SUNNAER PLACEMENT 302

OPERATIONS
MARKETING
FINANCE



PANDIT DEENDAYAL PETROLEUM UNIVERSITY

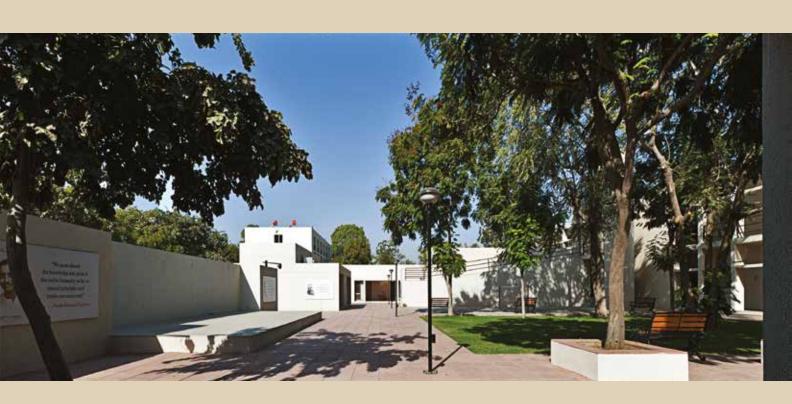
SPM
SCHOOL OF
PETROLEUM
MANAGEMENT

## VISION

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

# MISSION

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



# DIRECTOR'S MESSAGE



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. While the MBA (E&I) students have an advantage of pursuing their studies in Energy and Infrastructure domain, the MBA students have the advantage of focused specialization in functional areas of choice. 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 60 students of MBA 2013-15 batch seeking your support in their Summer Internships for a lucrative, fulfilling and rewarding tenure 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

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

### Shri Hasmukh Adhia, IAS

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

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### 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 (GSPC) is started as
a domain specific university in the field of
energy education & research and evolved as
world class institution in Technical, Liberal,
and Management Education. The University
is recognized by UGC.

PDPU addresses the need for trained and specialized human resource in General Management and for Oil & Gas Industry worldwide through its MBA programmes, it offers specialization options to students in all important functional management areas viz. Marketing, Finance, Operations and Human Resource Management.

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 education programme 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.

### **UGC** Recognition

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



# SPINISCHOOL OF PETROLEUM MANAGEMENT

Pandit Deendayal Petroleum University is established by GERMI (Gujarat Energy Research and Management Institute) in 2007. School of Petroleum Management (SPM) is constituent of the PDPU.

SPM is preparing managerial manpower for the Industry in General and Oil & Gas 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 all the areas of functional management.

### Objectives

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



### The MBA Program

The program is a two year full time residential programme leading to Master in Business Administration (General Management). This program is organized on the basis of three terms in a year and a summer internship with industry at the end of the first year of study. The program is designed in such a way that it helps students to explore new opportunities with diversified sectorial knowledge.

### 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)





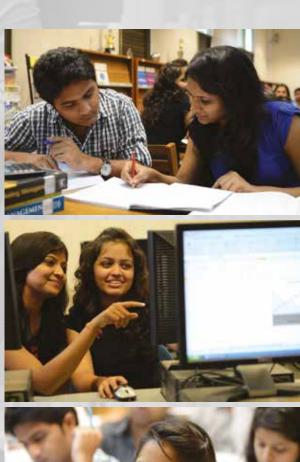




The students take up 32 core subjects and 7-10 elective subjects together, to fulfil the credit requirements for the programme. The first year courses are Programme Core in nature while the second year courses include core as well as elective subjects. The elective courses comprise of specialization in:

- Marketing
   Finance
- Human Resource Management
- Production and Operations

All courses concentrate on Global Business Perspective and equip the students accordingly.





### First Year

(All courses are Programme Core)

- Financial Accounting for Managers
- Managerial Economics
- Principles and Practice of Management
- · Business Communication I
- · Organizational Behaviour
- Operations Management I
- Operations Research
- · Cost & Management Accounting
- Game Theory
- Financial Management I
- Business Communication II
- Human Resource Management
- Management Information Systems
- · Marketing I
- · Quantitative Methods I
- Macroeconomics
- Financial Management II
- Business Research Methods
- · Managerial Computing
- Marketing II
- Operations Management II
- Organizational Dynamics & Change Management
- · Quantitative Methods II

### Second Year

### **Programme Core**

- · Corporate Strategy
- · Legal Aspects of Business
- Project Management
- Business Ethics and Corporate Governance
- · International Business Management
- Indian Ethos and Management
- Entrepreneurship
- · Business Consulting
- Management Simulation

### Marketing

- · Business to Business Marketing
- Services Marketing
- International Marketing
- Strategic Brand Management
- · Consumer Behaviour
- Integrated Marketing Communications
- Marketing Research & Information Systems
- Retail Management
- · Sales and Distribution Management
- · Electronic Business

### **Finance**

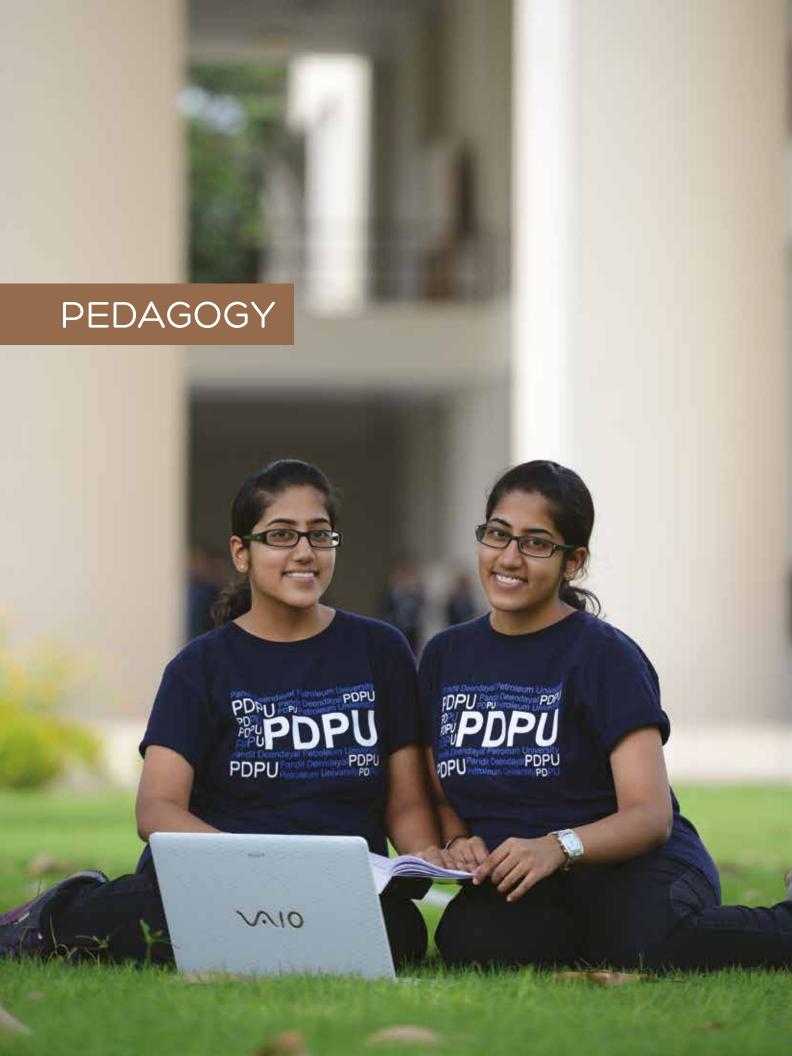
- · Management of Financial Services
- International Finance
- Management Control Systems
- Strategic Financial Management
- Security Analysis and Portfolio Management
- Corporate Taxation and Financial Planning
- · Investment Banking
- Corporate Restructuring, Mergers & Acquisitions
- Derivatives & Risk Management
- Venture Capital & Private Equity
- Excel Based Financial Modelling

