

**Profile – Ketan Gandhi**  
**Consultant, Business Coach, Corporate Trainer, Case Writer & Visiting Professor**

**Ketan R. Gandhi**

EEP (Harvard), AGMP (IIM-A alumnus), BE(I&C), DICE,  
MIET, CEng (UK), Diploma Wind power (Sweden)

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Twitter : kgguruji

Fan Page : [www.facebook.com/kggurujiacademy](http://www.facebook.com/kggurujiacademy)  
Business Case Writer's Group : <https://www.linkedin.com/groups?gid=6660454>

Mobile App: **KgGuruji**

Mobile Application :



**KgGuruji** Consulting & Services  
President and CEO

**KgGuruji** Academy  
Center for Executive Education



**Educational Qualifications:**

Degree / Diploma	Specialization	Institute & University	Year
Executive Education Program	General Management	Harvard Business School, USA	2008
Accelerated General Management (1 Year alumnus program)	General Management	Indian Institute of Management Ahmedabad (IIM-A), India	2006-07
Bachelor of Engineering (BE)	Instrumentation & Control	Bhavnagar University, India	1990-93
Diploma Engineering (DICE)	Instrumentation & Control	Gujarat State Technical Examination Board Gujarat, India	1987-89
Diploma Program	Wind Power	Life Academy / University of KTH Sweden	2010

**Work Experience: Industry-25 Years Teaching / Training-19 Years**

Organization : **KgGuruji Consulting & Services** ([www.kgguruji.com](http://www.kgguruji.com))  
**KgGuruji Academy** (<http://training.kgguruji.com>)  
Designation : President & CEO  
Duration : Oct 2008 onwards

- Advisory Services in Innovation, Strategy, Operations, M&A, Technology, Sales & Marketing, Projects & Infrastructure, Start-ups, Coaching & mentoring
- Management Consulting in Business Strategy, Operations, Innovation, Sales & Marketing, HR Management, Business Processes & performance management, New product / service development, Services, Entrepreneurship, Technology Management & Consultancy, Leadership, Business excellence, Projects & infrastructure business
- Corporate training – Customized modules and standard open programs
- Open programs for management associations, chamber of commerce etc. NPOs
- Designing & Teaching full courses in B-schools & other higher education institutes, guest sessions, faculty development programs

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- Case research, case writing & publication

Organization : **Suzlon Energy Limited**, Pune, India ([www.suzlon.com](http://www.suzlon.com))  
 Designation : Head – Business Unit  
 Duration : 7.5 Years - May 2001 till Oct 2008

- P & L responsibility of Rs. 1500 crore BU with 1200 people on board, 5 factories
- Strategy, planning, execution & operation role in company growth from \$ Mn 130 to \$ Bn 5.5
- Supply Chain Management of electrical & control panels business division
- Design & Engineering, technology management, project & O & M support for 6000 MW wind turbines
- Lean Manufacturing Initiatives implementation, Learning and Development

Duration	Organization	Designation	Roles & Responsibilities
<b>Oct'98-May'01</b> <b>(2.5 years)</b>	Ace Software Exports Ltd. Rajkot ( <a href="http://www.acesoftex.com">www.acesoftex.com</a> )	General Manager – Operations	Profit Center Head responsible for complete operations management, production, exports, HR, Training and Quality Management
<b>May'96-Sep'98</b> <b>(2.5 years)</b>	SPB Comer India Ltd. Rajkot	Sr. Manager Projects & Bus. Dev.	Design, engineering, procurement, construction, turnkey projects of pulp and paper industry
<b>Sep'93-May-96</b> <b>(2.5 years)</b>	Essar Steel Ltd. Hazira	Sr. Engineer	Erection, Procurement & commissioning of HRC plant

#### Membership - Professional Institutions

- Member - Institution of Engineering & Technology, UK (Registered with Engineering Council, UK)
- Life Member - Institution of Engineers (India), Calcutta, India
- Member - Harvard Business Review advisory council
- Member – Institution of Valuers, India
- Life Member – Indian Society of Training & Development
- Member - Project Manager's Club of Pune
- Associate Member - Institution of Elex and Telecom Engineers, India
- Life Member - Loss Prevention Association of India, Mumbai

