

APPEAR FOR  
**CAT**

AIM FOR  
**MBA**  
THROUGH  
**CAT**

QUALIFY FOR  
**SPM**  
WITH A HIGH  
**CAT SCORE**

GET A CALL  
FOR  
**GD / PI / WAT**

MBA ADMISSIONS 2015

**WELCOME TO  
SPM**  
INDIA'S LEADING  
B-SCHOOL



**PDPU**

PANDIT DEENDAYAL PETROLEUM UNIVERSITY



# VISION

To be an internationally renowned and respected institution imparting excellent education and training based upon the foundation of futuristic research and innovations in the broad context of business and specific to energy & infrastructure sector.

# MISSION

To prepare management graduates for continuous learning and inspiring them to contribute to the growth of increasingly knowledge and technology driven global businesses in general and energy & infrastructure sector in specific.

# PRESIDENT'S MESSAGE



**Dr. Mukesh Ambani**

*President*  
Pandit Deendayal Petroleum University

*Chairman*  
Reliance Industries Limited

Pandit Deendayal Petroleum University, envisions the creation of a world-class university. An institute which aims to be one of the front-runners in imparting education in the fields of energy & infrastructure, humanities, engineering, management, and liberal arts. And I am greatly enthused to announce that Pandit Deendayal Petroleum University (PDPU) is now one of the leading universities in India aspiring for global standards of excellence. In a short span of seven years, PDPU has reached a tipping point and is set to pace the major transformations taking place in education. PDPU is also old enough now to create young professionals who impart significant contributions to the economic and the social landscape of India.

Today, the corporate world seeks a generation of young people who are not only academically sound, but are also capable of thinking innovatively. I feel proud to see that the holistic education system of PDPU has successfully brought the best out of the students. I'd like to reiterate my whole-hearted support for PDPU and wish them all the very best for their future endeavors and accomplishments.

All the Best!

# BOARD OF GOVERNORS

**Dr. Mukesh D. Ambani**

Chairman & Managing Director,  
Reliance Industries Ltd.  
President, Pandit Deendayal  
Petroleum University

**Shri D. J. Pandian, IAS**

Chief Secretary,  
Government of Gujarat

**Dr. H. B. Raghavendra**

Director General,  
Pandit Deendayal Petroleum University

**Dr. R. A. Mashelkar**

President, Global Research Alliance &  
CSIR Bhatnagar Fellow,  
National Chemical Laboratory, Pune

**Dr. Mohan Kelkar**

Chairman and Williams Endowed Chair  
Professor in Petroleum Engineering TUCRS,  
Director, University of Tulsa

**Shri K. V. Kamath**

Chairman, ICICI Bank Limited &  
Lead Independent Director, Infosys Limited

**Mrs. Pallavi Shroff**

Partner, Amarchand Mangaldas,  
New Delhi

**Shri Sudhir Mehta**

Chairman, Torrent Group, Ahmedabad

**Shri Vikram Singh Mehta**

Former Chairman, Shell Group of  
Companies (India) &  
Chairman, Brookings India (India)

**Dr. Nigam Dave**

Dean, School of Liberal Studies,  
Pandit Deendayal Petroleum University

**Shri Sudhir Vasudeva**

CMD, ONGC

**Shri P Elango**

(interim) CEO, CAIRN India Ltd.

## CHAIRMAN'S MESSAGE



**Shri. D. J. Pandian, IAS**

*Chief Secretary*  
Government of Gujarat

*Chairman - Standing Committee*  
Pandit Deendayal Petroleum  
University

I feel a great sense of privilege in writing to you to enroll with the School of Petroleum Management. We at the School take pride in creating a set of Management graduates who can dynamically adapt to an ever changing Business environment in this digital age. We are confident that the exposure imparted to you on campus will be functionally relevant in the corporate world. As professionals who can lend value, you as a management graduate will also be expected to conduct yourself with humility and integrity as priceless personality attributes.

The two year journey as I see it will be a truly transformational one. It will be engaging, rigorous, collaborative and will present a global frame of reference to the students to internalize and apply to the evolving world of management. Fine tuning core theories and case studies specifically to diverse sectors will be a niche and intense experience. These are the learnings which you will be expected to assimilate.

I once again welcome you to be a part of SPM and hope you will engage yourself in a great academic experience.

## DIRECTOR'S MESSAGE



**Prof. Hemant C. Trivedi**

*Ph.D.*

School of Petroleum Management (SPM) was established in the year 2006 to cater managerial manpower requirements of oil and gas sector and has soon expanded to cater the needs of Energy and Infrastructure sector. The MBA programme 2015-17 shall offer specialization in 'Energy and Infrastructure', 'Marketing', 'Finance', 'Operations' and 'Human Resources Management & Organizational Behavior'. The eight batches of students that have graduated from SPM have got good placements, which is evidence that the industry recognises MBA Graduates of SPM as most suitable to fulfil their manpower requirements.

We at SPM recognize that a professional programme in management at postgraduate level must equip students with clear concepts in every functional area of management. Understanding of business and associated issues, and exposure to industry practices are equally important for a successful managerial career. Along with knowledge and understanding of business and environment one would also need to hone several soft skills. The well recognized and awarded curriculum at SPM is carefully designed and delivered to impart conceptual knowledge, provide in-depth understanding of industry and enhance soft skill capabilities. Full-time residential requirements and two years of engaging co-curricular and extra-curricular activities also add value to the personality development of our students. Our dedicated team of full-time faculty members are actively engaged in case writing, research and publication, takes deep interest in shaping-up the young minds. We are fortunate to receive great support from the industry. Experienced senior executives from industry always help us in our MBA admission process, designing of curriculum, course development, teaching, research and case writing.

The Computer Lab, Library and other physical infrastructure facilities on our campus provide a backbone for creating a healthy and convenient learning environment for teachers and students. Modern hostel, cafeteria and sports complex make campus life quite livable, enjoyable, interactive and fulfilling. School of Petroleum Management is seriously considered by candidates looking for good Management Education in India.

This promise is very well delivered for last nine years as established by multiple laurels achieved by students and faculty of SPM.



## SCHOOL OF PETROLEUM MANAGEMENT

To cater to the managerial manpower requirements of the Energy and Infrastructure Sector, the Management School was first established as the Institute of Petroleum Management, Gandhinagar (IPMG) in 2006 by GERMI (Gujarat Energy Research and Management Institute), a trust and a society formed by GSPC (Gujarat State Petroleum Corporation), a Government of Gujarat undertaking. Subsequently in 2007, when Pandit Deendayal Petroleum University (PDU) was established by GERMI, IPMG became the constituent of PDU and changed its name to School of Petroleum Management (SPM).

