past 3 years. For 2 years i was with GNFC as an project officer. It was a great learning period. At present i am working with Halliburton for past 1 year as a Procurement Specialist. I have understood that one needs to be very dynamic & quick learner to adjust in the oil field. My MBA in oil & gas has helped to understand the complexity of the oil & gas industry structure. And I can blindly bet on an SPMite that he/she is a better prospect for any position compared to an outsider.

## Spارشy Saxena

*Functional Consultant : Production Data Management, Energy and Resources, Tata Consultancy Services*

I have a proficiency in usage of Production Data Management Systems (systems like Avocet Data Manager, PI, Babelfish and Energy Components) in the production business workflow. I have also been involved in three years of domain consulting for various projects in the areas of upstream data management, oil-field logistics, commercial modelling and business architecture rationalization. SPM helped me in developing an inquisitiveness towards the oil and gas industry, which has led to me being able to grasp the requirements of the clients that I work for, in a holistic way. This helps me in providing end-to-end services to them, with the required technical and business depth that an offering should possess. The PGP-12 batch has the right mix of industry professionals and intelligent enthusiasm, which can fit them in any stage of your organization's learning curve. Their experience spans the entire oil & gas value chain, capable enough to cater to every business need of your organization efficiently.

## Rajiv Agrawal

*Project Control Specialist, Project Controls, Fluor Daniel India Pvt. Ltd.*

Fluor is a Fortune-100 and one of the biggest EPC firm and deals with petrochemical and refinery project across the globe. I have been associated with flour since last 5 months and am working as Project control lead for a refinery project in Mexico.

Fluor is a perfect platform for any oil and gas individual to launch their career as it offers a profile which exposes the individual to all the phase of project (Conceptual-feed and Construction)

SPM offering MBA in energy and infrastructure can cater to the resource demand of Fluor as students from SPM are very well aware of this industry and can catch on work very fast.

I would say one thing that, this being an engineering company, people here are expected to do a lot of technical work and it might take some time to reach at decision making level.

## Abhishek Jha

*Senior Consultant, Advisory Services, Ernst & Young LLP*

SPM has provided me with in depth business understanding of the energy sector that has given me an edge over my peers, while I cater to a lot of clients in this sector. I owe a lot of my success to my classmates and faculty of SPM who really enrich the learning process at the school. I interacted with present batch (PGP 12-14) during the Alumni internship assistance program and I found that they are keen to learn new things and willing to put in the long hours. I wish them all the luck and hope to see them soon in the industry either as my future colleagues or my clients



# FINAL PLACEMENT 2013-14

**The Final Placement Week has been scheduled from 25<sup>th</sup> -30<sup>th</sup> November, 2013.**

During this week 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, s/he will not be allowed to participate in the placement process further. Companies are required to declare the name of the students selected as soon as they have completed their processes.



## BATCH 2013-14

### The Graduating Batch

The class consists of students who are from as many as 17 states of India. Also along with 98% of batch hailing from engineering background, other multidisciplinary background students contribute to the intellect enhancement process.

**21.5** months of average work experience





## Aarti Lalwani

Age : 22 yrs  
Qualification : B.B.A, Gujarat University  
E-mail : aarti.lpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Upstream Financing  
**Summer Internship Organization:** SBI Capital Markets Ltd.

**Abstract:** My internship project mainly revolves around the feasibility study of exploring oil at a certain block. An Oil and Gas block is analysed, in terms of its life-span and the cash-flows that can be generated. A particular oil and gas field is taken into consideration and depending on the technical data provided about the output of the field each year and the Capex and Opex that occur a cash-flow statement is generated, regarding the Royalty and Tax to the government and the Government Share in the project. The Government share is decided with respect to the PSC (Production Sharing Contract) depending on the Investment Multiple. Thus the PSC model of prominent countries is analysed to know which model could suit India the best.



## Aayushi Tulsian

Age : 23 yrs  
Qualification : B.Tech (Petroleum Engineering), Pandit Deendayal Petroleum University  
Work Experience : 12 Months, Hindustan Oil Exploration Company Ltd.  
E-mail : aayushi.tpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Understanding the Bidding process upon announcement to bid  
**Summer Internship Organization:** M-I Swaco (A Schlumberger Company)

**Abstract:** I have done my internship in Procurement & Contracts department. During my tenure I was exposed to various aspects which helped me in getting a 360 degree view of the bidding process, right from deciding the technical formulations to submitting a commercial bid. The most important part was that of understanding the pricing strategy and getting the profit and loss account in order with suitable profit margins for the entire project which involved forecasting, price volatility, indirect taxes and logistics considerations. Also maintaining the inventory of chemicals and suitable turnover rate was very crucial for the project as it involved various lead times, holding costs and order costs.



## Abhinav Dani

Age : 23 yrs  
Qualification : B.Tech (Petroleum Engineering), Pandit Deendayal Petroleum University  
E-mail : abhinav.dpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Ensamle of Offshore Drilling Rig Consumables  
**Summer Internship Organization:** Jindal Drilling & Industries Ltd.

**Abstract:** As the country begins to focus on exploration and production activities of oil and gas to bridge the gap between demand and supply, the need for safe and efficient drilling activities becomes essential. At this point a company must be equipped with modern forecasting methods to help optimize the huge amount of capital required for drilling projects. This project deals with forecasting of consumable requirements required on shore drilling rig on the basis of the pattern previously followed by these consumables and helps in getting an idea about the usage and probable future dates when these consumables might be required which assists the company in preparing other resources required in the usage and purchase of the consumables beforehand.



## Abhinav Sengupta

Age : 27 yrs  
Qualification : B.Tech (MINING), NIT Nagpur  
Work Experience : 30 Months, TATA Consulting Engineers Ltd.  
E-mail : abhinav.spgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** a) Benchmarking of prices of valves procured by L&T HMD  
b) Piping cost analysis for the various BU's plant capacity wise  
c) ARIBA Coordination - (an e-sourcing tool)  
**Summer Internship Organization:** Larsen & Toubro Hydrocarbon Mid & Downstream (L&T HMD)

**Abstract:** Supply Chain Management of L&T HMD intends to transform its procurement division's working methodology from tactical to strategic. The tasks related to spend analysis, forecasting, benchmarking, e-auctioning & e-sourcing were streamlined. All the three projects were driving towards risk modelling, decision analysis and coordination of an e-tool within the L&T HMD respectively. The project objectives were as:

- a) To study and analyze the historical data for benchmarking the prices of the valves procured by L&T HMD to facilitate the future bidding process for new projects.
- b) To undertake the piping cost analysis and based on that forecast the future cost of piping involved in various refinery/petrochemical projects to be accomplished by L&T HMD.
- c) To coordinate & implement with ARIBA – (an e-auctioning tool) for procurement into L&T HMD.





## Akanksha Kumari

Age : 26 yrs  
Qualification : B.E. (Chemical Engineering), R.V. College of Engineering, Bangalore  
Work Experience : 48 Months, Essar Steel India Ltd.  
E-mail : akanksha.kpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Upstream E&P Operations  
**Summer Internship Organization:** Gujarat State Petroleum Corporation Limited

**Abstract:** The project showcases an overall understanding of Upstream E&P Operations. It deals with the different phases of the project life cycle- Exploration – Appraisal – Development – Drilling – Production / Abandonment starting from the process for acquiring as asset under Production Sharing Contract (PSC).

The Fiscal system that forms the backbone of an E&P project has been studied to understand the Profit Sharing Mechanism between Government and Contractor. The project also entails Production Management and Safe Maintenance Procedures with understanding of Custody Transfer and Crude off-take and Sales Agreement. Lastly, the risks that the project carries throughout the different stages is examined with a overall view of the risks that an E&P industry, as a whole, faces.



## Alakshendra Theophilus

Age : 26 yrs  
Qualification : B.E. (Mechanical Engineering),  
Post Graduate Diploma in Thermal Power Plant Engineering from  
National Power Training Institute  
Work Experience : 18 Months, Sanghi Brothers Ltd.  
E-mail : alakshendra.theophilus@spm.pdpu.ac.in

**Summer Internship Project Title :** Study of perception of consumers towards technological changes in Lubricants and does it influence in selection of lubricants  
**Summer Internship Organization:** Indian Oil Corporation Ltd.

**Abstract:** In a competitive marketplace it is essential for any business or organization to have a Corporate Identity also known as Brand. The project required to undertake a market research to understand the characteristics of the automotive segment of lubricant market specially in terms of technological aspects in regions of Mumbai, Ahmedabad and Jabalpur. This tool entails & analyse competitors’ offerings in terms technology and its positioning. The project gave valuable insights on various aspects of branding such as brand awareness, brand loyalty, brand association, brand visibility etc. The study concluded that the designing of branding exercises, efficient channel management and mechanics and Customer based loyalty schemes play a vital role in gaining market share.



