Shalini Kalia, PhD in English, has more than 12 years of teaching experience with management institutes of repute and is currently working as Associate Professor and Area Chairperson-Business Communication with Institute of Management Technology, Ghaziabad. Her teaching, training, research and consulting interests include business communication, cross cultural communication, soft skills, personality development, corporate etiquette etc. She has been actively involved in Executive Learning and Development (ELD) and has conducted workshops in various domains of business communication. She is trained to administer ‘Thomas Personal Profile Analysis and its related instruments’; and was associated with British Council, New Delhi as BEC Examiner for speaking tests. Dr Kalia has coauthored a text book on Business Communication and has adapted three book titles by developing content for South Asian market. She has also written research papers, case studies and articles on various topics in different mainstream publications; and has presented papers in several seminars and conferences at national and international level.

Bhavna Bhalla, Assistant Professor, Business Communication at the Institute of Management Technology Ghaziabad, holds PhD from the Indian Institute of Technology Kanpur. She has 5 years of experience in teaching Communication courses to MBA/PGDM participants at IMT Ghaziabad. She has been a trainer to public and private sector organizations. She has conducted training sessions for executives from organisations such as Apollo Tyres, Reckitt Benckiser, EXL Services and BSNL. She has presented research papers at a number of international conferences including Harvard University, USA, Universiti Utara, Malaysia, and Cordoba University, Spain. She has co-authored two Indian Adapations, reviewed book chapters, research papers and solution manuals for international editions by reputed publishers. Her journal articles appear in journals of repute and her cases are registered with The Case Centre (previously ECCH).

Lipi Das is Assistant Professor–Business Communication at (IMT) Ghaziabad, India. She has 18+years of experience in Academics, Trainings & Industry. Currently pursuing Doctoral Program in Business Administration from Grenoble Ecole de Management, she is Masters (History) from University of Delhi, Post-graduate in Business Management from AIMA-CME, and PG.ATMH (HON)-ITFT. Currently she is Faculty-In-Charge Alumni Relations Committee at IMT-Ghaziabad, Program Director-ECPM-01 and member of Committee’s on Doctoral Program (DBA) and Industry Interface. Her wide ranging experience in Soft-Skill Consulting and Training has been for organizations like Jubilant FoodWorks (Global Master Franchise for Dominos & Dunkin Donut), Indian Institute of Public Administration (IIPA), Ashok Minda Group, CBSE-Centum Learning, Indian Postal Service Probationers, NHPC, BSNL, Vatika Ltd, IOCL, EXL, Mafoi Management Consultants, CSIR-HRDC, Her research interests are in the areas of
About the Contributors

Mentorship, Leadership Communication, Case Development and Sectoral Study. Her Corporate domain expertise comes from handling Customer Relationship Management Leadership in organizations like Blue Dart Express, Thomas Nationwide Transportation Global Express Logistics and Head-Academics –ITFT Chandigarh. Some of her notable achievements include being awarded “SILVER STAR” – Trainer of the Month at Air Hostess Academy, New Delhi. As Customer Service Manager - Thomas Nationwide Transportation -Chennai, her team was awarded with “Regional High Flyer Award”. She is also a recipient of “Bravo Blue Darter” award for outstanding performance in 1995.

**Neeraj Awasthy**, Manager Academic Programs at Institute of Management Technology, Ghaziabad. An FDP from IIM Ahmadabad, and PhD in Banking Management from Himachal Pradesh University, Shimla. Dr. Awasthy has a rich experience in the field of rural finance, rural development, education sector and NGO management. Dr. Awasthy Managed Centre for Rural Innovation, Capacity Building, Knowledge Management, Social Entrepreneurship and Technology (CRICKET) wherein he mentored various national and international students in the area of action research in Rural Upliftment and Development. In his research led to the production and development of a documentary about the livelihood of Birhor Tribes. Dr. Awasthy has authored and reviewed many research papers and books for national, International conferences and journals.

* * *

**Grandhi Venkata Abhinav** is pursuing PGDM (Marketing) from IMT Ghaziabad. He graduated with a Bachelors of Technology in Mechanical engineering and also holds a Dual Degree in Information Technology from VIT University, Vellore in 2011. Prior to joining IMT, he has worked in Hyundai Motor India Limited as an Area Manager for entire costal Andhra Pradesh for a period of 2 years.

**Aditya Vikram Agrawal** is currently pursuing his Post Graduate Diploma in Management from Institute of Management Technology, Ghaziabad with Finance as his core specialisation. Mr Agrawal is an engineer, having completed his Bachelor in Technology from Heritage Institute of Technology, with Computer Science & Engineering as his specialisation. Mr Agrawal is a member of FinNiche, the student run finance club of IMT. He is an avid reader, and keeps himself updated around the latest happenings in the financial community, and subsequently contributes regularly to the weekly finance magazine of IMT Ghaziabad. His current study pursuit has enabled him to portray and grow his creativity and knowledge, coupled with his innate sense of responsibility.