**SPM has been successfully conducting MBA programme and shall be admitting 10th batch in 2015.**

### THE PROGRAMME

**MBA programme is a two-year full-time residential programme at Pandit Deendayal Petroleum University (PDU) under the School of Petroleum Management (SPM).**

Each year is divided in three trimesters. The programme also includes six to eight weeks of compulsory summer training for the students. The first year courses of the MBA Programme lay foundation of management with courses like accountancy, finance, marketing, economics, quantitative management, business research methods, organizational behavior, operations management, HRM, etc. Besides, a few foundation courses as well as group projects are offered related to the Energy & Infrastructure Sector to the students in the first year of the MBA Programme with an objective to sensitize the students about the Energy & Infrastructure Sector.

Following specializations are offered during the second year of the MBA programme:

1. Energy and Infrastructure
2. Finance
3. Marketing
4. Operations Management
5. Human Resources Management

## PANDIT DEENDAYAL PETROLEUM UNIVERSITY

Pandit Deendayal Petroleum University (Recognised by UGC), Gandhinagar, promoted by Gujarat State Petroleum Corporation Limited (GSPC), is a University primarily focusing on the field of energy education and research. While addressing the need for trained and specialized human resources for energy sector worldwide, PDU offers other programmes as well.

**“PDU Helps Expand the Opportunities for Students and Professionals to Develop Intellectual Knowledge Base with Leadership Skills to Compete in the Global Arena. All these are Accomplished Through a Number of Specialized and Well Planned Undergraduate, Post Graduate and Doctoral Education Programmes.”**

The Five Schools of PDU are listed below:

- School of Petroleum Management (SPM)
- School of Liberal Studies (SLS)
- School of Petroleum Technology (SPT)
- School of Technology (SOT)
- School of Solar Engineering (SSE)

## GANDHINAGAR

*An Ideal Setting for Learning & Knowledge*

Gandhinagar, a capital city of Gujarat and a well-planned city, established along the river Sabarmati giving the city a lush green garden-city atmosphere, has a generous provision for extensive plantations, a well developed infrastructure and large recreation opportunities. Located in Gandhinagar, PDU is spread over an impressive campus of about 100 acres and offers necessary infrastructure for a world class institute.

The Energy & Infrastructure specialization allows students to undergo energy & infrastructure management related compulsory as well as elective courses. Similarly, the functional area specialization in Finance, Marketing, Operations Management and HRM allows students to undergo respective functional area compulsory as well as elective courses. The students can opt for a major and a minor specialization from the above FIVE options in the beginning of second year of the MBA Programme.

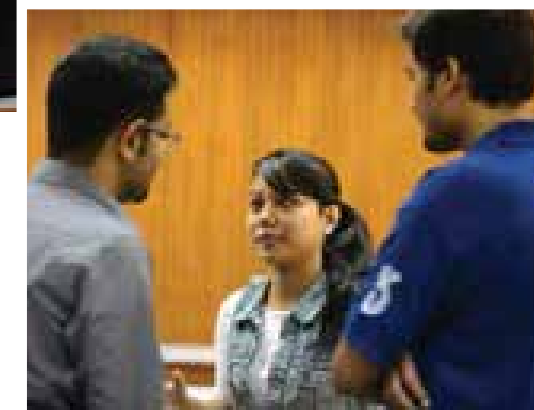
In addition, SPM offers PGDPM-X Programme for working executives on a modular approach and Ph.D programme [full-time and part-time] and Management Development Programmes.





## SPM ADVANTAGES

The students, faculty and learning resources at SPM endeavour to produce some of the best minds in the country that are focused on the management of Energy and Infrastructure, Marketing, Finance, Operations, HRM and allied subjects.



### STUDENTS

Students of SPM come from diverse backgrounds, which help them to examine managerial issues of business and industry from multiple perspectives. In addition, an environment conducive to new ideas and sharing of knowledge helps in the development of a spirit of cooperation and teamwork among students. Some of the unique characteristics of our students include academic excellence, leadership potential, willingness to change and also make change, and a deep rooted respect for all cultures and values. Every year a good number of students come with prior work- experience. These students bring tremendous value to the school in the form of a rich mix of learning of the applicability of their knowledge in a functional domain and its relevance in the larger business context. As a result all students develop better appreciation of theory and grow as more mature and complete managers at the end of the academic process.

### FACULTY

The essential catalyst in the process of transformation is our accomplished and erudite faculty. Our faculty members are involved in teaching and consultancy, as well as leading-edge research in key management areas. Many of them have taken up teaching assignments at SPM after years of corporate experience. They have publications in reputed journals and periodicals to their credit. As a consequence, they bring a rich combination of academic rigour as well as practical and industrial experience to the class room. For these reasons, SPM students are known to have significantly higher domain exposure.

### SUPPORT FACILITIES

Faculty and students of SPM derive the best campus experience due to the effective support, physical facilities, that SPM is able to provide from the beginning. State of the art buildings for stay and study, computational facilities with Wi-Fi connectivity, rich library facility, along with dedicated well-trained staff collectively enhance the learning experience of students on campus.

## OBJECTIVES

To operate as an educational and research hub that networks with national and international practitioners from varied industry.

To manage the content design, delivery, learning outcomes and continuous innovation of the academic programmes in a manner that earns accreditation of international standard.

To offer business education programmes leading to Master's and Doctoral Degrees.

To offer customized training programmes with relevant conceptual inputs and skills to address the demand of increasingly competitive business and industry.

To create knowledge through research in the areas of techno-managerial challenges, and also disseminate it for the benefit of students, practicing managers and policy makers.

To promote a strong, effective and mutually beneficial Industry-Institute interaction.



# CURRICULUM

Those who study a sector can also take concentration in functional areas of management. The second year students of MBA programme are required to opt for concentration (specialization) in functional areas of management, like finance, operations, marketing, human resource management, etc.

To complete the credit requirements of the entire programme, students take 120 credit hours (an equivalent of 40 full-credit courses) during both the programmes. 75 credit hours of core courses are generic in nature in the first and second year. The remaining 45 credit hours of courses in the second year depend on the choice made by the students in their respective programmes.

