

■ BRICK FOUNDATION

The Social Communication and Help Centre

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The Social Communication and Help Centre

Background

Social problems are generally addressed deploying one or more of the four generic approaches viz.

- 1) Direct benefit transfer to the beneficiary
- 2) Enhance capacity of the civic society
- 3) Policy advocacy and enhancing government capacity
- 4) Anchoring interventions on the theme of 'Knowledge for Society'

It is interesting to observe that the fourth way of leveraging 'Knowledge for Society' is a very powerful way to solve many of the social problems world-wide. The range of problems that can be addressed through this approach includes areas as,

- 1) Justice
- 2) Freedom
- 3) Health
- 4) Mental Health
- 5) Educational Counseling
- 6) Support to the elderly
- 7) Gender Justice
- 8) Education
- 9) Livelihood
- 10) Suicide Prevention
- 11) Peace and Development

The Project

The Project Activity: The Project addresses the issues and areas abovesaid by leveraging expertise and technology. The way forward suggested is to start with the area of Psychotherapy and Counseling and post learning from the process address other areas subject to resources. The project intends to leverage technology to provide knowledge based life changing services to the poor and those in the rural areas. The size of population we are referring to is equal to the size of European population who can't be served in any other way given the complex set of circumstances and constraints found in the Indian situation. The Project hence proposes institution and operation of following three interventions,

- 1) Helplines (inbound) in the areas of Justice, Gender Issues, Child Rights, Education, Human Rights and so on
- 2) Social Campaign Centre (outbound) to carry out long term focused social change campaigns using both offline and online communication. This facility can be used by other Non-Profits and Government also for a variety of issue based campaigns
- 3) Leverage online audio-visual medium for Counseling, Educational assistance and Psychotherapy

In Operational terms, the project constitutes of,

- 1) Instituting the Centre, Operating it for an year on a Pilot basis
- 2) Doing the impact analysis and then stabilize the Centre from next year on a sustainable basis,

The broad project specifics are given here,

- Duration of the Project** - 1 year
- Sources of funding** - Corporate CSR / Foundations
- Amount of funding** - 10 lacs for the first year, 1 lac as seed money to start off
- Scalability** - The project will in the first phase focus on India and thereafter if we wish, the project can be replicated in SAARC and African Countries subject to the issue of language

Impact Measurement for the project

Impact measurement for the project is not difficult. Some ways to do it are as given here,

1) Helplines

By measuring number of calls coming in (in each area), satisfaction level of citizens found by surveys or other feedback mechanisms, benefit measurement both monetary and non-monetary accruing to beneficiaries, increase in quality of life, reduction in distress behavior, increase in number of citizens approaching and getting justice, increase in citizens seeking and being served under various government schemes

2) Social Campaigns

By measuring for any given social issue, variables like awareness, comprehension, belief/preference, action and change.

Such measurements always involve both pre (baseline) and post (post campaign) measurements that clearly brings out the impact and social returns on investments and efforts. It also helps us document best practices and creates for others a 'Do and Don't' manual for ready reference.

Financials

Financial specifics are given here.

The Social Communication and Help Centre		
No.	Particulars	Amount in INR
1	Remuneration	400000
2	Research Expense	50000
3	Communication Material Creation	200000
4	Office Rent and Equipment	300000
5	Miscellaneous	50000
	Total	10,00,000/-

Brick Foundation – Institutional Profile

Brick Foundation is a not for profit organization registered as a Trust with interests in the areas of Education, Mental Health, Social Communication, Livelihood and CSR. Brick Foundation is supported by an extensive network of eminent people including Consultants, Industry Professionals and Academicians. Please visit www.brickfoundation.in

Brick Foundation – Social Action

Brick Foundation in the past has done a variety of social activities viz.,

- 1) Providing micro-finance to the deserving
- 2) Contributing to the resources of Blind People’s Association by facilitating Charity to BPA
- 3) Contributing to workshops in the area of Psychotherapy aimed at enhancing skills of practicing Psychologists and Psychotherapists
- 4) Contributed to Climate Change by sensitizing citizens on the issue
- 5) Provide psychological assistance to NGO working in the area of Slum children education