### Human Resource Management & Organizational Behaviour

- Compensation & Benefits Management
- Negotiation and Conflict Management
- · HR Tools and Techniques
- · Managing Cross-Cultural Issues
- Creativity and Innovation Management
- Talent Management
- · Training and Development
- · Stress Management
- Industrial Relations & Labour Law
- Strategic Human Resources Management

### **Productions & Operations**

- Operations Strategy
- · Supply Chain and Logistics Management
- Business Intelligence & Data Mining
- Materials and Spares Management
- Contracts Management
- Business Process Re-engineering
- Enterprise Systems and IT Strategy



### Case Studies

Case studies enjoy a prime focus as a method to teach students on how to analyze real life business situations by using both quantitative and qualitative methods, and are a part of all courses.

The faculty uses this method to encourage students to develop their own perspective on a case and bring out the same in classroom discussions. Cases are selected judiciously from various industries so as to give a maximum exposure and holistic view to complex problems.

Decision making also forms an integral part of this method, and students are also trained to process the same before arriving at a conclusion.

### Summer Internship

Facilitating internships is a hands-on method to give the students an opportunity to learn by working in the industry. It is a curriculum obligation at SPM for students to undergo an 8 week summer internship at the end of third trimester. At the end of internship, students are supposed to submit a report detailing their learning.

### **Group Projects**

At SPM, the faculty use group projects as a medium for establishing habits of cohesive working in the students. Different groups are formed for each course with the help of faculty after considering profiles of individual students.

Other than the fact that it builds up the discipline needed to work in a group, such projects are taken seriously at SPM because they drive students to develop a certain set of skills needed to work in the present age of dynamism. It is made sure that diversity is maintained within

a group, in terms of education and work background, to maximize the effectiveness of this method and give an opportunity to students to learn from their peers.

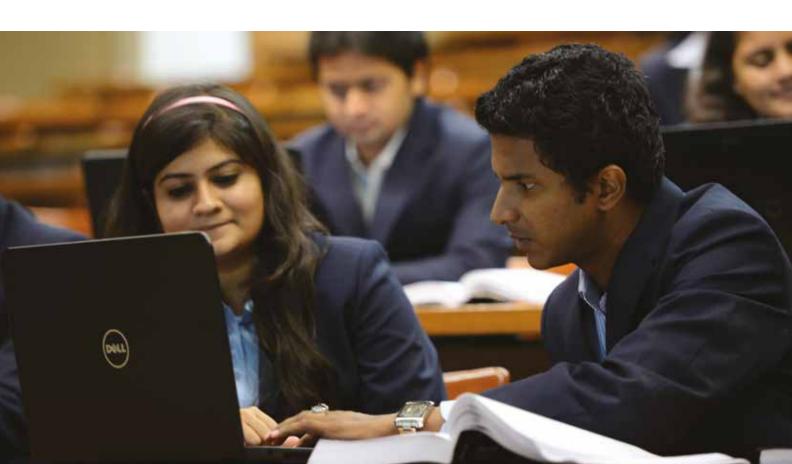
This method of teaching is incomplete without proper projects and here at SPM, projects which demand collective thinking from group members are designed. The range of complexity differs from one project to another in order to stretch the students' minds and teach them the art of workload sharing.

### Classroom and Beyond

SPM, PDPU is one of five schools of Pandit Deendayal Petroleum University with independent infrastructure. The lustrous campus of PDPU boasts world class study, research and computer facilities. The campus has adequate facility for guest lecturers, seminars and roundtables.

SPM provides a cordial environment for students to achieve academic excellence and professional growth. Other than mainstream studies, regular participation in academic and cultural clubs is also an additional asset of SPMites.

The SPM building houses a well equipped library with Wi-Fi connectivity that spans across the entire campus. The elaborate network has been set up to make sure that students can access internet anytime.





The School is in continuous process of building a world - class intellectual community of distinguished and dedicated faculty to promote learning and knowledge creation of high order. The institute endeavours to create an environment of academic freedom overlaid by meticulous, self - imposed standards of excellence and socially responsive practices. The fundamental strength of the faculty is in the rich experience they bring to SPM.

SPM encourages and cultivates an environment of collaborative learning amongst the faculty team. The institute also recognizes that research provides a major interface with wider academia and industry. Pioneering interdisciplinary research by the faculty feeds directly into a better learning environment at the Institute and indirectly to a wider audience of practicing managers and teachers of management. The model for the Faculty has a portfolio mix of competent permanent and visiting faculty from Academia and professionals from varied industry sectors. 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 Chair Professor - GSPL Organizational Behaviour

**Hemant Trivedi,** Ph.D Marketing

**Kaushal Kishore,** MMM, M.A. (Eco) Pursuing Ph.D Marketing **Lalit Khurana,** M.Com, MBA, M.A. (Eco), Pursuing Ph.D 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

Faculty from other Schools at PDPU

**Debasis Sarkar** School of Technology

Ranajit Banerjee Director - PDPU Consultant

### Visiting Faculty

**Ajay Das** 

Adani Group

Ajit Desai

Independent Consultant

Ashish Verma

Sr. Associate - Energy Utilities & Services, Infosys

Ashutosh Gupta

Independent Consultant

Ashwani Gupta

Independent Consultant

Ashwini Kumar

CEPT University

Capt. Sarabjit Butalia

RBS ConsultISM India

D.G. Shukla

Legal Expert

D.K. Banik Independent Consultant

Dhiren Desai

Independent Consultant

Divyesh Desai

SHELL Hazira LNG Ltd.

H. C. Shah

Independent Consultant

Manish Thaker

M. G. Science College

Dr. N. Garimella

3i Infotech Ltd.