## Amit Doda

Age : 27 yrs  
Qualification : B.Tech (Electronics and Communication Enigneering),  
Dr. B R Ambedkar National Institute of Technology (NIT), Jalandhar  
Work Experience : 33 Months, Patni Computer Systems Limited, Mumbai  
o8 Months, Regional College of Distance Education, Bhatinda  
E-mail : amit.dpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Gas market in North America with LNG as export focus  
**Summer Internship Organization:** SBI Capital Markets Limited

**Abstract:** The study seeks to deepen the analysis of the potential impact of North America gas exports by assessing the latest political and commercial developments surrounding potential liquefaction projects in both the US and Canada and their potential impact on both the domestic North America and the Indian LNG markets. It describes the commercial logic for gas exports from North American and the global LNG markets. It also highlights the different price trends in the US, European and Asian markets and the potential export projects that have been approved, are awaiting approval or are being planned in Canada and the US and assesses the potential capacity for LNG exports from the region.



## Anil Kharatmol

Age : 23 yrs  
Qualification : B.E. (Mechanical Engineering), SRT Marathwada University  
E-mail : anil.kpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Marketing of MAK HMO for Grape crop  
**Summer Internship Organization:** Bharat Petroleum Corporation Limited.

**Abstract:** Agriculture is the backbone of the Indian Economy and BPCL is adding their effort to make it stronger. BPCL has introduced a pesticide MAK HMO and is taking active steps to market it to horticulture farmers.

The main objective of this project is to create awareness and promotion of MAK HMO, also to understand the buying behaviour of the grape farmers in Sangli district of Maharashtra. In this project, market research technique is undertaken with a structured questionnaire and filled it by personal interview with grape farmers. The response of the farmers is used to understand the competitor’s strength, strategy and their potential in the market. Also it gives the essence of the buying behaviour, buying frequency and awareness level of the farmers. The key learning from the project is to enhance customer education, increase customer interaction, arrange demonstration and ensure wide availability of the product.





## Ankit Parikh

Age : 24 yrs  
Qualification : B.E. (Mechanical Engineering), Gujarat University  
Work Experience : 8 Months, Gujarat Infrapipes Pvt. Ltd.  
E-mail : ankit.ppgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Development & evaluation of business model for energy sales through Solar-Rooftop  
**Summer Internship Organization:** Mahanagar Gas Limited.

**Abstract:** The objectives of the project were to develop business models for renewable energy sales through Solar-Rooftop & to evaluate their financial feasibility. The project involved study of

- Government rules & regulations regarding third party energy sales;
- Policies regarding subsidies & incentives being offered to solar-rooftop project developers by central as well as Maharashtra government;
- Tariff models of various power grids in Maharashtra &
- Various types of Solar-Rooftop systems & their components.

One of the critical tasks in the project was to develop tariff rate model for the energy sales considering the alternate energy tariff (i.e. tariff of power grids) as well as incomes & savings of customers.

The key learning was cognizance of brand expansion process.



## Ankur Aole

Age : 25 yrs  
Qualification : B.E. (Chemical Engineering), Shivaji University, Kolhapur  
Work Experience : 12 Months, Alkyl Amines Chemicals Ltd., Kurkumbh, Pune  
E-mail : ankur.apgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Brand Awareness Study & Market Development of Total-elf Lubricant in Panipat District of Haryana  
**Summer Internship Organization:** Total Oil India Pvt Ltd.

**Abstract:** The objective of the study was to understand the brand awareness of the Total-elf lubricants among consumers in Panipat district of Haryana and developing new counters by promoting the products. The first part concentrates on collecting data of existing and potential brand users, and understanding the key customers for the company as well as key competitors and their marketing strategies. In addition to this, project includes preparing mechanics list, developing customer relationship and understanding expectations from dealers and mechanics. The second part includes creating strong brand awareness among the fleet owners and mechanics by identifying the potential customer for direct selling and connecting new dealers and mechanics counters by designing lucrative schemes and various promotional activities.



## Anurag Agrawal

Age : 26 yrs  
Qualification : B.Tech (Electrical Engineering), Nirma University  
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**Summer Internship Project Title :** Viability of LNG based Power Plant in India (Gujarat).  
**Summer Internship Organization:** Petronet LNG Ltd.

**Abstract:** The project aimed at evaluating the feasibility of a Liquefied Natural Gas (LNG) based power plant in Gujarat, India. The study covered various aspects of LNG business like the Value Chain of LNG, Regasification process of LNG and different pricing mechanisms of LNG. For the feasibility study various aspects of the power sector like the power scenario in various regions, reasons for power deficit and low Plant Load Factor of plants were studied. The technical aspects of utilizing the coldness of LNG to improve the efficiency of gas based power plant were also studied. The Nominal tariff of the electricity generated from a LNG based power plant was determined as per the CERC guidelines. It was concluded that the tariff was too high and it is not economically viable to use the power plant as base load power plant in Gujarat.



## Arun Chauhan

Age : 26 yrs  
Qualification : B.E. (Chemical Engineering), Dharmsinh Desai University, Nadiad  
Work Experience : 24 Months, L&T Chiyoda  
11 Months, Gujarat Naramda Valley Fertilizer Company  
40 Days, Birla Cellulose (Aditya Birla Group)  
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**Summer Internship Project Title :** Financial Modelling - Allahabad project  
**Summer Internship Organization:** Adani Gas Ltd.

**Abstract:** The undertaken project was envisioned to understand the CGD business, and how the financial model is prepared for the feasibility of upcoming project.

During the course of project attempts were made to learn Capex and Opex capitalization and how to maintain positive cash flows throughout the life of project (i.e. 25 years) by tuning up the debt during the course of time. Minimum Alternate Tax calculation (MAT) is thoroughly done to follow the income tax law. Project and equity IRR are then calculated in the concluding remark for the project. A case study based simulation is done in excel on what price of gas is to be taken to estimate the working capital optimistically.





## Ashwin Bopalkar

Age : 26 yrs  
Qualification : B.E. (Chemical Engineering), Pune University  
Work Experience : 18 Months, Jubilant Life Sciences Ltd.  
12 Months, Laxmi Organic Industries Ltd.  
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
To develop a centralized project monitoring system for a CGD company	Mahanagar Gas Limited.

**Abstract:** Mahanagar Gas Limited has intended to develop a centralized project monitoring system for analyzing bottlenecks in project execution, resource utilization and achievement of budgeted targets in order to enhance their project management capabilities. The organization was seeking a real time system to facilitate, advance decision making through variance analysis along with monitoring of physical and financial status of the projects.

The task was approached through study of CGD projects, selection of key monitoring elements, budgeting of project activities and establishment of monitoring framework. This framework was developed it into an online system and integrated with ERP (SAP) by IT team. The system was tested by mapping previous year project data. Training and assistance was provided for the end users and currently the system is well established.



## Bhargav Vyas

Age : 22 yrs  
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Selection Procedure for awarding Engineering Procurement & Construction (EPC) Contract of Storage Tanks for GSPC-LNG Limited.	GSPC LNG Limited

**Abstract:** In the coming future LNG will be a very significant source of gas. During the construction of a LNG terminal it's very vital to analyse the commercial part of it & especially the bidding procedure. The bidding procedure for awarding EPC contracts to bidder includes commercial part, technical part, & price bids. The project was mainly focussed on commercial part to identify the selection procedure for EPC of storage tanks & critical evaluation of the documents & deviations submitted by the EPC contractor. Analysing the deviations & finding alternatives for them was one of the important task in the project. The concluding part of project also focussed on finding the financial analysis of terminal like IRR (Internal rate of return) & payback period of capital investment.



## Bhargav Dave

Age : 25 yrs  
Qualification : B.E. (Chemical Engineering), Dharmsinh Desai University, Nadiad  
Work Experience : 25 Months, Essar Oil Limited  
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Techno-commercial feasibility of natural gas supply to industrial and commercial customers through CNG cascades	Mahanagar Gas Limited

**Abstract:** The basic idea behind this project was to connect with industrial and commercial customers to whom MGL can't reach through PNG, but can supply natural gas through CNG cascades. Technical, commercial and operational aspects of supplying gas through CNG cascades were studied in this project. Safety aspects and approvals needed for using CNG cascades, for industrial customers are covered in this project. Study of current transportation contract of CNG cascade supply from mother station to daughter booster station was done and with just in time concept a new more feasible model was developed.



