

G. L. Bajaj Institute of Management and Research

Details of Consultancy Projects

S.No.	Financial Year	Name of faculty (Chief Consultant)	Client Organization	Title of Consultancy of project	Amount recd. (in Rupees)	Amount recd. (in words)
1	2015-16	1. Dr. Urvashi Makkar	ISGEC	Emotional Intelligence & Empowerment for Senior Enginners	28500.00	Rupees Twenty Eight Thousand Five Hundred only
			Indian Postal Staff College	Framework of CRM and Its Implementation in a Public Organization like the Department of Post	53000.00	Rupees Fifty Three Thousand only
			BSNL	Management Techniques for Group A Officers	22500.00	Rupees Twenty Two Thousand Five Hundred only
		2. Dr. Kirti Dutta	NTPC	Branding in Communication	34000.00	Rupees Thirty Four Thousand only
			NTPC	Communication for Building Brand Equity	27500.00	Rupees Twenty Seven Thousand Five Hundred only
		3. Ms. Soni Sharma	Syscom (Nascom)	Cross Cultural Training with the Importance of French Culture	32000.00	Rupees Thirty Two Thousand only
			Indian Institute of Pharma Copia	Professional Effectiveness at Workplace	7500.00	Rupees Seven Thousand Five Hundred only
		4. Dr. Hamlata Bhat	Requismart Solutions	Implementation of 360 Degree Feed-back System	15800.00	Rupees Fifteen Thousand Eight Hundred Only
		5. Dr. Mukul Gupta	Chanakya Mudrak Pvt. Ltd.	Advertisement and Communication Portfolio Management	24500.00	Rupees Twenty Four Thousand Five Hundred Only
		6. Mr. Ashok Kr. Harnal	B2B Channels	Modernization of Statistical System In India – A Cost Benefit Study	32600.00	Rupees Thirty Two Thousand Six Hundred Only
7. Dr. Sugandha Agarwal	Future Group	Segmentation and Micro Marketing	17000.00	Rupees Seventeen Thousand only		
8. Dr. Preeti Dixit	Quantum Business School	Role Play based Teaching Methodologies	19500.00	Rupees Nineteen Thousand Five Hundred only		
9. Mr. Keshav Bhatia	Yamaha Motors	Industrial Safety Management	23000.00	Rupees Twenty Three Thousand only		
10. Dr. Vineet Sengar	Requismart Solutions	Decision-making through Six Hat Thinking	15600.00	Rupees Fifteen Thousand Six Hundred Only		

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2	2014-15	1. Mr. Abhishek Tyagi	Ceasefire Industries Ltd.	Relationship Marketing Through Effective Communication	13000.00	Rupees Thirteen Thousand only
		2. Dr. Puneet Kumar	Samsung Electronics	Finance for Non-finance executives	12000.00	Rupees Twelve Thousand only
		3. Dr. Preeti Dixit	Orient Fans, Yamaha Motors, Samsung	Organizations Behaviour by Middle Level Management	36300.00	Rupees Thirty Six Thousand Three Hundred only
		4. Mr. Ashok Kr. Harnal	Future Group-Big Bazaar, Gen. Next	Training Programme: 'Prarambha'	33000.00	Rupees Thirty Three Thousand only
		5. Dr. Sugandha Agarwal	B2B Channels	Effective Customer Support Activities	16500.00	Rupees Sixteen Thousand Five Hundred only
		6. Mrs. Dipti Mukerji	Anmol Bakers Pvt. Ltd.	Performance Improvement Activities on Shop Floor	23000.00	Rupees Twenty Three Thousand only
		7. Dr. Deepa Gupta	Chanakya Mudrak Pvt. Ltd.	Redefining Business and Exploring Future Strategies	19000.00	Rupees Nineteen Thousand only
		8. Mr. Keshav Bhatia	Orient Fans	Advance manufacturing concepts for Operational Excellence & Strategic Management	22500.00	Rupees Twenty Two Thousand Five Hundred only
		9. Mr. T. S. Mohanchandra Lal	Samsung India Ltd.	Supervisory Development Programmes	26000.00	Rupees Twenty Six Thousand only
3	2013-14	1. Dr. Sugandha Agarwal	Orient Fans	Strategic Brand Building Process & Creation of Brand Awareness	23500.00	Rupees Twenty Three Thousand Five Hundred only
		2. Mr. T. S. Mohanchandra Lal	Yamaha Motors Ltd.	Training on Work Ethics/discipline	25000.00	Rupees Twenty Five Thousand only
		3. Dr. Preeti Dixit	Excorts	Leadership and Management Skill Development	21600.00	Rupees Twenty One Thousand Six Hundred only
		4. Dr. Ajay Sharma	Orient Fans	Operational Excellence cum Supply Chain Management	16500.00	Rupees Sixteen Thousand Five Hundred only
		6. Mrs. Dipti Mukerji	Samsung (India) ltd.	Management Skill Development	32000.00	Rupees Thirty Two Thousand only
		7. Mr. T. S. Mohanchandra Lal	Orient Fans	Advance manufacturing concepts for Operational Excellence & Strategic Management	28000.00	Rupees Twenty Eight Thousand only