Naryan Baser NICM

Ninad Dhanorkar

Tech Mahindra

Pankaj Jain Cairn India

Dr. Ravi Gor

Director - Dr. Babasaheb Ambedkar Open University

Sanjay Dave

Independent Consultant

Satya Acharya

Entrepreneurship Development Institute of India

Shaji Zacharias

IBM Sales & Distribution

Shashank Shekhar Jha GE Oil & Gas

Dr. Shweta Garg

Independent Consultant

Sundaraman Chintamani

Mahindra Satvam

Taral Pathak

CA - Amrut Mody School of Management, Ahmedabad

### **Guest Speakers**

Shri Saurabh Patel

State Cabinet Minister, Energy and Petrochemicals Govt. of Gujarat

Dr. Suman Berry

Chief Economist, Shell Group

Sashi Mukundan

Country Head - India, British Petroleum

K. Venkataramanan

Chief Executive Officer, Larsen & Toubro

Dr. Ashok Som

Professor, ESSEC Business School, France

Dr. Gautam Appa

Professor, London School of Economics

Jeffrey A. Serfass

President,

National Hydrogen Association, USA

Jeremy B Bentham

Vice President.

Global Business Environment, Royal Dutch Shell

Sally Brazier

Director,

Ceostra Ltd. & Acclara Ltd. & Marketing & Design Management Consultant, UK

Dr. Dipak C Jain

Former Dean,

INSEAD School of Business

L.K. Singhvi

Former Member (Commercial), PNGRB

L. Mansingh

Former Chairman, PNGRB

Francisco J. Sánchez

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

Raj Gopal, IAS

Managing Director, Gujarat Urja Vikas Nigam Limited

Dhwanil Desai

Manager,

Price Waterhouse Coopers (PwC)

Haziq Beg

Chief Operating Officer, IL&FS Energy Development Company

Sharad Baijal

Head - Operation & Management, Coastal Gujarat Power Limited, Tata Power Ltd.

Rajat Misra

Sr. Vice President, SBI CAPS Ltd.

S K Negi

Managing Director, GETCO

Rajesh Kumar Ivaturi

Associate Director, Management Consulting, KPMG Advisory Services

Shubhranshu Patnaik

Partner,

Deloitte & Touche India

K S Ramiah

Chairman, Insulators Division, IEEMA

V D Apte

Principal Advisor, Energy Division, Feedback Infra Private Limited

Sanjeev Mehra

Managing Director, TATA Power Trading Company

Jayant Kumar

Chief - Business HR, Tata Power

A. D. Karpe

Gujarat State Electricity Corporation Limited

Dr T. V. Rao

Chairman, TVRLS, Ex Prof IIM Ahmedabad

S. K. Tripathy

Head (OALP) & DGM (Geology), DGH

Dr. D.M Kale

Independent Director, ONGC TERI Biotech Ltd.

Sunil Bharati

Head Corporate Communication, Cairn India

Shridhar Tambraparni

Joint President - CGD, Adani Gas

Amin Petiwala

Vice President - Finance & Accounting, GSPC LNG

Gvanendra Sharma

General Manager, Mahanagar Gas Ltd.

**Prabhat Singh** 

Director Marketing, GAIL India Ltd.

Kumar Rudra

Project Director, Oil & Gas and Special Projects, Larsen & Toubro Ltd.

V. Srinivasulu

Executive Director, Andhra Pradesh Gas Infrastructure Corporation (APGIC)

Anil Seth

Assistant General Manager, Larsen & Toubro Ltd.

Anil Joshi

Sr. Vice President, GSPC LNG

Magsood Shaikh

General Manager (Commercial), Gujarat Gas Company Limited

Ajit Mishra

Head of Marketing, Essar Oil

Dipen Chauhan

Head (Commercial & Marketing), GSPC Gas Company Limited

Sudeep Kolte

Vice President - Sales, Shell (India)

Chiraq Brahmbhatt

Director (HR & Admin), Gujarat Gas Company Limited

Akanksha Jain

Consultant, Wipro Technologies

Arun Kumar Jagatramka

Chairman & Managing Director, Gujarat NRE Coke Ltd. J G Chaturvedi

Executive Director, Ahmedabad Asset, ONGC.

Shyama Sunder

Zonal General Manager - Marketing, GAIL India Ltd.

Anurag Deepak

ED - Pipelines, Bharat Petroleum Corporation Ltd.

Rakesh Kumar Vij

General Manager - Sub Surface & Reservoir, ONGC

Disease Deser

**Divyesh Desai**Regional Marketing Manager,
SHELL Hazira LNG Ltd.

Kalpesh Vithlani

General Manager - Projects, Gujarat Maritime Board

**Kamal Dorabawila**Principal Investment Officer,
IFC, World Bank Group, Sri Lanka

Pankai Sindwani

Head-Cleantech Finance,

TATA Capital

Manish Seth General Manager (Finance), Gujarat State Petronet Limited (GSPL)

A -- - -- Ob -----

Anoop Sharma
Deputy General Manager
(Infrastructure Core Group),
IDBI Bank

Rohintan Talati

Assistant General Manager - HR, Linde Engineering India Pvt. Ltd.

Mohammad Athar

Manager - Capital Projects & Infrastructure, Price Waterhouse Coopers (PwC)

Unnat Pandit

Deputy General Manager Cadilla Pharmaceuticals Ltd.

Savan Godiawala

Senior Director, Corporate Finance, Deloitte India

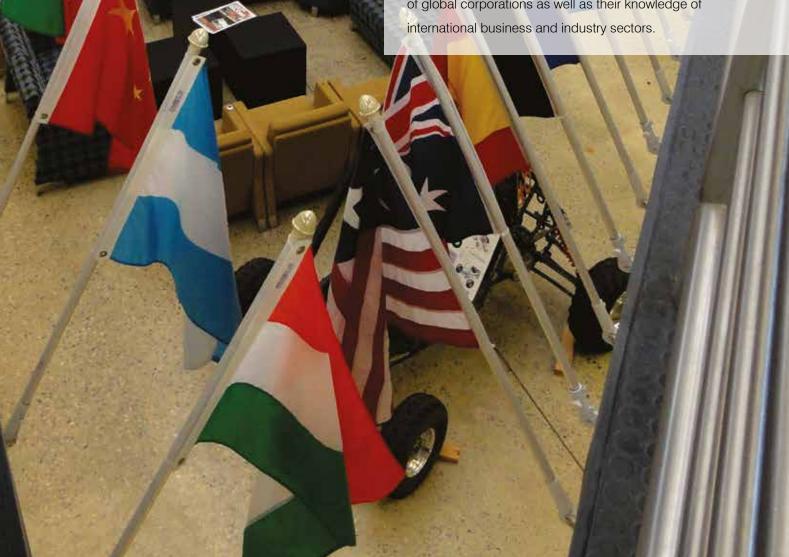
Ramachandran K

Vice President & Head, Ahmedabad Regional Office, SBI Capital Markets Ltd.



# 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 domain and beyond. The Council members have been invited by virtue of their track record as leaders of global corporations as well as their knowledge of international business and industry sectors.