## THE PROGRAMME

The two-year full time residential programmes leading to Master in Business Administration (MBA) is delivered in trimester system (quarterly) over the two years, with six quarters of study in the two years and a summer internship with industry at end of the first year of study.

# COURSES

To complete the credit requirements in the two years, students take about 50 courses together in the first and the second year. The core and the elective courses have been specially designed to cater to the needs and requirements of industries.

## 1<sup>st</sup> YEAR

### TRIMESTER 1

- An Introduction to E&I sector- A Business Perspective
- Business Communication I
- Financial Accounting for Managers
- Managerial Economics
- Marketing I
- Operations Management I
- Operation Research
- Organisation Behaviour

### TRIMESTER 2

- Business Communication II
- Cost & Management Accounting
- Energy & Infrastructure sector-Technology & Management Perspective
- Financial Management I
- Human Resource Management
- Management Information Systems
- Quantitative Methods I
- Group Project I

### TRIMESTER 3

- Business Research Methods
- Excel Based Business Modelling
- Financial management II
- Macroeconomics
- Managerial Computing
- Marketing II
- Operations Management II
- Organisational Dynamics & Change Management
- Quantitative Methods II
- Group Projects II

### SUMMER INTERNSHIP

## 2<sup>nd</sup> YEAR

### TRIMESTER 4

- Corporate Strategy
- Industrial Relations & Labour Law
- Project management

### TRIMESTER 5

- Legal Aspects of Business
- Management control systems

### TRIMESTER 6

- Business Ethics and corporate Governance
- Entrepreneurship
- International Business management

### ENERGY & INFRASTRUCTURE (ELECTIVES)

#### TRIMESTER 4

- Brand Management in E&I Sector
- Business of LNG
- Energy Economics
- Energy Trade & Risk Management
- Enterprise Asset Management
- Infrastructure Finance
- Managing Oil & Gas Business Operations
- Marketing Of Petroleum Oil Lubricant

#### TRIMESTER 5

- Carbon Finance
- CGD Business
- Energy Financing
- Information System in Energy Value Chain
- Infrastructure Contract Management
- International Maritime Affairs in E&I Sector
- Managing Oil & Gas Contracts
- Oil & Gas accounting & Taxation
- Power Sector Management
- Pricing of Energy Products
- Supply Chain & Logistics Management in E&I Sector

#### TRIMESTER 6

- Energy Laws
- Health, safety and Environment Management
- Managing Refineries

### MARKETING (ELECTIVES)

#### TRIMESTER 4

- Consumer Behaviour
- Marketing Research & Information System
- Services Marketing
- Strategic Brand Management

#### TRIMESTER 5

- Business to Business Marketing
- Electronic Business
- Integrated Marketing Communications
- Strategic Marketing

#### TRIMESTER 6

- Digital Marketing
- International Marketing
- Retail Management
- Sales & Distribution Management

### FINANCE (ELECTIVES)

#### TRIMESTER 4

- Bank Management
- Investment Analysis & Portfolio Management
- Management of Financial Services

#### TRIMESTER 5

- Corporate Taxation & Financial Planning
- Derivatives & Risk Management
- Insurance Management
- Project Financing

#### TRIMESTER 6

- Corporate Restructuring, Mergers & Acquisition
- International Finance
- Venture Capital & Private Equity

### OPERATIONS MANAGEMENT (ELECTIVES)

#### TRIMESTER 4

- Business Intelligence & Data Mining
- Materials & Space Management
- Supply Chain & Logistics Management

#### TRIMESTER 5

- Business Process Reengineering
- Operations Management in Service Sector

- Operations Strategy
- World Class Manufacturing

### TRIMESTER 6

- Enterprise System and IT Strategy
- Lean Six Sigma Management
- Technology and Innovation management
- Total Quality Management

### HUMAN RESOURCE MANAGEMENT (ELECTIVES)

#### TRIMESTER 4

- Managing Cross Cultural Issue
- Recruitment & Selection
- Training & Development

#### TRIMESTER 5

- Compensation & Benefits Management
- Creativity & Innovation Management
- Leadership Skills
- Strategic Human Resource Management

#### TRIMESTER 6

- HR Tools & Techniques
- Negotiations & Conflict Management
- Organisation Development
- Stress Management
- Talent Management

### GENERAL (ELECTIVES)

#### TRIMESTER 4

- Management Simulations

#### TRIMESTER 5

- Business Consulting
- Indian Ethos and Management
- Public Sector Economics

#### TRIMESTER 6

- Econometrics
- Market Structure & Game Theory
- Course on Independent Study





## PEDAGOGY

Teaching methods at the SPM include lectures, case studies, seminars, group discussions, business games, role plays, simulation exercises, structured and unstructured group work as may be needed by a specific topic. The emphasis is on involving the students in learning and helping them to relate concepts and theories to business requirements of different industries. As an added advantage, the learning provided at SPM is not only restricted to the classroom but also through field visits, summer internship, independent study courses and constant interaction with industry personnel.

### CASE STUDIES

The teaching and learning process at SPM mainly focuses on case study method which includes a dynamic process of exchanging perspectives, countering and defending points and building ideas that improve students' understanding and exposure to decision-making process in a complex business environment.

### GROUP PROJECTS

Working with talented and accomplished peers provides a unique opportunity for accelerated professional and personal growth. Group projects, a major component of most courses, help students to not only learn the intended concepts and skills, but also to develop and refine skills to work in diverse groups. The groups are formed from pools of varied disciplines, backgrounds, corporate experience and career orientations to leverage the enormous diversity in perspectives. The projects are designed in such a manner that the entire class benefits with coverage of multifarious aspects of different industries with minimum overlap and duplication.

### SUMMER INTERNSHIP

Summer Internship is a major component of the learning process at SPM. At the end of third trimester, all students are required to undertake summer internship of eight weeks with energy sector companies,

financial institutions, IT and infrastructure majors, management consultancies, telecommunications, market research organizations and others. On successful completion of the training, every student is required to make a presentation and submit a written report for evaluation. The formal assessment and feedback of the industry guides are also taken into consideration for overall evaluation of summer projects.

### COURSE ON INDEPENDENT STUDY

A self motivated student can also take up a course on independent study under the guidance of a faculty and learn a specific topic of interest in the field of energy and infrastructure, functional management areas and allied subjects.

### BEYOND THE CLASSROOM

SPM offers a dynamic campus with outstanding study and research facilities. It also boasts students extraordinary opportunities for professional growth through participation in various cultural and academic clubs that organize field trips, academic seminars, cultural programs, debates, discussions and various community services. Domain specific workshops are also organized periodically to strengthen the teaching-learning process.