#### Professional Certification

- Certified Trainer – British Council, India (2017)
- Case Teaching – The Case Centre, UK & IIM-Bangalore (2014)
- Case Teaching – The Ivey Business School, Canada & IIM-Calcutta (2014)
- Business Excellence Award Examiner – IMC, Mumbai (2008)
- Certified HR Auditor – Admin. Staff College, Hyderabad (2008)
- Licentiate in General Insurance – Insurance Institute of India (1997)
- Certified Trainer – Suzlon Academy (2006)
- Accredited Management Teacher – All India Management Association (<http://www.aima-ind.org/pdf/AMTWest.pdf>) – (2007)

#### Research Papers, Case Studies & other Publication

##### Case Studies:

Sr. No.	Month / Year of Publication	Name of Journal / Conference	Title	Suitable in course modules	Link for download / Remarks
1	Dec-2017		Sales Growth Challenges at Q UP – Health tech startup	Sales & Marketing, Entrepreneurship, Strategic Management	Hardcopy (Send request for copy through mobile app KgGuruji)
2	Mar-2017		Consumer Behavior & Financial Analysis of RCG Dairy Start-up	Start-up, Sales & Marketing, Pricing, Consumer Behavior, Profit & Loss analysis,	Hardcopy (Send request for copy through mobile app KgGuruji)

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				Competitive strategy, Distribution, 4Ps, product mix	
3	Jul-2016	-	Growth of Galaxy Bazaar : Bijal Damani's intrapreneurship & innovation program	Entrepreneurship, Strategic Management, Services Operations, Services Marketing	Hardcopy (Send request for copy through mobile app KgGuruji)
4	Jul-2015	-	Technology acquisition dilemma at RCG Engineering	Technology Management, Strategic Management	Hardcopy (Send request for copy through mobile app KgGuruji)
5	Jun-2015	-	E=service quality at <a href="http://www.autocon.biz">www.autocon.biz</a> startup ecommerce	Services Marketing / Service Operations / Entrepreneurship/ Business Model	Hardcopy (Send request for copy through mobile app KgGuruji)
6	May-2015	The Case Centre, UK	Competitive strategy dilemma for RCG Blood bank	Generic Competitive Strategy	<a href="http://www.thecasecentre.org/educators/products/view?id=127350">http://www.thecasecentre.org/educators/products/view?id=127350</a>
7	May-2015	The Case Centre, UK	RVBB & RC : Sustaining service leadership by a blood bank	External environment analysis, Social entrepreneurship, Introduction to Strategy & Planning	<a href="http://www.thecasecentre.org/educators/products/view?id=127227">http://www.thecasecentre.org/educators/products/view?id=127227</a>
8	May-2015	The Case Centre, UK	Embracing digital technologies to transform customer experience & operational processes at RCG services LLC (RCGS)	IT strategy, Digital Transformation, Social Media for companies	<a href="http://www.thecasecentre.org/educators/products/view?id=126882">http://www.thecasecentre.org/educators/products/view?id=126882</a>
9	Oct-2014	Journal of Indira School of Commerce & Science, Pune	India market entry mode for RS Electronics, Denmark using Sales Process Outsourcing	Sales & Marketing, Service Operation Service Marketing International Business	Hardcopy of a journal
10	Sep-2014	KgGuruji Academy	Organ donation awareness campaign effectiveness	Marketing communication for service firm	Hardcopy
11	Apr-2014	KgGuruji Academy	Advertising strategy to communicate service attributes & benefits - RCG Healthcare	Services marketing, Marketing communication Advertising	<a href="http://consultancypractice.blogspot.com/2014/04/rcghealthcare-advertising-strategy-to.html">http://consultancypractice.blogspot.com/2014/04/rcghealthcare-advertising-strategy-to.html</a>
12	Mar-2005 Revised in Feb-2014	KgGuruji Academy	New Product Development at RCG Electrical & Automation	New Product Development Operations Management	<a href="http://training.kgguruji.com/knowledge-hub---publication.html">http://training.kgguruji.com/knowledge-hub---publication.html</a>
13	Feb-2014	The Case Centre, UK	Ethics in Consulting	Consultancy Practice Ethics & Corporate Governance Strategic Management	<a href="http://www.thecasecentre.org/educators/products/view?id=121640">http://www.thecasecentre.org/educators/products/view?id=121640</a>
14	Dec-2013	KgGuruji Academy	RCG Naturopathy Hospital start-up	Strategic Management Service Operation Consultancy Practice	<a href="http://training.kgguruji.com/knowledge-hub---publication.html">http://training.kgguruji.com/knowledge-hub---publication.html</a>
15	Aug-2012	iFEEL research Journal	Strategic Partnership & IPR dispute between AMSC, USA & Sinovel, China	Ethics & Corporate governance Supply Chain Management Intellectual Property Rights	Hardcopy of a journal
16	Jan-2011	Amity Case Research Journal	RCG Group : In sourcing or outsourcing dilemma	Supply Chain Management Operations Strategy New Product Development	Volume 3: ISSN No. 2768 2319 9199
17	2011	GRG School of Business Journal	RCG Wind technologies : Beyond boundaries	International Business Marketing strategy Services Marketing Entrepreneurship	<a href="http://www.grgsms.com/wp-content/uploads/2013/11/March-2014-Issue.pdf">http://www.grgsms.com/wp-content/uploads/2013/11/March-2014-Issue.pdf</a>
18	2010	In a book	RCG Wind farming dreams	Strategic Management Entrepreneurship New Product Development	Book "Case Studies in Management – Contemporary Perspective ISBN 978-81-920730-0-2, 2011 in 1 <sup>st</sup> Edition" ( <a href="http://www.dhruvacollege.net/images/stories/vidwat/Case_Studies_in_Management_Book1.pdf">http://www.dhruvacollege.net/images/stories/vidwat/Case_Studies_in_Management_Book1.pdf</a> )
19	2009 till today			Course specific customized case studies.	

