



MBA

**FINAL PLACEMENTS**  
CLASS OF 2016

ENERGY & INFRASTRUCTURE

MARKETING

FINANCE

OPERATIONS

HUMAN RESOURCES

**metamorphosis**



PDP  
PU

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.

## MISSION

Undertake unique obligation for Education in Energy Engineering and Management with special responsibilities in domain specific aspects of Energy & Infrastructure.

Seek to nurture students of extraordinary motivation and ability and prepare them for life-long learning and leadership in an increasingly knowledge driven world.

Envisage to establish institutes of excellence in education, competitive edge in research and real time relevance with futuristic thrusts in offering of programmes and undertaking of activities and projects.

## BOARD OF GOVERNORS

### **Dr. Mukesh D. Ambani**

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

### **Shri D. J. Pandian, IAS (Retd.)**

Ex-Chief Secretary, Government of Gujarat  
Chairman - Standing Committee of BOG,  
Pandit Deendayal Petroleum University

### **Shri K. V. Kamath**

Chief, New Development Bank, BRICS  
Non Executive Chairman, ICICI Bank  
Limited & Chairman - Infosys limited

### **Shri L. Chuaungo, IAS**

Principal Secretary - Energy &  
Petrochemicals Dept, Govt. of Gujarat.

### **Shri Pankaj Joshi, IAS**

Principal Secretary- Higher & Technical  
Education, Govt. of Gujarat.

### **Dr. R. A. Mashelkar, FRS**

National Chemical Laboratory, Pune

### **Shri Atanu Chakraborty, IAS**

Managing Director - GSPC Group

### **Mrs. Pallavi Shroff**

Partner, Amarchand Mangaldas & Suresh  
Shroff & Company, New Delhi

### **Shri Sudhir Mehta**

Chairman, Torrent Group,  
Ahmedabad

### **Shri Vikram Singh Mehta**

Executive Chairman - Brookings India,  
New Delhi

### **Dr. H. B. Raghavendra**

Director General, Pandit  
Deendayal Petroleum University

### **Prof N. R. Dave**

Educational Advisor- Pandit Deendayal  
Petroleum University

### **Dr. Nigam Dave**

Director, School of Liberal Studies,  
Pandit Deendayal Petroleum  
University



## PRESIDENT'S MESSAGE

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**Dr. Mukesh Ambani**

*President, Pandit Deendayal Petroleum University*

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



## CHAIRMAN'S MESSAGE

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**Shri D. J. Pandian, IAS (Retd.)**

*Ex-Chief Secretary, Government of Gujarat*

*Chairman - Standing Committee of BOG, Pandit Deendayal Petroleum University*

As I present the Class of 2016 to you, specialized in the domain of Energy & Infrastructure and General management, I take the onus of impressing you with a batch of students who have traversed an intensive journey in academic and personality development which has been instrumental in imparting unique attributes of professional excellence in each one of them. Our academic environment has adopted a holistic approach to give the class an in-depth view of diverse management subjects, stimulated a deep sense of academic curiosity, empowered one with desired skills and understanding of management fundamentals, created a spirit which upholds integrity and transparency as core professional values and has extended unique professional identity which each can carry with a great sense of pride.

These stated qualities, I trust are greatly valued by corporate today, and I presume that while we have given our students an immersive experience in energy and infrastructure, finance, marketing, human resources and operations management, it could well be our privilege to have groomed outstanding business leaders of the future. I warmly welcome you to our campus and hope you will find a set of students rewired and ready to meet your expectations.





## DIRECTOR GENERAL'S MESSAGE

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**Dr. H. B. Raghavendra**

*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 various sections of the management sector 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 all the sectors of the industry. I am sure, our highly energetic and intellectual students will find place to show their potential and worth in relevant sectors of the industry. I wish all our students a challenging and bright career ahead.



## DIRECTOR'S MESSAGE

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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 as Institute of Petroleum Management, Gandhinagar (IPMG) to cater managerial manpower requirements of oil and gas sector and has soon expanded to serve the larger Energy and Infrastructure sector. With the formation of the Pandit Deendayal Petroleum University (PDPU) in 2007, the Institute became a constituent body, today popularly known as SPM-PDPU. Along with specialization in Energy & Infrastructure, SPM also offers a management degree in Marketing, Finance, Operations and Human Resource Management. The batch of 2014-16 consists of a diverse group of 69 students who will pursue their management degrees in the five specializations provided. The eight batches of students that have graduated from SPM have got good placements, which indicate that the industry recognizes MBA Graduates of SPM as most suitable to fulfill their manpower requirements. We at SPM recognize that a professional program in management at postgraduate level must equip students with clear concepts in every functional area of management. Understanding of business and associated issues, and exposure to industry practices are equally important for a successful managerial career. Studying the summer internship project (SIP) and the companies that took our students for SIPs is strongly indicating that while domain specialization remains important, we have been able to cater to production, services and consulting organizations. Further, we have also been successful in attracting a variety of Business and Industry organizations right from Financial Institutions, Distribution Companies and Production & Operations establishments. The curriculum at SPM is carefully designed and delivered to impart conceptual knowledge, provide in-depth understanding of industry and enhance soft skill capabilities. Distinctive mix of pedagogy helps achieve these objectives in a creative and enthusing manner. Full-time residential requirements and two years of engaging co-curricular and extra-curricular activities also add value to the personality development of our students. Our dedicated team of full-time faculty members are actively engaged in case writing, research and publication and takes deep interest in shaping-up the young minds. We are fortunate to receive great support from the industry. Experienced senior executives from industry always help us in our MBA admission process, designing of curriculum, course development, teaching, research and case writing. World class academic and physical infrastructure facilities on our campus provide a backbone to creating a healthy and convenient learning environment for teachers and students. Aspirants of a good management education in the fastest growing economy in India either in Energy and Infrastructure sector or in other aspects of business management, consider SPM-PDPU very seriously as an option. We at SPM promise a robust infrastructure, engaging activities, invigorating environment and award winning curriculum to make our MBAs one notch superior to whatever competition that exists. Allow me to present my students of MBA 2014-16 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.

# PANDIT DEENDAYAL PETROLEUM UNIVERSITY

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

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

*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

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).

# SCHOOL OF PETROLEUM MANAGEMENT

The Business 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 OBJECTIVES

To operate as an educational and research hub that networks with national and international practitioners from varied sectors.

To offer business educational programmes leading to Master's and Doctoral Degrees.

To manage the content, design, delivery, learning outcomes and continuous innovation of the academic programmes in a manner that earns accreditation of international stature.

To offer customized training programmes with relevant conceptual inputs and skills to address the demand of increasingly competitive business and industry.

To create knowledge to research in the areas of techno managerial challenges, and also disseminate it for the benefit of students, practicing managers and policy makers.

To promote a strong, effective and mutually beneficial Industry-Institute interaction.

# MBA PROGRAMME

The two-year full time residential programme leading to MBA is delivered in trimester system over the two years, with three quarters of study in each of the two years and a summer internship with industry at the end of the first year of study. The programme offers specializations in 5 areas, viz. Energy & Infrastructure, Operations, Marketing, Finance and Human Resources. Energy & Infrastructure Management has been the flagship program of School of Petroleum Management that focuses on Oil & Gas sector in addition to other sub-areas of E&I sector. School of Petroleum Management is preparing managerial manpower for the Energy & Infrastructure sector as well as for the functional domain such as Marketing, Finance, Operations and HR for the changing business scenario and need of the industry. 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 energy & infrastructure and other industry and services sectors.

## ADMISSION

SPM uses CAT (Common Admission Test, conducted by IIMs) score as an input for the admission process. For further assessment it uses written ability test (WAT), group discussion and personal interview process to select the most deserving candidates for its programme. The minimum eligibility criterion for admission to the programme is a Bachelor's Degree with at least 50% marks or equivalent CGPA).

## BATCH 2014-16

SPM is proud to present its 9th batch comprising a blend of experienced and fresh graduates. The amalgamation of diverse minds creates a kind of talent pool which stimulates learning and propels them to reach greater heights. The students of this batch bring a diverse field of knowledge in terms of their industry experience in Oil & Gas, Power, Renewables, IT, Automobile and various other sectors. Majority of the students come from various engineering disciplines that contribute in bridging the gap between technical and managerial aspects of this sector. The interstate & cultural diversity of the batch creates a frivolous environment inside & outside classroom. Student group dynamics helps in acclimatizing them to the diverse environment they will come across while working in various prospective organizations. Overall the batch of 2014-16 of SPM aptly portrays the motto of the University; "A Reservoir of Knowledge" and it presents to the industry a batch of future managers who will help lead the country on the path to economic development and energy autonomy.

Overall the batch of 2014-16 of SPM rightly portrays the motto of the University; "A Reservoir of Knowledge" and it presents to the world a future batch of managers who will take the country on the right path to Energy autonomy.



# ALUMNI SPEAKS

## RUTVI JAIN

**Company:** Mahanagar Gas Limited, Mumbai  
**Profile:** Assistant Manager, CNG Group-Marketing  
**Batch:** PGP-09

MBA with specialization in Oil and Gas Sector from SPM has helped me to the core in shaping my career. From past 4 years, I am working with Mahanagar Gas Limited - one of the leading natural gas distribution firms of India. The learnings of CGD sector which were inherited during my MBA and internship days has helped me in performing better in my present job profile. I am working as Assistant Manager-Marketing and part of core CNG group of MGL which has taken my learning graph to a very high scale. The concepts learned during my college days helps me in my corporate life.

*Being associated with SPM & PDPU is a matter of PRIDE for me ...the Alumni Relationship Cell initiatives of the Institute is really commendable and it keeps me in touch with Institute's activities.*

## KRISHNADEV CS

**Company:** FICCI  
**Profile:** Deputy Director (Energy)  
**Batch:** PGP-09

MBA is all about adapting human knowledge in business context. School of Petroleum Management gave me the ideal platform to bounce off classroom learning across some very sharp and smart guys. It has been the most fruitful two years of my life.

## SHOBIT MARWAH

**Company:** Shell, Singapore  
**Profile:** Economist  
**Batch:** PGP-08

The campus is outstanding, and adding to that, the teachers had new ideas, cutting edge performance that made my time there valuable.

Not only was it a world class educational experience, I met people from varying industries. Their perspective augmented the program which I would classify as condensed MBA course focusing on 'oil and gas' filled with tools you can apply on job. From the staff, professors, classwork to the work groups the impact is real and substantial to augment my professional career.

## JOYDEEP MUKHERJEE

**Company:** Bharat Petroleum Corporation Limited  
**Profile:** Dy. Manager - Lubes, Siliguri  
**Batch:** PGP-08

"Professionalism" is a loosely used word. Today, when I have put in 05 years in Bharat Petroleum Corporation Limited, I can only understand a certain portion of that word. In today's organizations, one is tested to the hilt of knowledge, proficiency, ability to make sound decisions, working in a team and if fortunate enough leading a team.

I can safely vouch that the days spent in School of Petroleum Management were full of experiences which helped me gather knowledge about the Energy Sector, appreciate the nuances of energy businesses and hone my skills of working, managing & leading teams. The relentless case-study oriented pedagogy opened our horizons of thinking and analysis, the day in-day out presentations honed our marketing skills; helped shedding our inhibitions and the world class infrastructure made us resourceful. To cap it all, I also must mention the homogeneity in the Batches, which helped us to interact & understand different people; made us emotionally intelligent human beings.

*To the companies looking for "Energy Professionals", I can only say, your search end here.*

To the budding managers who are about to enter another important phase of their lives, Good Luck!

# RECRUITER SPEAKS ABOUT SPM



Tieto's Energy Components (EC) software is the leading solution worldwide as per IDC Energy Insights. And we are always striving to welcome top talent to join us in the journey of finding new perspectives, managing change, simplifying and accelerating our clients' businesses. School of Petroleum Management (SPM), Pandit Deendayal Petroleum University (PDPU), Gandhinagar has provided us many brilliant colleagues who have been consistently contributing in our global and evolving working environment.

- NIKHIL PATIL -  
 HR Partner - Recruitment  
 Tieto Corporation, India Delivery Centre

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

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

We at Infosys have been associated with School of Petroleum Management [PDPU] since its inception and the relationship has strengthened over the years. The primary beneficiary of SPM talent has been our business units aligned to the Energy / Oil & Gas industry verticals. Strong learnability and focus on subject fundamentals make the SPM students exceptional.

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

# EXPERT SPEAKS ABOUT SPM

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

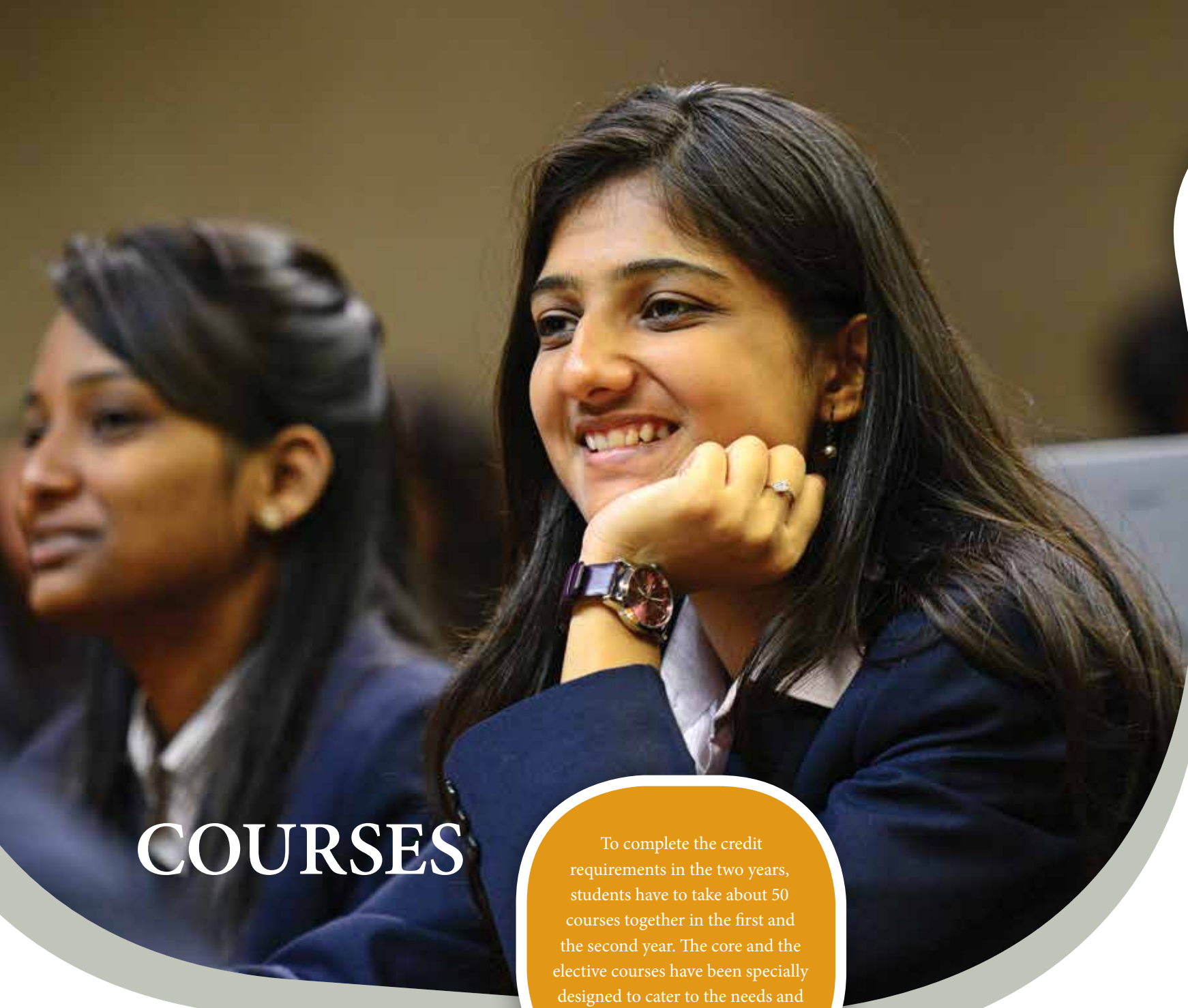
DR. URJIT PATEL  
 Deputy Governor, RBI

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

DR. PAURAV SHUKLA  
 Professor, Glasgow Caledonian University UK

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

MR. ANURAG DEEPAK  
 ED-PIPELINES, BPCL



# COURSES

To complete the credit requirements in the two years, students have to take about 50 courses together in the first and the second year. The core and the elective courses have been specially designed to cater to the needs and requirements of industries.