## Dadhich Bhatt

Age : 25 yrs  
Qualification : B.E. (Electrical), L. D. College of Engineering, Gujarat University  
Work Experience : 29 Months, Gujarat Gas Co. Ltd.,  
6 Months, Gujarat State Petronet Ltd.  
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
“Study on Global LNG Markets”	AF - Mercados Energy Markets India (Asia) Private Limited

**Abstract:** With the increasing quantum of consumption and trade, LNG has garnered importance as a commodity of strategic importance in the global energy landscape. The project aimed at analysing the changing dynamics of the global LNG market and mapping the shifts in global LNG trade movement and implications thereof. A detailed analysis has been carried out for three important stages of LNG value chain – liquefaction, shipping and regasification from the global perspective. A database has been prepared on liquefaction & regasification processes and LNG fleets. Shipping cost play a crucial role in LNG sourcing for any importer; hence a shipping cost calculator has been generated which calculates the shipping cost between the specified export and import terminals which will provide ease to the importers in selection of sourcing terminal.





## Darshan Solanki

Age : 23 yrs  
Qualification : B.E. (Electronics & Communication),  
Indus Institute of Technology & Engineering  
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**Summer Internship Project Title :**

Market Development through BTL activities

**Summer Internship Organization:**

Total Oil India Private Ltd.

**Abstract:** The Main objective of the training was to study the automotive lubricant market in Ahmedabad and BTL activities. Based on the BTL activities conducted, sales of diesel engine oil to Fleet Owners in Ahmedabad and scheme design & implementation for Mechanics carried out. During the field visits, customer relationships were developed, expectations of Dealers and Mechanics were identified and brand building exercises were undertaken. The study concluded that the designing of branding exercises, efficient channel management and mechanics and Dealer-based loyalty schemes play a vital role in gaining market share. From the BTL activities I find it is efficient and cost-effective for targeting a limited and specific group.



## Devang Chandrate

Age : 25 yrs  
Qualification : B.Tech (Mechanical Engineering), NIT, Surat  
Work Experience : 35 Months, Larsen and Toubro Limited  
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**Summer Internship Project Title :**

Price Risk Hedging using PVC Futures

**Summer Internship Organization:**

National Commodities & Derivatives  
Exchange

**Abstract:** Price Risk Hedging is a very effective mechanism to mitigate risks due to fluctuations in prices. Firms worldwide hedge themselves against fluctuations in currency exchange rates, raw material inputs prices etc. PVC Resin is a basic raw material input that goes into the manufacturing of PVC Pipes, Profiles etc. With more than 50 % demand being met by imports and huge price fluctuations, futures trading in PVC has huge business opportunity. But despite launching PVC Futures trading at NCDEX Exchange, the response to trading is mute. Thus Industry analysis was carried out to understand the structural issues and consumer perception that is hampering trading into PVC Futures. A qualitative exploratory research was carried out followed by descriptive research using personal and group interview techniques with all the stakeholders in the Industry(Importers, Distributors, Manufacturers and Processors). Drawing from the inferences an encompassing business strategy was suggested to increase business of NCDEX by increasing and attracting more buyers and sellers to exchange.



## Durgesh Gangwar

Age : 26 yrs  
Qualification : B.Tech. (Electrical Engineering), SVNIT, Surat  
Work Experience : 35 Months, General Motors Pvt. India Ltd.  
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**Summer Internship Project Title :**

Price risk hedging using PVC futures – West Bengal

**Summer Internship Organization:**

National Commodities & Derivatives  
Exchange

**Abstract:** The project was done in the business group at NCDEX. The objective was to understand the domestic and international PVC market, PVC price volatility, co-relation with crude prices and the influence of government policies in commodity trading in India.

The aim was to increase the business of PVC contract by bringing in more participation from PVC importers and processors. An exploratory research was carried out to understand the perception of PVC market participants (Producers, processors, traders and importers) towards future contract. They were further educated about futures trading and the commodities market. Benefits such as price transparency, better price realization for producers and arbitrage opportunities for trader were understood by the participants.

NCDEX was suggested to target import houses and also strengthen its member network in PVC markets like Rajkot and Kolkata in order to increase trading of the future contract on the index.



## Gautam Udupa

Age : 25 yrs  
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Work Experience : 34 Months, Larsen & Toubro Limited  
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**Summer Internship Project Title :**

Internal Auditing of Reliance Industries Ltd,  
Jamnagar (Plant maintenance module)

**Summer Internship Organization:**

Ernst & Young LLP

**Abstract:** The internal audit engagement at Reliance Industries Limited was intended to review whether business is being conducted within the controls environment laid down by the Management. Internal audit team reviews the design, operating effectiveness and continuity of the control environment, recommend improvement in design and controls. It also validates compliance with policies, procedures and other guidelines governing the business.

Objective of Plant Maintenance review that I undertook as part of summer internship was to review procedures for planning and execution of preventive maintenance activities, review procedures execution of breakdown maintenance activities and maintenance of equipment Master and Bill of Materials.





## Himanshu Katoch

Age : 25 yrs  
Qualification : B.Tech. (Metallurgy & Materials Engineering),  
Visvesvaraya National Institute of Technology, Nagpur  
Work Experience : 24 Months, Welspun Steel Ltd.  
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Brand Awareness, Market development and Consumer behaviour study for Total-elf Lubricants in Karnal District	Total Oil India Pvt. Ltd.

**Abstract:** The main objective of the project was to undertake the market research to understand the characteristics of the automotive segment of lubricant market in Karnal District. This study focussed to asses lubricants market potential, brand awareness, distribution channels and consumer buying behaviour. Based on the research, sales promotion of TOTAL/ELF grades in different segments, scheme design and implementation for both dealers and mechanics was carried out. During the market visit Behavior of Dealers and Mechanics with their expectations was studied. The study provided valuable insights of complications associated with making new distributor, role of dealers and mechanics in promoting the product in highly competitive market. The importance of Brand awareness, Dealer based loyalty, sales profit margin and building customer relationship in business expansion for both the product as well as Distributor in highly competitive market was the learning.



## Kapil Jain

Age : 25 yrs  
Qualification : B.E. (Electronics & Communication Engineering), University of Rajasthan  
Work Experience : 24 Months, Capgemini India Pvt. Ltd.,  
8 Months, Web Tech Solutions  
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
To devise a plan to increase market share of HP Lubes (DEO segment) by 4-5 percentage point in next two years in Mumbai, Thane and Raigad Region.	Hindustan Petroleum Corporation Limited

**Abstract:** Objective of internship was to understand in-depth working of the Lube market (which is similar to FMCG market). The market was segmented as per Automotive market segmentation (primary market) and emphasis was given on Diesel Engine Oil (DEO) segment. The project was to formulate short-term plans and long term strategies to increase market share of concerned organisations’ DEO brand. Research was carried on sample market of Retailer, Mechanic, and Fleet customer (Mumbai, Thane, Raigad) in terms of product differentiation, brand strength, products’ price positioning in market with competitors’ offering, current market share and other BTL-ATL activities.

The short term plans for ground activation and loyalty bound programs, and long term strategies regarding customized pack sizes, upcoming technology product and brand building activities were recommended.



## C. Keerthi Ashwin

Age : 24 yrs  
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Kongu Engineering College, Anna University  
Work Experience : 24 Months, Essar Projects India Limited (EPIL)  
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Project Management and Quality Aspects in Domestic and International EPC Jobs	Larsen & Toubro- Hydrocarbons Mid and Downstream

**Abstract:** This project aims to study, compare and contrast the Hydrocarbon Downstream EPC activities of a Domestic, green field project at Mangalore against an International, brown field project at Oman. It focuses on understanding the basic functionality differences between them. The project further extends to study the client specifications and standards related to cable laying and installation of lighting fixtures- in the field and in the buildings, and a model incorporating various factors, which could be used to optimize the size and runs of cable and number of lighting fixture, is developed. The various unexpected execution delays and quality issues affecting the domestic EPC activity are also studied and means to avert them in the future projects is suggested.



## Kinnari Pandya

Age : 25 yrs  
Qualification : B.E. (Civil Engineering), Gujarat University  
Work Experience : 31 Months, Infosys Limited  
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Understanding the operations under Availability Based Tariff mechanism	Essar Power Gujarat Limited

**Abstract:** The main objective was to comprehend the impact of Availability Based Tariff (ABT) on Power sector. ABT is concerned with the tariff structure for bulk power and is aimed at bringing about more responsibility and accountability in power generation and consumption through a scheme of incentives and disincentives. The basic idea was to understand Essar Power Gujarat Limited’s operations under the Unscheduled Interchange Mechanism and how this mechanism helps in achieving the technical requirement of maintaining a proper equilibrium of frequency in Indian grid system.

Additional study was also done to analyse the key issues and challenges faced by the plant and the motivation to suggest a solution to minimize the operation costs of the Salaya Plant.