# INFRASTRUCTURE

SPM believes that creating a serene environment blended with modern technology enhances the spirit and energy level of all learners and inspires them to optimize their learning efforts.

In this direction SPM provides an intellectual ambience in a stimulating campus.

Towards this end SPM provides:

## CAMPUS FACILITIES

- Impressive and aesthetically built academic areas
- Wellness Centre
- Automated Library and latest communication facilities
- Cafeteria and Food Court
- Sports and Recreational facilities
- Good living conditions in hostels

## HOSTEL

The on-campus, fully-furnished residential facility extends the flexibility of conducting all types of academic and extracurricular activities. There is a separate hostel facility for girls.

## LIBRARY & INFORMATION CENTRE (LIC)

LIC is the heart of the School which aims to provide knowledge, information, insights and facilitate intellectual development. The centre has utilized Information Technology extensively to ensure that resources are accessible from anywhere at any time. Services such as OPAC for checking online availability and reserving online, bio-metric reader, remote access to e-resources and database makes the LIC user friendly. LIC is well-equipped with a collection of printed as well as electronic resources which includes books,

journals, databases, CDs/DVDs, e-journals, reports, case studies, conference proceedings, training manuals, etc.

The school also has an inter-library arrangement with premier institutes of Ahmedabad such-as AMA, IIM-A, EDI and DAIICT. This association facilitates access to books, periodicals etc to create a wider resource for both students and the faculty.





# ADMISSIONS 2015

## SPM announces admissions to the 2015-17 Batch.

The admission process consists of the following components:

- CAT- 2014 Score  
(Common Admission Test, conducted by the IIMs)
- Group Discussion (GD)
- Written Ability Test (WAT)
- Personal Interview (PI)
- Work Experience
- Academic performance in Standard 12 and at Bachelor Degree

Eligible candidates can apply through a prescribed Admission Form along with the payment of application fee. In due course candidates who will be short-listed on the basis of CAT score will be invited for a WAT, GD and PI.

### Key Admission Details

Last Date for Receiving Applications :  
**27th February, 2015**

GD & PI :  
**19th to 22nd March, 2015**

Session Begins :  
**22nd June, 2015**

## ELIGIBILITY

School of Petroleum Management uses CAT score as an initial input to shortlist the candidates for WAT, GD and PI process of the MBA Admissions 2015.

The minimum eligibility criterion for admission to the programme is a Bachelor's Degree with at least 50% marks (45% marks for SC-ST candidates) or equivalent CGPA of any recognised university in India or abroad.

The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. The basis of computing the percentage obtained by the candidate in bachelor's degree would be as per the practice followed by the university/ institution from where the candidate has obtained the degree. In case of the candidate being awarded grades / CGPA instead of marks, the equivalence of percentage will be considered.

For details you are advised to visit our website [www.spm.pdpu.ac.in](http://www.spm.pdpu.ac.in) and read the MBA Admission Policy.

## SCHOLARSHIPS

SPM awards few scholarships for the duration of the programme, subject to availability of funds, as per the PDPU rules and regulations.



# FACULTY AND HUMAN RESOURCES

The School is in the process of building a world-class intellectual community of distinguished and dedicated faculty to promote learning and knowledge creation of high order. The School endeavours to create an environment of academic freedom overlaid by meticulous standards of excellence and socially responsive practices. The fundamental strength of the faculty is in the rich experience they bring to SPM, enhanced by enthusiasm at participating in the early days of a budding domain specific institution.



SPM encourages and cultivates an environment of collaborative learning amongst the faculty team. The School also recognizes that research provides a major interface with wider academia and industry.

Pioneering interdisciplinary research by the faculty contributes directly to a better learning environment at the School and indirectly to a wider audience of practicing managers and teachers of management.

The model for the faculty has a portfolio mix of competent permanent and visiting faculty from Academia and professionals from industry.

This model ensures that students are exposed to the latest insights and perspectives in the businesses, especially related to Energy and Infrastructure sector.

The faculty endeavour is efficiently supported by a competent and dedicated team of research associates and administrative staff members. Our administrative staff members provide best academic services to all.