### Other Academic programmes offered at SPM

# MBA (Energy & Infrastructure) programme

The flagship two-year full time residential programme leading to MBA (Energy & Infrastructure) is delivered in quarter (trimester) system over two years and a summer internship with industry at the end of first year of study. The programme is focused on energy and infrastructure sector with a special emphasis on Oil & Gas.

### The Doctoral Programme

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 and allied disciplines. It primarily aims at preparing students for careers as faculty members at premier academic institutions.

Apart from the program of MBA (General Management), SPM offers other academic programmes as well.

### Management Development Programme

The school organizes several customized MDPs & In-Company programs for several companies, both in public and private sector in India. Most of the programmes are designed for enhance managerial competencies of participants across all the levels of organisations.



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. 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.



Information Technology is unarguably the defining force of this era. SPM has a world class facility enabling students an access to a fully equipped Library and Information Centre facilitating fruitful dissemination of knowledge and information.

### Academic Block

The lecture halls are aided with multimedia presentation support that can seat 70 students with full air conditioning which makes learning effective. The institute's sports complex is equipped with in-house sports facilities which are one of the major USPs.







### Library

SPM library functional for 16 hours a day provides access to wide range of management and business information sources that includes leading national and international business periodicals. In addition to an impressive collection of business database, digitized student reports and CDs/DVDs, a collection of over 9000 books covering all the disciplines of management study. It also has subscriptions to 6 databases with a splendid collection of over 2300 E-Journals. It has been automated with Alice for Windows(AFW), an international user friendly library package making connectivity easier. The resources are also made available online in form of digital library.



# - PU

### Information Centre

The centre is equipped with 60 Dell desktop computers, latest servers and workstations, state of the art campus network and lease line of 150 mbps. The campus has a round the clock high speed WiFi facility authorizing the usage in laptops and smart phones. This elevates learning to an all together different level.





### **CATALYST**

Catalyst aims at providing platform to future managers to present their views and future plans, which would drive the nation ahead. Catalyst is a national level management fest organized 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 had 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 was the sponsor for Product Launch event while GSPC was main sponsor of the SPM ANNUAL FEST.

Industry Experts from organizations like GEDA, GERMI, Young India (Yi, extended arm of CII) and delegates and alumnus from IOCL, ONGC, TCS and HPCL also joined hands together to make this event a remarkable one. Students from 27 different B-Schools, located across length and breadth of nation had 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 students' 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 Ahmedabad region participate 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 witnesses 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.

### SPOORTHI - Test of Endurance

"Increase your appetite for Sports as "Spoorthi" offers more than you can take!!!" Spoorthi is an intra-college sport event. It symbolizes strategy, commitment, competition & fosters relationships. At 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 Energy Cup which changed the sporting landscape in SPM.











### 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, Adwise/Admad- the ad making competitions, jargons, interactive discussions, GD's, book reviews etc. These activities also help in developing the communication skills and "out of the box" thinking, much needed to survive in the world of marketing. It is here that the students of SPM learn the concepts of marketing in the (B2B) segment, since it is in this field,that the students of SPM have an edge over general management graduates.

### Club ENERGY

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

### Club 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.

### 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.

### Club OPERE - SHONZU

The objective of Opere Shonzu club is to make students realize the importance of operations management in all domains of industry. Students take initiative every week and enrich themselves with various topics not only concentrated on hard core operations but also operations management associated with sales, finance, HR etc domains. The club also aims at discussing about the latest tools and 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.







### Academic Committee

Academic Committee is responsible for ensuring learning standards for the students of SPM. It organizes various simulation games and activities which facilitates students to revise the classroom teachings and apply their theoretical knowledge into practical situations. They also invite different esteemed speakers from the industry to share their knowledge and latest-upcoming market trends to our students. It ensures mirroring of corporate happenings and movements to the students by approaching magnates from all sectors.

### Alumni Committee

Alumni committee maintains the rich network of SPMites and connects past students to the present. Alumni share industry experiences which augments their juniors' perspective. Long term associations are developed between all SPMites which enhances value of the School.

### Empanelment Committee

Empanelment Committee builds up and maintains long term alliance with the corporate world. It manages tie ups with various companies which aid both organizations in academics, research, guest lectures and internships.

### Sponsorship Committee

Sponsorship Committee works towards managing the finance of various events happening at SPM. It helps build up mutually beneficiary relations between the corporate world and the School.

### Cultural Committee

Cultural committee makes life at SPM more memorable by exploring the extra curriculars for one and all. It organizes different competitions, and events which serve as a platform for exposing hidden talent. Festivals and birthday celebrations give a homely feel to SPMites.

### Placement Committee

Placement committee is the core committee of the School. The prime function of the committee being management of Summer Internships: to match profiles of the companies to students qualifications. Next the entire placement scenario is handled by the Placement Committee in the Second Year of academia.

### Media Committee

Media Committee is a subsidiary of Public Relations committee which specifically works towards linking the happenings of the School with the Media and maintaining affable relations with them.

### Sports Committee

Sports Committee keeps the future managers physically and mentally fit and imparts the core values of sportsmanship and unity in the students. Various sports activities of SPM abridge and develop cordial relations among the corporate, alumni, students and the faculty.

### Public Relations Committee

Public Relations Committee builds up relations with other B Schools, and other social organizations. The committee members are actively present on social networking sites and online forums and can be contacted for any query or proposal regarding the School.

All committees are completely student driven which edifies different tactics of group work and different responsibility handling skills in them.



# INDUSTRY VISITS

Industry - Institute interaction is an important aspect of our curriculum. Field visits help in multi-dimensional development of our students, giving them an edge over others in terms of Industrial exposure. For the 2013 MBA batch following visits were organized.

### COCA COLA BEVERAGES

HCCBPL, Kheda, Gujarat is Coca Cola's first project in India. This Rs. 500 Crore plant produces juice drinks, sparkling beverages and packaged drinking water. This visit helped the students learn about operations and marketing strategies of the World's No. 1 beverage company.

### **GVK EMRI- 108 HELPLINE**

GVK- EMRI (Emergency Management and Research Institute) a pioneer in Emergency Management Services in India, is a Public-Private endeavour between the Govt. of Gujarat and GVK. It is the largest professional Emergency Service Provider in India today. This visit gave students an essential insight for application of their theoretical knowledge of operations research and management to the practical world.

### AMUL MOTHER DAIRY

Amul Mother Dairy, Gandhinagar, Gujarat is the largest state-of-the-art dairy plant in Asia which can handle 3 million litres of milk per day and process 160 MTs of milk powder daily. The visit helped students to reinforce their class-room learning. The students got a first-hand understanding of Industrial processes in the dairy industry.

### TORRENT POWER

Torrent Power is one of the leading brands in the Indian power sector, promoted by the Rs. 8200 Crore Torrent Group - a healthcare and power group. During the visit, students gained an insight into the organizational structures and modes of operation of the Torrent power plant.



