


FACULTY DETAILS PROFORMA

Title	Dr.	First Name	SHIVANI	Last Name	RAHEJA	Photograph
Designation		Assistant Professor, Business Economics Department				
Address ; Office		Aryabhata College, University of Delhi New Delhi -110021				
Address ; Residence:		F-138, First Floor, Ashok Vihar, Phase-1, Delhi-110052, India				
Phone No	Office	011- 24110490				
	Residence					
Mobile		+91-9910005055				
Email		shivaniraheja@aryabhatacollege.ac.in , shivaniraheja@hotmail.com				
Web-Page						
Educational Qualifications						
Degree		Institution			Year	
Ph.D.		Jagannath University, Jaipur			2018	
Post-Graduation (M.B.A.)		DIAS, GGSIP University			2006	
Graduation (B.C.A.)		DIAS, GGSIP University			2004	
Career Profile						
<p>Dr Raheja has more than 16 Years of working experience that includes Corporate and Academia. Dr. Shivani has completed her doctorate in CSR from Jagannath University, Jaipur and is University Grants Commission (U.G.C.) National Eligibility Test (N.E.T.) Management Qualified. She is University Topper in MBA (IT) Specialization of her batch. To her credit she has more than 20 papers published and 4 under publication, which includes Delhi University FYUP foundation course book and M. Com Textbooks, e- content, proceedings of many International and National Conferences/ Seminars, UGC Refereed Journals of reputed institutes all over India. Her areas of expertise are CSR, Marketing, Human Resource Management, Business Strategy, Organizational Behavior, Corporate Governance and Business Ethics, Business Organization and Management. She is also a Freelance Life Skill Coach and Mentor and has delivered several guest lectures as resource person for Faculty Development Programs and Student Development Programs in different Universities & Colleges. She carries experience of teaching and mentoring scholars at doctorate,</p>						

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postgraduate, and undergraduate levels. Dr. Shivani has been on board of research studies, board of education, board of examination, and board of advisory of multiple national and international academic and research organizations including Amity College – Florida (USA), Chartered institute of Leadership and Management Professionals (USA), International Association of Research Scholars, IARS International Research Journal (Australia), Institute of Company Secretaries of India, The Innovation Society, India and many more. She has also been associated with the ‘National Mission of Education’, the global online knowledge sharing project of Ministry of Human Resource Development (Govt. of India), through Institute of Lifelong Learning, University of Delhi.

Administrative Assignments

- Designed syllabus as a member of the core committee of University of Delhi for Business Economics curriculum under National Education Policy 2020, LOCF 2019 as the Convener for the papers ‘Digital Marketing’ and ‘Marketing Analytics’ and as core group member for ‘Advertising & Consumer Behaviour’, ‘Marketing Management’, ‘Dynamics of Ventures’. “New Venture Planning & Implementation’, and Old course before CBCS 2015 as a member for Corporate Governance and Ethics’, ‘Business policy and Strategy’ and ‘Organizational Behaviour’ as a part of the BBE and BMS curriculum of University of Delhi respectively
- Member of the Aryabhata College Innovation Start up policy Development Committee based on National Innovation and Start up Policy (NISP) Guidelines under the aegis of Ministry of Education (MOE).
- Member of the Aryabhata College Institutions’ Innovation Council (IIC) set-up under the aegis of Ministry of Education (MOE).
- Member of the core committee of University of Delhi for designing Business Economics curriculum under National Education Policy 2020 for seven papers.

Aryabhata College, University of Delhi

- Co-Convenor of The Entrepreneurship Cell, Member of the Placement Committee,

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Prospectus & Magazine Committee, Purchase Committee, NAAC Working Committee, Incubation Centre Committee, Sports Committee, NIRF Committee.

- Teacher-In-Charge of Annual Sports and Team Building Event, 'Roister 2020', a Four Day Sports Event, in which contingents from all ten colleges offering BBE in University of Delhi, participate.
- Heading the Mentorship Cell, Placement cum Internship department, Sponsorship Cell of B.A(H) Business Economics.
- Member of the Singing and Dramatics Society of the College.