**Parag Agarwal** is a student of Marketing from IMT Ghaziabad. He has a B.Tech degree in Electronics & Communication from IET Lucknow. He served as a Quality Analyst in Tech Mahindra. He is passionate about helping and giving back to society. In IMT, he was a part of C.R.I.C.K.E.T. and Enactus. In CRICKET, he was involved in a project for “Sustainable development for Sabar Tribe of Jharkhand”. He proposed the market based solutions for the tribes, constituted a brand “Palash” and also organized various exhibitions for studying the market. He also completed a project in collaboration with Copenhagen Business School to help a company called Tara Machines to achieve its target. During his stint at Enactus, he was involved in a project called “Umeed ki Udaan” for the sustainable development of underprivileged people of an NGO. He is an optimistic person and believes that, every individual should contribute back to society in his or her way. He is a regular blood donor and volunteer for HelpAge India. His hobbies include pencil sketching, writing poetry etc.
Pragun Aggarwal is currently in his 1st year of study in the Post Graduate Diploma Management Program at Institute of Management Technology (IMT), Ghaziabad. In March 2015, he will graduate with a Master of Business Administration degree, with specialization in finance. Mr Aggarwal is a member of FinNiche, the student run finance club of IMT. Mr Aggarwal has worked with India Yamaha Motor Pvt Ltd., a 100% subsidiary of Yamaha Motor Co., Ltd., Japan (YMC). He was assistant manager in Manufacturing Engineering division and responsible for development activities of new model – Project ‘Ray’. He successfully carried out product development tasks pertaining to Fuel Tank of scooter before its international launch. Mr Aggarwal earned his Bachelor of Engineering degree in Mechanical Engineering from Delhi College of Engineering (Presently Delhi Technological University), a nationally recognized and one of the best technological universities in India, in 2011. He also interned with Honda Cars India Ltd. in the PO (Plastic Objects) division while pursuing his engineering degree. Outside of academics, Mr Aggarwal is an avid fiction reader. He enjoys outdoor sports including badminton in which he represented his state at the national level badminton championship.

Ranjana Aggarwal is currently working as Associate Professor, Economics at IMT Ghaziabad. A social scientist, she did her Doctoral studies from Jawaharlal Nehru University. Her specialization has been Economics of Education. She has worked extensively in the social sector. Some of her work include an investigate inquiry on PURA, Provision of Urban amenities in Rural areas in Bahraich in U.P. She is currently working on Sustainable Livelihood Options for Tribals in Jharkhand. Her work included a documentary AAROHAN, which was filed on the lives and livelihood of particularly vulnerable Tribal Groups. She is working on the issues of finding livelihood solutions by finding marketing solutions for products made by tribal products. Apart from Managerial Economics, she is teaching a course, Business, Government and Society which sensitizes students on social issues.

Rohit Aggarwal is pursuing Post Graduate Diploma in Management with majors in Marketing and Sales from Institute of Management Technology Ghaziabad. He has more than 2 years of experience working with Infosys Ltd. in the field of Cloud Computing and E-Commerce after completing his graduation in the field of Information Technology. His interest areas of research include strategic management, brand management and social media marketing.

Shagun Aggarwal is currently pursuing Post Graduate Diploma in Management from IMT Ghaziabad was born and bought up in a business class family in Agra, city of Uttar Pradesh. He has done mechanical engineering after which he started his professional career as a stress analyst in Infosys Ltd. He worked around 18 months in Infosys after which he started his own venture by the name ‘R*R Foods’ which is a fruit ripening cold storage which has a capacity of ripening 100 metric tons of fruit load in a day. He is the Secretary and Founder of U.P Fruit Ripening Member’s Association. He went on to pursue PGDM as his business had gained sufficient market in Agra.

Shailja Aggarwal, an Associate Professor with IMT Ghaziabad, brings with her a rich experience of 14 years of teaching and research. Prior to joining IMT Ghaziabad in October 2013, she was a faculty member with IIM Rohtak where she taught courses on communication and chaired the executive education programme. She has organized and conducted management training programs for more than 50 organizations till date, apart from getting published with some highly reputed publishers like Ivey, Emerald & Sage. Her current research and training areas include interpersonal communication, persuasive communication, cross cultural communication, and social media communication.
Ronit Anand is currently in his 1st year of study in the Post Graduate Diploma Management Program at Institute of Management Technology (IMT), Ghaziabad. In March 2015, he will graduate with a Master of Business Administration degree, with specialization in marketing. Mr. Anand has recently interned with VF corporation and Accenture in 2014. Mr Anand has worked with Adani Power Limited. He was Senior Engineer in Operation/Maintenance department and was responsible for development activities, resource handling and project management. He successfully shouldered the responsibility of setting up a new power plant facility in Mundra. Mr Anand earned his Bachelor of Engineering degree in Mechanical Engineering from Kalinga Institute of Industrial technology, a nationally recognized and one of the best technological universities in India, in 2010. He also interned with NTPC kahalgaon, Rungta Mines, ACC Cements while pursuing his engineering degree. Outside of academics, Mr Anand is an avid fiction reader. He enjoys outdoor and indoor sports too.

Aparajita is currently pursuing Post Graduate Diploma in Management with majors in finance and banking from Institute of Management Technology, Ghaziabad. She completed her engineering from SHIATS, Allahabad in the year 2012. She worked as a research scholar while pursuing her M.Tech. From National Institute of Technology, Rourkela in the field of Distributed Networks. Her interest areas of research include Distributed Networks, Wireless Sensor Networks, Investment Banking, Financial inclusion & Banking Innovation.

Ayush Asthana has completed his engineering degree from Manipal Institute of Technology in Electrical and Electronics (2009). He has worked in Tata Consultancy Services for three years and is currently pursuing an MBA degree in Marketing from the Institute of Management Technology, Ghaziabad.

Sarthak Awasthi is pursuing PGDM in Marketing at the Institute of Management Technology, Ghaziabad. He has a rich work experience prior to this in HCL Infosystems Ltd. As a Business Development Executive, he had overachieved his targets in BFSI and Central Government verticals. His interests include Business Development, Relationship management, and Business Prediction and Marketing management. He is an avid football fan and fairly competitive in spirit. He is seeking challenging assignments in the FMCG sector to learn and expand his knowledge base even more.

Mayank Bapna has Bachelors in Electronics and Telecommunication Engineering from Mumbai University and Masters of Business Administration (Distinction) from University of Wales. Currently, he has his own business in marketing and distribution of pharmaceuticals, food, cosmetic and veterinary ingredients. He is based in Jakarta, Indonesia since 2009 and often travels to India and Europe for his business. Reading and searching information are his hobbies with a keen interest in poetry. An extrovert by nature, he enjoys meeting people and learning from their experiences. With a quest for learning and acquiring knowledge, he shows profound interest in any field that interests him.