MIRROR

Oil and Gas Conclay

# SPM MIRROR

"SPM Mirror" our monthly magazine is the interface with the Industry. It has worked its way up the ladder and epitomized SPM as an ambassador to the Industry. It was pioneered by SPM students. It has been representing the Institute to the Industry since 2010 and has played a crucial role in portraying the exquisite pool of talented students that SPM possess. It is circulated to more than 200 companies across India.



# 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 and social sustainability is development of energy and infrastructure sector. The bi-annual ICOMPS focuses on the dynamics of petroleum sector and the managerial responses to deal with this. It is an attempt to provide a platform to professionals, consultants, academicians, researchers associated with the Energy & Infrastructure (E&I) sector to share their views and discuss issues which are of paramount significance for deliberation and discussions leading to policy making and application.

SPM, PDPU Gandhinagar is organizing International Conference on Energy and Infrastructure 2014 (ICEI 2014) on 11th and 12<sup>th</sup> January, 2014. The first Conference was organized in December 2007, second conference in March 2010 & third conference in January 2012.

The 4th conference 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.

# INFRASTRUCTURE CONCLAVE

SPM organized the 3rd Infrastructure Conclave: New Paradigms for India's Energy Infrastructure on 4th October, 2013 for deliberations related to the current issues and challenges on infrastructure sector. Various Stakeholders addressed current issues and shared their experiences on a range of topics, promoted& shared information and discuss where the market in India is heading - and how to get there.

### FINANCIAL CONCLAVE

The 2<sup>nd</sup> Financial Roundtable 2013 held on 18<sup>th</sup> October, 2013, an initiative by the SPM, was successful in bringing together professionals from the financial service sector, practitioners, B-school students and academicians. Distinguished speakers from reputed business organizations like World Bank (Sri Lanka), SBI Capital Markets, RuPay, IDBI Bank, ICRA, KPMG, Tipsons Group, GVFL, Ratnakar Bank and CARE Ratings as well as academia from distinguished B-Schools participated and focused in interactive panel discussions on specified topics / themes of the financial services sector in India.

The roundtable discussed diverse issues ranging from recent economic developments like weakening of Rupee, slow GDP growth, depleting foreign exchange reserves, widening current account deficit (CAD), FII pulling out of the Indian bourses, issues regarding discipline in government spending, political expediency being the cornerstone of fiscal policy etc. required to understand the challenges ahead for the Indian Financial Services sector. Moreover with worrisome developments in commodity exchanges arising out of transparency, corporate governance and ethics also make it imperative to deliberate upon the redefined role of the financial services industry. The roundtable emerged as a platform for the students and academicians to meet eminent professionals from the sector.

### OIL AND GAS CONCLAVE

A two day programme on "3rd Oil and Gas Conclave 2013" was organized by SPM on 20th & 21st September, 2013. The conclave provided an amazing platform for sharing thoughts and creating a road-map contemplating on current and future challenges across the value chain. The conclave had sessions on Exploration & Production Business Dynamics, Pricing Mechanism: The Rubik's cube for Energy Security, Management Practices in Oil & Gas Projects, Business Management & Marketing Excellence and Talent Management and HR Interventions in Oil & Gas Sector. It provided a forum for enhancing and enriching the industry-Academia interface.

The occasion was graced by Shri Sashi Mukundan, Country Head-India. British Petroleum as Chief Guest.

Top officials, business heads and experts from reputed organizations like DGH, ONGC TERI Biotech Ltd., Cairn India, Adani Gas, GSPC LNG, Mahanagar Gas, GAIL India Ltd., L&T, APGIC, Gujarat Gas, Essar Oil, GSPC Gas, Shell India and Wipro Technologies participated in the conclave and made it a huge success.



### POWER CONCLAVE

The 3<sup>rd</sup> Power Sector India Roundtable 2013 was organized by SPM on 30<sup>th</sup> August 2013 with an objective to provide a platform for information exchange, discussion and comprehensive analysis of business opportunities and critical issues in Power Sector of India.

Shri Saurabh Patel Hon'ble Minister, Energy and Petrochemicals, Mines and Minerals, Labour and Employment, Cottage Industries, Salt Industries, Printing, Stationary, Planning, Tourism, Civil Aviation, Government of Gujarat was the Chief Guest for the event.

Executives, Business Heads / Top decision makers from renowned leading public and private power sector companies like PwC, IL&FS Ltd., Tata Power, SBI Capital Markets Ltd., Feedback Infra Pvt. Ltd., Tata Power Trading Company, KPMG, Deloitte, GSECL, IEEMA, etc. participated in the event and made it a grand success.

### SOLAR CONCLAVE

Conclave is 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, SPM 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, MoserBaer, Kiran Energy, SBI Caps, Mahindra Solar, Solaire Direct, Panchabuta, Deloitte, Solar Energy Association of Gujarat, GPCL, GPCL, GETCO, Abellon Clean Energy and El Technologies participated in the Conclave.

# PROPOSED AND UPCOMING EVENTS IN SPM. PDPU:

- 1. Business Management Symposium on 6th December 2013.
- 2. Pre-Placement Visits 16th December onwards.
- Summer Placement Week proposed date 15<sup>th</sup>, 16<sup>th</sup>, and 17<sup>th</sup>
  January 2013.
- 4. Business Management Conclave in February.



# SUMMER PLACEMENTS 2014 : CALENDAR

The Summer Placement 2014 is scheduled from November, 2013 onwards.

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

The period of summer internship of the MBA (General Management) students is of minimum six to maximum eight weeks during April-June, 2014.

### Greetings!

It gives us immense pleasure to introduce the students of the first batch of the two-years, full-time, residential MBA programme in General Management with specialization in Marketing, Finance, Human Resources and Organizational Behaviour and Production and Operations. The batch has an unparalleled profile, with mixed background from technology, science, commerce, management and other disciplines. They are undergoing a meticulous course curriculum, demanding pedagogical framework which includes case studies, presentations, quizzes, individual and group projects, seminars and term examinations.

The students of SPM have a strong industry interface through activities such as Catalyst (annual students' fest), Students' Clubs, Conclaves 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 our MBA students of SPM will perform beyond your expectations and make significant contribution to help your organization grow. On behalf of SPM, we put forward the talent of SPM to you and welcome you to participate in the summer placement process and develop a mutually beneficial relationship.

### Mr. Kishlaya Misra

Manager, Office of Corporate Relations & Office of International Relations

Phone: +91 79 23275018 Mobile: +91 97143 13933

E-mail: kishlaya.misra@pdpu.ac.in

### **Prof. Satish Pandey**

Faculty Advisor, Corporate Relations

Phone: +91 79 2327 5118 Mobile: +91 94285 97853

E-mail: satish.pandey@spm.pdpu.ac.in



### Mr. Ramachandran Krishnamoorthy

Vice President, SBI Capital

It was an immense pleasure to have amongst us Mr. Ramachandran Krishnamoorthy from SBI Capital for a guest session at SPM to share with us his knowledge on the topic "Product innovations in debt market for financing infrastructure projects".