## Core Faculty

**Akash Patel, Ph.D**  
Accounting & Finance

**Ashutosh Muduli, Ph.D**  
Human Resource Management

**C. Gopalkrishnan, Ph.D**  
Professor Emeritus

**D M Pestonjee, Ph.D**  
GSPL- Chair Professor  
Organizational Behaviour

**Hemant Trivedi, Ph.D**  
Marketing

**Kaushal Kishore, MMM, MA (Eco)**  
Pursuing Ph.D, Marketing

**Lalit Khurana, Pursuing Ph.D,**  
M.com, MBA, MA (Eco)  
Finance

**Pramod Paliwal, Ph.D**  
Marketing

**Satish Pandey, Ph.D**  
Organizational Behaviour

**Somdeb Lahiri, Ph.D**  
Economics

**Subrat Sahu, Ph.D**  
Marketing

**Sudhir Yadav, Ph.D**  
Production & Operations  
Management

**Tanushri Banerjee, Ph.D**  
Information Systems

## Visiting Faculty

**A. B. Raju**  
CEO- Biz Trans Consulting

**Ajay Das**  
Adani Group

**Ajit Desai**  
Project Management Professional

**Ankit Sanghvi**  
Credit Analysis & Research  
Limited

**Arakhita Khandual**  
Banking Industry Professional

**Ashish Verma**  
Energy Utilities & Services,  
Infosys

**Ashwini Kumar**  
CEPT University

**Bharati Pathak**  
School of Commerce, Gujarat  
University

**Capt. Sarabjit Butalia**  
Training Consultant

**D. G. Shukla**  
Legal Expert

**D. K. Banik**  
E&P Professional

**Deepak Krishnan**  
Finance Professional

**Dhiren Desai**  
Natural Gas Industry Professional

**Divyesh Desai**  
Shell

**H. C. Shah**  
Elecon Engineering Company Ltd.

**M. S. Satsangi**  
Operations Professional

**Mahesh Chaudhary**  
GNLU

**Mrugesh Pawar**  
Goldfinch Power & IT  
Infrastructure System (Pvt.) Ltd.

**N. K. Pathak**  
Ex. Professor Nirma University

**Nagabhushanam Garimella**  
3i Infotech Ltd.

**Ninad Dhanorkar**  
Tech Mahindra

**Pankaj Jain**  
Cairn India

**Pinky Desai**  
St. Xavier's College

**Prabhat Yadav**  
Nirma University

**Rajendrasinh M. Parmar**  
GSECL

**Ravi Gor**  
Director- Dr. Babasaheb  
Ambedkar Open University

**Ravi Ranjan**  
Power Grid Corporation of India  
Limited

**Ruchi Tiwari**  
Ahmedabad University

**Samarth Kaji**  
Cairn India

**Satya Acharya**  
Entrepreneurship Development  
Institute of India

**Shashank Shekhar Jha**  
GE Oil & Gas

**Snehal Desai**  
Adani Group

**Sujata Dalai**  
Finance Professional

**Sundaraman Chintamani**  
Mahindra Satyam

**Supriya Sapre**  
BPCL

**Taral Pathak**  
Ahmedabad University

## Guest Faculty

**A. H. Kalro, Ph.D.**  
Amrut Mody School of  
Management,  
Ahmedabad University

**A. Khandual**  
IDBI

**Arbind Sinha, Ph.D.**  
MICA

**Aravind Sahay, Ph.D.**  
IIM-Ahmedabad

**Ashok Som**  
ESSEC Business School,  
France

**Atanu Ghosh**  
IIM Ahmedabad

**Babu Thomas**  
Independent Consultant

**Basheer Khumawala, Ph.D.**  
Huston University

**C. Gopalkrishnan, Ph.D.**  
NIRMA University

**Dwijendra Tripathi, Ph.D.**  
Former Professor, IIM-A

**Gautam Appa**  
London School of  
Economics

**Gautam Patel**  
Independent Consultant

**H. C. Desai**  
Independent Consultant

**Harikrushuna Patnaik**  
Independent Consultant

**Hemant Patwardhan**  
Independent Consultant

**J. B. Patel**  
EDI-Ahmedabad

**Jayesh Ganatra**  
Independent Consultant

**K. K. Pandey**  
Independent Consultant

**L. Sridhar, Ph.D.**  
IIM-Bangalore

**Mayank Upadhyay**  
Independent Consultant

**Preeta Vyas, Ph.D.**  
IIM-Ahmedabad

**R. S. Paliwal**  
Independent Consultant

**R. R. K. Sharma, Ph.D.**  
IIT-Kanpur

**Rajiv Raghu**  
Independent Consultant

**Ravindra Dholakia**  
IIM-Ahmedabad

**S. Krishnamurthy**  
IIM-Bangalore

**Shaleen Sharma**  
Independent Consultant

**Siva Prasad**  
Independent Consultant

**Sreekanth S.V.**  
Independent Consultant

**Sunil Maheshwari**  
IIM Ahmedabad

**Vinayak Chaturvedi**  
Independent Consultant

## Guest Speakers

**A. K. Bansal, Ph.D.**  
Independent Consultant

**Akhil Mehrotra**  
Gujarat Gas Company Ltd.

**Anjali Hazarika, Ph.D.**  
Oil India Ltd.

**B. S. Negi**  
Petroleum & Natural Gas  
Regulatory Board

**D. J. Pandian, IAS**  
Government of Gujarat

**D. Panda**  
Petronas, Malaysia

**Dr. Jayram Soni**  
Independent Consultant

**Ghajanan Bakade**  
Xtra Power Fleet & Field

**Janaki Anant B**  
i-Flex Communications

**Jeremy B. Benthams, Ph.D.**  
Royal Dutch Shell

**Jeffrey A. Serfass**  
National Hydrogen  
Association, USA

**J. Mahapatra**  
Former IPS,  
Commissioner of Police

**L. Balasundaram**  
Gujarat Gas Company Ltd.

**L. Mansingh**  
Petroleum & Natural Gas  
Regulatory Board

**Manjit Singh**  
Total Fina-Elf India Ltd.

**Manoj Nair**  
LNG Marketing

**Manoj Parmesh**  
Weatherford Oil Tool Middle  
East Ltd.

**Mike Hugentobler**  
Halliburton Offshore  
Services Inc.

**M. P. Tiwari**  
Indian Oil Corporation Ltd.

**P. P. G. Sharma**  
GSPC Gas Ltd.

**R. N. Das**  
Government of Gujarat

**Rajiv Khanna**  
BG India

**Srinivas Rao**  
Shell Group

**S. K. Pandey**  
Indian Oil Corporation Ltd.

## OTHER ACADEMIC PROGRAMMES

Apart from its flagship program of MBA, SPM has a few other academic programmes and activities

### PGDPM-X

The Post Graduate Diploma in Petroleum Management-Executive (PGDPM-X) is a two year programme tailor made to enhance the managerial capabilities of working executives in the petroleum and allied sectors. The programme is delivered through eight modules (each module is of eight days) on quarterly contact hour basis.

### THE DOCTORAL PROGRAMME

The purpose of the Doctoral Programme at SPM is to train prospective scholars to become highly skilled and innovative researchers and teachers in various aspects of Management and energy & infrastructure, Marketing, Finance, Operations, HRM and allied subjects.

### MANAGEMENT DEVELOPMENT PROGRAMMES

The School designs and delivers short-duration programmes for the benefit of industry and corporate personnel in the areas of general management as well as energy specific topics. The School also undertakes need survey and design specific training programmes for corporate clients.

### PROJECTS AND CONSULTING

Faculty of the School undertake the projects and consulting assignments from corporate clients, government and other constituents.



## EVENTS

### CATALYST

Catalyst aims at providing a platform to future managers to present their views and future plans, which would drive the nation ahead. Catalyst is national level management fest organised at SPM for two days aiming to discuss the burning issues of the Energy sector and showcase their management, marketing, leadership skills etc in creative manner. CATALYST is organized to bring in the best talent from various b-schools, entrepreneurs, distinguished corporate as well as few respected government authorities in order to face the challenging industry on-campus and give in their best efforts to put simple yet creative solution to the challenging problems faced by industry at large. Students from prestigious B-schools compete with high level of spirit in various events like Empresario, Energia, Pitch, Crusade, Cognize and Share- da- bazaar.

### SPORTS

Sports symbolize strategy, commitment, competition & fosters relationships. But at SPM, it makes a statement of transcending communication barriers & symbolizes the presence of all competitive environments under one umbrella in an entertaining way. The Sports Committee to sustain the competitive environment at SPM organizes periodical Sporting events. Last year, Sports Committee of SPM organized the Energy Cup which changed the sporting landscape for SPM.