## FIRST YEAR

### TRIMESTER - 1

- An Introduction to E&I sector- A Business Perspective
- Business Communication - I
- Financial Accounting for Managers
- Managerial Economics
- Marketing I
- Operations Management I
- Operation Research
- Organisation Behaviour

### TRIMESTER - 2

- Business Communication II
- Cost & Management Accounting
- Energy & Infrastructure sector-Technology & Management Perspective
- Financial Management I
- Human Resource Management
- Management Information Systems
- Quantitative Methods I
- Group Project I

### TRIMESTER - 3

- Business Research Methods
- Excel Based Business Modelling
- Financial management II
- Macroeconomics
- Managerial Computing
- Marketing II
- Operations Management II
- Organisational Dynamics & Change Management
- Quantitative Methods II
- Group Projects II

### SUMMER INTERNSHIP

## SECOND YEAR

### TRIMESTER - 4

- Corporate Strategy
- Industrial Relations & Labour Law
- Project Management

### TRIMESTER - 5

- Legal Aspects of Business
- Management Control Systems

### TRIMESTER - 6

- Business Ethics and Corporate Governance
- Entrepreneurship
- International Business Management

### ENERGY & INFRASTRUCTURE (ELECTIVES)

#### TRIMESTER - 4

- Brand Management in E&I Sector
- Business of LNG
- Energy Economics
- Energy Financing
- Oil & Gas Accounting & Taxation
- Enterprise Asset Management
- Infrastructure Finance
- Managing Oil & Gas Business Operations
- Marketing Of Petroleum Oil Lubricant

#### TRIMESTER - 5

- Carbon Finance
- CGD Business
- Energy Trade & Risk Management
- Information System in Energy Value Chain
- Infrastructure Contract Management
- International Maritime Affairs in E&I Sector
- Managing Oil & Gas Contracts
- Power Sector Management
- Pricing of Energy Products
- Supply Chain & Logistics Management in E&I Sector

#### TRIMESTER - 6

- Energy Laws
- Health, Safety and Environment Management
- Managing Refineries

### MARKETING (ELECTIVES)

#### TRIMESTER - 4

- Consumer Behaviour
- Marketing Research & Information System
- Services Marketing
- Strategic Brand Management

#### TRIMESTER - 5

- Business to Business Marketing
- Electronic Business
- Integrated Marketing Communications
- Strategic Marketing

#### TRIMESTER - 6

- Digital Marketing
- International Marketing
- Retail Management
- Sales & Distribution Management

### FINANCE (ELECTIVES)

#### TRIMESTER - 4

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

#### TRIMESTER - 5

- Corporate Taxation & Financial Planning
- Derivatives & Risk Management
- Insurance Management
- Project Financing

#### TRIMESTER - 6

- Corporate Restructuring, Mergers & Acquisition
- International Finance
- Venture Capital & Private Equity

### OPERATIONS MANAGEMENT (ELECTIVES)

#### TRIMESTER - 4

- Business Intelligence & Data Mining
- Materials & Space Management
- Supply Chain & Logistics Management

### TRIMESTER - 5

- Business Process Re-engineering
- Operations Management in Service Sector
- Operations Strategy
- World Class Manufacturing

### TRIMESTER - 6

- Enterprise System and IT Strategy
- Lean Six Sigma Management
- Technology and Innovation Management
- Total Quality Management

### HUMAN RESOURCE MANAGEMENT (ELECTIVES)

#### TRIMESTER - 4

- Managing Cross Cultural Issue
- Recruitment & Selection
- Training & Development

#### TRIMESTER - 5

- Compensation & Benefits Management
- Creativity & Innovation Management
- Leadership Skills
- Strategic Human Resource Management

#### TRIMESTER - 6

- HR Tools & Techniques
- Negotiations & Conflict Management
- Organisation Development
- Stress Management
- Talent Management

### GENERAL (ELECTIVES)

#### TRIMESTER - 4

- Management Simulations

#### TRIMESTER - 5

- Business Consulting
- Indian Ethos and Management
- Public Sector Economics

#### TRIMESTER - 6

- Econometrics
- Market Structure & Game Theory
- Course on Independent Study



# PEDAGOGY

## CASE STUDIES

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

## GROUP PROJECTS

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

## 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.

## 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 organizations including oil and gas sector, renewable energy companies, manufacturing companies, financial institutions, IT and infrastructure majors, management consultancies, retail sector companies, media organizations and others. On successful completion of the training, a student is required to make a presentation and submit a written report for evaluation. The formal assessment and feedback of the industry guides are also taken into consideration for overall evaluation of summer projects.

## INDUSTRIAL VISITS

As John Ruskin had once said "The entire object of true education, is to make people not merely do the right thing, but to enjoy right things; not merely industrious, but to love industry; not merely learned, but to love knowledge." We at SPM believe that knowledge is incomplete without the practical dimensions of the industry. To impart an exposure of the challenges that are faced in the industry, Industrial visit is used as a pedagogy wherein the students tour the industries across varied sectors. It broadens their perspective across all the fields of operations, marketing, finance and HR. This enhances their knowledge by discussion and brainstorming with the industry fraternity.



# OFFICE OF INTERNATIONAL RELATIONS (OIR)

## OBJECTIVES

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

## MISSION

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

## CURRICULUM EDGE OVER OTHER B-SCHOOLS

- ▶ Business of LNG
- ▶ Carbon Finance
- ▶ CGD Business
- ▶ Energy Economics
- ▶ Energy Trade and Risk Management
- ▶ International Maritime Affairs in E&I Sector
- ▶ Power Sector Management
- ▶ Pricing of Energy Products





# FACULTY

The School is in the continuous process of building an intellectual community of distinguished and dedicated faculty to promote learning and knowledge creation of highest order. The institute endeavours to create an environment of academic freedom overlaid by meticulous, self-imposed standards of excellence and socially responsive practices. The fundamental strength of the faculty is in the rich experience they bring to SPM, enhanced by enthusiasm at participating in the early days of a budding domain specific institution.

SPM encourages and cultivates an environment of collaborative learning amongst the faculty team. The institute also recognizes that research provides a major interface with wider academia and industry. Pioneering interdisciplinary research by the faculty feeds directly into a better learning environment at the Institute and indirectly to a wider audience of practicing managers and teachers of management. The model for the Faculty has a portfolio mix of competent permanent and visiting faculty from Academia and professionals from energy sector. This model ensures that students are exposed to the most recent insights and thinking.

## CORE FACULTY

**Akash Patel, Ph.D**  
Accounting & Finance

**Ashutosh Muduli, Ph.D**  
Human Resource Management

**C. Gopalkrishnan, Ph.D**  
Strategic Management

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

**Hemant Trivedi, Ph.D**  
Marketing

**Kaushal Kishore, Ph.D**  
(Thesis Submitted)  
UGC-NET, M.A(Eco.),  
M.M.M(Masters of Marketing  
Management)

**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

**Arakhita Khandual**  
Independent Consultant

**Ajay Das**  
Adani Group

**Ajit Desai**  
Independent Consultant

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

**Ashwani Kumar**  
CEPT University

**Biren Y Vakil**  
CEO, Paradigm Commodity  
Advisors Pvt. Ltd.

**Capt. Sarabjit Butalia**  
Independent Consultant

**D. G. Shukla**  
Legal Expert

**Dhiren Desai**  
Independent Consultant

**Dipti Kumar Banik**  
Independent Consultant

**Divyesh Desai**  
Shell

**H. C. Shah**  
VP- Commercial, CFO Elecon  
Engineering Co. Ltd.

**Jayesh Ganatra**  
B - Intelligence

**Manish Thaker**  
Gujarat University

**Mrugesh Pawar**  
Independent Consultant

**Narmadashanker Pathak**  
Independent Consultant

**Nagabhushanam Garimella**  
3i Infotech

**Narayan Baser**  
NICM

**Pankaj Jain**  
Cairn India

**Sujatha Dalai**  
Finance

**Pawan Kumar Chugan**  
Nirma University

**Rajendrasinh M. Parmar**  
Independent Consultant

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

**Ruchi Tiwari**  
Ahmedabad University

**Samarth Kaji**  
Cairn India

**Shaji Zacharias**  
IBM

**Shashank Shekhar Jha**  
GE Oil & Gas

**Snehal Desai**  
Independent Consultant

**Sundaraman Chintamani**  
Mahindra Satyam

**Supriya Sapre**  
BPCL, Mumbai

**Taral Pathak**  
Professor, Ahmedabad University

**Viswanath Pingali**  
Indian Institute of Management  
Ahmedabad

**Pinky Desai**  
St. Xavier's College, Ahmedabad

**A B Raju**  
CEO of Biz Trans Consulting, Ahmedabad

**Deepak Krishnan**  
Independent Consultant

**Mohan Saran Satsangi**  
Independent Consultant

**Debashish Sarkar**  
School of Petroleum Technology

**Ranajit Banerjee**  
Consultant



## GUEST SPEAKERS

**Shri Saurabh Patel**  
State Cabinet Minister, Finance and Energy &  
Petrochemicals, Govt. of Gujarat

**Brajesh Bajpai**  
Business Head- Gujarat Vodafone - India

**Paurav Shukla**  
Professor, Luxury Brand Marketing,  
Glasgow Caledonian University

**Prashant Verma**  
Business HR Head- Wholesale Banking and  
Practice Head for Recruitment & Performance  
Management, ICICI Bank Limited

**Amal Dhru**  
Director, Zillion Infrastructure Ltd.

**Vijay Bhasker**  
Public Health Specialist, VChangeU

**Ulhas Dave**  
Shraddha Associates (Guj) Pvt. Ltd

**Harsh Dave**  
Shraddha Associates (Guj) Pvt. Ltd

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

**Unnat Pandit**  
Dy. General Manager,  
Cadila Pharmaceuticals Ltd.

**Partho Ghose**  
Executive VP, KHS India

**Savan Godiwala**  
Senior Director, Corporate Finance,  
Deloitte India

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

**Alan D'Souza**  
Advertising Professional

**Pramod Deo**  
Chairperson, CERC

**Arbind Sinha**  
MICA

**Aravind Sahay**  
IIM Ahmedabad

**Ashok Som**  
ESSEC Business School, France

**Gautam Appa**  
London School of Economics

**Anjali Hazarika**  
Oil India Ltd.

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

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

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

**Jeffrey A. Serfass**  
President, National Hydrogen Association, USA

**L. N. Mishra**  
RPTL

**Prabhajan Dixit**  
Essar Oil Limited

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

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

**L. Balasundaram**  
BG Exploration & Production India Ltd.

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

**Mike Hugentobler**  
Halliburton Offshore Services Inc.

**Jeremy B. Bentham**  
VP, Global Business Environment,  
Royal Dutch Shell

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

**Srinivas Rao**  
Shell Group

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

**Sudhir Vasudeva**  
CMD, ONGC

**Gurdeep Singh**  
MD, GSECL

**Suriyanarayan R.**  
Shell (India)

**Atanu Ghose**  
IIM Ahmedabad

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

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

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

**Deepak P. Mahurkar**  
PWC India

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

**Suman Bery**  
Chief Economist, Shell Group

**Shashank Gaikwad**  
Hazira LNG & Port

**Nitin Zamre**  
MD, ICF International

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

**Shaleen Sharma**  
Director, Tax & Regulatory Practices,  
KPMG India

**D. J. Pandian, IAS (Retd.)**  
Ex-Chief Secretary, Government of Gujarat

**R. R. K. Sharma**  
IIT Kanpur

**Janaki Anant B**  
i-flex

**Atul Rathod**  
Weatherford India

**S. K. Negi**  
MD, GETCO

**Anurag K. Agarwal**  
IIM Ahmedabad

**Madhu Mehta**  
Indian Oil Corporation Ltd.

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

**Shaji Zacharias**  
Indian Oil Corporation Ltd.

**Praveen Gupta**  
Indian Oil Corporation Ltd.

**Vivek Pathak**  
Indian Oil Corporation Ltd.

**Babu Thomas**  
GVK EMRI 108 Services

**Randeep Agarwal**  
President, Australia India Business  
Chamber (AIBC)



# SPM ANNUAL FEST

## ACADEMIC PROGRAMMES AT SPM

### THE DOCTORAL PROGRAMME

The Doctoral Programme of SPM is to train prospective scholars to become highly skilled and innovative researchers and teachers in various areas of management education and practice.

### MANAGEMENT DEVELOPMENT PROGRAMME

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

### 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. 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 Energy Law - to mention a few.

### CATALYST

CATALYST, a management fiesta gives a dais to the students to sharpen their business skills and develop an entrepreneurial attitude by performing in varying level of difficult events. Starting from showing an entrepreneurial acumen to cracking difficult case studies, CATALYST encompasses several events which forces participants to do out of box thinking. It also provides an opportunity to interact with the various personalities from various sectors of the business world.

### REPRISE

REPRISE, the cultural fest of SPM, is an event where participants demonstrate their non business talents. It provides dynamism to the campus and the students who are always engrossed in hectic schedule of academics. Various co-curricular competitions in different fields such as dance, photography, film-making, etc. are held under Reprise. The REPRISE, 2014-15 commenced with a mesmerizing singing performance by a group of students from SPM, PDPU followed by the series of various events where students across all the B-schools got an opportunity to showcase their talents.

### ZEPHYR

ZEPHYR, the Annual SPM Alumni Meet is a part of the SPM Annual Fest. It is a platform where SPM student are able to learn from the varied experience of our alumni. This event is especially dedicated to the SPM Family consisting of all our faculties, alumni as well as current students. The students from SPM get to know the intricacies of a corporate life and ways to cope up with the challenges lying ahead.

### ENERGY CUP

ENERGY CUP, the sports extravaganza, a part of SPM Annual Fest, is organized while keeping in mind quote "All work and no play makes Jack a dull boy". Several business corporations and management schools come on the ground to show that they are not leaders in only in making balance sheets and launching products. In ENERGY CUP 2014, 11 teams from different B-schools and 6 teams from industry competed with each other. In the busy world of management schools, students got chance to show their skills and compete with the best teams. Tata Consultancy Services has won the Energy Cup 2014.

SPM Annual Fest provides an opportunity to the students across India to showcase their talents in diverse fields ranging from business, performing arts and sports. With participation from 77 B-Schools across the country and 17 teams from industry, SPM Annual fest 2014-15 was greeted with a tremendous response both from the industry as well as the students. Various business leaders across various sectors, entrepreneurs and students from the colleges across the length and breadth of the country participated in it.



## STUDENTS' COMMITTEES

Students' Committees Facilitate SPM Community for Organizing events, Enhancing Corporate Relations and various other Activities.

### ACADEMIC COMMITTEE

Academic committee is responsible for ensuring learning standards for the students of SPM. It helps to facilitate the execution of curriculum according to changing needs of corporate. It organizes relevant workshops to impart requisite skills in the students without which students may topple in the changing cultural and technological environment of corporate. It also invites different esteemed speakers from the industry to share their knowledge and latest upcoming market trends to our students.

### ALUMNI COMMITTEE

"You would always need someone who could guide you, advice you and be your support system". In a B-School who else could be referred for this job than an alumni. This committee arranges various seminars and meeting with the talented and successful alumnis' which gives the class a better insight of the industry. The committee also maintains healthy and long lasting relationship with the alumnus.

### CULTURAL COMMITTEE

The Cultural Committee of School of Petroleum Management strives to celebrate the cultural diversity in the campus through various festivals and events and create a home away from home environment for students. The committee gives enough reasons for the students to relax and enjoy campus life amidst rigorous academics and never ending student initiatives under the umbrella of clubs/committees. We understand the importance of cultural sensitivity in today's business world and the cultural committee makes the young leaders at SPM sensitive to each other's culture. The committee seeks to create a platform that provides the students with an opportunity to display creative talents in a variety of ways. The Cultural committee also works in collaboration with independent societies like society of Drama, Dance, Music & Fashion and organizes various cultural activities like Music Nights, dance events, theatrical performances, art events etc.

### GUEST LECTURE COMMITTEE

Guest Lecture Committee organizes sessions to bridge the gap between the Academia and the Industry. Eminent personalities from different industries are invited to impart industry-centric learning along with their success stories. These sessions encourage aspiring managers to think innovatively and build leadership qualities. This contributes in nurturing young talent for the businesses with thorough knowledge in order to meet the industrial challenges.

### PLACEMENT COMMITTEE

Following the words by Renee West "You can have the best strategy and the best building in the world, but if you don't have the hearts and minds of the people who work with you, none of it comes to life." So the placement committee of SPM ensures that our students of SPM are industry fit and are able to work in close liaison with the potential employer. The committee in co-ordination with HR personnel helps the students in honing their skills and preparing them for the future endeavors.

### PUBLIC RELATIONS COMMITTEE

The team helps in the branding and sharing information of the campus with the outside world. They invite media to cover the footage of all the events organized in the calendar year and also interact with aspiring students by addressing their concerns. Team actively tracks the latest development of the Energy and other sectors and shares the information with the students through different medium.

### SPORTS COMMITTEE

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

## STUDENTS' CLUBS

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

### CLUB ENERGY

Energy Club is an initiative by students to add a new 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 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 communication skills and "out of the box" thinking, much needed to survive in the world of marketing. It is here that the students of SPM learn the concepts of marketing in the various segments be it B2B, B2C and C2C; and hence, making the students of SPM practical enough to be challenged anywhere.