He discussed the importance of privatepublic partnerships and about the launching of new IDF and the various sources that fund the IDF. He then imparted us with the knowledge about the various stages of infrastructure projects along with the various options to fund infrastructure projects such as rupee term loan, external commercial borrowing, bank funding, external credit agency, etc.

### Mr. Savan Godaiwala

Senior Director, Deloitte

Mr. Savan; currently working as the Senior Director at Deloitte India was invited for a guest session at SPM.

He delivered an invigorating lecture on Global Mergers and Acquisitions. He explained the vitality of mergers and whole merger cycle with practicalities and different financial aspects. The future managers were also delineated about scope of the foreign investment in India by him.





Mr. R. S. Sodhi Managing Director, Gujarat Cooperative Milk Marketing Federation (GCMMF) Lessons from Amul in overcoming Business Management and Marketing Challenges

# WHAT MAKES SPM SPECIAL?

"The niche for SPM has been being housed in the capital of the State, Gujarat; being part of the renowned Pandit Deendayal Petroleum University and getting the best students from all over India."

SPM has been consistently ranked amongst the top B Schools in India. With a brand new residential campus and world class infrastructure in the middle of the Gujarat State, SPM provides a holistic environment for all around learning and development.

SPM prides itself on being a student-centric institute. Students here are entrusted with resources and responsibilities early on. They are encouraged to take important administrative and policy decisions that sculpt their future and that of the Institute. This facilitates their all-round development, over and above academic performance. The Students' Committees at SPM are the student body responsible and accountable for all activities on the Campus throughout the year.

SPM has developed unique learning initiatives which have come to be the hallmark of the institute. These initiatives are the outcome of 7 years of experience in the field of management education. They have been developed with the help of faculty, who are in touch with the industry's current needs and the active participation of the students themselves.

### Orientation and Teaching Methodology

SPM's curriculum lays emphasis on participatory learning - combining lectures, case studies, projects, games and outdoor sessions for overall development of students. All new students go through 2 days-long orientation programme which includes indoor as well as outdoor sessions, to help them settle down, get to know each other and form strong working teams.

### **Industry Interaction**

Throughout the year the students organize and participate in various face-to face interactions with leading industry professionals through seminars and guest lectures that prove to be regular 'reality checks' for the students.







Aalap Pandya

Qualification: B.E (Information Technology),

Sardar Vallabhbhai Patel Institute of Technology (SVIT), Vasad (Gujarat

University)

Experience: 23 Months, Code Concept

E-mail : aalap.ppgp13@spm.pdpu.ac.in



**Abhishek** Shukla

**Age** : 26

Qualification: BBA (Marketing), Lucknow University

Experience: 18 Months, Centre for Pollution Control and 6 Months, Simmi Construction

(Co-Founder)

E-mail: abhishek.shuklapgp13@spm.pdpu.ac.in



**Abhishek** Satija

Age : 22

Qualification: B.Tech (Mechanical),

U. V. Patel College of Engineering, Ganpat University, Mehsana, Gujarat

E-mail: abhishek.spgp13@spm.pdpu.ac.in



**Amartya** Gupta

Age : 23

Qualification: B.Com (Marketing),

Heramba Chandra College, University of Calcutta

E-mail : amartya.gpgp13@spm.pdpu.ac.in



Ambarish Nigam

Qualification: B.Tech (Mechanical),

Uttar Pradesh Technical University,

Lucknow

Experience: 11 Months, Focus Energy Ltd.

E-mail : ambarish.npgp13@spm.pdpu.ac.in



**Anand** Trivedi

Age : 23

Qualification: B.Pharm,

St. John's Pharmacy College, Rajiv Gandhi University of Health

Sciences, Bangalore

E-mail: anand.tpgp13@spm.pdpu.ac.in



**Amit** Kumar

Age : 26

Qualification: B.Pharm,

Birla Institute of Technology (BIT), Mesra,

Ranchi

Experience : 22 Months, Mylan Laboratories Ltd.
E-mail : amit.kpgp13@spm.pdpu.ac.in



**Ankita** Parmar

Age : 23

Qualification: B.E. (Electronics and Communication),

Ahmedabad Institute of Technology, Gujarat University, Ahmedabad

E-mail : ankita.ppgp13@spm.pdpu.ac.in



**Anu** Mary Tom

E-mail

Qualification: B.Com,

Baselius College, Mahatma Gandhi University, Kottayam, Kerala

: anu.tpgp13@spm.pdpu.ac.in

**Arpita** Christian

**Age** : 20

Qualification: BBA (Finance & Marketing),

B. K. Majumdar Institute of Business Administration, Ahmedabad University

E-mail : arpita.cpgp13@spm.pdpu.ac.in



**Anubhav** Nautiyal

**Age** : 22

Qualification: BBA (Marketing),

Amity Global Business School, Amity University, Noida

E-mail: anubhav.npgp13@spm.pdpu.ac.in



**Ashish** Awatramani

Age : 22

Qualification: B.E. (Mechanical),

L.J. Institute of Engineering & Technology,

Gujarat Technological University,

Ahmedabad

E-mail : ashish.apgp13@spm.pdpu.ac.in



ASINSII ONIG

Qualification: B.Tech (Computer Science),

College of Engineering,

Bharati Vidyapeeth Deemed University,

Pune

E-mail : ashish.spgp13@spm.pdpu.ac.in



Chandni Ramrakhiyani

Age : 23

Qualification: B.E. (Electronics & Communication),

Sardar Vallabhbhai Patel Institute of Technology (SVIT), Vasad (Gujarat

Technological University)

E-mail : chandni.rpgp13@spm.pdpu.ac.in



**Bhumi** Yadav

Age : 23

Qualification: B.Tech (Computer Science),

Vivekananda institute of Technology, Rajasthan Technical University, Jaipur

E-mail : bhumi.ypgp13@spm.pdpu.ac.in



**Deepak** Thakkar

Age : 22

Qualification: B.Tech (Mechanical),

U. V. Patel College of Engineering, Ganpat University, Mehsana, Gujarat

E-mail : deepak.tpgp13@spm.pdpu.ac.in



**Dhwani** Mandan

Qualification: B.Com (Accounts),

Hargovandas Lakhmichand College of Commerce (HLCC), Gujarat University,

Ahmedabad

E-mail : dhwani.mpgp13@spm.pdpu.ac.in



Divya Ramrakhiyani

Age : 23

Qualification: B.E. (Computer Engineering),

Sardar Vallabhbhai Patel Institute of Technology (SVIT), Vasad (Gujarat

Technological University)