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**Research Paper / Blogs / LinkedIn Post / You-tube Videos:**

Sr.No.	Month-Year	Distribution	Topic	Web-Link
1	May-2018	Linkedin Post	Emerging Business & career opportunities in Pet-Care area	<a href="https://www.linkedin.com/pulse/emerging-business-career-opportunities-pet-care-field-ketan-gandhi/">https://www.linkedin.com/pulse/emerging-business-career-opportunities-pet-care-field-ketan-gandhi/</a>
2	May-2018	Linkedin Post	Go-Viral to attract new audience!	<a href="https://www.linkedin.com/pulse/go-viral-attract-new-audience-case-study-kerala-tourism-gandhi/">https://www.linkedin.com/pulse/go-viral-attract-new-audience-case-study-kerala-tourism-gandhi/</a>
3	Feb-2018	Linkedin Post	Impact on celebrity brand ambassador's own equity!	<a href="https://www.linkedin.com/pulse/impact-celebrity-brand-endorsers-own-equity-ketan-gandhi/">https://www.linkedin.com/pulse/impact-celebrity-brand-endorsers-own-equity-ketan-gandhi/</a>
4	Dec-2017	Youtube Video	Design Thinking in Project Management	<a href="https://youtu.be/bOoUB2KjaF8">https://youtu.be/bOoUB2KjaF8</a>
5	Nov-2017	Linkedin Post	Five (5) I's of human nature for incredible success	<a href="https://www.linkedin.com/pulse/ever-wondered-why-how-few-achieve-exceptional-success-ketan-gandhi/">https://www.linkedin.com/pulse/ever-wondered-why-how-few-achieve-exceptional-success-ketan-gandhi/</a>
6	Nov-2017	Linkedin Post	Choosing "corporate job over Entrepreneurship & Intrapreneurship— Fear of unknown or something else?	<a href="https://www.linkedin.com/pulse/choosing-corporate-job-over-entrepreneurship-fear-unknown-gandhi/">https://www.linkedin.com/pulse/choosing-corporate-job-over-entrepreneurship-fear-unknown-gandhi/</a>
7	Jul-2017	Linkedin Post	Reverence v/s Discretion in corporate World!	<a href="https://www.linkedin.com/pulse/reverence-vs-discretion-corporate-world-ketan-gandhi/">https://www.linkedin.com/pulse/reverence-vs-discretion-corporate-world-ketan-gandhi/</a>
8	Jun-2017	Linkedin Post	Rethink your networking & group membership strategy to make lasting connections!	<a href="https://www.linkedin.com/pulse/rethink-your-networking-group-membership-strategy-make-ketan-gandhi/">https://www.linkedin.com/pulse/rethink-your-networking-group-membership-strategy-make-ketan-gandhi/</a>
9	Jun-2017	Linkedin Post	Job" or "Own Business", Which one to be pursued?	<a href="https://www.linkedin.com/pulse/job-own-business-which-one-pursued-ketan-gandhi/">https://www.linkedin.com/pulse/job-own-business-which-one-pursued-ketan-gandhi/</a>
10	Apr-2017	Linkedin Post	Five habits of an excellent educator in 21 <sup>st</sup> century	<a href="https://www.linkedin.com/pulse/five-habits-excellent-educator-21st-century-ketan-gandhi/">https://www.linkedin.com/pulse/five-habits-excellent-educator-21st-century-ketan-gandhi/</a>
11	Apr – 2017	Linkedin Post	India's telecom Landscape: Is it a failure of telecom firms or a success of Reliance Jio? Is price war right strategy? A consumer's perspective	<a href="https://www.linkedin.com/pulse/indias-telecom-landscape-failure-firms-success-reliance-ketan-gandhi/">https://www.linkedin.com/pulse/indias-telecom-landscape-failure-firms-success-reliance-ketan-gandhi/</a>
12	Nov-2016	Linkedin Post	What students & trainees don't like about lecturer & trainer	<a href="https://www.linkedin.com/pulse/what-students-trainees-dont-like-lecture-trainer-ketan-gandhi?trk=prof-post">https://www.linkedin.com/pulse/what-students-trainees-dont-like-lecture-trainer-ketan-gandhi?trk=prof-post</a>