Ashish Bhadauria is a full time student of Business Management at the Institute of Management Technology, Ghaziabad. He has previously worked as a Senior Systems Engineer in Infosys, Bangalore. His interests include Marketing Research, Sales and Marketing Management and Business Analytics. He wants to be associated with an organization which will help him in expanding his horizons and developing a broader and a more international outlook. He is looking forward to a challenging career in the aviation sector and wants to polish his self-management, critical thinking, problem solving and interpretive skills in today’s business world.
**About the Contributors**

**Jitender Bhandari** is PhD (Economics) and also a UGC-NET. His area of expertise is in Micro-economics, Macroeconomics, Managerial Economics and International business. He takes classes at Graduate, Post Graduate and PhD level and is a Member of Academic Council and also Member-Board of Studies, Ansal University. He is also Editor of Ansal University Business Review, a half yearly management Journal.

**Neha Bhardwaj** was born and brought up in Delhi. She has completed her schooling from DAV Public School, Brij Vihar, U.P. and GGSSS, Vivek Vihar, Delhi. During her schooling, she has presented a research paper at State level in National Science Congress. She has pursed Computer Science Engineering from Guru Gobind Singh Indraprastha University, Delhi. She graduated with distinction. She has few accolades in Chess at Inter University level. She has 35 months of work experience in Infosys Technologies Limited, one of the biggest IT companies in India, at various locations - Mysore, Pune and Hyderabad. She was awarded ‘Spot Award’ during her stint in Infosys. Currently, she is pursuing PGDM in Marketing from IMT Ghaziabad. She is doing a live project with Tata Steel’s Tribal Cultural Society. She likes playing Chess, travelling and cooking.

**Subhadeep Bhattacharyya** is pursuing his post-graduation in Management from IMT Ghaziabad. He has graduated in Computer Science from West Bengal University of Technology. He has worked in Infosys for 3 years as a Senior Systems Engineer in the Banking Domain. In his pastime he likes quizzing, reading novels and playing table-tennis.

**Kartik Chachra** is studying his PGDM Marketing from Institute of Management Technology, Ghaziabad. Prior to this, he was working with Headstrong (now Genpact Headstrong Capital Markets) as a Consultant in the IT Managed Services division. An engineer, born and brought up in Delhi, he involves himself with calligraphy.

**Shampa Chakraborty**, First Class First in B.A. (Honours) from Calcutta University, MBA from Indian Institute of Social Welfare & Business Management (IISW & BM) with specialization in Personnel Management. She has 22 years of experience in the jute industry; conducted training sessions in Air-India, Eastern Spinning Mills, Nicco Telelinks, IBP Co. etc; training programs of Central Board of Workers Education at various factories. She also has 10 years of experience in academics (ICFAI Business School, Kolkata from April, 2004 then NSHM Knowledge Campus, Kolkata from 1.08.07). Chakraborty is a member of the Editorial Committee of NSHM Journal of Management Research & Applications and a Life member of National Institute of Personnel Management (NIPM), Indian Society of Training and Development (ISTD), Calcutta Management Association and National HRD Network (NHRD). She is currently pursuing a Ph.D under Netaji Subhas Open University and has submitted her final thesis in 2012 and is awaiting defense of her thesis. Her publications include articles, case studies, book reviews etc. with publishers such as Sage Publications, Nova Science Publishers, USA, Excel Books, MacMillan Publishers etc.

**Indrani Chakraverty** is a human resource professional currently working with a start up into employability assessments. She completed her MBA from IMT Ghaziabad in 2014 and her Bachelors in Business Economics in 2008. She has been involved in teaching as a social cause and has also worked in the career counseling domain. She is passionate about causes concerning education and strongly believes that the reach of quality education defines our development as a society.
Prashant Chandrashekar is a student at Institute of Management Technology, Ghaziabad doing Masters of Business Administration in Marketing. In 2007 he graduated with a Bachelor of Engineering degree in Electronics and Communication from New Horizon College of Engineering, Bangalore affiliated to Visveshvaraya Technological University, Belgaum. From 2011 to 2012 he worked in Tata Consultancy Services in the Banking and Financial Sector. His research interests include studying, analysing and developing marketing strategies for companies in various sectors. His others research interests are sports analytics and its implications in Soccer.

Pavan Dev Singh Charak is a Finance student at Institute of management technology Ghaziabad, India with interest in corporate finance and social entrepreneurship. Prior to joining IMT Ghaziabad, he earned his Bachelors in Electronics and communication engineering from National institute of technology. In 2009 he joined TATA Consultancy services Ltd as a system engineer and worked for a banking client for 3 years. Being from an army background, Pavan spent most of his time in dealing with people from all walks of life. After he graduates in March 2015, Pavan, with his techno management experience is planning to start a social enterprise to generate employment opportunities for socioeconomically disadvantaged people.

Somtirth Chaudhuri was born and brought up in the sleepy little town of Bankura in West Bengal. He did the first ten years of his schooling there. In 2006 he moved to Kolkata where he finished his High School and earned an engineering degree in computer Science & Engineering from Techno India College of Technology. He is currently pursuing Post Graduate Diploma in Management from Institute of Management Technology (IMT), Ghaziabad. He has received numerous awards and scholarship for academic excellence. He was one of the top 100 students in the 7th National Science Olympiad. He also received a prestigious scholarship from Indian Institute of chemical Biology and Central Glass and Ceramic Research Institute, Kolkata. Apart from academic achievements, he also has a strong passion for sports. He represented his school in U-19 State Cricket Championship and won the trophy in 2006 as the captain. He is also a member of the Sports Committee at IMT Ghaziabad which recently conducted Chakravyuh 2014, the flagship event at IMT. He is also an amateur archer and an avid reader.

Jaya Chitranshi taught in the Department of Business Administration, Lucknow University for about eight years. She has been a member of the faculty at Jaipuria Institute of Management for about seven years. She did her Ph.D. in Psychology from Lucknow University. She is an MBA from the same University. She was a UGC Fellow and received Kali Prasad Memorial Award for her research work at the University. Her areas of teaching interest are Organizational Behaviour, Creativity and Cross-cultural management. Her areas of research interest are mentorship, people empowerment and diversity issues.