## Kiran S Phalke

Age	:	26 yrs
Qualification	:	B. E. (Chemical Engineering), Dr. Babasaheb Ambedkar Technological University
Work Experience	:	9 Months, NOCIL Ltd., 2 Months, Span Chem Technologies
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<b>Summer Internship Project Title :</b> Optimization of Truck Terminal Turnaround Time and Understanding Ethanol Blending with fuel in Brazilian Petroleum Industry	<b>Summer Internship Organization:</b> Indian Oil Corporation Limited
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**Abstract:** The focus of the project was:

- To increase efficiency in Operation at IOCL Wadala II Terminal. The process of Truck Terminal Turnaround Time was clocked over a period of days and matched with ideal desired time. This helped identify bottlenecks in the whole process.
- To understand Ethanol blending with fuel in Brazilian Petroleum Industry. Brazil and India having a commonality of cultivating sugarcane and Brazil having implemented Ethanol Blending Programme successfully helped understand various parameters in upgrading ethanol blending ratios in India.
- To analyse Indian Petroleum Refining Industry.



## Krutika Parmar

Age	:	25 yrs
Qualification	:	B.E. (Electrical Engg.), L. D. College of Engineering, Gujarat University
Work Experience	:	24 Months, The Tata Power Co. Ltd.
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<b>Summer Internship Project Title :</b> Rebranding/Revival of old city RO's in Ahmedabad city	<b>Summer Internship Organization:</b> Bharat Petroleum Corporation Limited
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**Abstract:** The petroleum retailing industry in the Old City of Ahmedabad faces significant challenges with low product differentiation, lack of consumer loyalty and intense competition.

The brand audit undertaken to address this concern substantiated the shift of their market proposition on the product-service continuum towards the service away from product aspects. It also revealed that quality and quantity have ceased to be points of differentiation.

Petroleum retailers here will need to develop differentiated value propositions by adopting consumer-centric strategies shifting from product-centric strategies and building strong brand equity. To keep the RO current, relevant and profitable it was proposed to reposition the company in this part of the city as the best in service in its class.



## Krutika Kshirsagar

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Qualification	:	B.Tech. (Oils, Oleochemicals & Surfactants Technology), Mumbai University, Institute of Chemical Technology (ICT/UDCT)
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<b>Summer Internship Project Title :</b> Price Risk Management in Crude oil	<b>Summer Internship Organization:</b> Financial Technologies Knowledge Management Company
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**Abstract:** Commodity derivatives in India, albeit with a long and tumultuous history has witnessed tremendous growth over a short time period starting 2003. Crude oil, being a critical component in rapid economic growth of nations has emerged as one of the largest and most liquid markets. The participants of this industry are exposed primarily to commodity and currency risks. The internship project titled 'Risk Management in Crude Oil' was a review and compilation focusing on the fundamental factors of demand and supply. It briefly expounded on a few select case studies from sectors of aviation, shipping and oil refining and fundamental and technical analysis was administered to forecast the global crude oil prices. The key role played by MCX, the largest commodity exchange in India, is cited as it heralds the arrival of Indian exchanges on the global stage.



## Manish Kumar Singh

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Qualification	:	B.Tech (Petroleum Engineering), Pandit Deendayal Petroleum University
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<b>Summer Internship Project Title :</b> Strategic Procurement and Master Service Agreement.	<b>Summer Internship Organization:</b> Adani Welspun Exploration Limited
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**Abstract:** The project is aimed to study and understand the procurement process used for procuring different goods and services from various bidders. This project deals with the procedures, practices and guidelines adopted by Adani Welspun Exploration Limited to optimize the process of procurement, so as to make available the needed equipment, material and services of desired quality at the right time and place. Further, emphasis was laid on the tenders, bidding technique, bid evaluation criteria and negotiations. The study also aimed as to why a Master Service Agreement should also be in place with leading Service Providers to procure goods and services in case of emergency.





## Mayank Somani

Age : 27 yrs  
Qualification : B.Tech (Mechanical Engineering)  
Visvesvaraya National Institute of Technology (NIT), Nagpur  
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**Summer Internship Project Title :** LNG Business in India Landscape: Opportunity for ONGC’s proposed Mangalore LNG Terminal  
**Summer Internship Organization:** Oil & Natural Gas Corporation

**Abstract:** ONGC wants to enter in LNG business in India and is seeking opportunity for direct marketing of imported gas. For this in May-2013, it has signed MoU for detailed feasibility study of proposed Mangalore LNG terminal. The report gives detailed yet not exhaustive analysis of various options for sourcing, Pricing structure and large scale consumers (target customer) and proposed an entry level strategy to ONGC with the help of secondary as well as exploratory primary research. Project has brought new concepts, LNG-Hub and small scale re-gasification plants for maximum penetration in under developed southern Indian natural gas market. After customer attitudes and expectation survey, 20% of the sample was identified as probable consumers of natural gas and can be targeted by direct marketing of LNG.



## Mit Prashant Gandhi

Age : 22 yrs  
Qualification : B.Tech. (Petroleum Engineering), Pandit Deendayal Petroleum University  
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**Summer Internship Project Title :** Production Operations and Studies for Reduction of Gas Flaring at Palej Production Facility of Cambay Business Unit  
**Summer Internship Organization:** Hindustan Oil Exploration Company

**Abstract:** The Project was aimed at understanding production operations at Palej Production Facility, Block: CB-ON/7, Cambay Basin and carrying out studies for reduction of gas flaring. Process flow through equipment and plant layout were studied. Plant produces Associated Natural Gas along with Crude Oil. Gas is used for internal consumption, and buyer can off-take balance gas on fall-back basis. Remaining gas is flared.

If production is in commercial quantity, then, for various options generated to reduce gas flaring, technical feasibility was conducted, followed by Cost-Benefit Analysis. Considering remaining field life, and fluctuation in quantity of associated gas production, conversion to other form is not viable. In order to evaluate Cost-Benefit Analysis, and to run techno-economics, Production Sharing Contract was also studied.



## Mohit Suri

Age : 24 yrs  
Qualification : B.Tech. (Electrical Engineering), Kurukshetra University  
Work Experience : 13 Months, Cargo Motors  
o4 Months, Cargo Power & Infrastructure  
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**Summer Internship Project Title :** Study of Consumer behaviour and Business Development for Total/Elf Lubricants in North Delhi  
**Summer Internship Organization:** Total Oil India Pvt. Ltd.

**Abstract:** The main objective of the project was to study the HCV market of North Delhi. Based on the research conducted, sales of diesel engine oil to Fleet owners and Designing & Implementing of Loyalty Program for Mechanics were carried out. During the field visits, customer relationship were developed, expectations of Dealer and Mechanics were gauged and brand building initiatives were implemented. The study gave valuable insights on the role of distributors, dealers and mechanics in promoting the business in today’s highly competitive market. The study concluded that the mechanic based loyalty programme, efficient channel management and branding exercise play a vital role in gaining market share.



## Nandakishore M

Age : 24 yrs  
Qualification : B.Tech (Electrical and Electronics), University of Kerala  
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**Summer Internship Project Title :** Fuel Costing and Planning the Future at VPCL  
**Summer Internship Organization:** Essar Power Limited

**Abstract:** Vadinar Power Corporation Limited (VPCL) has a 599 MW, captive co-generation plant which supplies power and steam to Essar refinery. The gas-based plant of capacity 220 MW is lying idle due to high gas price. The project aimed to study the costing of the three plants, whereby determining the exact per unit cost of power and steam based on coal, gas and naphtha as fuel. The project also explores the options that VPCL can adopt to reduce the costs and to improve the asset utilization. In addition, a study of the International coal and gas markets has been done to predict the future trend of prices and the way forward for VPCL with respect to operating the gas based plant.





## G.S. Narsimha Murthy

Age : 26 yrs  
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**Summer Internship Project Title :** Entry Strategies of Indian E&P Companies: The case of Adani Welspun Exploration Ltd.  
**Summer Internship Organization:** Adani Welspun Exploration Ltd.

**Abstract:** The project has been undertaken to understand prevailing trends, growth strategy, emerging markets and future scope of business in upstream oil & gas sector. Project highlights the different objectives of incumbent E&P Indian companies to venture into attractive foreign market and acquire strategic blocks.

Project delivers the strategic framework for AWEL. In order to devise a strategy, extensive exploratory research has been carried out from secondary sources of data like Oil & Gas Journals, Expert Reports, country websites, business journals, Wikipedia as well as Research papers to churn out the important qualitative & quantitative information. Project embraces the country analysis, comparative analysis, case studies, possible measures and risk management guidelines to overcome the challenges encountered by Upstream Companies in Business Development process. Finally, Project assists AWEL executive panel to determine future course of action based on analysis and recommendation presented in a report.



## Nilesh Kumar Sinha

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Work Experience : 39 Months, Infosys Ltd.  
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**Summer Internship Project Title :** Economic Analysis of an Upstream Project  
**Summer Internship Organization:** ONGC Videsh Limited

**Abstract:** The issue of economic evaluation of an upstream project is critical in nature. The project focuses on understanding the nuances related to the economic analysis of an exploration project. It involved sound application of capital budgeting techniques and analysis of cash flow statement for an overseas oil production field. The study also included economic and commercial risk analysis with the help of sensitivity analysis. A case study of the particular oil field was carried out elucidating the concepts of cash flow analysis, time value of money and discounting along with probability analysis of a drilling well.