13	2015	Youtube Video	Supply Chain Management in Healthcare	<a href="https://www.youtube.com/watch?v=dI7ELY2icRw&amp;t=349s">https://www.youtube.com/watch?v=dI7ELY2icRw&amp;t=349s</a>
14	2015	Youtube Video	Emotional intelligence for project managers	<a href="https://www.youtube.com/watch?v=q9niqNMKY5Y&amp;t=416s">https://www.youtube.com/watch?v=q9niqNMKY5Y&amp;t=416s</a>
15	2015	Youtube Video	Risk Management in Projects	<a href="https://www.youtube.com/watch?v=-GVpBUP8VF0">https://www.youtube.com/watch?v=-GVpBUP8VF0</a>
16	2015	Youtube Video	Sustaining Competitive Advantage – Ancient Indian Sutras in Business	<a href="https://youtu.be/cjiZKchuahE">https://youtu.be/cjiZKchuahE</a>
17	Dec-2014	Linkedin Post	Make in India - What government must do?	<a href="https://www.linkedin.com/pulse/make-india-what-must-do-ketan-gandhi">https://www.linkedin.com/pulse/make-india-what-must-do-ketan-gandhi</a>
18	2014	Blog	Need of corporate governance course in higher education & corporate training	<a href="http://kkguruij-managementeducation.blogspot.com/2014/06/need-of-corporate-governance-course-in.html">http://kkguruij-managementeducation.blogspot.com/2014/06/need-of-corporate-governance-course-in.html</a>
19	2014	Blog	What new Indian government can do for wind energy sector	<a href="http://kkguruij-windenergy.blogspot.in/2014/05/what-indian-government-can-do-to-bring.html">http://kkguruij-windenergy.blogspot.in/2014/05/what-indian-government-can-do-to-bring.html</a>
20	2013	Blog	What is your wind turbine supply chain & product improvement strategy during slow down?	<a href="http://kkguruij-windenergy.blogspot.in/2013/06/what-is-your-wind-turbine-supply-chain.html">http://kkguruij-windenergy.blogspot.in/2013/06/what-is-your-wind-turbine-supply-chain.html</a>
21	2013	Article	Increase sales & build brand through sales process outsourcing	<a href="http://kkguruij.blogspot.com/2013/09/increase-sales-and-build-brand-through.html">http://kkguruij.blogspot.com/2013/09/increase-sales-and-build-brand-through.html</a>
22	2012	Blog	Re-thinking in-sourcing / backward integration strategy	<a href="http://kkguruij-windenergy.blogspot.in/2013/06/what-is-your-wind-turbine-supply-chain.html">http://kkguruij-windenergy.blogspot.in/2013/06/what-is-your-wind-turbine-supply-chain.html</a>
23	2011	Research Article	Improved participant's learning through in-Class Inventory Management Simulation Game in business management and executive education program	<a href="http://www.sibm.edu/FacultyResearch/pdf/samvad2.pdf">http://www.sibm.edu/FacultyResearch/pdf/samvad2.pdf</a>
24	2010	Research Article	Strengthening supply chain through suppliers satisfaction	<a href="http://www.sibm.edu/FacultyResearch/pdf/samvad1.pdf">http://www.sibm.edu/FacultyResearch/pdf/samvad1.pdf</a>
25	2010	Blog	Manage shift from content centered to participant centered teaching method	<a href="http://kkguruij-managementeducation.blogspot.in/2010/07/manage-shift-from-content-centered.html">http://kkguruij-managementeducation.blogspot.in/2010/07/manage-shift-from-content-centered.html</a>
26	2008	Youtube Video	New Product Development for DWEA-Denmark members	<a href="https://www.youtube.com/watch?v=mMMpsTEh4n4">https://www.youtube.com/watch?v=mMMpsTEh4n4</a>
27	1998	Article	Counseling in workplace	RMA Network by Rajkot Management Association Magazine (Hardcopy)
28	1997	Research Article	Starch Spraying System	IIPTA Journal (Hardcopy)