Brick Foundation: People

Brick Foundation leverages a team of professionals distinguished in practice to engage with social development issues. Professionals with varied expertise, experience and relationship networks help Brick Foundation deliver its programmes and execute its annual social calendar. Some of our esteemed team members, consultants and associates are mentioned here,

No	Name	Credentials	Areas of Interest
1	Himanshu Vaidya	Chair Professor GIC-Indus Chair in Competitiveness Studies, Director GIC, Past Director UWSB, Past Dean GBS, Past Chairman IMCI (Gujarat)	Education, Mental Health, Employability, Social Communication, Enterprise Development, Private Sector Development
2	Purnima Gupta	Director THF, Asst. Director CIF, Consultant Psychologist, Consultant Psychotherapist, Rotary Foundation Award for Developmental work	Child Development, Child Rights, Mental Health, Education, Psycho-Social Interventions
3	Bharat Bhagat	Director GIC, Director Pylon	Entrepreneurship, Private Sector Development, Cluster Development
4	Dr Swaminarayan	Head Syntex Homeo, Member AYUSH, Government of India	Health, Education, Entrepreneurship, Employability, Policy Advocacy
5	Prof. Bharat Dalal	Prof. IIM-A, ED GSFC, Prof. Emeritus Gujarat University, Head FBP Nirma University, Advisor UWSB	Education, Entrepreneurship, Employability, Private sector Development, Cluster Development
6	A B Raju	Past CEO Mafatlal Burlington, Director Biztrans, Director GIC	Education, Entrepreneurship, Innovation, Leadership
7	Jalini Mehta	Director Sandhan, Treasurer IMCI	Education, Micro-Finance, Leadership, Psycho-Social Interventions

Brick Foundation: Institutional Partners

Brick Foundation is in partnership with Institutions in varied areas be it the developmental area or the profit area. Brick Foundation is in partnership with 'The Human Foundation' that works in varied areas of development. Brick Foundation is also in partnership with 'Pylon Marketing' a for profit company with active interest in development.

The Road ahead

It would be a pleasure to meet and discuss on the project or related ideas to arrive at a final implementable project proposal to mutual agreement. It would also be a great enrichment if you can suggest ideas, partners or relationships to enrich the proposal. The road ahead is both of ideation and implementation and in the journey is to social development.

Annexure

- a) Brick Foundation: Institutional Overview
- b) Brick Foundation: Social Action
- c) Brick Foundation: Mental Health Initiative areas
- d) Brick Foundation: Social Calendar
- e) Directors' Profile

Brick Foundation: Institutional Overview

Brick Foundation is a not for profit Foundation, with a focus on areas of Education, Employability and Mental Health. Brick Foundation also anchors social Helplines to help citizens address their concerns. Brick Foundation is anchored on the foundation of 'Knowledge for Society' where the Knowledge and expert ability informs developmental concerns. We strongly believe that many of the Social problems only need 'knowledge' and 'communication' to be solved. We leverage an inventory of expertise of our consultants, academic and developmental network to address social problems and enhance capacity of players engaged in the developmental realm.

The developmental landscape is stationed on the cusp of a paradigm shift with the future call being on Creativity, Technology, Participative functioning, Efficiency and transparent honesty, demands which are radically different from before. Developmental Institutions are being put to intense scrutiny and are being called upon to leverage knowledge and technology in a participative transparent way to induce social change. The era of being blind anti-establishment and 'nothing to do with technology and market' is over. Significant today is the 'return on effort', the scale of change indexed to our efforts. Brick Foundation is anchored here. Brick Foundation helps companies to arrive at a high social return CSR strategy and also their business strategy with CSR strategy. We also help companies institute systems for effective functioning of the CSR space. Brick Foundation also actively works with professional bodies, trade bodies and other non-profit organizations.