## Nishit Jain

Age : 26 yrs  
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Work Experience : 17 Months, Veena Industries Ltd., 11 Months, Jayahind Sciaky Ltd.  
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**Summer Internship Project Title :** **Summer Internship Organization:**  
Project - 1: Financial feasibility evaluation of an Onshore Oil field by studying the Production Sharing Contracts (PSC) signed between the Indian government and HOEC

Project - 2: Assessing the compliance of HOEC onshore operations with the oil field regulations by studying the various Regulatory Bodies in Upstream sector.

**Abstract - 1:** The scope of the project was to conduct a financial feasibility of an HOEC onshore block by studying the PSC signed between the Indian Government and HOEC. A comparative analysis, of the cash flow estimated at the Bidding stage and the actual cash flow at the production stage, were carried out in order to evaluate the risk and uncertainty associated with the E&P project.

**Abstract - 2:** The objective of the project was to assess the compliance of HOEC onshore operations with the stated oil field regulations. Regulatory bodies for upstream sector which includes DGH, GPCB, OISD, DoP (Gujarat), DGMS were studied to understand their regulatory requirements. An HOEC onshore oil field was also visited to evaluate the company agreement with the regulations.



## Nitesh Soni

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Work Experience : 19 Months, ABG Energy (Guj) Ltd.  
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**Summer Internship Project Title :** **Summer Internship Organization:**  
“Impact of Fuel Supply on Sustainability of Gas Based Power Plants in India” Essar Power Ltd.

**Abstract:** Due to declining gas production in India, gas based power plants are facing challenges to secure gas for sustainable operation. The project is aimed to identify and calculate the impact of shortage of Gas supply on over all sustainability of Essar Power’s Hazira plant and other gas based power plants in India based on three key performance indicators (Economic, Social and Environmental) as per GRI guidelines. The future trend of Indian gas industry (i.e. domestic production, LNG import, and non-conventional gas sources) as well as Indian power sector (i.e. tariff, renewable sources of power, and new technologies) is also predicted and analyzed to help company to identify and form strategy for sustainable development.





## Pankhil Shikha

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Work Experience : 6 Months, Athena Kynshi Power Ltd.  
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**Summer Internship Project Title :**  
Project - 1: Asset Liability Management at PFCL

**Summer Internship Organization:**  
Power Finance Corporation Ltd.

Project - 2: Foreign Exchange Risk Management at PFCL

**Abstract - 1:** This project was an attempt towards studying the Asset liability Management process in a Financial Institution and to mitigate any Interest Rate Risk, Liquidity Risk or Credit Risk arising out of mismatches in its asset liability profile with the help of Duration Gap Analysis. The exercise indicated, whether the institution benefits from the rising interest rates by having a positive gap or it benefits from the declining interest rates by having a negative gap.

**Abstract - 2:** The purpose of project was to minimize the risks associated with the fluctuation in the Foreign Exchange (Forex) Market, using the derivative tools (Hedging) in the working profile of PFCL and study its effect on the portion of amount that has been taken by the Financial Institution.



## Parth Bhatt

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**Summer Internship Project Title :**  
Power Scenario and Impact of Less Availability of Domestic Coal

**Summer Internship Organization:**  
Adani Power Limited

**Abstract:** The intricacies of Fuel Supply Agreement (FSA) and its implications on Independent Power Plants (IPP) have been shown. Understanding coal linkages procedure for the allotment of coal supply from the subsidiary of Coal India Limited to IPP in current Indian power scenario. Significance of domestic coal shortages within India and complementary import necessity has been analyzed to meet the fuel shortage situation of upcoming Thermal Power Plants in the next Five Year Plan. A comparative study has been carried out by calculating unit cost of generating electricity based on domestic and imported coal for Adani Power Limited. Results are shown how usage of imported coal is expensive for a power producing company and what repercussions it has on the profit.



## Pinaki Chatterjee

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Pursuing Post Graduate Diploma in Business Laws (PGDBL) from National University of Juridical Sciences (NUJS), Kolkata.  
Work Experience : 46 Months, Larsen & Toubro Limited, Mumbai  
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**Summer Internship Project Title :**  
Formulation of Marketing Strategy and develop a retailing model to generate incremental revenue from grease business as a complimentary product of Tata Bearings

**Summer Internship Organization:**

Tata Steel

**Abstract:** Identification of key technical parameters for the selection of ‘multipurpose grease’. The project was designed to undertake a market survey for exploring the factors that influence automotive mechanic to select / recommend grease brand confined within automotive market segment at Kolkata. Evaluation of current retail channel design and propose optimization strategies for the same in terms of time and cost. Desired outcome of the project was to develop a revenue marketing strategy which will generate incremental sales. Marketing intelligence were gathered and analyzed to understand competitor’s offerings in terms of promotional schemes, product mix, pricing and market penetration. Finally, marketing strategy was proposed along with necessary marketing interventions in terms of improve brand visibility, product design, market penetration strategy, and cost effective ways of promoting ‘AP3 Grease’.



## Priya Mohan

Age : 24 yrs  
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Work Experience : 15 Months, Solswiz  
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**Summer Internship Project Title :**  
Strategic Use of IT for Service Level Agreement Monitoring by HPCL- A Study on Control Center System

**Summer Internship Organization:**  
Hindustan Petroleum Corporation Ltd.

**Abstract:** The project intends to study and suggest ways to improve the Control Center for SLA monitoring of automation vendors of HPCL. Currently, 1683 retail outlets of HPCL are automated for Quality/Quantity assurance to keep the Good fuel promise. Manual monitoring of these geographically widespread outlets is a cumbersome task, ergo the Control Center.

This consists of identifying existing bottlenecks, prioritising them and finding solutions. The issues identified include- network connectivity, performance and Change Management. Adopting new IT infrastructure will be always met with resistance which needs to be managed for a successful implementation.

Suitable recommendations are given for further improvement.





## Ravil Patel

Age	:	24 yrs
Qualification	:	B.E. (Mechanical Engineering), Sardar Patel University
Work Experience	:	24 Months, Larsen and Toubro Limited, Hazira
E-mail	:	ravil.ppgp12@spm.pdpu.ac.in

<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Evaluation of selection process for awarding EPC contract of Regas Facilities for GSPC LNG Limited.	GSPC LNG Limited

**Abstract:** LNG industry supply chain and its current market scenario are discussed in detail. GSPC LNG is establishing its LNG Regasification terminal of 5 MMTPA capacity at Mundra. This project details and its features are shown in brief. To establish LNG terminal, GSPC LNG is going for a restricted international tendering process for selection of EPC contractor for Regas facilities. This report shows rationales behind the selection process of GSPC LNG Ltd. Critical evaluation of process has been done and concluded to: Advantages of lowest capital investment for the company with reduced risk of default by contractor. At the same time area of improvements also shown which consists of unreliability of contractor and unavailability of encouragement for early project execution.



## Rishabh Diwakar

Age	:	27 yrs
Qualification	:	B.E. (Electronics and Telecommuncation), Pandit Ravishankar Shukla University
Work Experience	:	4o Months, Tata Consultancy Services
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Study of Media Advertisement activities of Lubricant Brand	Indian Oil Corporation Limited

**Abstract:** The Project was completed under the Deputy General Manager, Branding Dept., IOCL Mumbai. The aim of the study was to understand the role of various media channels in branding of the lubricants. The Study was conducted in two phases. First phase was analysis of competitors’ media advertisements. The second phase was primary data collection, through survey, for gauging the effectiveness of media channels among lubricant brands. The study helped the IOCL to have a close view of competitors’ strategies w.r.t to their media utilization for branding and understand the changing trends of media advertisements.



## Rohankumar Bhardwaj

Age	:	24 yrs
Qualification	:	B.Tech (Electrical Engineering), Nirma University
Work Experience	:	35 Months, Linde Engineering India Pvt. Ltd. (including 4 months deputation to Linde Germany)
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Rural Marketing Strategy for Retail Outlets	Bharat Petroleum Corporation Ltd.

**Abstract:** Rural market is the emerging sector because of tremendous market opportunities & growth. Many districts among rural India have seen the exponential economic growth but still the variation in the growth pattern & consumers’ needs lead to more systematic and in-depth research. Hence, this project, Rural Marketing Strategy, with the objective of determining the consumer characteristics, buying behaviour and factors affecting the decision for preferring the petro retail outlets for BPCL. The study has also included assessing the awareness level among the consumers for the services and Non Fuel Retailing activities, including but not limited to agricultural products, financing facilities, service stations etc., at the outlets. Also, the preference for the services and Non-Fuel Retailing has been evaluated to identify the future course of action which will increase the sales and gain the overall consumer satisfaction.