**Publication of Book:**

A book on “**Business plan writing**” for Indian Institute of Corporate Affairs for their course “Entrepreneurship & Innovation), Ministry of Corporate Affairs/Ministry of Commerce, Government of India

**Teaching in B-schools & University (Full Course 30+ hours teaching/semester in each course) (2009 onwards) - 37 subjects using case teaching method, simulation etc.**

1. Strategic Management / General Management
  - 1.1. General Management (2014-15 & 2015-16 at MILE, Pune, 2017-MITSOT, Pune)
  - 1.2. Strategic Management (2010 and 2011 at Suryadatta, 2015 at PIBM, 2017 at MIT, 2017 at BITM)
  - 1.3. International Business Management (2011 at Muscat, Oman) ([http://sybiosis-kti.com/index.php?option=com\\_k2&view=itemlist&layout=category&task=category&id=3&Itemid=56](http://sybiosis-kti.com/index.php?option=com_k2&view=itemlist&layout=category&task=category&id=3&Itemid=56))
  - 1.4. Knowledge Management 2009 (Pune)
  - 1.5. Entrepreneurship (SSIB, Pune)
  - 1.6. Innovation Management (2015 ISBS, Pune)
  - 1.7. Business data, Analytics & Intelligence (2015 & 2016 at PIBM & 2017 at HNIMR)
2. Operations, Marketing & Infrastructure Management
  - 2.1. Operations Research (2017-18 at SIBM)
  - 2.2. Operations Strategy (2015 at SIBM)
  - 2.3. Technology Project Management (2015 at SIBM)
  - 2.4. Operations Management (2009, 2010, 2011, 2018 at SIBM, 2010 & 2011 at Suryadatta & 2011 at SSIB)
  - 2.5. Service Operations (2009, 2010 & 2011 at SIBM)
  - 2.6. Project Management (2015-16 at SIBM, 2011 at SSIB & Amir Kabir University, Iran)
  - 2.7. New Product Development (2010, 2011 at SIBM)
  - 2.8. Services Marketing (2010, 2011 Suryadatta)
  - 2.9. Lean Supply Chain management (2009, Pune),
  - 2.10. Supply Chain Mgmt (2012, 2013 Balaji Group, Pune)
  - 2.11. Logistics (2013, Balaji Group, 2017-18 SIBM, Pune)
  - 2.12. Business process reengineering (2012 at iFEEL)
  - 2.13. Marketing Management (2011 at AIBM)
  - 2.14. Economic Environment of Business (2015 ISBS, Pune)
  - 2.15. Infrastructure Operations Management (2012-13 SAMVIT)
  - 2.16. Infrastructure Business (2012, 2013, 2014 SAMVIT)
  - 2.17. Consultancy Practice (2010, 2011, 2012 & 2013 in BITS, Pilani-CDC MS Program)
  - 2.18. Technology Management (2010, 2011, 2012 in BITS, Pilani-CDC MS Program)
  - 2.19. Professional Practice (2013 in BITS-CDC MS consultancy Program)
  - 2.20. Integrated Marketing Communication (2017, Suryadatta, Pune)
  - 2.21. Quantitative Techniques (2017, Suryadatta, Pune)
  - 2.22. Sales & Distribution Management (2017, Suryadatta, Pune)
  - 2.23. Theory of constraints (2018 SIBM, Pune)
3. Leadership, Training & Development
  - 3.1. Case Teaching Method & Case Writing Workshop (2017 – Navsahyadri Group of Institutes, Pune)
  - 3.2. Case writing workshop (2014 - HNIMR, Pune & 2014 - ISBS, Pune, 2017, 2018 at Marwadi, Rajkot)
  - 3.3. Case Method of teaching faculty development programs (2011 at Suryadatta & 2013 - KC College, Thane, 2014 - ISBS, Pune, 2014 - HNIMR Pune, 2015 - IES, Mumbai, 2017 at MBA&MCA department of PCCOE, Pune, 2017-DPU. Pune, and few other open programs)
  - 3.4. Labor costing & compensation management (2009 at IIMT)
  - 3.5. Training & Development / Train the Trainer (2010 Muscat, Oman & ISTD, Pune 2011)
  - 3.6. Negotiation (2008, Rajkot)
  - 3.7. Business Communication (2010 Rajkot)
  - 3.8. Human Resource Management (ISTD, Pune 2011)
  - 3.9. Customer relationship management (Mumbai-2013)