Amit Choudhary is currently in his first year, Post Graduate Diploma Management Program at Institute of Management Technology (IMT), Ghaziabad. In March 2015, he will graduate with a Master of Business Administration degree, with specialization in Marketing. He is currently an intern at Wacom India ltd. He has previously worked with Atotech India Ltd. as a Product Engineer in the General Metal finishing vertical. He was responsible for product sales and support to major OEM’s located in south and west India. Other responsibilities included new project commissioning and customer development. Mr Choudhary earned his Bachelor of Engineering degree in Chemical Engineering from M.S Ramaiah Institute of Technology, Bangalore. He has been an active member of the IIche for two consecutive years during his graduation and a member of Centre for Rural Innovation and Capacity Building though Knowledge Management, Entrepreneurship and Technology at IMT Ghaziabad.
About the Contributors

Gandharvika Choudhary is currently doing Post Graduate Diploma in Management in International Business from IMT Ghaziabad (Batch of 2013-15) and is a Bachelor in Technology in Civil Engineering, 2013 from Jawaharlal Nehru Technological University, Kakinada. She has exhibited the project Nano Concrete in International Conference & Exhibition on Implementation Challenges on Precast Construction for Buildings and Infrastructure Projects, ICICPC 2013. She has organized The Hindu Education Plus- Inter Collegiate E-Plus Club Challenge 2012 and participated in Youth for Rural Development Camp-2012 under NSS, Ministry of Youth Affairs and Sports, Government of India. She won the 1st prize in the event Master Builder in Civil Engineering Association fest 2011, IIT Madras and has also presented a technical paper in Samyak’11 International Conference on Advances in Civil Engineering.

Roma Mitra Debnath is currently faculty at Indian Institute of Public Administration (IIPA) in the area of Applied Statistics. She is having more than 10 years of experience in management teaching in reputed management schools. She has published a large number of national and international research papers in various fields like service sector, hospitality and public policy. Apart from teaching, she is also a trainer and trains government officials and corporate employees on Quality management, Six Sigma, Project Management, Business analytics etc. She is also involved into policy research related to GoI policies. She has also conducted training programme for various ministries.

Ambadipudi V Sai Dhiraj is an Electronics and Communications engineer from Sri Venkateswara University, Tirupati. He has work experience in Business Intelligence domain where he worked for the buildup of a commercial data warehouse for a U.S Aviation company. Apart from reading books and honing his culinary skills during free time he is also an avid follower of sports ranging from F1 to Baseball. He likes travelling and absorbing different cultures and was a part of an exchange program at Toulouse, France. He is currently pursuing PGDM from IMT Ghaziabad with a specialization in marketing.

Mohan Krishna Gade is currently pursuing Post Graduate Diploma in Management in Finance from Institute of Management Technology, Ghaziabad. He completed his Electronics and Communications Engineering from Hyderabad in the year 2010. He worked for couple of years as a Test Engineer in Infosys Limited before joining IMT. His interest areas of research include Corporate Finance, Financial Risk Management and Rural Entrepreneurship.

Jaideep Garg is right now pursuing MBA from IMT Ghaziabad. He is Bachelor of Technology from National Institute of Technology, Tiruchirappalli. He studied subjects on manufacturing technologies, operation management and artificial intelligence during his Bachelors. He had worked in Grail Research as quantitative research analyst. In this role, he was part of teams that were helping fortune 500 companies to develop strategies for new product launches and marketing campaigns. Before joining Grail Research, he was working as sales engineer in Larsen and Toubro, where he was responsible key accounts in National Capital Region for sales of industrial goods particularly pertaining to oil and gas sector.
Riju Antony George is pursuing Post Graduate Diploma in Management, majoring in Finance from Institute of Management Technology, Ghaziabad, India. He is a member of Make a difference Foundation, popularly known as MADF, which is the student initiated social wing of IMT Ghaziabad, aiming to make a difference in others lives, touching their lives in a beautiful way. He worked as Quality Assurance Engineer in Healthcare sector for a US client for more than 3 years in TATA Consultancy Services Ltd. He has done bachelors in Electronics and Communication Engineering from Kerala. His hobbies include cooking, travelling, solving Sudoku and playing various outdoor games.

Asthia Gupta has completed Bcom (Hons) from Shri Ram College of Commerce, 2011 and PGDM (Marketing) from Institute of Management Technology, Ghaziabad, 2014. She has prior experience with PricewaterhouseCoopers Kuwait, and Ernst & Young GSS India. Some of her contributions are in projects like Benchmarking IM practices of retail segment with Akzo Nobel, Assessing the Effectiveness of Investor’s Grievance Mechanism of Ministry of Corporate Affairs with Indian Institute of Public Administration, and other similar projects with Remorphing Consultants, Airtel, and PwC. After completing her masters, she has worked on the project Independent Evaluation of Technopreneur Promotion Programme TePP under IIPA for a short period.

Mansi Gupta is currently a first year student pursuing PGDM in Finance at Institute of Management Technology (IMT), Ghaziabad. She will complete her PGDM in Finance in 2015. She was previously working with Tata Consultancy Services Limited as a Microsoft SharePoint and Workflows developer for close to three years. Working with Life sciences and Healthcare giant she has successfully completed Pharma domain certification as well. She has completed her Bachelors in Electronics and Communication Engineering from I.E.T. Lucknow, one of the top 50 engineering colleges in India in the year 2010. She has also interned with BSNL and CEL India as a part of industrial training during B.Tech. Other interest includes reading fiction, exploring and travelling to new and diverse places, and outdoor sports.

Parul Gupta is pursuing Post Graduate Diploma in Management with majors in Marketing from Institute of Management Technology Ghaziabad. She completed her graduation in Economics (Honours) from Lady Shri Ram College for Women, Delhi University in 2012.