### CLUB FINNACLE

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

### CLUB OPERE - SHONZU

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

### CLUB HR

The HR club is the youngest club at SPM, hardly a year old. It comprises HR student members from the junior as well as senior batch to involve all the students and make them think from different perspectives by placing practical illustrations. The HR club started as an initiative to give a boost to the HR activities in the college. The main motive of the HR club is to spearhead activities that could remove the traditional myths surrounding HR as a function and to create awareness regarding the importance of HR function in the current business scenario. It facilitates the functioning of the Centre of Excellence for HR. It provides a platform to the student community to understand and enhance their knowledge in this field by getting associated with the faculty, participating in events and contributing through articles.

### 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 and is considered as a remarkable feat in creating our niche in the Energy and Infrastructure Industry. 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.

### CHAI KI TAPRI PE SESSIONS

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

### OTHER INITIATIVES BY SPM STUDENTS

"Being just another brick in the wall" is an ideology that no student at SPM believes in. Thus, efforts are made to go beyond the expectations and doing something for a greater good. The students of SPM have taken various social initiatives such as organizing a Blood Donation Camp in association with Confederation of Indian Industry-Young Indians (CII-YI) saving hundreds and thousands of lives.





## CONFERENCES AND CONCLAVES

### INTERNATIONAL CONFERENCE IN ENERGY AND INFRASTRUCTURE, 2014

Looking ahead for a sustainable and energy rich future, the speakers from industry, academic institutions and students from around the world made their presence felt at the today International Conference on Energy and Infrastructure 2014 organized by School of Petroleum Management, Pandit Deendayal Petroleum University on 11th and 12th January, 2014. ICEI 2014 started flamboyantly with inaugural session been addressed by Mr. D. J. Pandian - IAS, Mr Kirit S. Parikh, Planning Commission of India and Prof Timothy Coburn from University of Tulsa. The eminent personalities stressed on talking about improving the outlook on investments in research and Development in India, necessity of renewable energy in the country and challenges faced by the energy sector. The two day event saw the presence of some of the stalwarts of the world such as Prof. Latha Ramachand, Dean, Bureau College, University of Houston who suggested encouragement of investments in infrastructure. Academicians, Industry experts, Faculties from varied colleges and B-school around the world along with the students showed immense enthusiasm through their participation and involvement. It provided for an outstanding platform for building stronger and longer relations with the outside world and connects with reality in a better manner. Various problems and related solutions were discussed and suggested by the speakers all through the day. In addition to these sessions we witnessed around 76 paper presentations by elite the members in the 12 technical sessions.

### 4th OIL AND GAS CONCLAVE, 2014

With much anticipation and enthusiasm, the two day, 4th Oil and Gas Conclave 2014, one of the most famed among the Conclaves that takes place at SPM, PDPU happened on 8th and 9th of September, 2014. It was graced by the presence of Mr. P Elango, Former CEO - Cairn as the Chief Guest along with Dr. H. B. Raghavendra, Director General, PDPU. Giving insights about the sector, the Chief Guest addressed the roots of the prevailing problems and envisaged that the demand for oil and gas is going to rise every year. He emphasized the importance of the value systems in the life. He talked about the teaching profession as being the noblest profession and the second noblest profession being the management if it is practiced well. The conclave saw the discussion on topics such as Oil and Gas industry: Architecture and Prospects, Pursuit of Operational excellence in the Oil and Gas industry, Strategic Investments and Risk mitigation and Marketing & Business development; giving useful insights to all the guests, media listeners and students. To name a few guest speakers were Mr. Anwar Husen, Head of Petroleum Engineering, Cairn; Mr. Shashank Jha, Sales Director, India; Mr. Kaushik Deb, Economist, BP; Mr. Man Mohan Ahuja, President, Petronet LNG, etc.

### ENERASIA: GLOBAL ENERGY SUMMIT, 2014

The much awaited ENERASIA 2014 was held over a period of 3 days, from the 26/9/2014 to 28/9/2014 at the Pandit Deendayal Petroleum University, Gandhinagar. ENERASIA is a pre-Vibrant Gujarat global energy summit wherein distinguished dignitaries from the oil and Gas domain grace the event and participate in various events such as energy round table, conferences, dialogue and discussions, exhibitions and seminars. This year's event witnessed sponsorship from various companies ranging from start-ups, medium scale industries to major players in the sector. The platinum sponsors included ONGC and Gujarat Mari-time Board. The gold sponsors included Torrent Power, Suzlon, GEDA, UREnergy, CLP India. Australia and Holland played partner countries, supported by Indextb. Media partners included ENF, SmartEnergy, EPC world, Offshore World, Power Today, Green Energy and TerraGreen. The inauguration ceremony was graced by Shri Saurabhbbhai Patel, Honourable Minister of State for Civil Aviation, Industries, Mines, Minerals, Finance, Energy & Petrochemicals, and Government of Gujarat. Apart from him various dignitaries like Dr. P K. Mishra from PMO, New Delhi, Shri D. J. Pandian, IAS, Shri L. Chuango, IAS and, Shri Tulsi R. Tanti, CMD, Suzlon were also present to make it a grand inauguration. Shri Tulsi R. Tanti while addressing the gathering discussed three vital enablers that are required for building a global sustainable energy sector namely affordable energy to all, low carbon economy, long-term sustainable employment and growth. He said that the answer to the above lies in Renewable Energy and that being the reason the mankind is witnessing rapid growth and importance of Renewable Energy globally.

### SAMAVESH: HR CONCLAVE, 2014

On 10th October, 2014, a conclave concentrating on Human Resources was organized. It was the first of its kind. The conclave named "Samavesh" kick started with introductory speech This was followed by speech from PDPU Director General Prof. H. B Raghavendra, and SPM Director Dr. Hemant Trivedi. The chief guest for this session was Dr. Aquil Busrai, CEO of Busrai Consultancy. He emphasized about the role played by HR in the organization during 1970s as labour relations manager, 1980s as change agent and in 1990s as business partners. He concluded with the view that the HR department is not a complaint department and should be seen as an advising department to line managers. The topics covered in the conclave were mind boggling from HR perspective. Critical examination of the emerging trend on planning and implementation of the strategic orientation of HR function was prime focus of the conclave.

### POWER SECTOR SYMPOSIUM 2014

SPM was proud to organize Power sector symposium on 15th November 2014. The event was organized to connect with the power sector and determine the challenges and issues of India's power sector. The discussion focused on topics such as 'Future prospects in Renewable Power Sector', 'Challenges faced in conventional power generation and its future prospects'. The eminent personalities who graced this event were Mr. S. K. Negi, MD GETCO, Mr. Gurdeep Singh, MD GSECL, Mr. Rahul Agrarwal, Director - Technical GVK Power.

### BUSINESS MANAGEMENT SYMPOSIUM, 2014

Business Management Symposium 2014 was organised by SPM which was spread across two days i.e. Friday, 7th November 2014 and Saturday, 8th November 2014. The event was organised to connect with the industry beyond the Energy sector. The sessions included topics such as 'India Regaining the Manufacturing Edge', 'The Services Economy'. Mr. Sunil Kanojia Group CEO, Sintex India and Mr. Rashmin Shah CEO, Zydus BSV Pharma, Mr. Hemal Desai Senior Vice President, Yes Bank, Mr. Vishal Gada, Partner KPMG were some of the eminent personalities who graced this event.

# INFRASTRUCTURE @SPM-PDPU

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 ambiance in a stimulating campus.



**IMPRESSIVE AND  
AESTHETICALLY  
BUILT ACADEMIC  
AREAS**



**SPORTS &  
RECREATIONAL  
FACILITIES**



**RESIDENTIAL  
ACCOMMODATION  
FOR STUDENTS**

Library and Information Centre (LIC) is the heart of the Institute with an aim of providing production and 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.

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## INTERNATIONAL CONFERENCE ON ENERGY & ENVIRONMENT RESEARCH, LISBON, PORTUGAL

String of glory has been added to SPM when the students Mridu Pavan Chakrabarty and Nitin Lekhwani at "2nd International conference on Energy & Environment Research" held at Lisbon, Portugal on July 13 - 14, 2015. Their research paper got published in "International Journal of Environmental Science and Development, ISSN 2010-0264, Vol. 7, No. 4, 2016". The team presented the research paper on "Green building materials market: A South Asian Perspective."

## INTERNATIONAL CONFERENCE ON MANAGEMENT OF THE INFRASTRUCTURE-14

SPM students have made their presence felt at "International Conference on Management of Infrastructure - 2014" held at UPES Dehradun on February 6 - 7, 2015. The teams presented the research paper on various topics such as Oil and Gas Exploration, Shale Gas, LNG Carrier Mechanism and other interesting topics.

## ENERGY RISK PROFESSIONAL

Ankit Seta, the student of PGP13 batch has successfully cleared the Energy Risk Professional course held in November, 2014.

## IEE JAPAN - PDPU WORKSHOP

SPM students successfully organized a workshop on the topic "Promoting Energy Savings in India's transportation sector" in association with "The institute of energy economics, Japan and Pandit Deendayal Petroleum University, Gandhinagar, India" held at SPM, PDPU on January 28, 2015. The team was led by Sanjeev Sharma, Chirayu Trivedi, Parmarth Mishra and Divya Kale.



# STUDENTS' ACHIEVEMENTS

## ACE SEASON - 3 - CAIRN INDIA

String of glory has been added to SPM when students' team "Energist" comprising Gaurav Jaiswal, Mridu Pavan Chakrabarty and Nitin Lekhwani won 3rd prize in "Oil and Gas Policy framework in India and Vision 2030" at campus round ACE Season-III- Cairn India.

## TRADE MOGUL COMPETITION

SPM students Manish Kumar Bhade, Ketan Gyanchandani finalized in the TOP 300 of Trade Mogul - India 2014. This is an all India level online trading simulation organised by Future First Info Services Pvt. Ltd.

## SPORTS

SPM Students have out shined in various sports such as Badminton, Table Tennis, Cricket and Football at sports events held at Entrepreneurship Development Institute of India (EDII) & Mudra Institute of Communications, Ahmedabad (MICA), Institute of Management, Nirma University (INMU). Team of Abhas Mittal and Parth Sambhawani won silver medal in table tennis match in PARAKRAM, at the annual sports event of INMU 2014.

## SHORT FILMS

SPM students have also showcased their skills in the sphere of "short movie making", with principal contribution from Manish Kumar Bhade and team coming up with a movie named "AEY CHOTU" for "YES I AM THE CHANGE" organized by YES FOUNDATION.

## SOME OF THE EMINENT SPEAKERS IN 2014



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



**SASHI MUKUNDAN**  
Country Head - India,  
British Petroleum



**DR. SUMAN BERY**  
Chief Economist,  
Shell Group



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



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



**ANIL SARDANA**  
Managing Director,  
Tata Power



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



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



## CORPORATE RELATIONS AND PLACEMENTS

### MR. KUNAL LALWANI

Manager - Corporate Relations

Phone: 079-23275124

Mobile: +91-9909428019

Email: Kunal.Lalwani@pdp.ac.in

### DR. AKASH PATEL

Faculty Advisor, Corporate Relations

Phone: +91 79 2327 5107

Mobile: +91 94264 41212

E-mail: akash.patel@spm.pdp.ac.in

Greetings!

It gives us immense pleasure and pride to introduce our 9th batch of the two-years, full-time, residential MBA programme with students specializing in Energy and Infrastructure Sector and other functional areas of management. The batch has an un-paralleled profile, a sound mix of experienced and fresher students from varied technological disciplines. They are undergoing a meticulous course curriculum, demanding pedagogical framework which includes comprehensive case studies, presentations, quizzes, individual and group projects, seminars, industrial visits and term examinations. The students of SPM create a strong industry interface by organizing National level Conclaves and Guest Lectures, focusing on issues and current trends in Oil & Gas, Power, Solar, Infrastructure, Finance, HR and Business Management. SPM also hosts annual students' fest consisting of academic, cultural and sports event. Daily Clubs pertaining to Energy, Finance, Marketing, Operations and Human Resource are undertaken by students. These activities engage students with the industry, augmenting their learning and building their business competencies. We are confident that the students of SPM will perform beyond your expectations and make significant contribution to help your organization grow. On behalf of SPM, we put forward the talent of SPM and cordially welcome you to participate in the placement process and develop a mutually beneficial relationship.

## PLACEMENT COMMITTEE

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

## FINAL PLACEMENT 2015-16

The Final Placement Season begins from 30<sup>th</sup> November, 2015.

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

The companies may kindly contact undersigned for any other details:

### Placement Committee

Phone: 079-23275124

E-mail: placements@spm.pdp.ac.in

STUDENTS'  
PROFILES





## ABHAS MITTAL



**QUALIFICATION :** B.E. (Electronics Engineering), Terna Engineering College, Nerul, Navi Mumbai, Mumbai University, Mumbai

**AGE :** 24

**E-MAIL :** abhas.mpgp14@spm.pdpu.ac.in

### COMPANY

Mahanagar Gas Limited

### TOPIC

Industrial market development in new CGD area of Raigad

### ABSTRACT

The objectives of the project were to identify potential customers in the industrial regions of Raigad and their fuel requirement, to convert it into equivalent natural gas demand, to identify the areas where gas supply can be started on priority basis and to identify issues and challenges involved in setting up of a City Gas Distribution (CGD) network in a previously untapped market. Through interactions with the potential customers during personal visits, area wise requirement of natural gas was identified. The customers were also ranked based on natural gas requirement.

Also during the course of the project 'Sourcing of Natural Gas' was studied as it forms a very important part of a CGD business.

In addition various contractual and legal obligations between the company and the client were studied and analyzed.



## AKANKSHA SONKER



**QUALIFICATION :** B.Tech. (Chemical Engineering), Visvesvaraya National Institute of Technology, Nagpur

**AGE :** 25

**E-MAIL :** akanksha.spgp14@spm.pdpu.ac.in

### COMPANY

SBI Capital Markets Limited

### TOPIC

Demand Supply and Margin Analysis of Petrochemical Industry

### ABSTRACT

The Global Petrochemical market is rapidly increasing due to rising demand for petrochemicals in major end-use industries coupled with favourable operating conditions, primarily in the Middle East and Asia Pacific. This project studies and forecasts the global and Asian petrochemical market in terms of volume (in million tonnes). It also includes drivers and restraints affecting the growth of the petrochemicals market, and the impact of these factors on the market in the near future.

The study is conducted based on product type like ethylene, propylene, butadiene, benzene, xylene, toluene, polyethylene and polypropylene. It includes estimates and forecast of demand for petrochemicals in major geographical regions, including North America, Europe, China, Rest of Asia Pacific, the Middle East & Africa, and Latin America. The market size and forecast for each region has been conducted in the regions. The project further analyses various macroeconomics factors in the pricing mechanism of petrochemical products in Asia based on the trade dynamics as the prices are dependent on the Import Parity Prices between the regions. Netback is also calculated to the petrochemical plant.



## ABHISHEK BANERJEE



**QUALIFICATION :** B.E.(Electrical Engineering), Birla Viswakarma Mahavidyalaya, (B.V.M) Sardar Patel University, Gujarat

**AGE :** 25

**EXPERIENCE :** 34 months, Linde Engineering

**E-MAIL :** abhishek.bpgp14@spm.pdpu.ac.in

### COMPANY

Ernst & Young LLP

### TOPIC

Internal Audit – Perspective Oil and Gas Industry

### ABSTRACT

Most of the large sized firms normally hire Risk Advisory Services from reputed consultancy agencies like EY LLP. Risk Advisory Services offered by EY LLP includes Internal audit, Internal controls, Governance-Risks & Compliance and Regulatory Services. The scope of this service included studying the business processes of the clients and finding any gaps in the processes and then plugging them to optimize the operations. My project focused on carrying out internal audit of different processes of dispatch of solid products like polyethylene, polypropylene and polyester fibres at a petrochemical plant of Reliance at Hazira. It was found that there are lapses in the procedure followed by the client who requires to be plugged up for substantial financial savings. The study offered some suggestions and recommendations implementable by the client.



## AKSHAY SHAH



**QUALIFICATION :** B.E. (Mechanical Engineering), Gandhinagar Institute of Technology, Gujarat Technological University, Ahmedabad

**AGE :** 22

**E-MAIL :** akshay.spgp14@spm.pdpu.ac.in

### COMPANY

GSPC LNG

### TOPIC

Feasibility Study for setting a Floating Storage and Regasification Unit in Gujarat

### ABSTRACT

Offshore LNG Terminals are the fastest ways to overcome the Natural Gas demand of India. The project focused on conducting a desktop research to study the feasibility of setting up a Floating Storage and Re-gasification unit for LNG in Gujarat. The project covers study of different types of offshore Terminals, FSRU's pre-feasibility study comprising techno-economic analysis and Comparative assessment of locating the terminal offshore and onshore. Comparative assessment and financial analysis for owning FSRU versus charter hire FSRU was done. It also includes preparation of the design basis and scope of work for a detailed feasibility report for newly build FSRU along with the regulatory norms and clearances required for an offshore terminal. The feasibility study of two ports has been done i.e. Bedi port and Jafrabad port. Location analysis of both ports suggests that both ports are feasible for setting up an Offshore LNG Terminal.