Brick Foundation organizes regular workshops on Education, SME Development, Homeopathy, Ayurveda, Mental Health and Career Development to help citizens with knowledge, perspective and preventive cum healing empowerment. Our realm of social engagement is given herewith.

Brick Foundation: Social Engagement			
No.	Consulting Services	Research Services	Training Programmes
1	Institutional Strategy	Strategy Research	Social Marketing
2	Business Plan/Project Report	MNE and Impact Assessment	Product Development
3	Market Strategy	Communications Research	Communication
4	Market Linkages	Product Development Research	Leadership
5	Programme Impact Assessment Studies	Market Research	Enterprise Development
6	Corporate Linkages	Skills, Training & Research	Compliances
7	Programme Development	Online social action	Psychotherapy

Brick Foundation extends an invitation to experts, students and socially concerned citizens to join us in our endeavor.

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Brick Foundation: Social Action

Brick Foundation has engaged in social action supported by its own funds and has done these programmes free of cost for varied groups in society for social development. Brick Foundation has also a guiding annual calendar of social action (given overleaf). With more resources we can do more and expand our canvas of social action.

1) Social Communication Centre

Brick Foundation anchors a Wellbeing Communication centre to provide an outreach to citizens. The communication centre does online and offline activities to help advance the cause of social development in varied areas.

2) Brick Foundation Educational and Research Centre

Brick Foundation anchors an educational and research centre that provides short courses and also conducts and guides research in varied areas of social development.

3) Training Programmes

a. Corporate Psychological Services –Towards Institutional support for Psychological Health-

The programme was done for IMCI (The Institute of Management Consultants of India, (Gujarat Chapter)). It was attended by the professional fraternity of Management Consultants

b. Perspective on Psychoanalysis

It was a programme organized to enhance capacity of practicing psychotherapists who were practicing psychotherapy other than psycho-analytic psychotherapy. They were provided a perspective on the concepts, techniques and practice of Psycho-analytic Psychotherapy. It was attended by a professional fraternity of practicing psychotherapists

4) Mental Health Helpline

Brick Foundation has instituted a mental health helpline 09998222285 to provide first level of information and support to citizens.

5) Non-Profit Management / Corporate Social Responsibility

Brick Foundation actively works with academic institutions to institute in their curriculum courses in the area of Non-Profit Management / Corporate Social Responsibility to create awareness and sensitization among students on social issues. It also institutes values and a sense of social concern and responsibility.

Brick Foundation: Mental Health Initiative Areas

The canvas of developmental interventions for Brick Foundation in the area of mental health includes,

1. Education
 - a. Enriching Psychiatry Programmes
 - b. Enriching Psychotherapy Programmes
 - c. Participate in institution of professional societies
 - d. Certificate Courses
 - e. Educational CDs / Online courses / Case study / FAQ
 - f. Integrating mental health with programmes of Professional Associations
 - g. Mental Health Newsletter
2. Capacity Building
 - a. Psychiatrists
 - b. Psychotherapists
 - c. Non-Profit Professionals
 - d. General Physicians
 - e. Policy Makers and Administrative Officials
3. Psycho-Education
 - a. Patients
 - b. Care Takers
 - c. Society at large
4. Social Communication
 - a. Awareness
 - b. Preventive Knowledge
 - c. Management of Mental Health Issues
 - d. De-stigmatising mental health area
 - e. Quality of Life
5. Counseling
 - a. Students
 - i. Psychological Testing
 - ii. Career Counseling
 - b. Professionals
 - i. Career Counseling
 - ii. Life Coaching
 - iii. Psychological Testing
 - c. Clinical Counseling
 - i. Child Development Testing (ADHD, Autism, Dyslexia, Dysgraphia and other tests)
 - ii. Autism, ADHD (Coping, Counseling, Therapy for the Child and Parents)