Pulkit A Gupta is currently pursuing Post Graduate Diploma in Management in Marketing from Institute of Management Technology, Ghaziabad. He completed his Mechanical Engineering from Malaviya National Institute of Technology Jaipur in the year 2012. He worked as a Territory Manager - Service at Vadodara Regional Office Hero MotoCorp Limited, before joining IMT. His interest areas of research include Sales Management, Marketing Channel and Distribution and Operation Management.

Samarth Gupta is currently pursuing a two-year Post Graduate Diploma in Management (PGDM) from Institute of Management Technology (IMT), Ghaziabad. IMT Ghaziabad is one of the top B-Schools in India with a huge legacy of more than 30 years and an Alumni base consisting of CEO’s and CXO’s. Samarth also studied as International Business Student at Reims Management School, France. Samarth earlier worked with Sopra Group, a French IT Giant, as an SAP ABAP Consultant to its biggest client, Airbus. He worked in the Airbus-CBO SAP-ERP development team which was responsible for developing Tech-Data Manuals of Aircrafts in the Product and Process Engineering Phase.
**About the Contributors**

**Subhankar Halder** has earned his bachelor degrees in Mathematics and Physics from the University of Kansas. He is currently pursuing a management degree in Finance from the Institute of Management Technology, Ghaziabad. One of his key interests is listening to Hindustani Classical Music. At the University of Kansas, he was the president of the SPICMACAY KANSAS chapter, which organized Indian music concerts for free.

**Jeremiah Jacob**, a first year student of PGDM (Finance) at Institute of Management Technology (IMT) Ghaziabad, previously worked at Infosys Ltd as a Test Engineer. His areas of interest include Corporate Finance, Mergers and Acquisitions, Social Justice, Empowerment and Inclusive growth.

**Ankush Jain** has worked with HCL Technologies as a Specialist in Windows Server Administration for almost three years. He then joined Institute of Management Technology, Ghaziabad under PGDM Marketing. An Instrumentation and Control Engineer, he is from Delhi, the capital state of India.

**Anshul Jain** has a professional experience of around forty three months in the manufacturing and management consulting industry. He is currently a student at Institute of Management Technology, Ghaziabad and is associated with some Non-Government Organizations as well.

**Siddharth Jindal** is currently pursuing Post Graduate Diploma in Management from Institute of Management Technology, Ghaziabad in Sales, Marketing and Business Development as the core specialization. PGDM provided him a platform to show enthusiasm and creativity. Siddharth completed his Bachelor in Engineering from Institute of Technology and Management, Gurgaon in Electronics and Communication. Post B.E, Siddharth worked in Telecom industry for 3 years with Ericsson. He was a network integration engineer for AT&T and T-Mobile. While the professional experience helped him to expand horizon and hone team-skills, it also helped him to exhibit his innovation skills via various automations done for efficient process handling and delivery.

**Neha Joshi** is a PGDM (Marketing) student at IMT, Ghaziabad. She is originally from Uttar Pradesh but has completed her education in Lucknow. She did her Engineering, in Information Technology, from Uttar Pradesh Technical University, Lucknow. Thereafter, she worked in Tata Consultancy Services as an Assistant Systems Engineer. She worked for the Tata Ion project while in TCS. Neha is currently based in Ghaziabad, pursuing PGDM in Marketing Management form IMT Ghaziabad.

**Vaibhav Kango** is a PGDM student of Sales and Marketing in International Business at Institute of Management Technology, Ghaziabad. He studied his engineering from Shri G. S. Institute of technology, Indore in Computer Science. With professional work experience in IT industry under Insurance division of software development, Vaibhav has worked for Infosys Limited, Mangalore for close to 3 years. He played a role of Senior Systems Engineer at Infosys and worked on several projects on Business Intelligence and reporting tools. His key assignments included gathering system requirement specification from clients and participate in design and implementation of the software project.
Amanpreet Kaur is currently in her first year of study in the Post Graduate Diploma Management Program at Institute of Management Technology (IMT), Ghaziabad. In March 2015, she will graduate with a Master of Business Administration degree, with specialization in Finance. She has recently interned with Genpact in 2014. She has previously worked with Bharti Airtel Ltd. as a finance executive in the cost assurance vertical. She was responsible for looking into the expenses incurred by Airtel on tower infrastructure and was responsible for provisioning and actualization of the tower infrastructure expenses. Ms. Kaur earned her Bachelor of Commerce (honors) degree from Indraprastha College for Women affiliated to University of Delhi. She has been a member of the student union for two consecutive years during her graduation and a member of Centre for Rural Innovation and Capacity Building though Knowledge Management, Entrepreneurship and Technology at IMT Ghaziabad.

Krishan Kumar is a student at Institute of Management Technology, Ghaziabad pursuing Masters of Business Administration in Finance. In 2005 he graduated with a Bachelor of Engineering degree in Mechanical Engineering from DECT, affiliated to Punjab University. He has worked with Vedanta Resources as an assistant manager and has worked with Wintech Ferrites as a manager. His research interests include studying, analysing and developing financial strategies for companies in various sectors.

Rishi Kumar is a first year student of PGDM Marketing at IMT Ghaziabad. Prior to this he has worked with ARICENT GROUP as an Associate Network Engineer. His Areas of Interests include Marketing Research, Consumer Behavior, Ecological Social Justice and Rural welfare and empowerment.

Somansh Kumar is a 25 young student of Business Administration, majoring in Operations Management at the Institute of Management Technology, Ghaziabad, India. He is set to graduate in 2015. He received his Bachelor of Technology in Computer Science Engineering from VIT University, Vellore, India and eventually earned a spot at McAfee, Inc. Bangalore, India. After his 2 year stint at McAfee had taught him the nuances of Security Risks and Quality Management, Mr. Kumar decided to pursue his Master’s in Business Administration. He is an avid football fan, and pledges his allegiance to Manchester United Football Club. He is a voracious reader, and an ardent fan of Jeffrey Archer. He is set to intern at Dr. Reddy’s Laboratories, India, and wishes to gain a foothold in the pharmaceutical industry. Mr. Kumar is a foodie by heart, and has a reputation for discovering excellent local produces.