## ANKIT JOSHI



**QUALIFICATION :** B.E. (Electronics & Instrumentation Engineering), Institute of Engineering & Technology, Devi Ahilya Vishwavidyalaya, Indore

**AGE :** 28

**EXPERIENCE :** 46 months, Essar Power MP Ltd.

**E-MAIL :** ankit.jggp14@spm.pdpu.ac.in

### COMPANY

Essar Oil Limited

### TOPIC

Study of ESSAR refinery operation and Analysis of its Utility consumption

### ABSTRACT

Petroleum refining is a unique & critical link in the petroleum supply chain, from the well head to the customer. The refinery business is cyclical in nature which depends on economic cycle of extraction and contraction on which the industry has no direct control. The project deliberates on understanding the refinery business and the operation of each unit and other support facilities. It also focuses on Energy management via energy efficiency. Energy management via constant efficiency improvement plays a synergistic role of the refinery operation that connects refining margin, asset management, and environmental regulation compliance. The study includes analysis of Essar Oil utility consumption and energy management of the refinery with suggestions to way forward.



## APURVA MITTAL



**QUALIFICATION :** B.Tech. (Information Technology), Banasthali Vidyapeeth, Banasthali University, Jaipur, Rajasthan

**AGE :** 24

**EXPERIENCE :** 11 months, Emit Peripherals Pvt. Ltd

**E-MAIL :** apurva.mpgp14@spm.pdpu.ac.in

### COMPANY

Gujarat Energy Research and Management Institute

### TOPIC

Developing & Executing an Effective Marketing & Media Outreach Strategy for GERMI

### ABSTRACT

The Project was aimed at making GERMI's work visible to the market in order to reach out to the potential stakeholders. To achieve this, an integrated communication plan was developed through a marketing calendar for the year 2015 and strategies were designed to ensure execution of the plan. The core areas of the integrated communications plan were Digital Marketing, Website Redesigning, National and International collaborations with Publication houses, Industry and Conferences etc.

Further, the internship included project planning and scheduling, course and format development, marketing and outreach for the flagship "National Certification Program for Rooftop Solar PV Installer" in India, for the Training Department of GERMI.



## APOORV SHARMA



**QUALIFICATION :** B.E. (Electronics & Communication Engineering), Sapthagiri College of Engineering, Bangalore Visvesvaraya Technological University, Belgaum, Karnataka

**AGE :** 26

**E-MAIL :** apoorv.spgp14@spm.pdpu.ac.in

### COMPANY

Headway Solar Private Limited

### TOPIC

Devising & implementing digital marketing strategy for Headway Solar Pvt. Ltd.

### ABSTRACT

Aim of the project was to enhance the digital brand of Headway Solar and reach out to more potential customers from the target segment. In order to do so, tools like- SEO, Google Trends, Google Analytics were utilized and digital marketing techniques were employed on various platforms like- LinkedIn, Twitter and Facebook. Content generation in the form of blog posts, white papers & summaries of bidding tenders issued by government bodies were also done to increase the ranking of Headway Solar in organic search results and reach out to more relevant customers.

At the end of 9-week internship, I was able to achieve an increase of 37.72%, 34.36% & 36.58% in the number of followers of Headway Solar on LinkedIn, Twitter & Facebook respectively. The search engine ranking also improved & as a result 38.50% of visits to the website of Headway Solar came from a search engine.



## AZLAAN TIRMIZI



**QUALIFICATION :** B.E. (Mechanical Engineering), East West Institute of Technology, Bangalore Visvesvaraya Technological University, Belgaum, Karnataka

**AGE :** 23

**E-MAIL :** azlaan.tpgp14@spm.pdpu.ac.in

### COMPANY

Sabarmati Gas Limited

### TOPIC

Market potential survey and analysis of PNG in Industrial / Commercial segment for SGL at Kadi, Kalol and adjoining Industrial Areas.

### ABSTRACT

The project aimed at Business Development for Sabarmati Gas Limited (SGL) by engaging with existing and potential Industrial and Commercial customers. Further the project involved Segmenting and Targeting Piped Natural Gas consumers in Gandhinagar and Mehsana Districts including generating database. Customer responses were critically examined and the raw data was then converted into useful information which shall prove to be useful in devising PNG business marketing strategies for SGL.



## BHAUMIK GANDHI



**QUALIFICATION :** B.E. (Electronics & Communication Engineering), Sardar Vallabhbhai Patel Institute of Technology (SVIT) Gujarat Technological University, Ahmedabad

**AGE :** 23

**E-MAIL :** bhaumik.gpgp14@spm.pdpu.ac.in

### COMPANY

Sabarmati Gas Limited

### TOPIC

- PNG market development in Aravalli district
- PNG market penetration in the existing market of Gandhinagar district

### ABSTRACT

Sabarmati gas, operating in three districts namely Gandhinagar, Mehsana and Sabarkantha (Aravalli) is planning to establish their network in Bayad and Dhansura Taluka of Aravalli district. The company wants to have an insight about the demographic profile and the characteristics of new market. Also in the existing area of Gandhinagar region, the company has penetration less than 30% in four villages namely Shioli, Dashela, Alampur and Ratanpur. Considering that we tried to expand the market in these four villages.

In the new area of Aravalli district, we tried to spread awareness regarding PNG and benefits of PNG. We performed statistical analysis on the surveyed data to determine the potential customers who would purchase the PNG connection. To provide a more elaborate result, we performed different statistical analysis like Kruskal- Wallis test and correlation which would help the company to know the buying behavior of the customers.

In the existing area of Gandhinagar market region, we identified the problems for not using PNG and also marketed the PNG connection to increase their customer base.



## BHAVNA DOLEY



**QUALIFICATION :** B.E. (Computer Science & Engineering), Jorhat Engineering College Dibrugarh University, Dibrugarh, Assam

**AGE :** 23

**E-MAIL :** bhavna.dpgp14@spm.pdpu.ac.in

### COMPANY

Indian Oil Corporation Limited

### TOPIC

Study on Product Optimization Processes in IOCL Guwahati Refinery

### ABSTRACT

The purpose of this project was to understand the process of catering to the market demand for refinery products by IOCL refinery, along with demand-drivers. In addition the project also attempted to understand the process of optimization of the refinery resources. This project report discusses the factors which determine the optimization process i.e. crude input scheduling, product distribution and co-ordination with various agencies for achieving the purpose. This report presents a case study on product optimization which shows how GRM (Gross Refining Margin) is calculated and also how softwares like RPMS and SAND are used for optimization of products. Also, it presents a SWOT analysis on the company and provides it with a few recommendations. This project helped me to gain an insight and understanding of the various processes that take place in the refinery and also the factors influencing them. The refinery's role is not just constrained to the production process but it has to optimize its processes to remain profitable which makes it an important aspect of the refinery processes.



## BINITA RAWAT



**QUALIFICATION :** B.E. (Electronics & Communication Engineering), Sardar Vallabhbhai Patel Institute of Technology, Gujarat Technological University, Ahmedabad

**AGE :** 23

**E-MAIL :** bhinita.rpgp14@spm.pdpu.ac.in

### COMPANY

GAIL (India) Limited

### TOPIC

An overview of finance department of GAIL (India) Ltd. Vaghodia unit and Risk assessment by analyzing its financials

### ABSTRACT

The project was an endeavour to understand the accounting activities performed at GAIL (India) Ltd. Vaghodia unit and analyzing plant's financial performance using financial ratios through which effect of LPG subsidies on profitability of plant was found for which revision in price mechanism was suggested. Study of Gas Sales Agreement (GSA) for APM and other gases was done to understand the gas business of GAIL. It also focuses on the effect of declining natural gas reserves on the profitability of the LPG recovery plant.

The project deliberated on identification of the risks from financial records of the company. Risk analysis considering environmental, government policy, technology and operational factors was done. Mapping of risk for the plant was done for better decision making and achieving the desired objectives and returns against the heavy investment.



## CHIRAYU TRIVEDI



**QUALIFICATION :** B.E. (Mechanical Engineering), Gandhinagar Institute of Technology, Gujarat University, Ahmedabad

**AGE :** 25

**EXPERIENCE :** 18 Months, Welspun Corp. Ltd.

**E-MAIL :** chirayu.tpgp14@spm.pdpu.ac.in

### COMPANY

Mittal Processors Private Ltd.

### TOPIC

To study the scope of energy efficient products & services for commercial establishments in Haryana

**ABSTRACT :** The overall objective of the project was to conduct a research study on scope of energy efficient products and services for commercial establishments in Haryana. It was an green field project as the organization which is in power trading for industrial sector wanted to tap the commercial market of Haryana. For the said objective, a research study was conducted for analyzing the market potential of energy efficient products, consumers perception towards energy efficiency, awareness about government regulation on solar energy and open access in commercial establishments. Descriptive primary survey was conducted at various commercial establishments like Corporate houses, Commercial buildings, Hotels, Hospitals, Malls, Housing societies and building in and around Gurgaon region.

### COMPANY

Urban Ladder

### TOPIC

Delivery Operations at Kurla Distribution Centre, Mumbai

**ABSTRACT :** The undertaken project was divided into five parts: 1) To understand the delivery operations of URBAN LADDER, Kurla Distribution Centre, Mumbai, 2) To conduct audit of Trial furniture, 3) To understand the Product flow i.e product-in, inventory, dispatch, 4) Scheduling and planning of product delivery, and 5) Branding and rubber padding of the delivery vehicles. Finally, Project assists to determine future course of action based on recommendation presented in report.



## DEEP TIGGA



**QUALIFICATION :** B.Tech. (Petroleum Engineering), School of Petroleum Technology, Pandit Deendayal Petroleum University, Gandhinagar

**AGE :** 24

**E-MAIL :** deep.tpgp14@spm.pdpu.ac.in

### COMPANY

Hindustan Petroleum Corporation Ltd.

### TOPIC

Study of market potential of oil segment in Raipur, Chatisgarh.

- Two wheeler oil
- Three wheeler oil

### ABSTRACT

The project required to undertake a market research to grasp and analyze the characteristics of lubricant market confined to automotive segment of two wheeler and three wheeler oil in RAIPUR, CHATTISGARH. The study focused on assessing lubricants market potential, brand equity and consumer decision process. Project's desired outcome was to develop a market intelligence system to facilitate decision making. This marketing intelligence application entails and analyzes the information on competitors' offerings in terms of promotional schemes, pricing and market penetration along with other statistics including various high value retailers, market trends, consumption and inventory patterns and brand perception parameters. Finally, strategies were suggested to improve brand visibility, to encourage channel members, to promote HP lubricants.



## DIVYA KALE



**QUALIFICATION :** B.E. (Computer), Universal College of Engineering and Technology, Gujarat Technological University, Ahmedabad

**AGE :** 24

**EXPERIENCE :** 4.5 Months, Medusind Solutions

**E-MAIL :** divya.kpgp14@spm.pdpu.in

### COMPANY

GVK EMRI

### TOPIC

Research project to study employee engagement at GVK EMRI

### ABSTRACT

Employee Engagement is essentially a product not just of personal traits but also of context – employee perceptions of the organization, their working conditions and the quality of management, which contributes towards sustainable competitive advantage. Thus, the major focus of the project was to study and measure Employee Engagement at GVK EMRI. For the said objective, the workforce was categorized into 3 departments viz, Operations, Sense and Support Staff. A survey based Research methodology was adopted to measure employee engagement and gauge prominent factors which enable the same in the organization. Also, co-relations between each factor with respect to different departments were drawn to understand triggers for engagement. Apart from this, the project involved an in-depth study on the involvement of Human Resource department as an integral part of GVK EMRI. The study result showed a high level of employee engagement at GVK EMRI.



## DEEPAK MISHRA



**QUALIFICATION :** B.E. (Electronics & Communication Engineering), R.K. College of Engineering & Technology, Gujarat Technological University, Ahmedabad

**AGE :** 22

**E-MAIL :** deepak.mpgp14@spm.pdu.ac.in

### COMPANY

Mittal Processors Private Limited

### TOPIC

Market potential of energy efficiency related products in Gujarat

### ABSTRACT

India's energy demand is expected to double by 2030. The country needs to be as energy efficient as possible towards achieving energy security and sustainable development. Energy-efficiency measures have great potential for closing the widening gap between India's energy demand and supply. It is considered as an essential part of effective demand-side management. The project focuses on identifying the market potential of energy-efficiency related products for Mittal Processors Private Limited. Data were collected from a sample of selected industrial units located in Gujarat covering ceramics, chemicals, pharmaceuticals and textiles etc. through a structured questionnaire and interactions with executives. The final analysis offered useful suggestions and recommendations to the company.



## GARIMA HEERANI



**QUALIFICATION :** B.Com. (Accounts), S.M. Patel Institute of Commerce, Gujarat University, Ahmedabad

**AGE :** 23

**E-MAIL :** garima.hpgp14@spm.pdpu.ac.in

### COMPANY

Gujarat Energy Research and Management Institute

### TOPIC

A project on the creation of National Database for Solar Policies in India and its analysis for the Department of Science and Technology (DST)

### ABSTRACT

The project aimed at building a national knowledge platform combining all the ongoing and completed projects on solar energy across all the states in India. To achieve this and inculcate analytical skills, a solar database consisting of all the information pertaining to different solar policies; RFPs, tariff orders etc. was created through a rigorous assessment of the information obtained from various government websites, research papers, journals etc. with the most accurate data. Furthermore, the project also included developing a financial model to undertake a critical study and understand the financing mechanism of National Solar Mission (NSM) and how grid parity can be achieved by 2022.



## GAURANG AGARWAL



**QUALIFICATION :** B.Tech. (Mechanical Engineering), School of Engineering & Technology, Sharda University, Greater Noida

**AGE :** 24

**E-MAIL :** gaurang.apgp14@spm.pdpu.ac.in

### COMPANY

Sabarmati Gas Limited

### TOPIC

- PNG market development in Aravalli district
- PNG market penetration in the existing market of Gandhinagar district

### ABSTRACT

Sabarmati gas, operating in three districts namely Gandhinagar, Mehsana and Sabarkantha (Aravalli) is planning to establish their network in Bayad and Dhansura Taluka of Aravalli district. The company wants to have an insight about the demographic profile and the characteristics of new market. Also in the existing area of Gandhinagar region, the company has penetration less than 30% in four villages namely Shioli, Dashela, Alampur and Ratanpur. Considering that we tried to expand the market in these four villages. In the new area of Aravalli district, we tried to spread awareness regarding PNG and benefits of PNG. We performed statistical analysis on the surveyed data to determine the potential customers who would purchase the PNG connection. To provide a more elaborate result, we performed different statistical analysis like Kruskal- Wallis test and correlation which would help the company to know the buying behavior of the customers. In the existing area of Gandhinagar market region, we identified the problems for not using PNG and also marketed the PNG connection to increase their customer base.



## GHANSHYAM BHAVSAR



**QUALIFICATION :** B.E. (Computer Engineering), L D College of Engineering, Gujarat Technological University, Ahmedabad

**AGE :** 24

**E-MAIL :** ghanshyam.bpgp14@spm.pdpu.ac.in

### COMPANY

Future Group, Future Retail Ltd.

### TOPIC

Planogram Design, Product Categorization, Standardized Display, VM.

### ABSTRACT

The internship at Future Group (from 21st Apr to 4th June) entailed two distinct projects:

The first project entailed analyzing the different types of products in the non-food department of food bazaar and to classify them into logical categories so as to improve customers' buying experience.

Further it included setting a new layout for enhanced display and flow of the products to ensure their FIFO movement. This ensured constant availability of new and fresh products for the customers along with reduction in the damage to the products.

The second project entailed understanding the role of ARS (Automatic store/stock Replenishment System) in managing inventory at the largest retail chain in India. ARS is a SAP based enterprise application. From auto-generation of purchase orders to auto-delivery of products directly to the retail store or warehouse, ARS leads to increase in sales, margin and cash flow and lowers costs.



## GAURAV JAISWAL



**QUALIFICATION :** B.E. (Mechanical Engineering), Faculty of Technology & Engineering, The Maharaja Sayajirao University (MSU), Baroda

**AGE :** 26

**EXPERIENCE :** 19 months, Siemens Ltd

**E-MAIL :** gaurav.jggp14@spm.pdpu.ac.in

### COMPANY

Reliance Industries Limited

### TOPIC

Risk Assessment and Financial Analysis of an Energy Conservation Project at RIL.

### ABSTRACT

The internship was mainly focused on understanding various refining processes. It also included functioning of Excise, Costing, Hydrocarbon Accounting, Export-Import, Banking and Capital Budgeting process.

A risk analysis was carried out for modification of "Replacing medium pressure (MP) steam with low pressure (LP) steam in C3/C4 Splitter Reboiler". Risk components were analyzed from responses of energy professionals. Critical factors to be focused during modification were found out by Factor Analysis.