- iii. Developmental and Learning Problems (including Reading, Writing and Maths Disorder)
 - iv. Adolescent Issues
 - v. Special Education
 - d. Marriage and Family Counseling
 - e. Anger Management
 - f. Stress Management
- 6. Psychotherapy
 - a. Psychological Testing (Clinical Profiling, Projection Tests)
 - b. Psychotherapy (CT, CBT, Psychoanalytic)
 - c. Holistic Psychotherapy
- 7. Outreach
 - a. Helpline
 - b. Online Consultation
 - c. Mobile Mental Health Ambulance
 - d. Institutional on campus initiatives
 - e. Institutional off campus initiatives
 - f. Website
 - g. Communication Material
 - h. Global Outreach for mental health
- 8. CSR and Mental Health
 - a. Integrating mental health agenda with CSR
 - b. Mental Health awareness programmes
 - c. Promote Social Entrepreneurship in the area of mental health leveraging CSR
- 9. Research
 - a. Scale Indigenization
 - b. Psycho – Cultural Studies
 - c. Policy Research
- 10. Special contexts of Mental Health Action
 - a. Disaster Management and Mental Health
 - b. Crisis and Mental Health
 - c. Mental Health knowledge for Good Parenting
- 11. Policy Influence
 - a. Working with Policy makers
 - b. Working with Industry associations for policy influence
 - c. Policy Studies

Brick Foundation: Guiding Social Calendar

Month	Social Activity
January	Organ Donation
February	On Military Studies
March	Freeware Festival
April	Government Schemes Camp
May	Personal Financial Planning
June	On Homeopathy
July	On Psychoanalysis
August	Organ Donation
September	Career Guidance Programme
October	Government Schemes Camp
November	Book Review
December	On Films

*Social Helpline – 079-65448614 works to guide citizens in need of help and support and works across the year

* * Mental Health helpline 09998222285 works to guide citizens in the area of mental health

***Knowledge Camps includes inoffice/outdoor programmes / at Institutes, where eminent persons anchor thematic explorations enhancing knowledge and quality of life of participants on a variety of subjects

****The guiding social calendar is an annual guide for Brick Foundation, given our resources we try best to confirm to it and execute it completely

Director's Profile
Himanshu Vaidya: Profile Abstract

Nature of Engagement	Area/Assignments	Year
Positions Held	<ul style="list-style-type: none"> • Chair Professor – GIC-Indus Chair of Competitiveness Studies • Director – Gujarat Institute of Competitiveness • Director – United World School of Business • Dean (AVP) Globsyn Business School • Chairman IMCI (The Institute of Management Consultants of India, Gujarat) • Special Invitee to the Executive Committee of IMCI • Director of IVO Consultants (Management Consulting) 	Present Present 2010-2012 2010 2009-2010 2010-2011 2000-2010
Corporate Consulting	<ul style="list-style-type: none"> • Market Feasibility study for Electric Two Wheelers & Cars • Brand Strategy formulation, implementation & impact assessment for Yo bykes (electric two wheelers) • Retail Diagnostic Study for Yo-byke dealers 	2003 2005 2005
Non-Profit Consulting	<ul style="list-style-type: none"> • Micro-Enterprise • Social Communication, Psycho Social Interventions, MNE • Private Sector Development , Impact Assessment & others 	2005 & 2007-08
Training	<ul style="list-style-type: none"> • “Art of Sales” a one day training programme, for senior sales professionals, for Torrent Cables Limited • Session contribution to numerous training programmes • Strategic Brand Management 	2007 2003 2009
Professional Affiliations	<ul style="list-style-type: none"> • Member of IMCI (Institute of Management Consultants, India) • Member of TiE (The Indus Entrepreneurs) • Life Member of Ahmedabad Management Association-AMA 	2007-09 Present
Enterprise Development	<ul style="list-style-type: none"> • Incubation/mentoring/consulting for more than 15 Enterprises across scales and sectors 	2001- 2008
Speaking	<ul style="list-style-type: none"> • The challenge of Scale – TiE • Corporate Reputation – FICCI • The Fashion Rendezvous-NIFT • He is enigmatic – IIPM • Strategic Marketing – EDI 	2001- 2010
Academic Credentials	<ul style="list-style-type: none"> • BE (Mechanical) • MBA (Marketing) • CMC (Chartered Management Consultant) from IMCI, certification recognized globally (45 countries) • Post Graduate Certificate in Psychoanalysis & Psychotherapy 	1991-95 1996-98 2008 2008-2011