Vijayshree M is currently pursuing Post Graduate Diploma in Management at IMT-Ghaziabad, after a three year strenuous tint at Infosys as a SAP programmer. She hails from Chennai and is a Toastmaster. Her interests include diverse subjects from Carnatic music to the latest automotive machines. When she isn’t working out the answer to the question of the chicken and the egg, she indulges in her hobbies of origami, singing and throw ball, of which she’s a player of Olympic standards, till the time they include throw ball in Olympics.

Akshay Maggu is currently pursuing his masters in Marketing from Institute of Management Technology, Ghaziabad. In his under graduation, he studied Electronics and Tele Communication engineering from KIIT University, Bhubaneswar (2007-11). His interest lied in microprocessors and databases and that landed him in Tata Consultancy Services where he worked for 18 months on managing client side databases of a multinational pharmaceutical company based out of the US. After joining PGDM-Marketing in IMT, his interest lies in Marketing Research and analytics. Also, he has a keen interest in topics which deal with social development of India.
About the Contributors

Priyangshu Mahanta is a student of Human Resources at Institute of Management Technology Ghaziabad and a member of IRC, the International Relations Committee at the institute. An electronics and instrumentation engineer from Guwahati, he acquired key skills in the banking domain during his tenure in State Bank of Mysore. Besides being an avid reader, Mr. Mahanta takes keen interest in researching emerging trends in the field of Business Management, Employee Engagement, and Knowledge Management and writes for journals of premier B schools. A blogger and a guitarist Priyangshu is also a member of a spiritual community and contributes in social welfare programmes and community development.

Kapil Mendiratta is currently/presently pursuing his Post-Graduation in Management with specialization in Marketing from IMT Ghaziabad. He is an engineer from IIT Kharagpur with majors in Biotechnology and Biochemical Sciences. He has prior experience of working with EvaluateServe, India in the field of Data Analytics and Customer Insights. He has been awarded a Certificate of Excellence in Data Visualization at EvaluateServe. He has also worked on the development of Edge Detection Algorithms for Image processing, used for the treatment of Retinal Prosthesis in the blind.

Appasaheb Naikal is an Information and knowledge Management professional from India and presently working as Librarian at S P Jain School of Global Management, Singapore. He received his Master of Science in Knowledge Management from Nanyang Technological University, Singapore in 2009 and Master of Library & Information Science from Karnatak University Dharwad, India in 1999. He has more than 15 years’ experience in managing both academic and corporate libraries at national and international level. His research interests include knowledge management, digital libraries, social media and ICT application to LIS education. Author is presently pursuing his Ph.D. from Tata Institute of Social Science (TISS), Mumbai.

Neelendra Nath was born and brought up in Patna, Bihar. He has completed his schooling from Loyola High School, Patna and Delhi Public School, Mathura Road (New Delhi). He has pursued Petroleum Engineering from Maharashtra Institute of Technology, Pune for which he was awarded Scholarship by Society of Petroleum Engineers (International) and Outstanding Student Award by Oil & Gas major Shell Technology. He has also founded and led Youth Mission, a social initiative under UNESCO chair at MIT, Pune and National Entrepreneurship Network - MIT Entrepreneurship Cell. After completing his engineering with distinction from Pune University in 2010, he worked with Halliburton, one of the biggest Oil & Gas Service Company. He quit Halliburton in 2012 to work with his own start-up, Petro-First Energy TechnoSolutions Private Limited. He is currently pursuing his Post Graduate Diploma in Management at Institute of Management, Ghaziabad. He also consults for start – up in area of brand positioning and revenue stream expansion. He is an amateur photographer, off beat traveller, avid reader and occasional writer.

Pravin Patil is pursuing Post Graduate Diploma in Management with majors in Sales and Marketing from Institute of Management Technology, Ghaziabad. He completed his engineering from Pune University in the year 2010. He has 1.5 years of work experience in software solutions for Communications with Cognizant Technology Solutions. His interest areas of research include Market Research, Strategic Marketing, Supply chain Management, & Rural Marketing.
Nishant Puri is currently working with Deloitte Consulting (US) as a Consultant. He did his Masters (MBA) in Finance from IMT Ghaziabad (2013) and brings with him experience in domains such as - Business requirements gathering and documentation; Business process mapping – improvements in processes and controls; Project Management etc. Prior to his MBA, he did his BE in Computer Science (2008) and worked in the IT industry for 3 years. He is an ardent follower of most of the English TV Series and true Foodie at heart.

V. Raghavendra is a Mechanical Engineer and a student of PGDM (Finance). He is originally from Hyderabad, India where he studied till under graduation. Raghavendra studied at National Institute of Technology Karnataka Surathkal as a Mechanical Engineer where he received the Graduation Degree. Previously Raghavendra worked at JSW Steels on Maintenance and operations of Belt conveyors including a Track Hopper project in Raw material handling systems department for a year before joining a start-up in Mumbai, India wherein he was devoting his work towards the design and execution of exhibition stalls as well as the backend infrastructure of the events. Raghavendra is now based in Ghaziabad, India where he is pursuing first year in Finance specialization from Institute of Management Technology.

Manmohan Rahul is a doctorate in Applied Economics area, M.Sc (statistics) and FDP from Indian Institute of Management, Ahmedabad and his area of Expertise is in Production and Operation Management, International Business and General Management. His research interests are in SCM and International business issues. He teaches Research Methodology to PhD Scholars and is currently guiding seven PhD scholars. He is a Member of Academic Council, Ansal University and is currently Professor of Management and Dean Student Welfare, Ansal University.