Sensitivity Analysis was carried out by fluctuating cost of various elements which was to be used in project. Scenario Analysis was done by considering Pessimistic, Normal and Optimistic scenarios. ARIMA FORECASTING Model was used to find out impact of inflation rate on project implications. Monte Carlo Simulation Tool was used to predict the probability of future cash flows by analyzing price fluctuations of commodities like crude oil and natural gas. The decision for sustainable project modification was made by calculating the reduction in CO2 emissions and analyzing the technical feasibility and the financial outcomes.



## HARDIK KUMAR DOSHI



**QUALIFICATION :** B.B.A. (Finance), Gujarat Law Society, Gujarat University, Ahmedabad

**AGE :** 24

**EXPERIENCE :** 22months, Doshi Trading Co.

**E-MAIL :** hardik.dpgp14@spm.pdpu.ac.in

### COMPANY

Future Retail Limited

### TOPIC

- To analyze shrinkage in Revenue because of price mismatch and Net Margin-Loss at various Big Bazaar stores in West Zone.
- To study Inventory Management and find out losses due to Inventory of Category E

### ABSTRACT

Retail is a capital intensive industry in nature; where investment is huge and profit margin is negligible. Hence for maintaining margin and increasing profit, Retail Finance plays a vital role. The main objective of the project was to analyze Revenue Leakages at various Big Bazaar stores in West Zone.

**Project 1:** The main objective of this project was to analyze Shrinkage in revenue because of price mismatch, administrative error, cashier error, problem in bar-code and then find out Net Margin-Losses that Big-Bazaar occurring because of these problems.

**Project 2:** The main objective of this project was to study inventory management process at Big-Bazaar and find out losses occurring due to inventory of category E.



## HEMALI KESARIA



**QUALIFICATION :** B.E. (Electronics & Communication), Vyavasayi Vidya Pratishthan engineering college, Gujarat Technological University, Ahmedabad

**AGE :** 25

**E-MAIL :** hemali.kpgp14@spm.pdpu.ac.in

### COMPANY

Reliance Industries Limited

### TOPIC

Overview of the accounts department at RIL and financial analysis of capex projects

### ABSTRACT

Internship at Reliance Industries Ltd. consisted of understanding the standard operating procedures of the accounts department with a special focus on capital budgeting. The key to effective decision making is evaluating alternatives and selecting the most feasible and valuable among the options. Capital budgeting is a quantitative assessment that involves forecasting future performance to make long-term investment decisions. The project undertaken dealt with assessing the financial viability of the proposed investment requirements from various departments. The motive was to learn the techniques used and the parameters set by companies to make such financial decisions. An emphasis was laid on incorporating the risk associated with the budgeting decisions and evaluating the given proposal under various possible scenarios.



## ISHITA JAIN



**QUALIFICATION :** B.Com. (Accounts), S.M. Patel Institute of Commerce, Gujarat University, Ahmedabad

**AGE :** 22

**EXPERIENCE :** 12 Months, Global Reach Overseas Education Consultancy

**E-MAIL :** ishita.jpgp14@spm.pdpu.ac.in

### COMPANY

Ecoziee Marketing

### TOPIC

Understanding the nuances of Hyperlocal Restaurant Aggregator

### ABSTRACT

The project at Ecoziee Marketing was mainly focused on preparing a business plan for a Hyper-local Restaurant Aggregator. The internship involved conducting an in-depth industry and market analysis, to comprehend the problems as well as trace the opportunities. This was followed by preparation of a robust Business model and Revenue model. The vital tasks entailed Value chain analysis, Competitor analysis, Service design and Operations. Some crucial learning aspects included drafting of the Marketing plan followed by a tie-up with minimum with 15 restaurants such that the plan could be implemented from the very next day. It gave a great exposure to understand both the internal as well as the external environment in which the business would operate. All in all, it provided an opportunity to study all the nuances which act as a pre-requisite for running a successful business.



## INDRANIL JOSHI



**QUALIFICATION :** B.Tech. (Mechanical Engineering), Institute of Engineering & Technology, Bhagwant University, Rajasthan

**AGE :** 26

**EXPERIENCE :** 24 Months, Vijay Tool Forging Works

**E-MAIL :** indranil.jpgp14@spm.pdpu.ac.in

### COMPANY

Total Oil India Pvt. Ltd.

### TOPIC

Developing the Market and Enhancing the Effectiveness of Distributor Sales Representatives of Total-Elf Lubricants in Central Gujarat Area.

### ABSTRACT

The project entailed getting in direct contact with various influencers of demand in Lubricant Market in Central Gujarat area and formulating Marketing Strategies and Promotional Activities after understanding and analyzing their stimulating factors in order to create awareness about the company along with enhancing the business.

The project also analyzed the activities of the Distributor Sales Representatives to help them improve their communication and persuasive skills along with product knowledge.



## JAI BAKLIYA



**QUALIFICATION :** B.Com. (Accounts), Maharana Bhopal Commerce College, Mohanlal Sukhadia University, Udaipur

**AGE :** 24

**E-MAIL :** jai.bpgp14@spm.pdpu.ac.in

### COMPANY

JK Cement

### TOPIC

· Dealers' and Retailers' satisfaction levels towards JK Cements  
· Market research on dealers' contentment towards various cement companies

### ABSTRACT

The project aims at studying the satisfaction level of retailer and dealer of the cement industry. For this purpose JK Cement Company is being used as a sample unit. Secondly the project also aimed at examining the dealers' contentment for various other cement companies. Market research was conducted through a sample of 70 dealers operating in Udaipur, Rajasthan. Dealer's satisfaction level towards JK Cement has been studied through various attributes like promotional activities, incentives, supply, quality and quantity of cement. Attempt has also been made to know if the dealers are facing any problems in selling the product. The market research on dealer contentment aims at knowing how dealers of other cement companies' feel about their company. The result shows that JK Cement is successful in satisfying all its dealers considering all the aspects covered in this project in comparison to its competitors.



## JAY OZA



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

**AGE :** 22

**E-MAIL :** jay.opgp14@spm.pdpu.ac.in

### COMPANY

PepsiCo India

### TOPIC

- Mapping business opportunity in Emerging Channel of PepsiCo, Gurgaon
- 5S strategy implementation in modern trade

### ABSTRACT

**Project 1:** PepsiCo has three types of distribution channel. The Emerging Channel i.e. Institution were considered as part of the project to map the business opportunity. The primary objective of study was to increase the availability and visibility of Frito-Lay product in this channel. Survey method was adopted and personal interview with the clients were undertaken to examine their specific requirements and preferences. The problems and issues were identified and managed, which in turn helped increasing PepsiCo brand visibility in the market.

**Project 2:** Modern trade includes supermarket, hypermarket and malls. 5S means See, Scan, Spot, Scheming content and select. It is used in modern trade to know about the consumer buying behaviour. The placement of Frito-Lay product with respect to location was assessed and proposed the strategic advantages of keeping the product at different Floor Stake Units (FSU) and End Cap in the malls. Promoters and supervisors of malls were interviewed to know about the issues and challenges faced in mall.



## KUNAL SUGANDHI



**QUALIFICATION :** B.Tech. (Electronics & Communication Engineering), New Netaji Institute of Technology, Jawaharlal Nehru Technological University, Hyderabad

**AGE :** 23

**E-MAIL :** sugandhi.kpgp14@spm.pdpu.ac.in

### COMPANY

Bharat Petroleum Corporation Limited

### TOPIC

Focus Grades Expansion of MAK Lubricants

### ABSTRACT

The project was aimed at increasing the sales of focus grades of MAK Lubricants (engine oils of two and four wheelers and heavy vehicles) in Hyderabad city. The objective was to promote the sales by conducting One Day Wonder Campaigns at various retail outlets and visits to garages and retail shops. Garages, service stations, lubricant retailers and retail outlets were visited for collecting the sales data and identifying the problems with sales. Initiatives were also taken for the expansion of MAK Authorized Lubes shops and MAK garages. Market research tools such as questionnaire, focus group interviews etc. were used, and consumers, lubricant retailers and mechanics were interviewed. The study revealed that parameters like price, margin, schemes, promotional activities, branding of products, etc., affect sales.

In an industry where switching cost is negligible, personal relationship plays an important role to capture maximum market share. Tie-ups with original equipment manufacturers (OEMs) are becoming important as they reinforce the value proposition of a particular brand.



## KETAN GYANCHANDANI



**QUALIFICATION :** B.Com. (Accounts), C.C. Sheth College of Commerce, Gujarat University, Ahmedabad

**AGE :** 22

**E-MAIL :** ketan.gpgp14@spm.pdpu.ac.in

### COMPANY

AXIS Bank Ltd.

### TOPIC

The Nuances and Working of Retail Banking

### ABSTRACT

The project was principally based on the Working of Retail Banking, understanding the processes and indulges oneself with the banking activities. Retail banking is when the bank executes transactions directly with the customers. The work in which I was indulge was totally Non-Finacle process. I was given work of Pradhan-Mantri Insurance Schemes, Atal Pension Schemes, Re-KYC process, informing customers about the CASA, etc. Customers came with their doubts for the recently launched Government Schemes linked with the banks. The main objectives of the project was to study the nuances of AXIS Bank, how the routine work is carried out, recent trends, issues and challenges of the retail banking. Moreover, AXIS Bank's retail banking has widened the scope of technology and internet by introducing PINGPAY: India's first Social Payment App, over which user can transfer or ask for money through social networking sites.



## MANISH KUMAR BHADE



**QUALIFICATION :** B.E. (Computer Science & Engineering), Gyan Ganga Institute of Technology & Sciences (GGITS), Rajiv Gandhi Proudlyogiki Vishwavidyalaya (RGPV), Bhopal

**AGE :** 27

**EXPERIENCE :** 20 months, Cybage Software Pvt. Ltd  
07 months, Shriram Transport Finance Co. Ltd.

**E-MAIL :** manish.bpgp14@spm.pdpu.ac.in

### COMPANY

Gujarat State Electricity Corporation Ltd.

### TOPIC

To study the feasibility of 800MW – super critical unit at Wanakbori thermal power station

### ABSTRACT

The objective of the study was to find out the feasibility of the proposed power generation project with regards to:

- Demand analysis, i.e. collection and verification of demand forecasts for Gujarat.
- Supply forecast, i.e. expansion planning in Gujarat, including current and future realization of IPP and utility projects in Gujarat and Power Purchase from other sources.
- The optimal solution of least costs for long-term operation (maintenance, investment)
- The financial viability of the project by developing a financial model and addressing the project cost, year-on-year tariff and levelized tariff for 25years operation.
- Compliance with environmental requirements, statutory clearances.
- Project development and implementation schedule, operation of the plant.

Suitable methodology was adopted to tackle these objectives, results obtained, analyzed and suitable recommendations were presented thereof.



## SAIYED MASUMRAZA .T



**QUALIFICATION :** B.E. (Electrical & Electronics Engineering), The Oxford College of Engineering, Bangalore, Visvesvarya Technological University, Belgaum, Karnataka  
**AGE :** 25  
**E-MAIL :** saiyed.mpgp14@spm.pdpu.ac.in

### COMPANY

Total Oil India Private Limited

### TOPIC

Market Development and Enhancing Effectiveness of Total-Elf DSRs

### ABSTRACT

The project dealt with assessment of brand awareness about TOTAL-Elf in Baroda, to understand the key customers and marketing strategies of key competitors. Market trends were identified by exploring the perceptions of Dealers, Mechanics and Consumers on Total-Elf and competition. This project also involved analyzing the effects of sales promotional activities such as Sales Campaign, Coupon Offers and Target Incentives. Moreover the activities of the D.S.R. were observed, Mechanic Meet organized and the scope for improvement were identified to increase sales.



## MAYANK GUPTA



**QUALIFICATION :** B.Tech. (Electronics & Communication Engineering), Technical Education Research and Integrated Institute, Kurukshetra University, Haryana  
**AGE :** 23  
**E-MAIL :** mayank.gpgp14@spm.pdpu.ac.in

### COMPANY

Mittal Processors Private Limited

### TOPIC

Market research in domestic and international markets on new products related to smart technologies

### ABSTRACT

The objective of the project was to study new products related to smart technologies. The project gives the global overview of the smart metering industry as a resource for market participants, including meter manufacturers; electric utilities; investors; and other interested parties. The project presents a contextual discussion of the smart electric meter market and offers strategic evaluation of the dynamics of the smart metering business. Major players in the international and domestic markets providing smart meters along with its specifications were also studied. Market barriers and market drivers in implementing the smart meters were studied.



## MAULIK PATEL



**QUALIFICATION :** B.E. (Electrical Engineering), Vishwakarma Government Engineering College, Gujarat Technological University, Ahmedabad  
**AGE :** 23  
**E-MAIL :** maulik.ppgp14@spm.pdpu.ac.in

### COMPANY

Total Oil India Private Limited

### TOPIC

Evaluating Sales and Promotion Strategy of Total Lubricant in Motorbike and Car Segment

### ABSTRACT

The primary objective was to study the issues and challenges faced by Motozones, the concept bike garages of Total. Questionnaire was used along with personal interview to know the perspective of garage owners. Problems faced by distributor was identified and addressed. Further, suggestions were made to help the owner reviving the target of 150 liters per month.

The promotion of new scheme – ‘Integrated Marketing Campaign (IMC)’ of Total was undertaken in the passenger car segment to know as well as to increase the market share of Total lubricant. The garage owner responses were critically examined and the data was interpreted using Excel to formulate the strategy to increase the sales.



## MEHERNAZ PATHAN



**QUALIFICATION :** B.Com. (Accounts), S M Patel Institute of Commerce, Gujarat University, Ahmedabad  
**AGE :** 23  
**E-MAIL :** mehernaz.ppgp14@spm.pdpu.ac.in

### COMPANY

GSPC Limited

### TOPIC

Working Capital Analysis and Management

### ABSTRACT

Working Capital is a crucial element for functioning of any company. For a capital intensive industry, such as the Oil and Gas industry, Long-term Capital Financing is often considered more critical. However, the driving financial force behind the day to day operations also holds much significance. The internship involved understanding basic operations of GSPC, in order to comprehend its working capital requirements. A detailed study and analysis, of the key components of working capital, were undertaken and documented. Scrutiny of Credit Policy, Debt collection procedure, and Means of Short term Funding proved instrumental for the purpose. Analysis and interpretation of variety of ratios, backed by the reasoning, helped to gain vital insights and provided basis to frame cash conversion cycle of the company.





## MITTALI SOLANKI



**QUALIFICATION :** B.E. (Electronics & Communication Engineering), Sadar Vallabhbai Patel Institute of Technology, Vasad, Gujarat Technological University, Ahmedabad

**AGE :** 24

**E-MAIL :** mittali.spgp14@spm.pdpu.ac.in

### COMPANY

Future Retail Limited

### TOPIC

Planogram designing with standardized product display

### ABSTRACT

The project was focused on finalizing the standardized display of products for big bazaar stores in Ahmedabad. The display plays an important role in big bazaar stores which creates an equal domination of products from different brands over customers.

The Planogram of the store was studied and additional suggestions for improvements were given.

To finalize the standardized display Visual merchandising was analyzed and all products were divided into various categories. After studying different aspects the Planogram of our department (food) in big bazaar was formalized and standardized display was made. The study indeed helped us to see a crucial part of retail operations i.e. product display which has a direct impact on overall sales of a store.

The final standard display was then implemented in big bazaar store at Himalaya mall, Ahmedabad.

Apart from this we also got insights in inventory management system through demonstrations in their software.



## MONIKA SINGH



**QUALIFICATION :** B.E. (Electronics & Communication Engineering), Marwadi College of Engineering, Rajkot, Gujarat Technological University, Ahmedabad

**AGE :** 25

**E-MAIL :** monika.spgp14@spm.pdpu.ac.in

### COMPANY

Mahanagar Gas Limited

### TOPIC

Explore the possibilities of value added services to be offered at MGL CNG stations

### ABSTRACT

Mumbai and the CNG market offers a unique proposition for Mahanagar Gas Ltd. to tap the automotive segment. Petroleum retail industry suffers from low product differentiation, lack of customer loyalty, costless switchover and high competition, thus making fuel a commodity. The project is an endeavor to understand the value added services that can be offered at the MGL CNG stations. It includes managing all the touch points namely PNGRB regulations, OISD-179, PESO (Gas cylinder rules), financial analysis to check the sensitivity of financial parameters like NPV, IRR by varying the input variable like CAPEX, OPEX and selling price, customer requirements, service and support calls, disaster management plans, satisfaction survey, pre and post sales marketing, branding, credit and payment interactions for effective CRM. One direction forward for LNG, natural gas in general, and all fuels: efficient and transparent markets coupled with sustained investment to build reliable, varied and economical sources of energy for a secure future.