E-mail : divya.rpgp13@spm.pdpu.ac.in



**Dhwani** Shah

Age : 22

Qualification: B.E. (Electronics & Communication),

Lalbhai Dalpatbhai College of Engineering (LDCE), Gujarat Technological University,

Ahmedabad

E-mail : dhwani.spgp13@spm.pdpu.ac.in



**Greeshma** Nair

Age : 22

Qualification: B.E. (Mechanical),

Universal College of Engineering (UCE), Kalol (Gujarat Technological University)

E-mail : greeshma.npgp13@spm.pdpu.ac.in



Hitesh Kankaria

Qualification: BBA (Finance & Entrepreneurship),

B.K. Majumdar Institute of Business Administration, Ahmedabad University

E-mail: hitesh.kpgp13@spm.pdpu.ac.in



Jaydeep Prajapati

Age : 22

Qualification: B.E. (Mechanical),

Ahmedabad Institute of Technology, Gujarat Technological University,

Ahmedabad

E-mail : jaydeep.ppgp13@spm.pdpu.ac.in



Ishita Tolia

Age : 22

Qualification: B.E. (Information Technology),

Vyavasayi Vidya Pratishthan Engineering College, Rajkot (Gujarat Technological

University)

E-mail : ishita.tpgp13@spm.pdpu.ac.in



**Jenil Mehta** 

Age : 23

Qualification : B.E. (Metallurgy),

Indus Institute of Technology and Engineering, Gujarat Technological

University, Ahmedabad

Experience : 6 months, Azad Foundry

E-mail : jenil.mpgp13@spm.pdpu.ac.in



**Jigar** Patel

Qualification: B.E. (Information Technology),

Vishwakarma Government Engineering College (VGEC), Gandhinagar (Gujarat

Technological University)

E-mail : jigar.ppgp13@spm.pdpu.ac.in



Juhi Patel

Age : 23

Qualification: B.Com (Economics),

Mata Gujari Mahila Mahavidyalaya, Rani Durgavati Vishwa Vidyalaya,

Jabalpur

E-mail : juhi.ppgp13@spm.pdpu.ac.in



Jignesh Trivedi

Age : 24

Qualification: B.Tech (Electrical),

Institute of Technology, Nirma University,

Ahmedabad

Experience: 21 months, Alpha G Corp Management

Services Pvt. Ltd.

E-mail : jignesh.tpgp13@spm.pdpu.ac.in



Kartik Prakash

Age : 22

Qualification: B.E. (Computer Science & Engineering),

Chitkara School of Engineering and Technology, Chitkara University,

Chandigarh

E-mail : kartikey.ppgp13@spm.pdpu.ac.in



Kartikey Saxena

Qualification: B.Tech (Mechanical),

Lovely Professional University, Jallandhar,

Punjab

E-mail: kartikey.spgp13@spm.pdpu.ac.in



Laxman Shastri Sankaranaryanan

Age : 22

Qualification: B.E. (Instrumentation),

Vivekanand Education Society Institute of Technology (VESIT), University of Mumbai,

Mumbai

Experience : 5 months, Environment SA India Pvt. Ltd.,

Navi Mumbai

E-mail : laxman.spgp13@spm.pdpu.ac.in



Kratika Jain

Age : 22

Qualification: B.Tech (Electronics & Communication),

Jodhpur Institute of Engineering and Technology (JIET), Rajasthan Technical

University, Jodhpur

E-mail: kritika.jpgp13@spm.pdpu.ac.in



Maharshi Vyas

**Age** : 21

Qualification: B.E. (Electronics & Communication),

Lalbhai Dalpatbhai College of Engineering (LDCE), Gujarat Technological University,

Ahmedabad

E-mail : maharshi.vpgp13@spm.pdpu.ac.in



**Mahesh** Patel

Qualification: B.E. (Computer Sciences),

Saffrony Institute of Technology, Hemchandracharya North Gujarat

University, Mehsana

Experience: 15 months, Blesh Infotech, Ahmedabad

and Sun Granites, Palanpur

E-mail: mahesh.ppgp13@spm.pdpu.ac.in



Maulik Shah

Age : 24

Qualification: B.E. (Instrumentation & Control),

Dharmsinh Desai University (DDU),

Nadiad, Gujarat

E-mail : 27 months at Aimil Ltd., Vadodara
E-mail : maulik.spgp13@spm.pdpu.ac.in



**Manmeet** Bhamra

Age : 20

Qualification: BBA (Marketing and HR),

B.K.Majumdar Institute of Business Administration, Ahmedabad University

E-mail: manmeet.bpgp13@spm.pdpu.ac.in



Megha Mishra

Age : 22

Qualification: B.Tech (Electronics & Communication),

Jaipur National University, Jaipur,

Rajasthan

E-mail: megha.mpgp13@spm.pdpu.ac.in



Mita Pabari

Age : 24

Qualification: B.E. (Instrumentation & Control),

Government Engineering College (GEC), Saurashtra University, Rajkot, Gujarat

Experience: 12 months, Chandrakant & Co.

E-mail : mita.ppgp13@spm.pdpu.ac.in



Namrata Ramtri

Age : 21

Qualification: B.Com (Accounts),

Som Lalit College of Commerce, Gujarat University, Ahmedabad

E-mail : namrata.rpgp13@spm.pdpu.ac.in



Mruganda Shah

Age : 22

Qualification: B.Com (Accounts) + Post Graduate

Diploma in Accounts & Finance, Maharaja Sayajirao University of Baroda,

Gujarat

**Experience**: 12 months, Fair Mate Chemicals,

Vadodara

E-mail : mruganda.spgp13@spm.pdpu.ac.in



Neha Rajput

Age : 21

Qualification: BBA (Finance & Accounts),

N. R. Institute of Business Administration, GLS, Gujarat University, Ahmedabad

E-mail : neha.rpgp13@spm.pdpu.ac.in



**Nihar** Sheth

Age : 24

Qualification : B.Sc,

Manav Bharti University, Solan-Himachal

Pradesh and

Dimploma in Computer Engineering,

Institute of Diploma Studies, Nirma University, Ahmedabad

E-mail : nihar.spgp13@spm.pdpu.ac.in



**Nilay** Dave

Age : 23

Qualification: B.E. (Civil),

Birla Vishwakarma Mahavidyalaya, Vallabh Vidyanagar, Anand (Gujarat

Technological University)

E-mail : nilay.dpgp13@spm.pdpu.ac.in



**Nikita** Thumar

Age : 21

Qualification: BBA (Hons.) + Diploma in Liberal

Studies,

School of Liberal Studies,

Pandit Deendayal Petroleum University,

Gandhinagar

E-mail : nikita.tpgp13@spm.pdpu.ac.in



Nisarg Dave

**Age** : 21

Qualification: B.E. (Electronics & Communication),

Universal College of Engineering & Technology, Gujarat Technological

University, Kalol

E-mail : nisarg.dpgp13@spm.pdpu.ac.in



Palash Acharya

Qualification: B.E. (Information Technology),

Sardar Vallabhbhai Patel Institute of Technology (SVIT), Vasad (Gujarat

Technological University)