Total Work Experience - 16 years

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Academic credentials	-	MBA (Marketing)	Class – First
		BE (Mechanical)	Class - Distinction
Professional Experience	-	Post MBA 14 years	
Professional Qualification	-	CMC (Certified Management Consultant)	
		Graduate (Programme) in Psychoanalysis	
		Post Graduate Certificate in Psychoanalysis & Psychotherapy	
		Doctoral Research continuing in the area of Brand Management at the KSV University (2011-2014)	

Recent Engagements

1) Chair Professor: GIC- Indus Chair of Competitiveness Studies

The Chair endeavors to study the area of Competitiveness and evolve Competitiveness Index (Indices) and Competitiveness reports for action at Company, Sector, State and National levels

The Chair has been Instituted by GIC (Gujarat Institute of Competitiveness and Indus University) and hosted at Indus University

2) Presently Director – Gujarat Institute of Competitiveness

Gujarat Institute of Competitiveness (GIC) works to enhance competitiveness of Institutions and Professionals and engages with areas of Industry, Academia, Non-Profits, Government and Professionals

Working on a Climate Change project supported by GIZ (www.giz.de)

As Director GIC entered into MoUs with Royal University of Bhutan and Kigali University, Africa at Vibrant Gujarat 2013

3) Presently Director – Brick Foundation

- Brick Foundation is a not for profit Foundation working in the areas of Employability, Social Communication, Mental Health and Technology for society

4) CSR and Non-Profit Management

I teach courses on CSR and Non-Profit Management at leading management schools as a visiting expert

5) Director, Unitedworld School of Business – Ahmedabad 2010-2012

- As Director, was responsible for the entire campus and have rehailed the entire Institutional working in terms of faculty quality, pedagogy and an especially conceived Integral Individual development initiative called HIDE (Holistic Individual Development Endeavor)
- Benchmarked our programme to the world's best universities in terms of academic curriculum and creating a curriculum that is contemporary by global standards and also acceptable to the UK system to enable UK Universities accept our programme and provide students with a dual degree at the end of the programme one from us and second from a reputed UK University
- Created from scratch the complete BBA Programme in collaboration with University of Hertfordshire, UK (it is a programme where the student can do two years at India and the third year at University or Hertfordshire, UK)
- Leading multi-country multi-university collaboration initiative at Unitedworld
- Leading the industry connect for purposes of CEO visits to the campus, Summer and Final placements and industry advisory on academics
- Conceived and created the Global Graduate Management Programme in collaboration with ABE, UK and University of Hertfordshire, UK
- Created and implemented HIDE (Holistic Individual Development Endeavor) a year round programme to provide inputs in Language, Soft skills, Certifications (IRDA, AMFI, NCMF etc) and Specialty areas in Management (Balance Score Care, Quality, Social Marketing etc) a year round credited programme at Unitedworld, Ahmedabad
- Successfully conceptualized and implemented the turnaround of Unitedworld Ahmedabad Campus in terms of Academics, Systems and Administration and Holistic Individual Development aspects, help restore brand equity and thereby Institution Building
- Contributed towards creation of a proprietary Educational ERP (Eduberry) and Knowledge Management System (Live Content)

- Laid foundation for converting our PGDM (MBA) degree in to a Global Qualification through collaboration with UK boards viz. ABE and ABP leading to a UK and Europe recognized degree grant to our students

6) Dean (AVP) Globsyn Business School – Globsyn Business School

- Head (Dean) of Globsyn Business School, Ahmedabad
- Head of Asian Institute of Business Management
- Head of Coventry University, MBM programme
- Professor Globsyn Business School

7) Chairman – IMCI

Institute of Management Consultants of India - Gujarat Chapter

- Performance of the Chapter was among the best in the country during the Chairmanship
- Created an online platform and directory for management consultants, companies and stakeholders to access and interact