### ENERGY CUP

First of this kind of initiative is a brainchild of the School of Petroleum Management where B Schools of the Ahmedabad region participate in sports like Cricket, Short Cricket, Football Volleyball, Throw ball & Table tennis. The Energy Cup is a rolling trophy which is circulated every year from winner to winner. The event witnesses quality participation from premium B-Schools as well as the industry. Energy Trophy is awarded to the Institution/Organization based on the cumulative points scored by all the teams in respective events.



# STUDENTS' CLUB

The School has a variety of student clubs which offer opportunities for peer to peer learning and also helps in understanding an issue/matter from different point of views. Each year's clubs are created and shaped by the interests of the students. Students themselves coordinate and manage the activities and initiatives, both academic and extracurricular. Of each club there are 'Club Owners' who with the unison of the entire batch decides the topic to be discussed in the club.

Following is the list of various clubs:

## ENERGY CLUB

Energy Club provides a platform to students to understand, learn and share knowledge on the aspects and latest happening of global energy sector. Various topics discussed in recent past are: *Shale gas and changing dynamics, Enhancing oil recovery, Unconventional Reserves- Coal Bed Methane, Crude Oil Trading etc.*

## CLUB MARCOM

Club MARCOM is the "MARKeting" and "COMmunications" club of SPM. Through Marcom club students try to understand the marketing fundamentals by conducting various activities such as presentations, competitions, interactive discussions, GD's etc. Various topics discussed in recent past are: *Big Data vs. Big Emotion, humour quotient in advertisements, Battle of the Brands, Future trends in Marketing etc.*

## FINNACLE

FINNACLE- The Finance Club is a knowledge sharing platform which gives opportunity to cope up with the constantly evolving world of Finance. Various topics discussed in recent past are: *Banking System in India, Basics of Leverage, Financing Infrastructure Projects, Risk Analysis of Financial Markets etc.*

## OPERE-SHONZU

Opere-Shonzu is the Operations club. The objective of this club is to make students realize the importance of operations management in all domains of industry. Various topics discussed in recent past are: *Lean Manufacturing, KAIZEN & its applications, supply chain management, Operational Challenges in Oil & Gas Sector etc.*

## CHAI KI TAPRIPE

This club focuses on discussions on the current Global issues and trends. This keeps the students updated about the recent global happenings and the impact of the same on the various factors and sectors. Various topics discussed in recent past are: *Syrian crisis, Iranian sanctions, Bitcoin's acceptance in the global trade, Impact of ISIS on Iraq etc.*

## COGNIVIDS

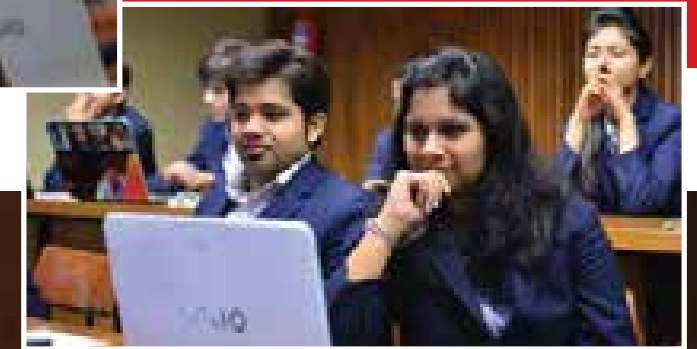
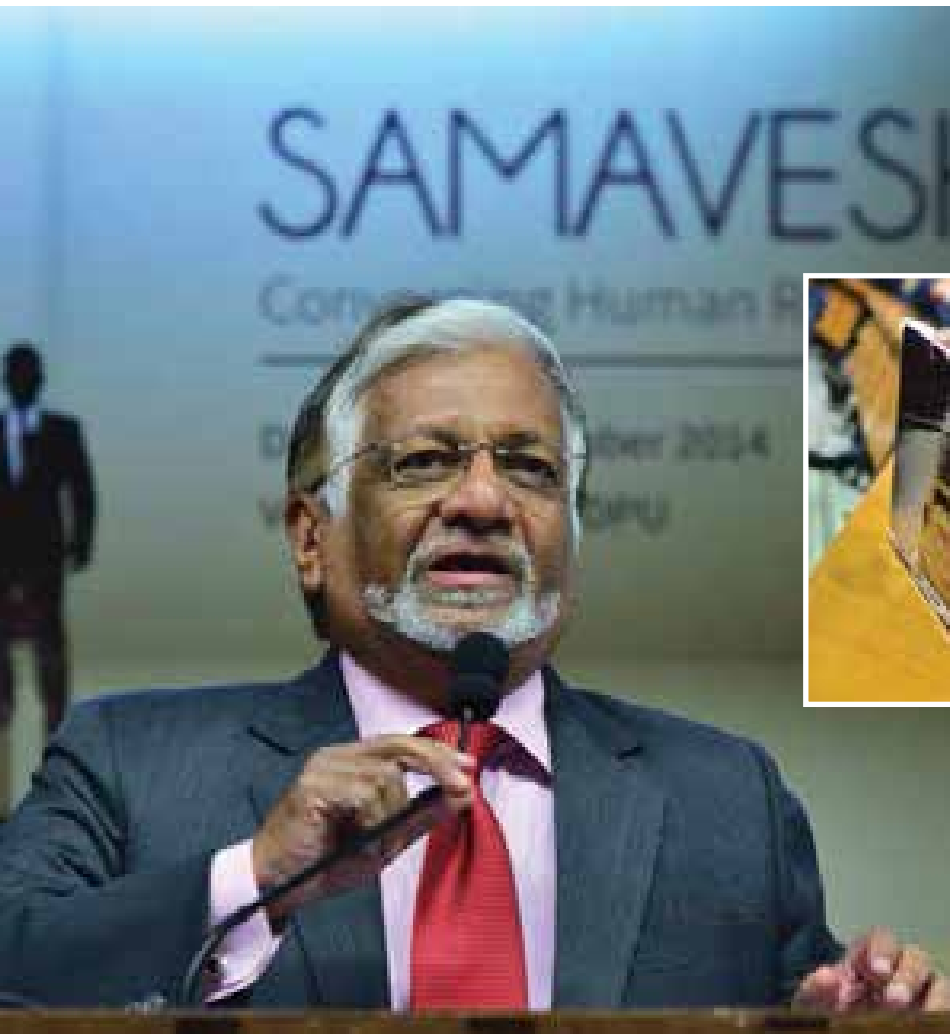
This club is the movie/documentaries club which encourages the creative side of a management student. Students engage themselves in movie making and movie analysis.