E-mail : palash.apgp13@spm.pdpu.ac.in



**Pratik** Patel

Age : 22

Qualification: B.E. (Information Technology),

Leelaben Dashrathbhai Ramdas Patel Institute of Technology and Research (L.D.R.P-I.T.R), Gandhinagar (Gujarat

Technological University)

Experience: 12 months, SFI Marketing Group
E-mail: pratik.ppgp13@spm.pdpu.ac.in



Poornima Kulkarni

Age : 21

Qualification: B.Pharm,

Maharashtra Academy of Engineering and Educational Research (MAEER's),

Maharashtra Institute of Pharmacy,

University of Pune

E-mail : poornima.kpgp13@spm.pdpu.ac.in



**Pratin** Sharma

Age : 23

Qualification: B.E. (Biomedical Engineering),

Lalbhai Dalpatbhai College of Engineering (LDCE), Gujarat University, Ahmedabad

Experience: 18 months, IAS Lokseva Trust
E-mail: pratin.spgp13@spm.pdpu.ac.in



Purvi Upadhyay

Age : 23

Qualification: B.E. (Information Technology),

Vyavasayi Vidya Pratishthan Engineering College, Gujarat Technological University,

Rajkot

E-mail : purvi.upgp13@spm.pdpu.ac.in



Roshni Nair

Age : 22

Qualification: B.E. (Information Technology),

Sigma Institute of Engineering, Gujarat Technological University,

Vadodara

E-mail : roshni.npgp13@spm.pdpu.ac.in



Richa Shah

Age : 21

Qualification: B.Com (Accountancy),

Hargovandas Lakhmichand College of Commerce, Gujarat University,

Ahmedabad

: richa.spgp13@spm.pdpu.ac.in E-mail



Sagar Thakkar

Age : 24

Qualification: B.Sc. (Biochemistry),

St. Xavier's College,

Gujarat University, Ahmedabad

Experience: 13 months, Nisarg Enviro Consultancy

E-mail : sagarkumar.tpgp13@spm.pdpu.ac.in



Shreeya Sethi

Qualification: B.E (Biotechnology),

Amity Institute of Biotechnology, Amity University, Noida, Uttar Pradesh

Experience: 8 months, BFGI

E-mail : shreeya.spgp13@spm.pdpu.ac.in



Suman Rathod

**Age** : 23

Qualification: B.B.A (HRM & Finance),

B.K. Majumdar Institute of Business Administration, Ahmedabad University

E-mail : suman.rpgp13@spm.pdpu.ac.in



Sneh Desai

Age : 21

Qualification: BBA (Finance & Accounts),

N. R. Institute of Business Administration, GLS, Gujarat University, Ahmedabad

E-mail : sneh.dpgp13@spm.pdpu.ac.in



Swasti Bhatia

Age : 23

Qualification: B.E. (Information Technology),

Vishwakarma Government Engineering College (VGEC), Gandhinagar (Gujarat

University)

Experience: 17 months, Tata Consultancy Services
E-mail: swasti.bpgp13@spm.pdpu.ac.in



Varsha Pathai

Qualification: B.B.A (Finance),

Maharaja Sayajirao University, Vadodara

E-mail : varsha.ppgp13@spm.pdpu.ac.in



Viral Tilawat

Age : 20

Qualification: B.Com (Accounts),

Som Lalit College of Commerce, Gujarat University, Ahmedabad

E-mail : viral.tpgp13@spm.pdpu.ac.in



Vatsal Sheth

Age : 21

Qualification: B.E. (Mechanical.),

Gandhinagar Institute of Technology, Gandhinagar (Gujarat Technological

University)

E-mail : vatsal.spgp13@spm.pdpu.ac.in



Yashvendra Jadaun

Age : 22

Qualification: B.Tech. (Computer Science),

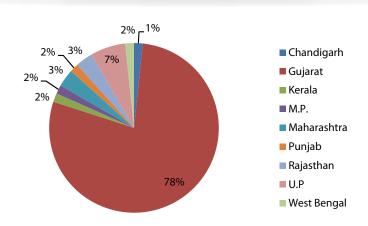
Sir Padampat Singhania University,

Udaipur, Rajasthan

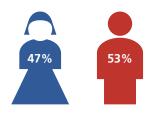
E-mail : yashvendra.jpgp13@spm.pdpu.ac.in

# MBA Batch Profile 2013-2015

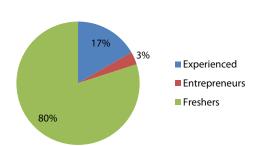
## State Wise Distribution



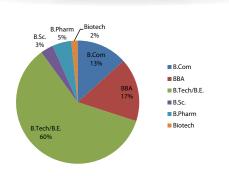
MBA (General Management) 2013-15 No. of Candidates



# Work Experience



## Qualification



# Response Form

1.	Company Information	
	Name of the Oraganization	
	Contact Person / Designation	
	Mailing Address	
	Phone Number	
	Fax Number	
	Cell Phone Number	
	E-mail	
2.	Job Details	
	Business Development/Strategy	• IT
	Consulting	Operations
	Finance	Marketing
	General Management	• Law
	Human Resources	Others (Please Specify)
(If p	ossible, Please convey a brief documer	specifying job descirption)
3.	Mode of Selection	
	procedure : Yes / No	
	Preliminary Test	3. Interviews
	2. GD	4. Any Other (Please specify)
(Signature, Name & Designation)		Date :
	- 00101	
THE COMPLETED FORM TO BE SENT TO :		

#### Mr. Kishlaya Misra

Manager, Office of Corporate Relations & Office of International Relations

School of Petroleum Management,

Pandit Deendayal Petroleum University,

Off. Koba - Gandhinagar Highway, Raisan, Gandhinagar - 382 007, Gujarat, India.

**Phone:** + 91 79 23275018 **Mobile:** +91 97143 13933

 $\textbf{Email:} kishlaya.misra@pdpu.ac.in \mid \textbf{Website:} www.spm.pdpu.ac.in$ 



### Student Placement Committee

#### **Amit Kumar**

amit.kpgp13@spm.pdpu.ac.in +91 8980330409

#### **Dhwani Mandan**

dhwani.mpgp13@spm.pdpu.ac.in +91 8511510558

#### Laxman Shastri

laxman.spgp13@spm.pdpu.ac.in +91 8980329978

#### Swasti Bhatia

swasti.bpgp13@spm.pdpu.ac.in +91 9727305703







SCHOOL OF PETROLEUM MANAGEMENT

Off. Koba - Gandhinagar Highway, Raisan, Gandhinagar - 382 007. Gujarat, India. Phone: +91 79 23275018, +91 79 23275112

Fax: +91 79 23276364

E-mail: placementgm@spm.pdpu.ac.in

www.spm.pdpu.ac.in

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