SGGSCC, University of Delhi

- Played an instrumental role during the NAAC Peer team Review Assessment of the college.
- Core committee member in the third International Conference Team; ensuring the quality - plagiarism percentage and on time submission of research papers thus received. Driving and facilitating the e-book and physical version of the edited volume of conference research papers.
- Core member of the Enabling Unit of college- "Jagriti" for facilitating the differently abled students; driving/ facilitating and coordinating seminars and other events for differently abled students at intra and inter college level,
- Core member of the Internal Assessment Committee driving on time submission of students marks at University level and handling clearance and grievances of the students incurring thereof.
- Member of Timetable Committee.

SSCBS, University of Delhi

- Convener- Annual Day and Farewell, Member of Cultural Society of S.S.C.B.S
- Edited the Annual Report of the college for the year 2013-2014.

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- Managed and supported the teams for planning and organizing various college conferences and events & several other critical administrative activities.
- Member of Timetable Committee.

RDIAS, GGSIP University

- Worked in the Editorial Team, Effulgence, Refereed Management Journal of RDIAS.
- Worked as the Event Coordinator of the college and structured a mega Techno-Cultural event 'Razzmatazz'.
- Planned, organized and managed several college events (Annual Cultural Fest, Alumni Meet, Seminars & Conferences etc.).
- Worked as the Key Resource Person for exclusively developing 9 sub modules, serving the wide domain of buzzing HR issues, focusing the all- round development of the MBA and MCA Students of RDIAS, under the Personality Development Program Module.
- Organized and conducted Mock Interview sessions: HR rounds for final year students of MBA and MCA from time to time.
- Supported and closely worked and monitored the team for managing and improving the Student and Faculty Web Portal.
- Worked as the Key Resource Person for improving the curriculum and the teaching pedagogy of the Managerial skill Development programs for the students of MBA and MCA.

Areas of Interest / Specialization

Subject: MANAGEMENT

Areas of Interest

- Organizational Behavior
- Marketing
- CSR

Subjects Taught

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CSR, Marketing, Human Resource Management, Business Strategy, Organizational Behavior, Corporate Governance and Business Ethics, Business Organization and Management, Advertising & Consumer Behavior etc.
Research Guidance
Supervising Ph. D in Amity College Florida, USA.
Publications Profile/Paper Presentations
<ul style="list-style-type: none">• ‘An Empirical Study of Selected Indian Companies’ Talent Management’, by Dr Shivani Raheja and Dr D. Jain, Amity Journal of Professional Practices. Florida, USA, Vol 1 No 1 (2021), DOI: 10.55054/ajpp. v1i1.461.• Paper titled ‘Using Marketing Analytics to Understand Consumer Lifestyle for Hair Salons in Delhi and Kolkata’ by Prof. Sandeep Bhattacharjee and Dr Shivani Raheja in IARS’ International Research Journal, Vol. 10 No. 02 2020, 82801002202006, p-ISSN 2202-2821, e-ISSN 1839-6518 (Australian ISSN Agency).• Paper Titled "Relevance of Integrity, Morality and Ethics in Contemporary World: Learnings from Shrimad Bhagavad Gita" has been published in the IARS International Research Journal Vol. 10 No. 01 2020, p-ISSN 2202-2821, e-ISSN 1839-6518 (Australian ISSN Agency) 82801001202003• Paper Titled "A Study on Consumer’s Perception about Corporate Social Activities/Responsibilities with Special Reference to Companies in FMCG Sector of India" has been published in the proceedings of the International Conference on Paradigm Shift in World Economies: Opportunities and Challenges, (IC- PSWEOC – 2017), 68-80, Volume-II, ISBN:978-1-63535-729-5, organized by Rukmini Devi Institute of Advanced Studies, GGSIPU on April 07-08,2018.• Acceptance received for paper titled “Consumers perception about CSR Activities and Responsibilities of FMCG Companies in India” for publication in UGC mandate Journal, South Asian Journal of Socio- Political Studies, SAJOSPS, ISSN: 0972-4613.• Paper Titled “CSR Activities and Responsibilities by FMCG Companies of India: A Customer Perspective”, has been published in Effulgence, the Refereed Management Journal of RDIAS, ISSN: 0972-8058, Vol.15 No. 2 July-Dec 2017.