## MOHIT JAISWAL



**QUALIFICATION :** B.Com. (Honors), International Institute of Professional Studies, Devi Ahilya University, Indore

**AGE :** 23

**E-MAIL :** mohit.jggp14@spm.pdpu.ac.in

### COMPANY

Ecozjee Finance

### TOPIC

Fundamental analysis of company to facilitate investment decisions

### ABSTRACT

The primary aim of the project was to research on the company's fundamental strengths & weaknesses and doing detailed study of industry and economic analysis in order to make projections of its financial statements. Our researches enabled us to forecast company's growth and derive its intrinsic value. This is used to suggest investors on buying/holding/selling of shares of the company.



## MRIDU PAVAN CHAKRABARTY



**QUALIFICATION :** B.E. (Mechanical Engineering), Assam Engineering College, Guwahati University, Assam

**AGE :** 28

**EXPERIENCE :** 32 months, Denso Haryana Pvt. Ltd.  
10 months, Etech Computers

**E-MAIL :** mridu.cpgp14@spm.pdpu.ac.in

### COMPANY

Hindustan Petroleum Corporation Limited

### TOPIC

Enhancement of Allied Retail Business in HPCL outlets in Northern India

### ABSTRACT

Fluctuating crude oil prices have re-awakened the interest of oil marketing companies in India to exploit the potential of non-fuel retail at the existing fuel outlets, particularly given the prime location of fuel outlets at metros. Recent trends in retailing business in India seek to identify the kind of product a customer would look for when at a petrol pump, so as to provide the customers with a basket of fuel and non-fuel products and services that would increase the volume of business and hence drive profits.

The objective of the project was to strengthen HPCL's non-fuel business activities for higher Allied Retail Business (ARB) revenue generation in North India. This was achieved by seeking prospective business partners for HPCL, taking into account the revenue model of HPCL. Market condition for ARB was understood through data assimilation and further analysis was done to implement precise marketing strategies for business development.



## NIKITA SOOD



**QUALIFICATION :** B.Tech. (Electronics & Telecommunication Engineering), Symbiosis Institute of Technology, Symbiosis International University, Pune

**AGE :** 24

**E-MAIL :** nikita.spgp14@spm.pdpu.ac.in

### COMPANY

Indian Oil Corporation Limited

### TOPIC

Identifying the Challenges in Petroleum Retailing vis-à-vis the Services provided by the Oil Marketing Companies at the Retail Outlets in Gujarat

### ABSTRACT

Since the deregulation of oil prices in India, petroleum retailing has witnessed the emergence of private players. The market share of the PSUs started decreasing and the private players emerged as a threat. The retail outlets of the PSUs started losing their sales gradually and found it difficult to keep up with the competition.

The project concentrated on recognizing the challenges that the petroleum retail sector is facing with respect to the services and the facilities provided at the fuel stations. Various retail outlets in the west Ahmedabad region were visited and studied to differentiate and implement the best practices and technologies to pull new customers, minimize the expenses and optimize the use of existing resources.

Key learnings:

- Lack of conscious purchase decision making on part of consumers for buying petrol or diesel.
- OMCs are forced to adopt new and consumer-centric strategies shifting from product-centric strategies.



## ONIL LINUS CHRISTIAN



**QUALIFICATION :** B.E. (Electronics & Communication Engineering), Babaria Institute of Technology, Gujarat Technological University, Ahmedabad

**AGE :** 24

**EXPERIENCE :** 12 months, Matrix ComSec Pvt. Ltd.

**E-MAIL :** onil.cpgp14@spm.pdpu.ac.in

### COMPANY

Adani Gas Limited

### TOPIC

City Gas Distribution & Bidding Process - A Case Study on Adani Gas Ltd

### ABSTRACT

Adani Gas Limited proposes to bid for City Gas Distribution Network in the 5th round of bidding process of PNGRB for Banaskantha geographical area in Gujarat. A comprehensive study was undertaken to prepare a Detailed Feasibility Report (DFR) for City Gas distribution network based on the demand assessment of all the segments, viz. industrial, commercial, and domestic.

Natural gas Demand Assessment Methodology:-

- Identifying Demand center (GIDC, Residential Areas, Highway etc)
- Undertaking primary and secondary survey to calculate natural gas demand in various demand centers.
- Extrapolating natural gas demand over a period of 10 years for each segment.

Pipeline network was proposed after examining the routes for polyethylene and steel pipeline. An appropriate tariff structure for the stated geographical area was computed with the help of an excel model taking into consideration CAPEX,OPEX and other miscellaneous expenses as well as desired rate of return for viability of the project.



## NITIN LEKHWANI



**QUALIFICATION :** B.Tech. (Mechanical Engineering), Jodhpur Institute of Engineering & Technology, Rajasthan Technical University, Rajasthan

**AGE :** 24

**E-MAIL :** nitin.lpgp14@spm.pdpu.ac.in

### COMPANY

Ernst & Young LLP

### TOPIC

Coordination and facilitation for the Implementation of EVO NSS at Vodafone Warehouse, Gujarat Circle

### ABSTRACT

Controlling, Optimizing and analyzing the movement and storage of stocks is vital for every warehouse. The objective of the project was to facilitate the implementation of EVO NSS at Vodafone warehouse, Gujarat Circle. EVO NSS is the transformation of the Tiger system with some additional features. It provides flexible, automated support in processing all goods movements and in managing stocks scheduled and efficient processing of all logistics processes within warehouse. I have helped the warehouse to implement and execute this system. My core responsibilities revolved around executing internal audit to verify the physical stock and the stock updated in the SAP system. Apart from this key deliverable includes process compliance and coordination between the warehouse and central team to facilitate the implementation. As warehouse was facing many issues related to the system, so finding the relevant issues and recommendation to the back end team was also done.



## PALAK DHAMECHA



**QUALIFICATION :** B.Com. (Accounts) Haridas Achralal College of Commerce, Gujarat University, Ahmedabad

**AGE :** 21

**E-MAIL :** palak.dpgp14@spm.pdpu.ac.in

### COMPANY

Trident Udaipur

### TOPIC

- Employee Engagement.
- Impact of training and development on the efficiency of the employees in hospitality sector.
- Planning Interdepartmental activities for the employees.

### ABSTRACT

Worked on three small projects related to HRM.

The project on Employee Engagement was undertaken to understand the problems faced by employees and the facilities required to improve the working environment for the employees working hard and for long hours. Based on the study suggestions were made to the Hotel Management.

The second project was undertaken to gain insights on the impact of training and development on the impact of efficiency of the employees. It was based on the secondary data collected from various sources to understand the importance of training.

Third project was to plan the interdepartmental activities for keeping employees refreshed while making working environment more interesting and motivated.



## PARMARTH MISHRA



**QUALIFICATION :** B.E. (Electronics & Communication Engineering), SPB Patel Engineering College, Mehsana, Gujarat Technological University, Ahmedabad

**AGE :** 23

**EXPERIENCE :** 12 months, Arth Infosoft Pvt. Ltd.

**E-MAIL :** parmarth.mpgp14@spm.pdpu.ac.in

### COMPANY

Bharat Petroleum Corporation Limited

### TOPIC

The study of buying behavior of large fleet customer for lubes, competitor analysis and strategy to increase sales of MAK lubes

### ABSTRACT

The prime objective of my internship was to study the buying behavior of large fleet customer for lubes, competitor analysis and suggest strategy to increase sales of MAK lubes. The research aims to understand the various factors that should be taken into consideration to understand the buying behavior of large fleet customer and hence make suitable strategies to increase sales of MAK Lubricants. To fulfill the objective a survey was conducted with respondents from all major fleet hubs of Ahmedabad; Narol Aslali Transportnagar. It was inferred that Driver Segment and Owner segment play different roles in lubes purchase. Hence separate strategies for both segments will be helpful to increase sales. The advertisement and promotional activities taken up by retail outlets play important role in sales of lubes. Strategies like recharge scheme for drivers and fleet owners. Advertisement on the vehicles, moving banners, Transportnagar promotional activities can increase sales of MAK lubes further.



## PARTH MEHTA



**QUALIFICATION :** B.E. (Mechanical Engineering), Indus Institute of Technology & Engineering, Gujarat Technological University, Ahmedabad

**AGE :** 24

**E-MAIL :** parth.mpgp14@spm.pdpu.ac.in

### COMPANY

Mahanagar Gas Limited

### TOPIC

Industrial Market development in New City Gas Distribution area of Raigad

### ABSTRACT

Mahanagar Gas Limited (MGL) has recently been allotted Raigad district for natural gas supply which consists huge number of micro, small, medium as well as large scale enterprises. This project aimed to estimate total load in various types of industries in different industrial areas with the help of primary survey. It consisted collection and analysis of customer responses. For data analysis, graphical representation with the help of various types of charts was done. Area prioritization was done to suggest the industrial regions to be tapped first and the region which did not have enough potential. Moreover it focused on the issues and challenges that are faced while laying of pipeline to set up whole new City Gas Distribution (CGD) network. Contractual clauses concerning a CGD company as well as customers were also studied and learnt.



## PARTH PANCHAL



**QUALIFICATION :** B.B.A. (Marketing), Som Lalit Institute of Business Administration, ahmedabad

**AGE :** 21

**E-MAIL :** parth.papgp14@spm.pdpu.ac.in

### COMPANY

Gujarat Gas Limited

### TOPIC

Study on optimum utilization of pipeline network for CGD: Domestic Segment

### ABSTRACT

CGD sector provide services to 2 types of customers, CNG and PNG. PNG-Domestic Segment consumes very less amount of gas while it requires high infrastructural investment. So, there is a strong need to optimally utilize its pipeline infrastructure to make it more economical via increasing penetration level. A survey was conducted which focuses on various hindering factors that restrict households to buy PNG connection in existing charge area. It also focuses on satisfaction level of existing PNG domestic customers. The satisfaction survey is required because increase in satisfaction level creates positive word of mouth which ultimately helps in increasing penetration level at Rajkot city. From the survey it is found that the target market is highly price sensitive. They want more flexible services to switch over from LPG to PNG. From this report the company will be able to identify various hindering factors to buy PNG connections and to act accordingly to increase penetration at Rajkot.



## PARTH PAREKH



**QUALIFICATION :** B.E. (Mechanical Engineering), A.D. Patel Institute of Technology, Vallabh Vidya nagar, Gujarat Technological University, Ahmedabad

**AGE :** 23

**E-MAIL :** parth.ppgp14@spm.pdpu.ac.in

### COMPANY

Ernst & Young LLP

### TOPIC

Internal Audit engagement at Reliance Industries Limited - Patalganga manufacturing division

### ABSTRACT

Risk advisory services of EY LLP involve internal auditing of various processes in the organization. The objective of the project was to identify critical risk in existing process, measurement of risks, classification & prioritization of risks based on criticality and their impact on business. Key deliverables includes evaluating current process, review of design and operation effectiveness; recommend few suggestions to improve the existing design and operations. Audit with respect to process reviews, in-depth interviews of process owners and physical verification of work certified was conducted, which encompasses most challenging and high value area i.e. service entry review. Key risks and their impact on various processes were reported to management. Compliance with policies, procedures and guidelines governing the business were also validated and discrepancies, if any, were checked and reported.



## PARTH SAMBHWANI



**QUALIFICATION :** B.E. (Computer Engineering), L.J. Institute of Engineering & Technology, Sarkhej, Gujarat University, Ahmedabad

**AGE :** 25

**EXPERIANCE :** 20 months, Tulip Telecom

**E-MAIL :** parth.spgp14@spm.pdpu.ac.in

### COMPANY

DCB BANK Limited

### TOPIC

A critical analysis of institutional business potential for DCB BANK in Gujarat

### ABSTRACT

The main function of a BANK is to bring in money and lend money. The institutional market for banking business holds a huge potential. At DCB BANK Ahmedabad key accounts department dealt with exploring and generating the new potential customer base for institutional business for DCB, which was the primary objective of the internship. It was understood by actively indulging into day-to-day activities that how to attract various potential players like TRUST FUNDS, ASSOCIATIONS, SOCIETIES and CLUBS for the large term deposits point of view for the bank. The project showcased the customer requirements, bank requirements, treasury behavior, government regulations and client acquisition process in institutional market. In addition to various learning of the liability side of the bank, I was able to learn about the BANK structure as a whole through the various employee trainings.



## PORAS SHAH



**QUALIFICATION :** B.E. (Computers), Indus Institute of Technology & Engineering, Gujarat Technological University, Ahmedabad

**AGE :** 23

**EXPERIANCE :** 8 months, Centre-Tap Engineering

**E-MAIL :** poras.spgp14@spm.pdpu.ac.in

### COMPANY

Gujarat Gas Limited

### TOPIC

Piped Natural Gas (PNG) industrial marketing, Customer Relationship Management (CRM) and analysis of industrial customers' consumption pattern in Morbi zone and their perception towards PNG

### ABSTRACT

The project was an attempt to understand working of commercial and marketing departments of the company and to understand perception of customers towards Piped Natural Gas (PNG). It included pre-commissioning site observation, identification of problems at the site and to intimate the customers about them. Based on past consumption data available from the company, PNG demand of ceramic industry was forecasted. A primary survey was conducted to study customers' consumption pattern. Major factors affecting PNG consumption were identified. It also identified factors affecting satisfaction level of customers towards the company's services.



## POOJA AJMERA



**QUALIFICATION :** B.E. (Computer Engineering), Universal College of Engineering & Technology, Gujarat Technological University, Ahmedabad

**AGE :** 22

**E-MAIL :** pooja.apgp14@spm.pdpu.ac.in

### COMPANY

DCB BANK Limited

### TOPIC

A Critical Analysis of Institutional Business Potential for DCB Bank

### ABSTRACT

DCB Bank is emerging private sector bank whose income growth has great business growth potential from Institutional Market. Institutional clients for a bank constitute one of core business activity. Institutional market may comprise of clients such as Trusts, Associations, Societies and Clubs. This project focuses on identifying and analyzing potential institutional clients for DCB bank. The project analyses the customer requirements, bank requirements, Treasury behavior, government regulations and acquisition process related to the Institutional market deposits. The project give insights into current Institutional deposit scenario of DCB Bank and how DCB Bank can adopt different approach for deposit sources, new sources for term deposits. The study also includes a comparative analysis of Institutional deposits from various banks.



## PRANJAL KISHORE



**QUALIFICATION :** B.Tech. (Computer Science & Engineering), Anand Engineering College, Agra Uttar Pradesh Technical University, UP

**AGE :** 23

**E-MAIL :** pranjal.kpgp14@spm.pdpu.ac.in

### COMPANY

Hindustan Petroleum Corporation Limited

### TOPIC

- Optimization of Tank Truck movement at Amousi Depot: Tank Truck Cycle Time - Analysis and Scope of Improvement
- Study of Lubricant Market in Lucknow Region and to form strategies to increase market share of HPCL

### ABSTRACT

**Project 1 :** The optimum use of logistics can significantly improve the performance of any Supply and Distribution network. This project studies the tank truck movement at Amousi Installation, Lucknow, premises. The time consumed by tank truck in assorted activities inside the depot was surmised. Short term as well as long-term techniques which can be implemented to optimize the tank truck Cycle time were analyzed. Appropriately, recommendations were proposed which can lead to an efficient utilization of the resources and enhance the efficiency of the installation.

**Project 2 :** The Lubricant market is highly price sensitive and there are many players present in the market giving rise to tough competition to increase the sales. It pushes companies to adopt new marketing strategies to push the sales of their products. The project concentrated on the study of lubricant market in Lucknow region and accordingly identifying problems which needs to be tackled to increase the market share of HPCL. Parameters affecting the sales were also analyzed and accordingly recommendations were made to eradicate the problems and issues in the marketing channel of the lubricant products.



## PRATIK NAKER

**QUALIFICATION :** B.Pharm., Krupanidhi College of Pharmacy, Bangalore, Rajiv Gandhi University of Health Sciences, Karnataka

**AGE :** 25

**EXPERIANCE :** 6 months, Rig Starch Derivatives  
12 months, Pranam Coatings

**E-MAIL :** pratik.npgp14@spm.pdpu.ac.in

### COMPANY

Cadila pharmaceuticals

### TOPIC

Global nutraceutical market: Challenges and opportunities for New product Development

### ABSTRACT

The project provided me an opportunity to work on an international 'live project' concerning a 'nutraceutical product line' launch, It helped me understand aspects of international market dynamics focused towards 'New product development' in the pharmaceutical sector. The project involved detailed research directed towards finalising the end product dosage form, its ingredients, brand name selection, product prototype marketing tools design which covered various aspects including medico-marketing, formulations & development, regulatory affairs and product management.

The project helped me understand the various nuances that go into 'nutraceutical Product development'. During the tenure of my project the company could finalise upon various aspects of the product-line which would be launched globally in 2016.