Kaustubh Singh Rana is from Agra, Uttar Pradesh. He has 3.6 years of experience at Infosys Ltd. Bangalore where he was working as a Quality Assurance Engineer for the critical features of Cisco Application Call Manager. He was also part of the Corporate Social Responsibility Group at Infosys. At IMT, he has done a project with Cafe Coffee Day to increase footfalls in their East Delhi outlets. He was amongst 200 delegates worldwide selected and invited for Harvard Annual Conference on emerging issues of concern in Asia. He likes to write and recently one of his articles was published on a social media website “BrandAppz”.

Roopesh Rao is Assistant Professor at Shri Ramdeobaba College of Engineering and Management. He has also developed Video Cases and Documentary on Dr. APJ Abdul Kalam (Former President of India), Mandar Tulankar (Innovator), Etc. He has published Papers in many International journals like Asia Pacific Journal of Business, ZIMJ, etc. He has been Session Chair in various conferences and Presented Research papers at Indian Institute of Management (IIMs), Great Lakes Institute of Management - Chennai, IBS – Business schools Hyderabad, Institute of Management and technology (IMT). He is an MBA (Marketing and Human Resources) from ICFAI BUSINESS SCHOOL. He is a Doctoral Research Scholar in Management. His research interests Include Innovations, Brand Management, Online Branding, Sales and Distribution Management, Retail Management, Trust and Behavioral sciences.

Siraj Raja is a Mechanical Engineer and has worked in automobile sector before taking up course in management in IMT. His interests lie in the field of marketing, information technology and research methods.
About the Contributors

Mayank Rawat is a full time student of Business Management at the Institute of Management Technology, Ghaziabad. He is an Electronic and Telecommunication engineer with 3 years of experience in telecommunication. He had worked on 2G, 3G, CDMA and 4G projects of leading telecommunication companies in India. His interests include industrial analysis, market research and developments, strategy formulation, politics and cricket. He was the winner of Nielson ISB Consumer Insights Challenge organized by ISB. His area of study also includes innovative practices across the industries and geographies. He is a foodie.

Allu Reshma is currently doing Post Graduate Diploma in Management in International Business from IMT Ghaziabad (Batch of 2013-15) and is a Bachelor in Technology in Civil Engineering, 2013 from Jawaharlal Nehru Technological University, Kakinada. She has exhibited the project Nano Concrete in International Conference & Exhibition on Implementation Challenges on Precast Construction for Buildings and Infrastructure Projects, ICICPC 2013. She has organized The Hindu Education Plus- Inter Collegiate E-Plus Club Challenge 2012 and participated in Youth for Rural Development Camp-2012 under NSS, Ministry of Youth Affairs and Sports, Government of India. She won the 1st prize in the event Master Builder in Civil Engineering Association fest 2011, IIT Madras and has also presented a technical paper in Samyak’11 International Conference on Advances in Civil Engineering.

Sayantan Saha was born in Siliguri, a small town in the northern part of West Bengal, India. He did his schooling from Don Bosco School, Siliguri. He earned his Bachelor of Technology degree from Manipal Institute of Technology (Sikkim) in the field of Electronics and Communication in the year 2010. He has an experience of working in the IT industry for 2 years and 6 months. Currently he is pursuing PGDM (Marketing) from Institute of Management Technology, Ghaziabad. He is the recipient of numerous awards in both school and college. His notable achievements include a district and state level first prize in the Science project competition. He has also represented his school at the National level in the same. He has held many posts of responsibility in school and college and was always outstanding in both academics and extra-curricular activities especially sports, where he has represented his school and college in many sporting tournaments. His hobbies include Travelling and Philately. He takes active interest in pursuing social and environmental causes, especially wildlife conservation. He is a keen supporter of the development of renewable sources of energy and reducing our carbon footprint.

Mayukh Sarkar is a power engineer from Durgapur who joined Institute of Management Technology, Ghaziabad for his management studies as under PGDM Finance.

Parikshit Sarkar was born on 17th October, 1989 in a small town in Jharkhand, he consequently moved to West Bengal where he completed his schooling and then went onto attain a degree in Electrical Engineering from the West Bengal University of Technology. Following that he was associated with Jindal Power Ltd. for a period of around two years during which he worked on an upcoming hydroelectric project in the state of Arunachal Pradesh. Currently he is undergoing his MBA program in Finance from Institute of Management Technology, Ghaziabad. He has a keen interest in robotics and has been actively involved in many science projects during his graduation days. His other interests include cricket and travelling.
Gowtham Seelam, working as an electronics engineer for almost two years with Infosys, decided to do his PGDM Marketing from Institute of Management Technology, Ghaziabad.

Sanya Sehgal, a Mathematics graduate, has worked as an online marketing analyst before taking course in management in IMT. Her interests lie in the field of finance, mathematics and sustainable management practices. In this chapter the authors try to give an insight of dairy practices in rural areas and how improvement in these practices can help in development of rural India.

Anirban Sharma is student of Post graduate diploma in management from Institute of Management and Technology, Ghaziabad. He attended Jadavpur University for doing his Bachelor in Engineering in Mechanical. Before pursuing management at IMT, He held positions as Senior Engineer at Dastur Co, India, an engineering consultancy Firm. He has done various projects with public and private international organizations. He has experience in project finance, market study and project management. Anirban has interested in Photography and he is a member of governing body of the non-profitable society Guiding Star. He worked in various part of rural West Bengal and involved in various projects. He has interest in Finance and operation.

Charu Sharma is currently pursuing PGDM at Institute of Management Technology, Ghaziabad with majors as Sales, Marketing and Business Development. She has graduated from YMCA University of Science and Technology as an electronics instrumentation and control engineer. She has served as a trainee at ST Microelectronics and Indian Oil Corporation Limited. She currently runs an event management start up while working in close association with media, advertising firm Magnon Solutions, New Delhi.

Vedant Sharma is currently pursuing Post Graduate Diploma in Management in Marketing from Institute of Management Technology, Ghaziabad. He completed his Chemical Engineering from NIT Durgapur in the year 2011. He worked for couple of years as a Process Engineer in Bharat Oman Refinery Limited before joining IMT. His interest areas of research include Marketing Channel and Distribution, Operation Management, Rural Entrepreneurship.