List of courses taught / conducted workshops can be downloaded from <http://training.kgguruji.com> or from “KgGuruji” mobile application.

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### Overseas Work Exposure: 13 Countries – 4 Continents

USA, UK, Germany, Spain, Denmark, France, Finland, China, Australia, Malaysia, Oman, Iran, Sri Lanka

### Conference Participation

- Keynote speaker, conference speaker & presenter in many conferences & seminars
  - “Supply Chain in Healthcare” during Symposium on Supply Chain Management at Indira Institute of Management, Pune (Feb-2018)
  - Seminar on “Design Thinking in Project Management” at College of Engineering, Pune & Project Manager’s Club of Pune (Dec-2017)
  - Seminar on “Critical thinking & decision making in Project Management” at College of Engineering Pune & Project Manager’s Club of Pune (Nov-2017)
  - Seminar on Project Management for Winners at Institution of Engineers (India), Mumbai (Feb-2017)
  - State level seminar on “Make in Maharashtra” at Suryadatta Group of Institute, Pune (Jan-2017)
  - State level seminar on “Entrepreneurship” at Suryadatta Group of Institute, Pune (Jan-2017)
  - Keynote address on “Motivation” at Sinhgad Institute of Business (Jul-2016)
  - Seminar on “Decoding eCommerce business model” at MIT School of Management, Pune organized by Pune Management Association (Aug-2015)
  - National Seminar at Sinhgad Business School, Pune on “Make in India” - (Aug-2015)
  - National Seminar at ITM, Nagpur on “Make in India” - Dec-2014
  - Nanotechnology conference ([http://www.bangalorenano.in/nano\\_2010/pdf/3rd-nano-detailed-conference-programme.pdf](http://www.bangalorenano.in/nano_2010/pdf/3rd-nano-detailed-conference-programme.pdf)) - 2010
  - National Seminar at Kachchh University, Bhuj (<http://kskvku.digitaluniversity.ac/WebFiles/Nanosys%202012.pdf>) - 2012
  - National Seminar on “Challenges in management education” by Matrix Business School (<http://www.scribd.com/doc/87432033/Report>)
  - Supply Chain Management conference of IS & BM, Pune - 2010
  - Wind Power Development – Institution of Engineering & Technology, UK’s conference – 2009 IET-UK, Mumbai chapter.
  - And more...

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