## PUSHRAJ SINGH

**QUALIFICATION :** B.Tech. (Mechanical Engineering), Ideal Institute of Technology, Ghaziabad, Uttar Pradesh Technical University, Lucknow

**AGE :** 28

**EXPERIANCE :** 28 months, Bajaj Group

**E-MAIL :** pushpraj.spgp14@spm.pdpu.ac.in

### COMPANY

Total Oil India Private Limited

### TOPIC

To assess the lube potential, current competition and market mapping in ahmedabad region to increase total's market share in different segment

### ABSTRACT

The project was aimed to study the Lubricants market and Total in Ahmedabad City. The primary objective was to study the market, where the new product "Rubia mini 15-W-40" (engine oil for mini trucks) could be launched. The other objective was to identify the problems that the Total authorized two wheeler garages "Moto zones" were facing and based on the study some suggestions were given. In four wheeler segment, visits to Total authorized garages were made to find how Total's tie-up with garages in passenger car engine oils (PCMO) segment was different from other companies like Castrol, Bosch etc.

Garages, service stations, lubricant retailers were visited for collecting the sales data and identifying the problems with sales. Market research tools such as questionnaire, focus group interviews etc. were used and lubricant retailers and mechanics were interviewed. From the findings, parameters like Margin, Brand Popularity and Quality play a very crucial role to increase market share.



## PRIYANKA DOHRE

**QUALIFICATION :** B.Com. (Accounts), J.G. College of Commerce, Gujarat University, Ahmedabad

**AGE :** 24

**E-MAIL :** priyanka.dpgp14@spm.pdpu.ac.in

### COMPANY

Oil & Natural Gas Corporation Limited

### TOPIC

Budgetary Control System

### ABSTRACT

The objective of preparing project on "BUDGETARY CONTROL SYSTEM at ONGC - Ahmedabad Asset gives complete Review and analysis of current trend acquainted in the finance section. The initial part of this report contains the brief information about the organization, its organization structure, type and different activities involved in formulation of finance. The core project areas, which have been focused, are benefits, finding and suggesting advance technique to improve the financial analysis measures.

I have learned the process of preparation and approval of finance. I have also learned how to actually financing is done in software. It is very long process and requires methodological & technical savvy.



## RADHIKA GADARA

**QUALIFICATION :** B.Com. (Human Resource), Christ College, Rajkot, Saurashtra University, Gujarat

**AGE :** 23

**E-MAIL :** radhika.gpgp14@spm.pdpu.ac.in

### COMPANY

Future Retail Limited

### TOPIC

- Advertising and Promotional campaign of Big Bazaar
- Marketing campaign of new store launch and its Marketing communication effectiveness

### ABSTRACT

**Project 1 :** The objective behind this project was to understand advertisement awareness which led to the recall factor. Understanding major advertising decisions, issues & challenges in general through secondary research by means of certain examples. As a part of promotional activity, research regarding the preferences of customers was done through a promotional campaign known as 'Public holiday sale' (PHS). The approach to the project was mainly through detailed questionnaires as part of primary research. The most and the least preferred product categories from the customers were determined after comparing the demographics of two different stores of Big Bazaar.

**Project 2 :** The objective of this project was to work as a part of the marketing campaign for the new launch of the Big Bazaar store in Ahmedabad. The Marketing communication effectiveness study was undertaken through surveys and interactions to analyze the successful media of communication tools. Analysis shows the majority of customers were attracted through newspapers and radio. Also, these customers who visited the store came from the targeted catchment area.



## RAJAN ZAVERI



**QUALIFICATION :** B.E. (Information Technology), Vishwakarma Government Engineering College, Gandhinagar Gujarat Technological University, Ahmedabad

**AGE :** 23

**E-MAIL :** rajan.zpgp14@spm.pdpu.ac.in

### COMPANY

Gujarat State Electricity Corporation Ltd.

### TOPIC

Tariff determination and financial modelling of WTPS-800 MW

### ABSTRACT

The undertaken project was envisioned to identify the tariff determination and to find the feasibility of the project with the help of efficient financial model for the upcoming WTPS-800 MW project. During the course of project attempts were made to understand various components of fixed and variable cost of the project, whereby determining the exact per unit cost of power as per the CERC guidelines. Also used various tools like NPV calculations, IRR calculations, Payback period to determine financial feasibility of a project, in particular, a Thermal power plant.



## RIYA GIRI



**QUALIFICATION :** B.Tech. (Electronics & Communication Engineering), Rajasthan Institute of Engineering & Technology, Jaipur, Rajasthan Technical University, Rajasthan

**AGE :** 25

**EXPERIENCE :** 22 months, Matrix ComSec Pvt. Ltd.

**E-MAIL :** riya.gpgp14@spm.pdpu.ac.in

### COMPANY

Directorate General of Hydrocarbons

### TOPIC

To Study the Current Procedure for Awarding Exploration Blocks under NELP Regime with PSC Contract Model and Suggestions for Changes in Policy for Future Bidding of Exploration Blocks

**ABSTRACT :** The project aims to analyze the current Production Sharing Contract (PSC) model for awarding of exploration blocks by going through the procedure of Bid Evaluation of blocks under NELP regime considering Work Program, Fiscal Package and Technical Capability as important parameters. As the Government is shifting to Revenue Sharing Model from Production Sharing Model, the project recommends changes that can be made in policy under Revenue Sharing Model which may attract investment from Government and private sector players for future bidding rounds of exploration blocks.

### COMPANY

ONGC Petro additions Limited

### TOPIC

Risk Management Analysis of a Petrochemical Plant

**ABSTRACT :** Given its capex and complex operations, each petrochemical plant requires consideration of a necessary security cover and risk management. Financial risk being inherent trait of the petrochemical plant becomes a complex factor to handle particularly when it is considered before being commissioned. The project deliberates on assessment of financial risk factors of a petrochemical plant from erection phase to commissioning phase. It focuses on risk mitigation procedures for identified risk and one mega policy to minimize all the risks associated with the plant life-cycle.



## RIDDHI KANETKAR



**QUALIFICATION :** B.E. (Computer Science), Parul Institute of Technology, Baroda, Gujarat Technological University, Ahmedabad

**AGE :** 23

**E-MAIL :** riddhi.kpgp14@spm.pdpu.ac.in

### COMPANY

Total Oil India Private Limited

### TOPIC

Developing the Market and Enhancing the Effectiveness of DSRs of Total-Elf Lubricants in Vadodara region

### ABSTRACT

The project was divided into two parts wherein the buyer behaviour characteristics were studied which give us an idea about the factors (internal and external) that affect the decisions that go into the buying process. The second part consisted of developing the market for Total-Elf and the main focus was on opening new counters. The internship provided an opportunity to experience and explores the trade of lubricants. We were exposed to the knitty gritty of the lubes market.

The scope of the research was between the distributor and dealers/mechanics in Vadodara region only. By the end of the internship, I was able to convince few mechanics to start using our products. The key problems prevailing in the markets were highlighted and recommendations for the same were given.

After interacting with the stakeholders of the company, it is noteworthy that there has to be extensive marketing of the brand in order to create a perception in the minds of the consumers.



## RUCHI PATEL



**QUALIFICATION :** B.E. (Environmental Engineering), L.D. College of Engineering, Gujarat Technological University, Ahmedabad

**AGE :** 23

**E-MAIL :** ruchi.ppgp14@spm.pdpu.ac.in

### COMPANY

Future Retail Limited

### TOPIC

Analysis of Revenue Leakages in Big Bazaar stores in Western region of India

### ABSTRACT

The main objective of the project was to find the sources of Revenue Leakages at various Big Bazaar stores in West Zone. It was mainly focused on Shrinkages in Revenue due to lack of Price Maintenance and Net Margin Loss.

Inventory Analysis was mainly focused on analysis of loss occurring due to Inventory of Category D and E. Moreover, it also included DAD report which is analysis of losses occurring due to 'Damaged And Defective' products.

This analysis can help company to maintain profit by reducing their losses which eventually can help avoid increasing cost to consumer and to fulfill retailer's needs.



## RUSHIT VALERA



**QUALIFICATION :** B.E. (Mechanical Engineering), Gandhinagar Institute of Technology, Gandhinagar, Gujarat Technological University, Ahmedabad

**AGE :** 23

**E-MAIL :** rushit.vpgp14@spm.pdpu.ac.in

### COMPANY

Gujarat Gas Limited

### TOPIC

Industrial and Commercial Potential Survey and Marketing Plan for Piped Natural Gas at Dadra and Nagar Haveli GA for Gujarat Gas Limited

### ABSTRACT

The project dealt with carrying out Industrial and Commercial Survey and find out potential Natural Gas demand under these two segments at Dadra and Nagar Haveli GA (Geographical Area) and how Gujarat Gas Ltd. can place Natural Gas against different fuels. Industrial survey included finding out major industrial estates in Dadra & Nagar Haveli, different Sectors of industries present there, number of large/medium/small scale industries, their present fuel used and consumption quantity, landed cost of fuel, taxation structure, source of procurement of fuel, parameters for fuel selection and their inclination towards PNG (Piped Natural Gas). Commercial Survey included finding out list of all the Hotels, Resorts, Restaurants and Schools in Dadra & Nagar Haveli and their average fuel consumption. From the research data analysis, the total estimated demand for Natural Gas in Dadra & Nagar Haveli GA came to around 3,50,000 scmd and the major demand was from industries like Synthetic Textiles, Basic Metals and Pharmaceuticals.



## SALONI SHAH



**QUALIFICATION :** B.Com. (Accounts), H.L. Institute of Commerce, Ahmedabad University, Ahmedabad

**AGE :** 22

**E-MAIL :** saloni.spgp14@spm.pdpu.ac.in

### COMPANY

Future Group

### TOPIC

- Marketing Campaign for a new store launch
- Brand awareness and Brand Perception of Fashion Big Bazaar (Fbb, Fashion brand of Future Group)

### ABSTRACT

**Project 1 :** The project was undertaken along with the marketing campaign team for the launch of new store of Big Bazaar at Ahmedabad. Marketing Communication effectiveness study was undertaken for this launch to get better insights about customer awareness and their responsiveness towards various means of media advertisements.

**Project 2 :** Brand awareness of Fbb was studied through primary research and interactions with different set of customers. Customer preference about clothes, awareness about new brand ambassadors and Brand perception were analyzed followed by suggestions to create a better Brand image.



## SANJEEV KUMAR



**QUALIFICATION :** B.E. (Mechanical Engineering), L.D. College of Engineering, Gujarat University

**AGE :** 25

**EXPERIENCE :** 48 Months, L&T

**E-MAIL :** sanjeev.kpgp14@spm.pdpu.ac.in

### COMPANY

Directorate General of Hydrocarbons

### TOPIC

To Study the Current Procedure for Awarding Exploration Blocks under NELP Regime with PSC Contract Model and Suggestions for Changes in Policy for Future Bidding of Exploration Blocks

**ABSTRACT :** This project aims at analyzing the current Production Sharing Contract (PSC) model for awarding of exploration blocks by going through the procedure of Bid Evaluation of blocks under New Exploration Licensing Policy (NELP) regime. It is based on Work Program, Fiscal Package and Technical Capability as important parameters. As the Government is considering bringing changes in the bidding process which may attract investment from Government and non-Government players for future bidding rounds of exploration blocks, the project involves comparative study of various contract mechanisms in the world and suggest a possible change in policy and framework which can help Government of India (GOI) to achieve the intended target for which NELP was initially formulated.

### COMPANY

The Ranchi-Khuthi central cooperative bank

### TOPIC

Financial auditing of cooperative bank

**ABSTRACT :** This Project aims at analyzing the books of account, record keeping and previous year audit reports of the bank and suggests the lacunae and the shortfall in the system. It is based on the various applicable laws and the by-laws of the cooperative bank. The project also involves suggestion to improve the existing system in the bank.



## SAURABH OJHA



**QUALIFICATION :** B.E. (Electrical Engineering), Sarvajani College of Engineering & Technology, Surat, Gujarat Technological University, Ahmedabad

**AGE :** 23

**E-MAIL :** saurabh.opgp14@spm.pdpu.ac.in

### COMPANY

GSPC LNG

### TOPIC

Prospects of Setting up a LNG Import Terminal with Make in India Concept

### ABSTRACT

The project aimed at identifying factors through which the concept of Make in India can be implemented in context of setting up an LNG Import terminal. Make in India concept is an initiative by Indian government to encourage companies to manufacture their products in India. The project majorly includes the study of process required in setting up LNG Import terminal, equipment's required, major Indian supply chain partners, their services and strategies. The project also studies the opportunity for Indian companies in setting up the LNG Import terminal which was identified through a detailed breakup of the types of supply and services.



## SAYALI DHAVALIKAR

**QUALIFICATION :** B.E. (Chemical Engineering), NYSS's Datta Meghe College of Engineering, Navi Mumbai, University of Mumbai, Maharashtra

**AGE :** 25

**E-MAIL :** sayali.dpgp14@spm.pdpu.ac.in

### COMPANY

Ernst & Young LLP

### TOPIC

Internal Audit Engagement

### ABSTRACT

Internal audit helps organizations in managing and controlling the potential risks to their businesses, by studying and analyzing the various processes, thus improving their operations. It encompasses areas such organizational governance, efficiency of operations, compliance of laws etc. My project involved conducting audit for Reliance Industries Ltd and AMW Motors Ltd. At Reliance Industries, the audit was conducted in the areas of Service Entry Verification and Solid Dispatch. The audit process included a detailed analysis of the processes involved, identifying the potential risks and gaps in them, quantifying the risks in terms of the financial implications, and suggesting feasible improvements in the processes to reduce them. At AMW Motors, the audit was conducted in the areas of Sales & Marketing & Dealership Management. The focus of this audit was to understand the important business procedures in these areas, study the various policies and the guidelines governing the audit areas and ensure their compliance in the business.



## SHIVANG PARMAR

**QUALIFICATION :** B.M.S. (Finance), Nagindas Khandwalla College, Mumbai, Mumbai University, Maharashtra

**AGE :** 22

**E-MAIL :** shivang.ppgp14@spm.pdpu.ac.in

### COMPANY

Nirmal Bang Securities Private Ltd.

### TOPIC

Handling Risk Management of the branch

### ABSTRACT

The study aimed at gaining practical knowledge of risk management and also understanding the capital market. In order to gain knowledge about risk management, the following files are of utmost importance:

- Urgent Code File- This file includes customers who have taken excess credit from the company.
- T+28/30- Company provides credit for 30 days. Once any client carries credit amount for 28 days, his/her name appears in this file.

The above files were prepared with the help of software named LD Rakshak.

A trend analysis of a company's stock was carried out. Software named ODIN helped in analyzing stock price effectively. The internship helped predicting the price of the company's stock and how actually the risk management department of a brooking firm works.



## SHIKHA SAH

**QUALIFICATION :** B.E. (Computer Engineering), Indira College of Engineering & Management, Pune, Pune University, Maharashtra

**AGE :** 26

**EXPERIENCE :** 18 Months, IBM India Pvt. Ltd.

**E-MAIL :** shikha.spgp14@spm.pdpu.ac.in

### COMPANY

Gujarat State Electricity Corporation Ltd

### TOPIC

Understanding the HSE in Wanakbori super critical TPS

### ABSTRACT

Health, safety and environment (HSE) protection is fundamental to the Proponent's operations and forms an integral part of Indian power sector. This project is an effort to understand the existing HSE policies in Indian industry. Through the project a deliberate attempt is made to comprehend the safety culture of the company. The objectives of this project are to identify the best HSE practices for coal based thermal power plants in GSECL and collate the best practices of Indian power plants which can be suitably aligned and replicated in various power plants to move towards achieving the benchmarking practices.

### COMPANY

Oil and Natural Gas Corporation

### TOPIC

Study of Natural gas marketing

**ABSTRACT :** The paradigm shift towards clean energy is been observed already. Primary energy demand in India expected to grow strongly with robust GDP growth coupled with rising per capita income. The demand for natural gas is chiefly driven by the power and fertilizer sectors. The share of Natural Gas in the energy mix of India is also expected to increase substantially in near future. In the project a deliberate attempt is made to understand the marketing of natural gas in the industry and to study the activities related to Natural Gas marketing at ONGC.



## SUCHI YADAV

**QUALIFICATION :** B.E. (Electrical & Electronics Engineering), Indus Institute of Technology & Engineering, Gujarat Technological University, Ahmedabad

**AGE :** 24

**E-MAIL :** ssuchi.ypgp14@spm.pdpu.ac.in

### COMPANY

Future Retail Group limited

### TOPIC

Planogram designing with standardized display of products

### ABSTRACT

In the retail operations of, one of the largest retail store BIG BAZAAR, the most important factor is how products are placed in store. Therefore, I had undertaken my project, named "planogram designing with standardized display in staple department to understand a different perspective of retail operations in big bazaar and to place them in such a way that would benefit their sales. To understand this concept thoroughly, I carried out, designing, merchandise category and their standardized display and inventory management of products.







## YASH MAURYA

**QUALIFICATION :** MS (Chemistry), Indian Institute of Science, Education & Research, Mohali

**AGE :** 25

**EXPERIENCE :** 14months, Shri Salasar Ji Filling Station, Swagat RO, IOCL

**E-MAIL :** yash.mpgp14@spm.pdpu.ac.in

### COMPANY

Hindustan Petroleum Corporation Ltd.