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- Authored an article titled “From Corporate Social Responsibility to Personal Social Responsibility, Assuming our PSR: A Gateway towards a New Exemplar”, in the March 2016 Edition of the SGGSCC college magazine ‘AMRIT’.
- Authored paper titled “CSR: A Social Responsibility or a Social Show off (Sustainability Versus Sham)” in Jigyasa 2014, Journal of Human Resource and Organizational Development, Department of Commerce, University of Delhi, in September 2014.
- Developed e-content for Discipline Course-1 in Management Studies, Organizational Behavior lesson titled “Shaping Behavior-OB Modification” for ILL/VLE, University of Delhi, ISSN 2349-154X, can be accessed at <http://vle.du.ac.in/mod/book/print.php?id=9496>
- Full abstract titled “Information Technology: Turning Indian Villages Global” was published in The Souvenir of National Conference on “Gram Panchayats- Lessons In Effective Governance for 21st Century India”, Organized by RDIAS, on Saturday, April 21 2012.
- Full Paper titled “Conflict Management: Fight The Problem and Not The Person” was published in Effulgence, the Refereed Management Journal of RDIAS, ISSN: 0972-8058, page no. 39-43, Vol.9 No. 2 July-Dec 2011.
- Full Paper titled “Marketing In The Digital Age”, Co-Authored by Ms. Joyeeta Chatterjee was published in the proceedings of the National Conference on Global Information and Corporate Strategies organized by GIBS, Rohini on 27th -28th Feb 2009.
- Full Paper titled “Avenues For Building Green credentials: Power/Energy Conservation Through Compiler Techniques”, Co-Authored by Ms. Veena Ghuriani was presented and published in the proceedings of the International Conference On Green Marketing organized by IMT, Ghaziabad on 25th -26th Sept 2008.
- Full Paper titled “Advertisement, Media Planning and Celebrity Endorsement”, Co-Authored by Ms. Joyeeta Chatterjee was published in the proceedings of the International Conference On Global Competition and Brand Promotion organized by

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IPE (Osmania University) Hyderabad and Virginia Tech University, Washington DC, USA on 15th -16th Sept 2008.

- Full Paper titled “Change Management: Mantras for Growing With Change” was published in the proceedings of the International Seminar on New Concepts and Practices Related To Human Behavior To Meet The challenges Of Globalization Effects organized by RDIAS on 15th March 2008.
- Full Paper titled “E-Waste Management: The Need for A New Direction” was published in Effulgence, the Refereed Management Journal of RDIAS, ISSN: 0972-8058, page no. 31-35, Vol.7 No. 2 July-Dec 2009.
- Marketing lesson titled “Introduction to Marketing”, **e-content for Discipline Course-1 in Management Studies, for ILL/VLE, ISSN 2349-154X, University of Delhi**, available at <http://vle.du.ac.in>.
- Marketing lesson titled “Marketing Environment”, **e-content for Discipline Course-1 in Management Studies, for ILL/VLE, ISSN 2349-154X, University of Delhi**, available at <http://vle.du.ac.in>.
- **Currently developing resources on 3 chapters for the subject ‘Business Ethics, Corporate Governance and Corporate Social Responsibility’, to be included as the part of M.Com Text Book, for School of Open Learning, University of Delhi.**
- Submitted lesson titled “Technological Environment”, **e-content for ILL and Ministry of HRD’s joint project NME “National Mission on Education through ICT”.**

Book chapters

- Authored lesson Titled: “Customer Perspective: A new way of doing CSR by FMCG companies to leverage Business” for the Book Titled “Paradigm Shift in Contemporary Management” page no 11-19, by Pragati Publications, New Delhi, First Edition, 2014, ISBN 978-81-7307-145-4.
- Authored lesson titled “Social and Commercial Entrepreneurship” for the university book on foundation course in “Business, Entrepreneurship & Management” by Pearson

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Education, edition 2014, page no. 26-35, under the FYUP for ILL, University of Delhi, ISBN 978-93-325-2005-9.

- Authored lesson titled “Demand and Supply Factors” for the university book on foundation course in “Business, Entrepreneurship & Management” by Pearson Education, edition 2014, page no. 119-125, under the FYUP for ILL/VLE, University of Delhi, ISBN 978-93-325-2005-9
- Co-Authored lesson titled “Facilitators and Inhibitors of Business” for the university book on foundation course in “Business, Entrepreneurship & Management” by Pearson Education, edition 2014, page no. 57-65, under the FYUP for ILL/VLE, University of Delhi, ISBN 978-93-325-2005-9.