## Sajjan Kumar Mishra

Age	:	29 yrs
Qualification	:	B. Tech. (Mechanical Engineering), IIT (BHU), Varanasi
Work Experience	:	6o Months, Wipro Technologies
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
City Gas Distribution (CGD) business in India and opportunities for ONGC	Oil and Natural Gas Corporation

**Abstract:** City Gas Distribution has become an attractive business in India and many players like ONGC are planning to enter into CGD business.

The scope of the project was to:

- Analyze the business and business model of CGD companies in India
- Recommend possible location for ONGC to enter into CGD business
- Estimation of natural gas demand of a city for CGD business

After conducting the field survey for all the four segments (domestic, industrial, commercial and transport) of CGD business, average demand of natural gas for each segment was obtained. An excel model was prepared, using primary and secondary sources, to estimate the natural gas demand for the Mangalore city, which can be used for other cities by changing the variables.



## Samarth Mewada

Age : 23 yrs  
Qualification : B.E. (Computer Engineering), Saurashtra University  
E-mail : samarth.mpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** “Market Development of Faridabad for Total-elf”  
**Summer Internship Organization:** Total Oil India Pvt. Ltd.

**Abstract:** The Objective of the project was to develop the market of Faridabad region for Total-Elf. Distributor of the company was having good reputation in market but was new for the lubricating oil business, hence unable to capture the huge potential market of Faridabad. Problems in the market were first identified by in depth interviews with various dealers, mechanics, transporters etc. with whom company was working, after identifying the problem an action plan was prepared and work was carried on accordingly. Key learning was that in such competitive market of lubes many factors affect business of a company. To list a few are robust distributor having good knowledge about lube business, also having good reputation and relationship in market. End Sale is carried on by dealers and mechanics so proper business relationship throughout the chain is very important.



## Saurabh Kaushik

Age : 25 yrs  
Qualification : B.Tech. (Electronics & Communication Engineering), Kurukshetra University  
Work Experience : 27 Months, Dell International Services  
06 Months, Oriental Science Apparatus Workshop  
E-mail : saurabh.kpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Foreign Exchange Risks Management at Alstom India Ltd.  
**Summer Internship Organization:** Alstom India Limited

**Abstract:** Measuring and managing exchange rate risk exposure is important for reducing a firm’s vulnerabilities from major exchange rate movements, which could adversely affect profit margins and the value of assets. This project was a modest effort to understand the concept of Foreign Exchange Risk Management and applying it in the projects undergoing in Thermal Service business of Alstom India Ltd. The project took a dig into understanding the factors like exchange rate exposure in terms of transaction risks, translation risks and the broader economic risks. Applying these concepts, procedure of calculation of Forward points and its implications on the financial model of the project was also carried out. In addition, the use of various financial derivatives instruments as a mechanism to mitigate foreign exchange risks was also studied. A detailed case was developed on Budapest Metro Rail Network to understand how the foreign currencies were hedged from tendering stage till the final bidding stage of the project.



## Shashank Parmar

Age : 24 yrs  
Qualification : B.E. (Mechanical Engineering), Gujarat University  
Work Experience : 10 Months, ITER-INDIA  
E-mail : shashank.ppgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Role of petrol pump in branding of Servo  
**Summer Internship Organization:** Indian Oil Corporation Limited

**Abstract:** Proper branding can result in higher sales of not only one product, but also of other products associated with that brand. The project mainly focuses on branding of servo at the retail outlets and to study the same research had been carried out on 30 petrol pumps of IOCL in Ahmedabad region through focused interviews of petrol pump owners and questionnaire survey of Indian consumers. The project also helped to understand various aspects of branding such as brand awareness, brand loyalty, brand association etc. The exposure gave an insight into the lubricant market, its current trends and business practices.



## Shikha Kumari Singh

Age : 26 yrs  
Qualification : B.E. (Mechanical Engineering), Bengal Engineering & Science University, Shibpur  
Work Experience : 24 Months, Bharat Aluminium Company Ltd. (Vedanta Resources PLC)  
E-mail : shikha.spgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Risk Perception in International E&P Business  
**Summer Internship Organization:** ONGC Videsh Limited

**Abstract:** In the oil and gas E&P business, where organizations primarily deal in overseas investments, significant challenges exist in the form of country risks, political risks, currency risks, business risks and operational/functional risks. In order to counter the risks effectively, systematic appraisal process is followed strategically at the functional level to meet the larger business objectives. The risks inherent in each such overseas project investments being different, my project essentially relied on identifying those risks, mapping it to the right assets being acquired, analysis and lastly risk monetization to suitably address the broader objectives of strategic decision making.





## Siddharth

Age	:	24 yrs
Qualification	:	B. Tech. (Electronics & Communication Engineering), Uttar Pradesh Technical University (Now Gautam Buddh Technical University)
Work Experience	:	8 Months, Nokia Siemens Networks
E-mail	:	siddharth.pgp12@spm.pdpu.ac.in

<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Market Development of Total-Elf Lubricants in Faridabad	Total Oil India Private Limited

**Abstract:** The project aimed at developing a strategy to increase the sales of Total Elf lubricants in Faridabad (Haryana). Market mapping was carried out in order to understand dealer's preferences and the segments they deal in. Sales of Total-Elf in Faridabad were stagnant because the company had changed its channel partner multiple times in a span of 2 years. Hence, strong relationships with dealers were established with regular market visits, which helped creating a sustainable market share. An aggressive market penetration through BTL activities such as canopy campaign, mechanics meet and counter branding were done in coordination with Total-Elf channel partner. The crucial issue of stock forecast for the channel partner was also dealt by analysing dealers purchase pattern.



## Sonali

Age	:	25 yrs
Qualification	:	B. Tech. (Electronics and Communication), Gautam Buddh Technical University, U.P.
Work Experience	:	6 Months, Nokia Siemens Networks
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Branding of Servo and Analysis of Competitors	Indian Oil Corporation Limited

**Abstract:** Branding plays a vital role in competitive lubricant market due to the presence of large number of players. This project was a comparative analysis of SERVO lubricants of IOCL with that of its competitors. The performance analysis of competitors was done on the basis of financial condition, customization of products for different segments, promotional strategies and co-branding with OEMs.

The project analyzed the advertising expenditure on different types of media (TV, Print and Radio), advertising pattern on TV and examined their effectiveness with the help of GRPs (Gross Rating Points) earned. The project emphasized on the brand identity as well as brand elements of Servo and its competitors with due focus on media and products. Finally, improvement in brand visibility through innovation, association with major sports events and attention on pattern of advertising on TV were recommended.



## Sohan Chowdhury

Age	:	24 yrs
Qualification	:	B.E. (Mechanical Engineering), Sardar Patel University
Work Experience	:	19 Months, Tata Consultancy Services
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Replacing CNG with LNG As a Transportation Fuel	Petronet LNG Limited

**Abstract:** The objective of the report was to provide a head to head comparison of LNG with its near competitor CNG. The assessment includes a Comparison of Fluid Production Processes, Refueling Stations, End-Use Characteristics, and the environmental impact of each technology. The relative effect of Tank Weight was also taken into consideration showing % Gain in Fuel Efficiency achieved. An analysis of payback period of CNG vehicles as compared to Petrol and Diesel was made with an overall comparison with LNG vehicles and indicating the vehicles beneficial with use of LNG. The study showed that LNG can be a viable fuel for heavy-duty trucks and that it offers great promise as a clean, alternative to diesel and CNG while there is no overall general advantage for either LNG or CNG in the areas of energy efficiency, economies, or environmental effect.



## Soumyadeep Maity

Age	:	24 yrs
Qualification	:	B.E. (Hons.) in Civil Engineering, Jadavpur University
Work Experience	:	9 Months in Moserbaer Projects Pvt. Ltd., 27 Months in BABTECH
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<b>Summer Internship Project Title :</b>	<b>Summer Internship Organization:</b>
Cost Implication & Project Financing of New LNG Re-gasification Terminal	Petronet LNG Limited

**Abstract:** Importing of gas in form of LNG needs Re-gasification infrastructure to deliver the gas into the domestic pipeline. Though India has a large coastal line to facilitate the import operation of LNG, but being a risky and highly capital intensive project that demands a huge upfront investment it is not easy to establish a re-gasification terminal especially in the country like India. The objective of the study is to analyze the various costs related to the construction and operation of a re-gasification terminal and the way of project finance due to budgetary deficit of government and balance sheet constraint of the private players.



## Sushobhit Maity

Age : 23 yrs  
Qualification : B.S. (Marine Engineering),  
Birla Institute of Technology and Sciences (B.I.T.S), Pilani  
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**Summer Internship Project Title :** LPG Supply Chain Optimization  
**Summer Internship Organization:** Indian Oil Corporation Ltd.