## HR CLUB

This club facilitates the discussion related to problems pertaining to talent management and also the problems faced by Manufacturing and Oil& Gas sector in attracting and retaining the best of the talents. Various topics discussed in recent past are: *Recent topics discussed: Employee retention in Oil & Gas sector, New initiatives in the field of Talent Management, Balance Score Card, etc.*

## SPM Yi Net's Achievements

- Ranked Fourth Best Net in India, 2008
- Ranked Second Best Net in India, 2009
- Ranked the Best Yi Net in Gujarat, 2009
- Ranked the Best Yi Net in Gujarat, 2010



# ALUMNI SPEAK

MBA is all about **“Managing the things successfully in order to achieve the goal with all constraints at its place”** - this is what I learned during my MBA at SPM.

SPM provided the insight on how to look at the problems and understand the same; a problem well understood is half solved.

Life at corporate world becomes easy with this key learning's in life imparted during management education at SPM. Management Education at SPM was not only about theory but it was all round development by skill development in the form of learning from case study, practical's, events, problem solving, various activities at campus and much more. I have been able to leverage my learning at various day-to-day activities in corporate and personal life.

**Nihit Jain**

*PGP 06*



**Disha Shah**

*Sr. Consultant to GRID - Oil & Gas, PWC*

The post graduate programme at SPM has given me a marvellous platform to hone my skills and to gain knowledge . I have thoroughly enjoyed exhilarating discussions with many bright minds. My two-years stay at SPM has commenced my corporate journey . I am always going to cherish the moments I have spent with my Faculty & friends.

**Rajneesh Modi**

*Consultant - Energy & Resources, Accenture Management Consulting*

The school taught me to organize myself, prioritize things and manage things in best possible way with limited resources and in limited time frame. It always examined my limits and pushed me to bring out the best in me and in the process I too realized what I am capable of. I really thank the faculty and the competitive environment at the college for making me what I am today. Some of the best days of my life were spent in the campus and I love visiting the place because it's very close to my heart.

**Abhishek Jha**

*Senior Consultant, Advisory Services, Ernst & Young LLP*

SPM has provided me with in depth business understanding of the energy sector that has given me an edge over my peers, while I cater to a lot of clients in this sector. I owe a lot of my success to my classmates and faculty of SPM who really enrich the learning process at the school.

**Saurabh Dubey**

*Advisory Services, Energy Vertical,  
Protiviti Consulting, United Arab Emirates*

In my stint with Ernst & Young Pvt. Ltd. and Protiviti Consulting, I realized that in depth knowledge of subject and understanding the impact on business is essential for managing consulting assignments. SPM helped me to gain overall understanding of Oil & Gas Sector to help my clients in most of my consulting assignments in India, United Kingdom and United Arab Emirates. The pedagogy and rigorous curriculum of SPM focused in Energy & Infrastructure ensure that students develop the perspective of every aspects of business to provide the optimum solutions based on current economic situation and best practices of industry for challenges faced by the clients.

**Sparshy Saxena**

*Functional Consultant : Production Data Management, Energy and Resources, Tata Consultancy Services*

I have a proficiency in usage of Production Data Management Systems (systems like Avocet Data Manager, PI, Babelfish and Energy Components) in the production business workflow. I have also been involved in three years of domain consulting for various projects in the areas of upstream data management, oil-field logistics, commercial modelling and business architecture rationalization. SPM helped me in developing an inquisitiveness towards the oil and gas industry, which has led to me being able to grasp the requirements of the clients that I work for, in a holistic way. This helps me in providing end-to-end services to them, with the required technical and business depth that an offering should possess.

**Rajiv Agrawal**

*Project Control Specialist, Project Controls,  
Fluor Daniel India Pvt. Ltd.*

Fluor is a Fortune-100 and one of the biggest EPC firm and deals with petrochemical and refinery project across the globe. I am working as Project control lead for a refinery project in Mexico.

SPM offering MBA in energy and infrastructure can cater to the resource demand of Fluor as students from SPM are very well aware of this industry and can catch on work very fast.

I would say one thing that, this being an engineering company, people here are expected to do a lot of technical work and it might take some time to reach at decision making level.

**Hasumati Vankar**

*Procurement Specialist, Halliburton - India*

I have worked for two organisation in past 3 years. For 2 years i was with GNFC as a project officer. It was a great learning period. At present i am working with Halliburton for past 1 year as a Procurement Specialist. I have understood that one needs to be very dynamic & quick learner to adjust in the oil field. My MBA in oil & gas has helped to understand the complexity of the oil & gas industry structure. And I can blindly bet on an SPMite that he/she is a better prospect for any position compared to an outsider.

## AWARDS

*"A ship is of no use, harbored on the coast. Its destiny is to fight with the gushing winds and splashing waves, in the sea."*

SPM believes in inculcating this attitude among its students. SPM encourages the students to be involved and participate in various competitions.

Over the years, SPM has been a proud name in the academic, cultural and athletic forums across the country, actively participating in a lot of them. SPM boasts of some very prestigious international and national accolades awarded to the students in a very short span of its existence.

### SPM-ites claimed yet another national laurel

Cairn India Limited organized an ACE - Case Challenge, (Amazing Champions of Energy) A National level event based on Energy Security of India. The event involves invitation of ideas only from the students of the IIMs, IITs, XLRI, ISB, PDP, and UPES. The case includes the feasible ways to make India Energy Secure along with policy recommendations for enhancing oil exploration in India. Team सत्त्वोत्साह of School of Petroleum Management comprising of Abhinav Sengupta, Gautam Udupa, Nilesh Sinha & Vivek Tripathi became the Campus Winner at PDP and secured position amongst the top 14 teams selected across the country by Cairn India Limited. The summary report of the solutions of Energy Security along with individual comments by the members of the Team सत्त्वोत्साह will be published in a compendium to be rolled out by Cairn India Limited.

### SPM Students nailed the Paper Presentation competition

SPM continuously encourages its students to produce quality research & present it across forums. SPM Students also respond to such initiatives with equal resonance. Another string of glory has been added to SPM when, the student team comprising Vaibhav Karangale, Kumar Ujjawal and Mayank Somani won 1<sup>st</sup> prize at "International Conference on Management of Infrastructure-2013" held at UPES Dehradun. The team presented their research paper "Study on effect of draft Land Acquisition Bill 2011 on infrastructure sector: A Quantitative Approach". This paper shall be published in forthcoming issue of UPES Management Review (UMR): An International Journal on Core Sectors (ISSN 2250-0723).