Professional Interests

Corporate Consulting	Non-Profit Consulting	Academia
Market Strategy	Micro Enterprise	Strategic Marketing
Brand Management	Social Marketing	Brand Management
Consumer Research	Impact Assessment studies	Consumer Profiling
New Product Development	Social Marketing	Marketing Aesthetics
Fashion Marketing	Social Communication	Non-Profit Management
Corporate Strategy	Private Sector Development	Consumer Behavior
Recruitment	Corporate Interface	Social Marketing

Sectoral Exposure

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Sector	Organization	Year
1. Consulting	Management Consultant	2000-2008
2. Academia	GRIMS	1999-2000
3. Government	iNDEXTb	1998-1999

Corporate Consulting

1) Consultant to Electrotherm India Ltd. for launch of Yo-bykes (electric two wheelers) in association with Mudra. The scope of consulting included

1. Product development
2. Brand management
3. Retail management
4. Consumer Studies
5. Training

2) Exploratory survey to ascertain Market Feasibility for proposed market launch of battery operated, "Electric – Two Wheelers

The assignment included ascertaining feasibility of launching battery powered two wheelers in Indian Markets through research including primary research and focus group discussions.

3) Market Feasibility & Product development study for producing a small Electric / Hybrid Car for the Indian markets.

The project is currently on and it includes concept testing, new product development issues, price sensitivity and aesthetic preferences in cars

4) Marketing and Brand Strategy for Reve Fashions, a leading designer boutique at Ahmedabad.

The assignment included laying out a marketing strategy for Reve fashions to emerge as a chain of designer boutiques across India. Market strategy, Product Planning, Fashion Forecasting, Brand strategy, Retail management were the scope of assignment.

5) Impact Study to ascertain Brand Campaign Effectiveness concerning launch of Yo-bykes

6) Retail Diagnostic Study to ascertain Dealer performance for Indus-Elect Trans

7) Assisting Micro & Small Entrepreneurs/firms in Business Development through Strategy formulation, Project Report Development, Market Linkages, New Product Development, Brand Management, Retailing etc.

8) Recruitment Consultant to Vadilal, Torrent, GDC, EMRI, Bygging, Wadhwan Group, Venus Infrastructure and more

Non-Profit Consulting

1) Consultant for Proposal Development for CHF International-India for “Barmer Project”

Cairn has struck oil at Barmer, Rajasthan, India. To give back to local community benefits from oil find and to manage socio-political expectations, Cairn (funded by IFC) invited proposals from reputed global non-profits.

As a consultant, I could contribute substantially in terms of ideas and organizational structure necessary to lay foundation of a Livelihood programme at Barmer. All done in a short period of five days.

2) An active volunteer for TiE (The Indus Entrepreneurs) a global Non-Profit working to foster Business Development in South Asian region.

TiE is anchored in Silicon Valley, founded and led by eminent Indians who head responsible positions world across. TiE works to mentor new business, helping Entrepreneurs with Guidance, Training, Venture Capital, access to Business Networks etc.

I extend my expertise in Business Development, Marketing, Brand Management etc. as a volunteer to foster Enterprise and Business Development

3) Climate Change Project with GIZ (supported by the German Government)

Climate Change is a critical global concern today and the programme seeks to work with three constituencies to create awareness and sensitization about Climate Change, the three constituencies being a) MSME b) Consultants /BDS and c) Students

The programme is a pan India programme with execution being done at Ahmedabad, Mumbai, Ludhiana and Chennai

Climate Change Communication Centre is an active part of the programme and we also organized a Green Exhibition to connect MSME and green products manufacturer called CLIMATECH at Ahmedabad

Government Engagement

- 1) Establishment of “NRI Desks” for attracting foreign investment in the state of Gujarat
- 2) Strategy inputs for enhancing foreign investment in the state of Gujarat

- 3) Holding of “Intechmart 98” an investment enhancing event jointly organized by GoG, UNIDO & CII for Promoting Small & Medium Scale Businesses

Academia:

- Visiting Expert to Institutes as EDI, IBS, IIPM, GBS for last 15 years

Papers/Articles written/published

- 1) A chapter in the book ‘Management Consulting in India’ Sage Publications on, ‘Brand Management Consulting Experiences in the Indian context’
- 2) The social corporate (International Conference)
- 3) The Myth of Fantasy (International Conference)
- 4) New Horizons for the work force (International Conference)
- 5) Edited Newsletter for IMCI (Institute of Management Consultants of India)
- 6) The Myth of fantasy (International Conference)
- 7) Fashion Education (Atharva, Referred Journal)
- 8) Competitiveness and Global Leadership Journal of Governance and Public Policy (Referred Journal)
-The Agenda for India-
- 9) CSR – How to do it? Article, Materials Management
Review

Courses Designed / Taught at Institutes

Marketing	Consumer Behavior	Corporate Strategy
Market Strategy	Social Marketing	Design Management
Brand Management	Fashion Forecasting	Service Marketing
Entrepreneurship	Fashion Marketing	Retailing

Training programmes Designed / Conducted / Contributed to

- 1) "Art of Sales", a training programme on industrial sales for "Torrent Cables"
- 2) Auto Marketing & Retailing, a training module for Electrotherm India Ltd.
- 3) Marketing module for Small Entrepreneurs in Garment Business
- 4) International Bankers training programme (annual), at EDI (training bankers from least developed countries working in area of project management to better evaluate marketing aspect of project proposals)
- 5) EDI cluster development training programme (training small entrepreneurs under aegis of a cluster development programme in areas of Marketing, Retailing)
- 6) The power of Brand –Brand Management for SME- training programme conducted for Gujarat Institute of Competitiveness
- 7) Perspective on Psychoanalytic Psychotherapy in a programme held by The Human Foundation

Speaking

- | | | |
|---|---|-------------------------------|
| 1. The Challenge of Scale | - | The Indus Entrepreneurs (TiE) |
| 2. Corporate Reputation | - | FICCI |
| 3. Cluster Brands | - | SEWA |
| 4. Strategic Marketing | - | EDI |
| 5. Creative Industry | - | EDI |
| 6. Social Marketing | - | IMCI |
| 7. He is Enigmatic | - | IIPM |
| 8. The Consulting Landscape | - | Parul Institute of Management |
| 9. Consultant's Prophecy | - | IMCI – Parul Seminar |
| 10. The Green Dream | - | AMA – Panel Discussion |
| 11. The Space of Development | - | Excellon |
| 12. Career Counseling for Career Growth | - | IIMM |

Conference / Seminar / Workshops attended

- 1) WIPO (World Intellectual Property Rights Organization) global conference, July 2001 at New Delhi, India
- 2) All India Textiles conference 2001 at Solapur, India
- 3) KSA-Technopak Retail Summit 2002, at New Delhi, India

- 4) Integrating world markets – Living excellence through Technology and beyond- , an international conference at Allahabad, India 2001
- 5) “Advances in Entrepreneurship Research, a biennial International conference at EDI, Ahmedabad, India
- 6) “Capacity building in fund raising” a national workshop held by Schumacher foundation, New Delhi, India
- 7) “Social Entrepreneurship” a seminar deliver in collaboration between IIPM & Stanford
- 8) “Game Theory” a seminar held in collaboration with IIPM & London School of Economics
- 9) “Marketing Research” a seminar jointly conducted by Prof Priya Raghubir, Haas Business school, University of Berkeley, California
- 10) Case Study work shop at IBS, Ahmedabad
- 11) Seminar on Corporate Social Responsibility and Employability organized by CII

Membership Affiliations

1. Member, CMC (Chartered Management Consultant), Institute of Management Consultants India (IMCI)
2. Life member at Ahmedabad Management Association (AMA)
3. Member of TiE (The Indus Entrepreneurs)
4. Member of Indian Institute of Materials Management

References

1. Mr. Shankar Mallick, IBM 91-9823148900
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2. Ms Purnima Gupta 91-9408704844
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