**Abstract:** The logistics and supply chain of LPG for IOCL involves a complex network. Routing Bulk LPG from various sources to the bottling plants all over the country and subsequently dispatching the packed LPG in cylinders to various markets require planning, co-ordination and control at a gigantic scale. The project was aimed at evaluating the options to route LPG one minimizing the total transportation cost and other minimizing the packed transportation cost. It was found that implementation of 2nd option would lead to accrual of financial benefit to the company. Also as part of the project Landed Cost of LPG was determined and Region-wise supply chain was collated from various linkage reports. Also, an interactive map with details of IOCL LPG bottling plants along with bottling plants of other PSU Oil Marketing Companies and the sources of LPG has been prepared.



## Suvish Prasad

Age : 23 yrs  
Qualification : B.E. (Electrical Engineering), Gujarat University  
E-mail : suvish.mpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Competitive Analysis and Market development strategies for MAK Lubricants (Western Region)  
**Summer Internship Organization:** Bharat Petroleum Corporation Ltd.

**Abstract:** The project aimed to understand salient features of the automotive segment of lubricant market in Mumbai, Pune, Ahmedabad and Nasik by conducting a market research.

The study required analyzing brand equity;consumer decision making process and growth drivers'. Competitive analysis was performed and gap analysis was conducted to find out existing levels of service by distributors that affect channel partner consumption and ordering patterns. It was found that VAS (Value Added Services) influences the sale of lubes by creating brand perception. Diversifying from the conventional clutter of advertising/PR activities, product specific (MAK 4T NXT) brand activation fitting the brand personality, was planned and executed.

Finally, keeping CRM (customer relations management) as the foundation stone, market development strategies were designed with the marketing team at Lubes Head Quarters, Mumbai. The project helped “MAK Lubes” gain insights into the happenings at the market grassroots.



## Tushar Shah

Age : 25 yrs  
Qualification : B.E. (Mechanical Engineering), Gold Medalist, Gujarat University  
Pursuing Company Secretaries Professional Course from Institute of Company Secretaries of India (ICSI)  
Work Experience : 23 Months, Larsen and Toubro Limited  
E-mail : tushar.spgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** Commercial Banking and Trade Finance Products  
**Summer Internship Organization:** ICICI Bank Limited

**Abstract:** The project prominently aimed at understanding various trade credit products offered by ICICI Bank to various corporate and help them manage their working capital requirements and eventually leading to efficient treasury management which in turn enhance the business in the economy. The primary emphasis was on Letter of Credit backed Bill discounting (LCBD) services considering the short term market scenario, as a better alternative to Fund based working capital facilities. LCBD also offers an opportunity to generate alternate revenue for commercial banks with an optimal mix of growth, risk and profitability. It covers the standard compliances laid down by Reserve Bank of India, the internal controls to mitigate inherent operational risk and then critically analyses the nuances involved while effecting the entire services, from both operational and commercial aspect. It also encompasses the benchmarking of Indian banks for the financial year 2012-13 and their financial performance.



## Kumar Ujjawal

Age : 27 yrs  
Qualification : B.Sc. Engineering (Mechainical) B.I.T Sindri, Dhanbad  
Work Experience : 34 Months, Sterlite Industries Ltd.  
E-mail : ujjawal.kpgp12@spm.pdpu.ac.in

**Summer Internship Project Title :** To provide internal audit service in dispatch and warehouse process at Reliance Industries Limited, Hazira and Nagothane (a client of Ernst & Young)  
**Summer Internship Organization:** Ernst & Young LLP

**Abstract:** Highlights of scope include review of tolerance limit of various system control and quality check procedure of solid products. Review of finished products stock accounting and inventory system at solid products warehouse.

Projects comprises of identification of defective or missing controls in solid dispatch and warehouse process. Various tests were conducted on sample basis to analyze the existing controls and their effectiveness. Key risks in process were also identified. Assessment of those risk's impact on business drivers and reported to management. Finally, performance improvement plans were developed for mitigation and implementation in consensus with process owners to manage risk within risk appetite by plugging in the loop holes and decreasing cost as well as potential losses.





## Vaibhav Karangale

Age	:	25 yrs
Qualification	:	B.E. (Power Engineering), NPTI, Nagpur University
Work Experience	:	36 Months, Jhajjar Power Limited (A CLP India Company)
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Summer Internship Project Title :	Summer Internship Organization:
1) Revenue Maximization Simulation study of Waste to Energy (WTE) Project	1) Abellon Clean Energy Ltd.
2) Competition in Indian Energy Sector: Analysis of Electrical Equipment Manufacturing, Oil field exploration service & Shipping Liner Industry	2) Competition Commission of India (CCI), New Delhi

**Abstract - 1:** For disposal of Municipal Solid Waste (MSW) in the city of Ahmadabad, ACEL proposes to set-up a WTE plant to generate electricity. It was proposed to mix alternate fuel along with fresh MSW to achieve the target low heat value (LHV) required for operation. Analysis was carried out to identify most economic alternate fuel & maximum revenue for different mix ratio at different MSW LHVs. For period of twenty years possible occurrences of LHVs along with corresponding maximum revenue were extracted & was used in simulation programme to obtain probabilistic average revenue. This report suggested operating region at different LHVs with objective of maximizing revenue.

**Abstract - 2:** This research paper has identified anti-competitive practices prevailing in different sub-segments of subject industries. Paper suggested that, Intervention of CCI is required to investigate existence of international cartelization, practice of predatory pricing, and public procurement policies affecting competition in subject industries.



## Vaishnavi Shah

Age	:	23 yrs
Qualification	:	B.E. (Information Technology), University of Ballarat, Australia.
Work Experience	:	10 Months , Aroma Hi-Tech Ltd.
E-mail	:	vaishnavi.spgp12@spm.pdpu.ac.in

Summer Internship Project Title :	Summer Internship Organization:
<u>Project - 1:</u> Price Risk Management in Natural Gas Industry	Financial Technologies Knowledge Management Company
<u>Project - 2:</u> Price Forecasting in Crude Oil Market	

**Abstract - 1:** Natural Gas, given its strategic importance as a commodity, has evolved in the world energy mix. Players in this industry encounter price and currency risks. This project delineates the price volatility along with manipulation of prices in Natural Gas markets and the significance and implications of hedging as a strategy. Examining the developed markets in the industry, conditions required to cast an efficient Natural Gas market in India are annotated.

**Abstract - 2:** Crude Oil, the most significant source of energy plays a vital role in shaping a country's economy. This project analyzes oil prices and by employing technical analysis, identifies the patterns governing the price formation and their implications. Applying analytical tools like indicators, oscillators and Elliott wave, an oil price forecast till 2015 is made to assist the players in the industry to undertake informed decisions on formulating strategies to manage their respective risks.



## Vijay Punjabi

Age	:	26 yrs
Qualification	:	B.E. (Mechanical Engineering), Walchand Institute of Technology
Work Experience	:	33 Months, Godrej & Boyce Mfg. Ltd.
E-mail	:	vijay.ppgp12@spm.pdpu.ac.in

Summer Internship Project Title :	Summer Internship Organization:
a) System Based Tools for Techno Commercial Parametric Evaluation of items for L&T HMD projects.	Larsen & Toubro Hydrocarbon Mid & Downstream
b) Streamlining Generation of SAP Reports useful to SCM	
c) Eliminating shortages at site for Rotary Items & Packages	

**Abstract:** The objective of the study was to understand how data pertaining to various projects is stored, accessed, evaluated & benchmarked? What system is presently followed for parametric evaluation of items? How should we go about making a system based module for parametric evaluation? Therefore a system based tool was developed in excel for IT developer assistance. The project also highlights importance of procedure document in supply chain management; present system of procedures, need for refining present system and therefore a new document was proposed to address the problem of short/Damaged supplies. The Project objectives were as:

- a) To Develop a system based Module for integrating all Project data across all categories (i.e. rotary, static, piping, E&I).
- b) To propose a new Procedure document for eliminating short supplies at project site.
- c) To streamline software reports for easy interpretation & analyzing.



## Vivek Tripathi

Age	:	27 yrs
Qualification	:	B. Tech. (Electronics & Communication Engineering), Uttar Pradesh Technical University (Now Gautam Buddh Technical University)
Work Experience	:	25 Months, Mahindra Satyam
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Summer Internship Project Title :	Summer Internship Organization:
1) Equity Oil Scenario and Economics of Natural Gas in India.	1) Infraline Energy (2 Months)
2) Business Plan of Green Gas Limited	2) Green Gas Limited (1 Month)

**Abstract - 1:** In order to secure India's Oil supplies companies like OVL, Reliance, OIL etc. have forayed in different parts of the world. They face political risk and fierce competition from Chinese counterparts. Project attempts to study equity oil scenario of India.