Invited Lectures/Resource Person

- Delivered a Guest lecture titled “Emotional Intelligence and Entrepreneurship” for the Twenty Fourth Facebook Live Session of the Series on Innovation and Entrepreneurship organized online by NCIDE, Indira Gandhi National Open University, New Delhi on 17th December, 2021.
- Delivered a Guest lecture as the Resource Person for the One-Day FDP organized by the Central Research Unit in Association with IQAC, Santosh Deemed to be University and Team-NIC for the Faculty and the Research Scholars of the Santosh University, Ghaziabad on “Work Life Balance for Medical Officers” on 23rd July 2021.
- Delivered a Guest lecture as the Resource Person for One-Day Webinar organized by the Department of Management Studies, Gateway College of Engineering & Technology, Sonapat on “Entrepreneurs, Emotions and Emotional Intelligence” on 12th July 2021.
- Delivered a lecture as the Resource Person for One-Day Webinar organized by the Department of Commerce, Shyam Lal College (Evening) on “Work Life Balance- Relevance for the Young Minds” on 26th December 2020.
- Was Invited as the Session Chairperson in 2020 International e-Conference ‘Innovation

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Infrastructure Development in India: Issues, Challenges and Way Forward' organized by Innovation Society India in Collaboration with Amity College, Florida (USA) on 8th May, 2020.

- Delivered a talk on 'The Mental Debate: Impact of Psychological Lockdown' as the Resource Person in a webinar organised by Zakir Hussain College (Eve), University of Delhi on 14th May, 2020.
- Delivered a talk on 'Managing Psychological Lockdown' as the Resource Person in a webinar organised by Kalindi College, University of Delhi on 6th May, 2020.
- Invited as Key Resource person for imparting 'Life Skills' sessions and trainings at Shyam Lal College (evening) on 24th January 2020 for a session on Work Life Balance during Speakers Forum 2020.
- **Developing Social Capital:** Mentor with **Prowisdom Growth Pvt Ltd**, an education management company for promoting Entrepreneurship & Employability amongst youth. Prowisdom Growth Leadership Series: In conversation with Dr. Shivani Raheja can be accessed at <https://www.youtube.com/watch?v=oB1Tm4guJ94>
- **Mentored approximately 5000 students over a teaching duration of 14 years**
- To Support the Mental Health & other related issues, an exclusive personal YouTube Channel was launched during lockdown to ensure mass reach.

Conferences/ FDPs/ Workshops/ Seminars Attended

- Attended one-day, Teacher's Conference/ Faculty Development Programme on 'Empowering Educators' organized by Institute of Company Secretaries of India, Northern India Regional Council on 11th September 2021 through weblink.
- Participated in 5-day FDP-SI, UHV on-line workshop on "AICTE Incorporating Universal Human Values in Education (An AICTE Initiative)" from 21st-25th June 2021.
- Attended One-Week/ 5-days Online Faculty Development Program on "Essentials of Entrepreneurship" from 30th March 2021- 3rd April 2021 organized by MoE –

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Institution Innovation Council (IIC) – Deen Dayal Upadhyaya College Chapter in collaboration with GAD – TLC.

- Attended one-day, Teacher's Conference/ Faculty Development Programme on 'Empowering Educators' organized by Institute of Company Secretaries of India, Northern India Regional Council on 12th September 2020 from 11.30 AM to 1.00 PM through weblink.
- Attended 3 Day FDP by Kamla Nehru College on understanding 7 Criteria of NAAC SSR from 6th-8th August 2020 under 'Paramarsh'- UGC Project Organised by Kamla Nehru College, University of Delhi
- Attended 1 Day FDP by Kamla Nehru College on understanding NAAC Accreditation Process on 15th July 2020 under 'Paramarsh'- UGC Project Organised by Kamla Nehru College, University of Delhi
- Attended 1 Day FDP by Kamla Nehru College on understanding documentation for NAAC SSR on 22nd July 2020 under 'Paramarsh'- UGC Project Organised by Kamla Nehru College, University of Delhi
- Attended the Webinar Series on "Quality Assurance in Higher Education: Practices and Issues" from May 4th-8th, 2020 organized by Hansraj College Jointly with IQAC Hansraj College under UGC Scheme, Paramarsh.
- Attended a Webinar on "Ver2.0: How to Stay Happy in Uncertainty" organized by ARSD College, University of Delhi on 2nd May 2020.
- Attended a 1 Day FDP by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi & PMMMMNMTT-MHRD on 'ICT Enabled Higher Education in India: Challenges & Opportunities' on April 15th 2020.
- Attended two-days, 7th Annual International Commerce Conference 2020 on "Organizational Realities: Changing Paradigm of HR", organized by Department of Commerce, Delhi School of Economics, University of Delhi, from 17th January to 18th January 2020 at Vivekananda Hall, Department of Commerce, Delhi School of Economics, University of Delhi.