### TOPIC

Increasing Secondary Sales of Lubes

### ABSTRACT

The Objective of the study was to increase the secondary sales of lubricants in Agra Region. Two retail outlets were chosen in both urban & rural segment and my prime focus was to increase their lubricant sales. Customer & Consumer Perceptiveness study have been done by closely assessing their buying behaviour at the time of searching for, purchasing, evaluating, and disposing of lubricants that they expect will satisfy their needs. Market research tools such as questionnaire, in depth interviews etc. were used, and retail outlet owners, lubricant retailers, garage owners and mechanics were interviewed. Various promotional events of HP lubricant have been done strategically by conducting various Consumer & Influencer Engagement activities like One Day Wonder (ODW) event, retail shops meet, mechanic meets etc. Due to continuous collaborative and recursive effort from my side and dedicated lubricant person of each retail outlets, we have achieved phenomenal growth in monthly sales of lubricant. Various innovative and economical ways of increasing lubricant sale through the channel of retail outlets have been identified and suggested.



## SUMMER INTERNSHIP PROGRAMME (SIP) 2015

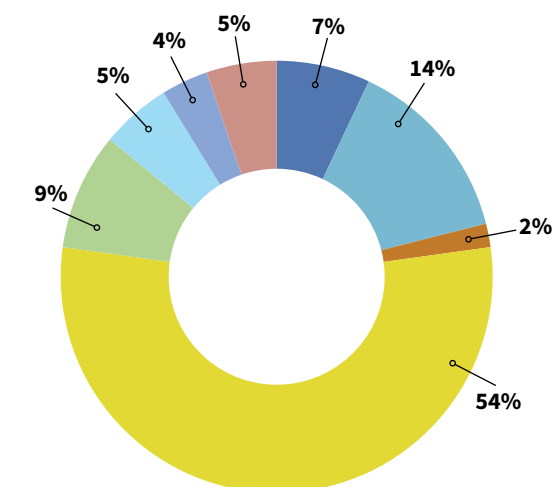
Like every year, this year too our students have been placed at various reputed organizations throughout India. Some of the companies that participated in SIP process were Reliance, BPCL, IOCL, HPCL, MGL, SBI Capital, Ernst & Young, Future Group, TOTAL and many more.

## GLIMPSE OF SUMMER INTERNSHIP 2014-2015

Internship is a part of academic curriculum wherein our students are given opportunities from various organizations so that the young talent can get the exposure of real managerial work and extract as much learning possible in the tenure. Our students have been offered internship from more than 32 organizations spreading across various sectors such as Consulting, Oil and Gas, Power, Marketing, Bank, Retail etc. Students have been offered various profiles in the above sectors such as Risk Management, Research Analyst, Marketing, Operations, Finance and HSE etc.

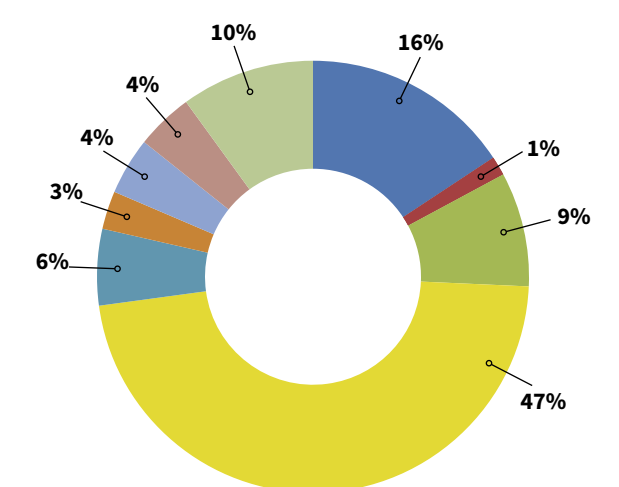


### SIP 2015 - PROFILE WISE



- Auditing
- Finance
- HSE
- Marketing
- Operations
- Project Management
- Relulatory
- Risk Management

### SIP 2015 - SECTOR WISE

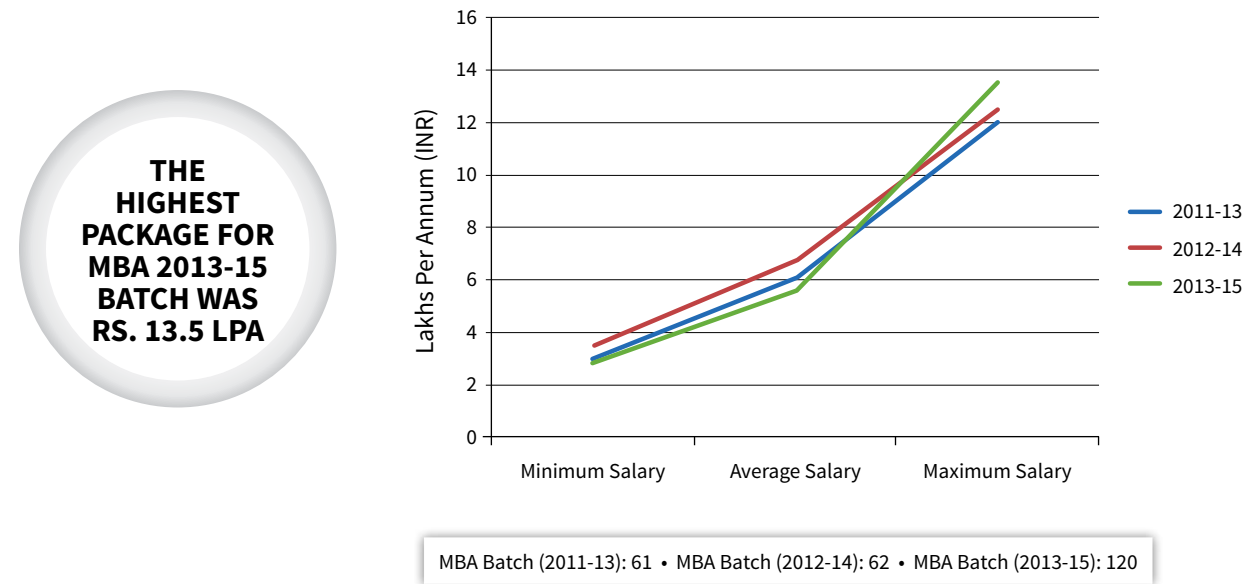


- BFSI
- Consulting
- Marketing
- Oil & Gas
- Power
- Projects
- Relulatory
- Renewables
- Retail

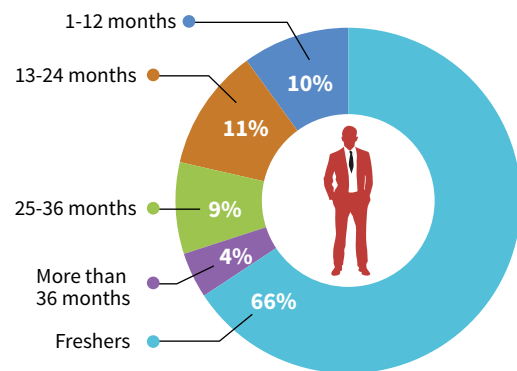
## BATCH OF MBA 2014-16

The class consists of 69 students who are from as many as 12 states of India. This is a diverse batch consisting of students from various disciplinary backgrounds like Engineering, Commerce, Pharmacy, Business Management, and Science. Out of 69 students, 24 students have work experience in varied sectors like Oil & Gas, Power, Manufacturing, Information Technology, Telecom, etc.

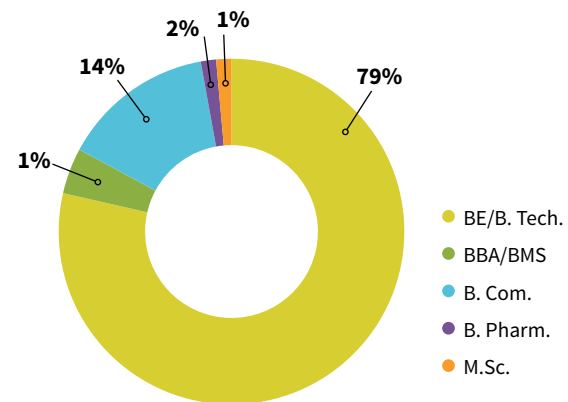
The previous 3 years Final Placement is presented below:



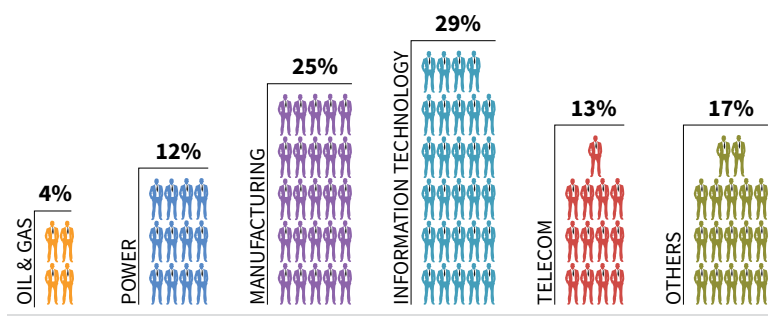
### WORK EXPERIENCE



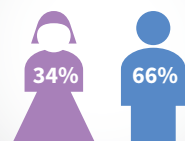
### GRADUATION DOMAIN



### WORK EXPERIENCE - SECTOR WISE DISTRIBUTION



### GENDER RATIO



## COMPANY RESPONSE FORM – FINAL PLACEMENTS

Name of the Organization: \_\_\_\_\_

Address : \_\_\_\_\_

Contact Person: \_\_\_\_\_ Designation : \_\_\_\_\_

Phone No.: \_\_\_\_\_ E-mail: \_\_\_\_\_

Area(s) of Requirement: \_\_\_\_\_

#### Method of selection (Kindly Tick):

- Written exam       Resume       Group discussion / Case discussion  
 Interview / Telephonic       Others (please mention) \_\_\_\_\_

Position offered: \_\_\_\_\_

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

Salary: \_\_\_\_\_ Other perks: \_\_\_\_\_

Training / Probation period (if any): \_\_\_\_\_

Remuneration on confirmation: \_\_\_\_\_

Likely places of posting: \_\_\_\_\_

Any other information: \_\_\_\_\_

Date: \_\_\_\_\_

Signature & Seal

#### THE COMPLETED FORM TO BE SENT TO :

**MR. KUNAL LALWANI**

Manager - Corporate Relations

School of Petroleum Management  
Pandit Deendayal Petroleum University

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

Contact Number: +91-9909428019, 079-23275124

Email : Kunal.lalwani@pdpu.ac.in | Website : www.spm.pdpu.ac.in

## Final Placements at School of Petroleum Management - A GLANCE

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




# ICEIM-2016

## International Conference on Energy and Infrastructure Management

February 18-19, 2016  
Raisan, Gandhinagar, Gujarat, INDIA.

**CONFERENCE THEME**  
**Energy & Infrastructure Management in Changing Global Dynamics**

School of Petroleum Management (SPM), Pandit Deendayal Petroleum University, Gandhinagar is organizing an International Conference on Energy and Infrastructure Management 2016 (ICEIM-2016) in its 5th edition with objective & scope to deliberate, discuss and document key contemporary issues relevant to managing E&I sector with reference to Changing Global Dynamics.

The conference shall also focus on identifying new opportunities, challenges, best practices and strategies for Global Economy on various complementing issues like:

- Business and Techno-Managerial Issues
- Regulatory and Policy Matters
- Marketing Issues
- Financial and Accounting Issues
- Operational Excellence and Management
- Social and Human Resource Management
- Capacity Building- Make in India

### CALL FOR PAPERS

In continuation with 4th EDITION OF ICEI-2014, we are inviting Research Papers/Case Studies from Academia, Industry Professionals, Alumni as well as Management Students. The conference will have the following indicative sub-themes related to Energy & Infrastructure sector. However, any topic within the broad theme and sub-themes can also be included.

### IMPORTANT DATES

**Deadline for Submission of Abstract:** October 15, 2015

**Review & Acceptance of Abstract:** October 30, 2015

**Deadline for Early Bird Registration (20% Discount):** November 20, 2015

**Deadline for Submission of Full Paper:** January 15, 2016

**Deadline for Regular Registration:** January 15, 2016

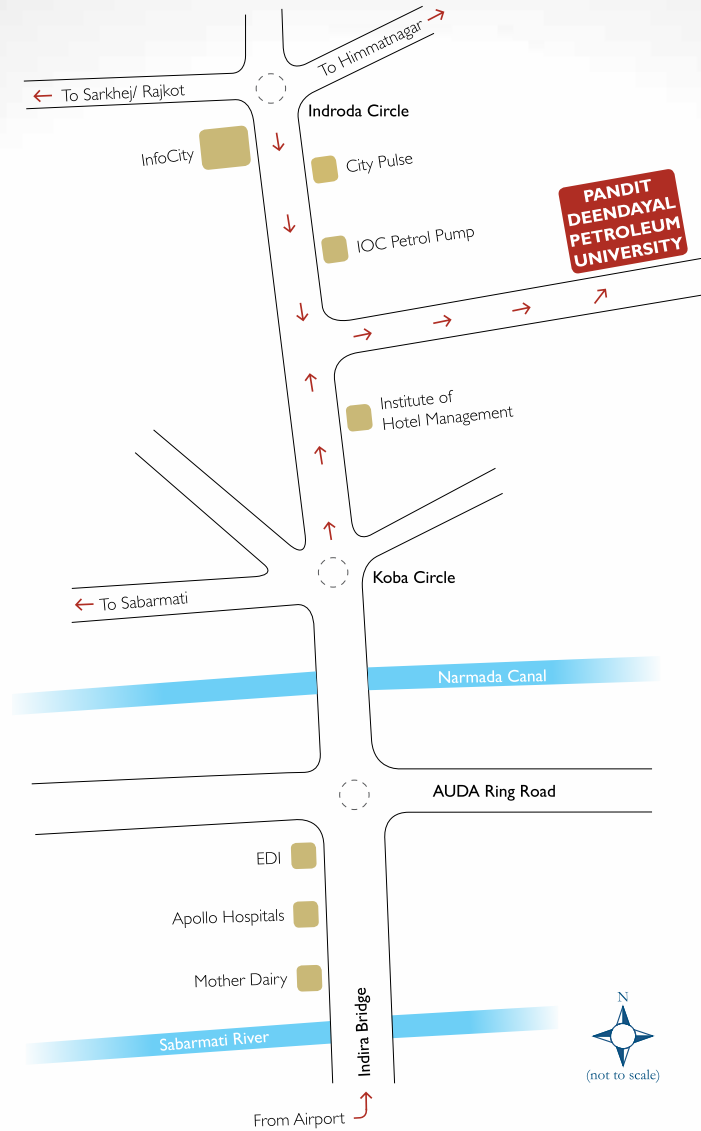
### CONTACT US

For any query please write us on Email: [iceim@spm.pdpu.ac.in](mailto:iceim@spm.pdpu.ac.in)

*Note: For specific queries related to sponsorship, partnership or any kind of association during the conference, please contact Prof. Kaushal Kishore, Organizing Secretary, ICEIM-2016 (E-mail: [kaushal.kishore@spm.pdpu.ac.in](mailto:kaushal.kishore@spm.pdpu.ac.in))*

### SCHOOL OF PETROLEUM MANAGEMENT PANDIT DEENDAYAL PETROLEUM UNIVERSITY

Raisan, Gandhinagar-382007, Gujarat, India.  
Email: [iceim@spm.pdpu.ac.in](mailto:iceim@spm.pdpu.ac.in) • Phone: +91-79-2327 5128/5126 • Fax: +91-79-2327 6364



# PDPU

PANDIT DEENDAYAL PETROLEUM UNIVERSITY



Off. Koba - Gandhinagar Highway, Raisan,  
Gandhinagar - 382 007, Gujarat, India.  
Phones : + 91 79 23275124/107  
Email : placements@spm.pdpu.ac.in

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

[facebook.com/spmpdpu](https://facebook.com/spmpdpu)

## STUDENT PLACEMENT COMMITTEE

### ANKIT JOSHI

Mob.: +91 9108539806

E-mail: ankit.jggp14@spm.pdpu.ac.in

### GAURAV JAISWAL

Mob.: +91 9725150465

E-mail: gaurav.jggp14@spm.pdpu.ac.in

### MANISH BHADE

Mob.: +91 9913239907

E-mail: manish.bggp14@spm.pdpu.ac.in

### MRIDU PAVAN CHAKRABARTY

Mob.: +91 9712172909

E-mail: mridu.cpgp14@spm.pdpu.ac.in

### PRANJAL KISHORE

Mob.: +91 9408209809

E-mail: pranjal.kggp14@spm.pdpu.ac.in

### SHIKHA SAH

Mob.: +91 9726977121

E-mail: shikha.spgp14@spm.pdpu.ac.in