Bineydeep Singh was born and brought up in Chandigarh which is a Union Territory and capital of Panjab and Haryana. Biney did his schooling in Vivek High School, Chandigarh and engineering in Computer Science and Technology from Panjab University, Chandigarh. He is currently pursuing Post Graduate Diploma in Management and Technology from Institute of Management Technology (IMT), Ghaziabad. He has been a brilliant student all through his school time and has held scholar blazer and scholar badges. He has done various projects during his study time. He has participated in NASA space settlement project (Asia Level) where his team stood runners up. His is an active member of Enactus which is a worldwide famous social entrepreneurship organization. Binay has also done a project on rural marketing with Tata Steel (Tribal Cultural Society), where he went to Jamshedpur to do a research work in rural area and help the Tribal Cultural Society (TCS) to come up with a marketing plan for the rural products. Being an all-rounder he is also an outstanding basketball player, a consummate dancer and an avid reader.

Harshit Singh is a student of PGDM Finance from Institute of Management Technology, Ghaziabad and believes in the continuous process of learning. His interest lies in emerging technologies and numbers.
About the Contributors

**Rahul Singh** is a 1st year management student of Marketing at Institute of Management Technology, Ghaziabad. Presently he is interning at Ogilvy and Mather, Chennai and has previously worked in short term projects with Procter and Gamble, Dr. Reddy’s Lab, and MySTP. Rahul is an engineer in Biotechnology from West Bengal University of Technology. During his engineering he was the president of the Film and Photography club of his college and also a student volunteer for Rotaract Club and many Non-Governmental organizations. He takes a keen interest in photography and graphic designing and has even piloted an online art and photography magazine, Digital Krafts, in the year 2013. Taking about future Rahul wants to apply his management knowledge and experience in helping and giving back to the society in every way he can.

**Shyamli Singh** is working as an Assistant Professor in the Centre for Environment and Climate Change, Indian Institute of Public Administration, I.P Estate, and New Delhi since 2012. Dr. Singh has obtained doctorate degree from DR. B.R Ambedkar University Agra. She has qualified NET examination for Assistant Professorship in Environmental Sciences in 2001. She has been awarded Gold Medal (199-2001) in M.SC (Environmental Management) from Guru Gobind Singh Indraprastha University, Delhi. She is a topper (1996-1999) of Delhi University in B.Sc Grp .B. She has been associated with high esteem organisations such as Teri, NISTADS in various capacities. She has authored a textbook entitled “Environmental Studies” published in 2012 and IIPA Discussion Paper Series No.7 Climate Change: Back to Basics Dr. Singh has more than nineteen research papers to her credit in various journals and conferences. Dr. Singh is an active member of various professional societies and has a life membership of The International Society of Botanists and Indian Society for Technical Education. She has participated in several conferences and workshops and has conducted capacity building programmes.

**Manjusha Subramanian** is a full time student of Business Management at the Institute of Management Technology, Ghaziabad. She has previously worked as a Lead Technical Consultant in the SAP/ERP domain in Deloitte Consulting India Pvt. Ltd. Her interests include Marketing Management, Sales Management and Marketing Strategy. As a part of the international exchange programme, she has spent three months in IPADE Business School, Mexico and was the winner of the regional round of the Novartis Global Case Competition. She is looking forward to a challenging career in the consumer goods sector and uses time effectively to manage her extra-curricular activities in the areas of music and social service.

**Shalini R. Tiwari** is an FPM (PhD) from MDI Gurgaon; FDPM (IIM Ahmedabad), M.Sc. and MBA. She has an experience of more than 16 years in academia and industry. Currently, she is working as Assistant Professor at IMT, Ghaziabad. She does research on knowledge networks, competitiveness of firms, entrepreneurship and management education. She has written and published cases, books, and scholarly articles. She teaches courses and MDP’s under the discipline of strategic management and entrepreneurship across various management institutions and organizations. She likes to read variety, watch movies, travel to country sides and think.
**Kannan TS** graduated from Kerala University in Automobile Engineering. He started his career with Indian Auto OEM, Mahindra and Mahindra, in their research and development wing. While at Mahindra and Mahindra, he was responsible for commissioning a Pilot Production line which would enable the company to make vehicle prototypes in a proper assembly line environment. This project helped to reduce the time to develop prototypes and also helped to identify design limitations at an initial stage of product development. Later on he pursued his interest in teaching by joining Rajadhani Institute of Engineering and Technology, Kerala, as a lecturer. He is currently pursuing Post graduation in management from Institute of Management Technology, Ghaziabad. He has a deep interest in Operations Management and is passionate about automotive technology.

**Aditya Vashisth** is pursuing Post Graduate Diploma in Management with majors in finance and banking from Institute of Management Technology, Ghaziabad. He completed his engineering from Guru Gobind Singh Indraprastha University, Delhi in the year 2011. He has 2 years of work experience in software engineering solutions for financial analysis and risk technology with Birlasoft India limited. His interest areas of research include financial risk management, Investment Banking, Financial inclusion & banking innovation.

**Garima Yadav** is currently pursuing Post Graduate Diploma Management Program at Institute of Management Technology (IMT), Ghaziabad. In March 2015, she will be completing her degree in Master of Business Administration with specialization in HR. She is currently interning in Jubilant Foodworks Limited. She has completed her Bachelor of Commerce (Honours) degree from Shri Ram College of Commerce, Delhi University in 2013. She has been actively participating in various programs and was an active member of Fine Arts society and Commerce society of Shri Ram College of Commerce. She had also interned at Connaught Plaza Restaurants Pvt. Ltd., Mcdonaldsindia in 2012. She is also a member of Centre for Rural Innovation and Capacity Building though Knowledge Management, Entrepreneurship and Technology at IMT Ghaziabad.