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- Attended two-weeks Faculty Entrepreneurship Development Program, organized by National Foundation of Indian Engineers & Delhi Institute of Advanced Studies, GGSIP University, from 2nd December to 14th December 2019.
- Attended one-day, Teacher's Conference/ Faculty Development Programme on 'Empowering Educators' organized by Institute of Company Secretaries of India, Northern India Regional Council on 17th September 2019 at the Park Hotel, 15, Parliament Street, New Delhi.
- Attended two-days International Conference on Vasudhaiva Kutumbakam, organized by Shaikshik Foundation in Association with Aryabhata College, University of Delhi, on February 24th-25th, 2018.
- Attended two-days International Conference on Paradigm Shift in World Economies: Opportunities and Challenges, (IC- PSWEOC – 2017), organized by Rukmini Devi Institute of Advanced Studies, GGSIPU on April 07-08 2018.
- Attended one-day National Conference on “Indian Economy: Contemporary Issues and Challenges” organized by Department of Business Economics, University of Delhi on 28th February 2018.
- Attended seven-days UGC Sponsored FDP on ‘E-Accounting using Tally ERP.9’ from 21st-27th April, 2016 organized by SGGSCC, University of Delhi in collaboration with “Tally Education Pvt. Ltd.”
- Attended two-days International Conference organized by SGGSCC, University of Delhi on 4-5th February 2016, entitled “Booming Service Sector From Achievements to Growth Prospects”.
- Attended a talk on 8th January 2016, on ‘Recent Changes in Corporate Laws- A Practical Insight’ organized in association with Institute of Company Secretaries of India in the SGGSCC college campus.
- Attended two-days 4th Annual International Commerce Convention 2015, organized by Delhi School of Economics Titled “Corporate Governance and Corporate Social Responsibility: Retrospect and Prospects” on 18-19th December 2015.

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- Attended an FDP by Dr Anubhav Gupta, Assistant Professor, IBS organized by Vivekanand College, University of Delhi on Research Methodology using SPSS on 17th November 2015.
- Attended an FDP by Professor K. V. Bhanu Murthy, Department Of commerce organized by SGGSCC, University of Delhi on Research Methodology in October 2015.
- Attended a seminar by Professor J.P.Sharma, Dean, Faculty of Commerce and Business organized by SGGSCC, University of Delhi on 'The Companies Act, 2013' on 5th September 2014.
- Attended two-days International Conference and pre-conference workshop on 'Coping with Uncertainty' organized by Maharaja Agrasen Institute of Management Studies, Affiliated to GGSIPU, Delhi from March 20th -21st, 2014.
- Attended three-days workshop on foundation course in Business Entrepreneurship & Management organized by University of Delhi from 30th May 2013- 1st June 2013.
- Managed and attended one-day National Workshop on "Strategic Framework for Management of Institutions of Higher Education." organized by RDIAS on 30th July 2011
- Attended one-day National Workshop on "Total Quality Management to Improve the Quality of Higher Education" organized by RDIAS on 15th April 2011 and conducted by Mr. S K Mehta, Director, International Quality Management Systems.
- Attended one-day National Workshop on "Leveraging Technology to Improve the Quality of Higher Education" organized by RDIAS on 02nd April 2011 and conducted by Prof. M. M. Panth, Pro Vice Chancellor, IGNOU.
- Attended two-days International Conference on Green Marketing organized by IMT Ghaziabad on 25th -26th Sept 2008
- Attended International Seminar on "New Concepts and Practices Related to Human Behavior To Meet The Challenges Of Globalization Effects" Organized by RDIAS, on March 15th, 2008, at India Habitat centre, Lodhi Road.