Emergence of Natural Gas as alternate fuel which is comparatively cleaner plays an important role in an economy like India. Project looks at the Payback Period calculations (when switching to gas based applications) and determination of Price of CNG and PNG.

**Abstract - 2:** Project aims at projecting the demand of CNG & PNG in Agra and Lucknow thereby planning of CNG stations, Steel Pipelines & MDPE Grid lines, DRS, Capex, Opex for 5 years. Calculation of IRR, implementation strategy and recommendations for successful achievement of the projected demand.



## Yash Thawrani

Age : 25 yrs  
Qualification : B.E. (Mechanical Engineering), Nagpur University  
Work Experience : 31 Months, Larsen & Toubro Ltd.  
E-mail : yash.tpgp12@spm.pdpu.ac.in

### Summer Internship Project Title :

Automation as an urban marketing tool in the Retail Outlets of Ahmedabad

### Summer Internship Organization:

Bharat Petroleum Corporation Ltd.

**Abstract:** The Marketing of Automation in petro-retailing is the differentiator for an OMC while dealing in commodities like MS and HSD, the major revenue generating products. An OMC can leverage automation to enforce trust amongst its customers by ensuring no automation no operation (NANO). Automation as a modern technology tool aids in upgrading retail outlets and capturing consumer data that allows it to transfer the benefits and design customized schemes for its customers, thereby making the commodity buying a pleasant experience resulting in increasing the customer loyalty. The project makes an attempt to understand and use automation for petro-retailing business to assure quantity and quality and hence, projecting trust as a differentiator. In addition, it aids in enhancing customer awareness, thereby, increasing and sustaining the market share of an OMC. It also entails consumer awareness and ways to increase the visibility of the automated retail outlets.



## Yashwant Muley

Age : 25 yrs  
Qualification : B. Tech (Chemical Engineering),  
Laxminarayan Institute of Technology, Nagpur  
Work Experience : 28 Months, B.P.C.L. Mumbai Refinery  
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### Summer Internship Project Title :

LPG supply chain optimization

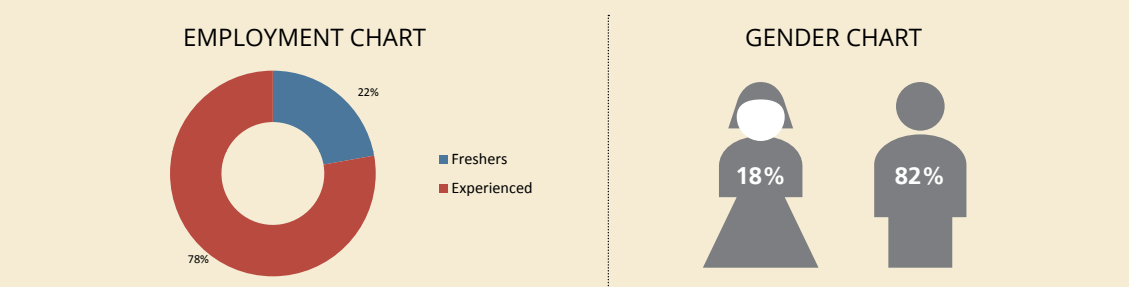
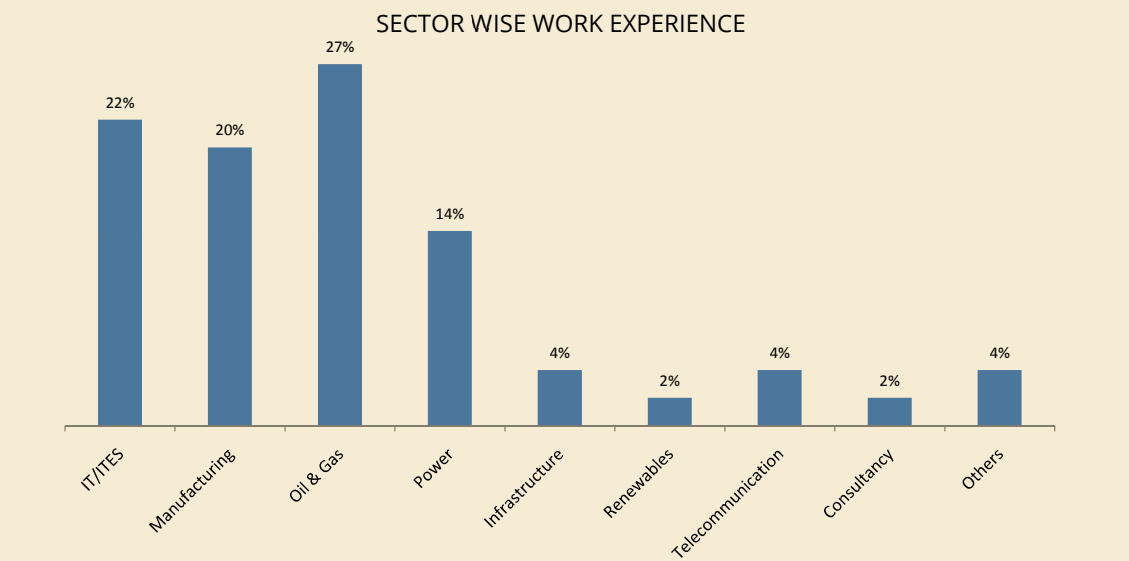
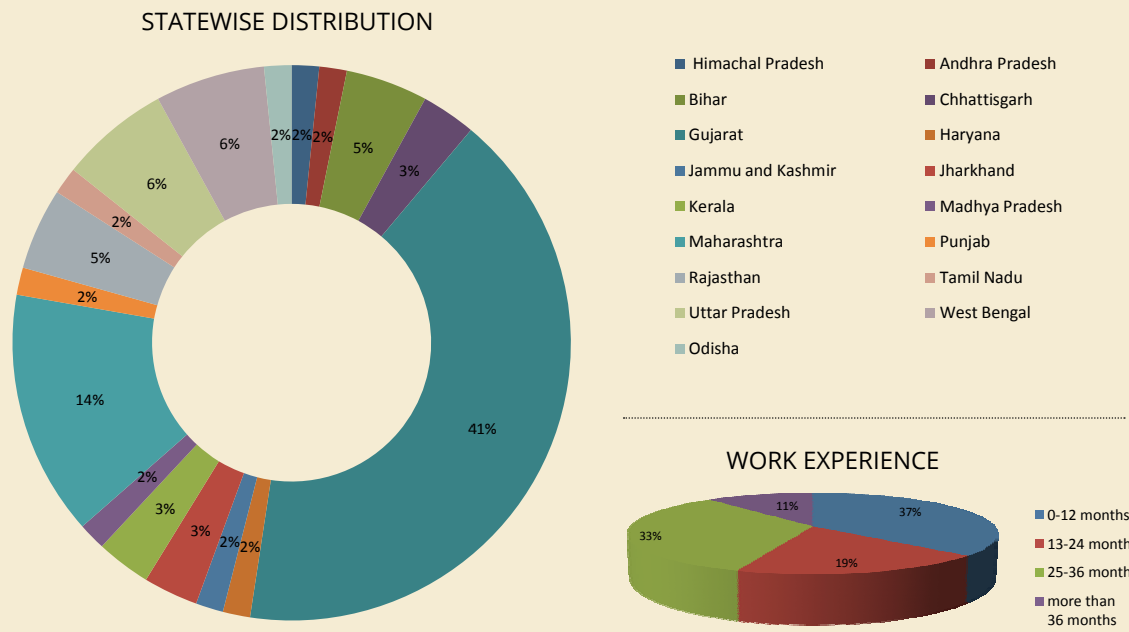
### Summer Internship Organization:

Indian Oil Corporation Ltd. (IOCL)

**Abstract:** The supply chain and logistics of LPG for IOCL is a complex network. Routing LPG from various sources then bringing the bulk LPG to bottling plants before it can be packed into bottles for domestic ,industrial and commercial customers involves a great deal of planning. The project was aimed to study and analyze the better of 2 options to route LPG. The 1st option took into account the minimization of cost across the complete supply chain i.e. from the sources to the markets and 2nd option considered the minimization of cost from the bottling plant to the markets. It was found that the 2nd option would give a considerable financial benefit to the company. Also, a comprehensive map of India with details of IOCL LPG bottling plants and sources along with bottling plants of HPCL and BPCL was prepared.

## Batch Profile

The class consists of students who are from as many as 17 states of India and while a majority of them are engineers, others are from multidisciplinary background.





# Placements at School of Petroleum Management - A Glance

The placement initiatives of SPM for all of its six batches attracted a good number of companies from Energy & Infrastructure, Oil & Gas and other sectors. All of our students managed to bag the substantial job profiles at prestigious organization along the entire energy value chain. 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 Placements Season:



## Student Placement Committee

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