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- Attended National Seminar on “Innovative Management Strategies for Achieving Success and Growth in Globalized Economy”, Organized by RDIAS, on October 6th, 2007.
- Attended Marketing Seminar on “Emerging Trends of Marketing in Present Scenario”, Organized by RDIAS, on September 1st,2007

Research Projects (Major Grants/Research Collaboration)

Awards and Distinctions

- Received the Honorary Star Alumni Award for “Excellence in Research” for the year 2022 by Delhi Institute of Advanced Studies, GGSIP University in July 2022.
- Was selected as the Best Teacher of the Year for the Indian Glory Awards 2022 organized by Kiteskraft Productions LLP in March 2022.
- Was selected for the prestigious Global Faculty Award 2021 among other awardees from 27 countries, from AKS Education Awards organized by AKS worldwide Pvt Ltd in November 2021.
- Was selected for the Dr Sarvepalli Radhakrishnan Best Faculty Award in Management for the National Teachers Day Awards 2021,by Centre for Professional Advancement, a unit of IMRF registered with Government of India, Niti Aayog, NGO Darpan in August 2021.
- Award of Recognition- ‘Nirmal Research Scholar of the year 2020’ was conferred by Team -NIC and Certificate of Appreciation was received from International Association of Research Scholars, for contribution towards Research & Development in November 2020.
- Excellence in Teaching Award “E-Innovation Award 2020’, was conferred for Innovative Teaching pedagogy in Higher Education, organized by the Innovation Society of India on the Occasion of 150th Birth Anniversary of Mahatma Gandhi on 2nd October 2020.
- Prime Minister invitee for National level Event: Invited by Honorable Prime Minister

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Shri Narendra Modi for a national level Event (MyGov Townhall) for contributions, suggestions made towards policy decision making.

- E-Innovation Award 2020 for remarkable contribution in Innovation Category of offerings by Innovation Society of India.
- Received Merit Certificate from GGSIPU on account of standing first in the order of merit in MBA with specialization in Information Technology and Systems for batch 2004-2006.
- Received Merit certificates from college on account of securing highest marks in university for various subjects in MBA.
- Was active participant in Debates, dances and other competitions at several levels with prize winning performances at both school and college level.

Association With Professional Bodies

- Was Conferred the honorary position of the Indian Ambassador to Bhatt Foundation Incorporation, USA in April 2022.
- On panel of Institute of Company Secretaries of India as an expert for Business Management, Ethics & Entrepreneurship (2014-2015)
- Empaneled as Research Mentor in School of Management Studies, Amity College, Florida, USA.
- Appointed as Project Director and Innovation Executive Board Member of The Innovation Society, India.
- Collaborating as a Mentor with Prowisdom Growth Pvt Ltd., an Education Management Company.
- Chief Editorial Officer, IARS' International Research Journal, IARS' Press - Australia (International Association of Research Scholars)
- Research Mentor in Faculty of Management Studies, Amity College Florida, USA.
- Member of the AICTE-Universal Human Values North West Region, an initiative to inculcate human values amongst students of Technical Institutions pan India.

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Other Activities

- As part of Team IARS, conducted dedicated seminars and conferences for spreading awareness about Covid19 Pandemic and its impacts on different industrial practices.
- As part of the Team IARS, sponsored different application developments for collection of data about Covid19 Infection across globe and linked it to the local authorities for their updates and relevant regional planning and actions to control the spread.
- Worked as Manger Operations at Servotech Power Systems (Pvt) Ltd for 01-year handling following Role & Responsibilities
 - Primarily worked as the catalyst for implementing various marketing strategies for increasing the company's sale in various cities of Haryana, Rajasthan, Maharashtra, Punjab and other leading states.
 - Was looking after the corporate clientele of India and abroad (Nepal, Bangladesh, Bhutan etc.).
 - Designed policies and procedures for revamping the Service department.
 - Was ardently managing the after-sale service department, and completely looking after all the affairs related to the service centre and service requests and queries for India and abroad.
 - Supported and worked with the team looking after the procedures for obtaining ISO certification.