### SPM becomes the only Gujarat B-school to bag as many as three titles at Financial Express campus Mastermind

Financial express launched theme based national level article writing competition which was open for participation to students of B-schools across the nation. Topics for article writing were broadly relating to crucial sectors of India like energy, economy etc. SPM emerged as the only B-school from Gujarat to bag as many as three titles home with Kapil Jain being the winner and Tushar Shah and Rishabh Diwakar being the runners up. Articles were also published in Financial Express in the Open Column.





## CONFERENCES & CONCLAVES

### Oil and Gas Conclave

With much anticipation and enthusiasm, the two day, 4th Oil and Gas Conclave 2014, one of the more reputed Conclaves that takes place at SPM, PDDPU happened on 8th and 9th of September, 2014. It was graced by the presence of Mr. P Elango, Former CEO- Cairn as the Chief Guest along with Dr. H.B. Raghavendra, Director General, PDDPU. Giving insights about the sector, the Chief Guest addressed the roots of the prevailing problems and envisaged that the demand for oil and gas is going to rise every year. He emphasized the importance of the value systems in the life. He talked about the teaching profession as being the noblest profession and the second noble profession being the management if it is practiced well. The conclave saw the discussion on topics such as Oil and Gas industry: Architecture and Prospects, Pursuit of Operational excellence in the Oil and Gas industry, Strategic Investments and Risk mitigation and Marketing & Business development; giving useful insights to all the guests, media listeners and students. To name a few guest speakers were Mr. Anwar Husen, Head of Petroleum Engineering, Cairn; Mr. Shashank Jha, Sales Director, India; Mr. Kaushik Deb, Economist, BP; Mr. Manmohan Ahuja, President, Petronet LNG, etc.



### International Conference on Energy & Infrastructure (ICEI), 2014

Looking ahead for a sustainable and energy rich future, the speakers from industry, academic institutions and students from around the world made their presence felt at the two day International Conference on Energy and Infrastructure 2014 organized by School of Petroleum Management, Pandit Deendayal Petroleum University on 11th and 12th January, 2014. ICEI 2014 started flamboyantly with inaugural session been addressed by Mr. D. J. Pandian- IAS, Mr. Kirit S Parikh, Planning Commission of India and Prof Timothy Coburn from University of Tulsa. The eminent personalities stressed on talking about improving the outlook on investments in Research and Development in India, necessity of renewable energy in the country and challenges faced by the energy sector. The two day event saw the presence of some of the stalwarts of the world such as Prof. Latha Ramachand, Dean, Bureau College, University of Houston who suggested encouragement of investments in infrastructure. Academicians, Industry experts, Faculties from varied colleges and B-schools around the world along with the students showed immense enthusiasm through their participation and involvement. It provided for an outstanding platform for building stronger and longer relations with the outside world and connects with reality in a better manner. Various problems and related solutions were discussed and suggested by the speakers all through the day. In addition to these sessions we witnessed around 76 paper presentations by the elite members in the 12 technical sessions.

### Business Management Symposium

Business Management Symposium is an initiative by the School of Petroleum Management to build a plethora of industry-academia interaction. It brings together executives from varied industry sectors across India and from various functional domains. Business Management Symposium 2013 and 2014 witnessed the presence of speakers from Infosys, HSBC Global Services, Ericsson, Pfizer, KHS India, Gazoop, KPMG, Care Rating, Yes Bank, Sintex India, Zyduz BSV and others. The Symposiums have facilitated discussions on managerial and techno-commercial practices prevalent in the corporate sector. It has provided a platform for discussions on recent trends, market dynamics, relevant skill set requirements, and issues and challenges faced by the industry across varied sectors during round table and panel discussions. The events have enhanced the knowledge base of attendees both from academia and industry.

### Power Conclave

The 4th Power Sector Symposium 2014 was organized by SPM on 15th November 2014 with an objective to provide a platform for information exchange, discussion and comprehensive analysis of business opportunities and critical issues in Power Sector of India. Dr. Urjit Patel Dy. Governor RBI gave key note Address as a Guest of Honour of the event. Executives, Business Heads / Top decision makers from renowned leading public and private power sector companies like PWC, IL & FS Ltd., Tata Power, SBI Capital Markets Ltd., Feedback Infra Pvt. Ltd., Tata Power Trading Company, KPMG, Deloitte, GSECL, IEEMA, etc. participated in the event and made grand success.

### SAMAVESH - The HR Conclave 2014

SAMAVESH – The HR Conclave 2014 was planned to create a platform for exchanging ideas between the corporate leaders and future managers at the School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar. Eminent speakers from industry and academia deliberated on various themes like Aligning HR Practices with Business Performance: Best Practices; Strategic Human Resource Management and Business Performance: Issues and Challenges; and Emerging Trends in Strategic Human Resource Management in India

### SPM Mirror

"SPM MIRROR" our monthly magazine is the interface with the Industry. It has worked its way up the ladder and epitomized SPM as an ambassador to the industry. It was pioneered by SPM students and is considered as a remarkable feat in creating our niche in the Energy and Infrastructure Industry. It has been representing institute to the industry since 2010 and has played a crucial role in portraying the exquisite pool of talented students that SPM possess. It is circulated to more than 200 companies across India.



# VISITORS

**A significant portion of management education comes through learning from real life experiences. And the best way is to learn directly from the horse's mouth.**

Over the years, SPM has been privileged to host some of the best globally renowned dignitaries from various sectors. From Prime Ministers and Consul Generals of various nations, to humanitarians and philanthropists, to entrepreneurs and corporate

leaders, PDPU has provided opportunities to the students to meet people from all walks of life. It's a once in a lifetime opportunity to get to meet such illustrious dignitaries and learn the art of their trade, and the students of SPM have had many such experiences.



## Mr. Deepak P. Mahurkar

Director, Leader Oil & Gas Industry Practice, PriceWaterhouseCoopers, India

Mr. Mahurkar was invited to SPM campus to discuss issues & challenges with exploration and production of Oil and Gas, macroeconomic view and an international perspective of the oil and gas sector. His session was based on PWC report titled 'It's our turn now: E&P partnership for energy security' launched in October 2012. The session was catalyst in encouraging extensive discussions and involved the academicians, researchers and students of SPM directly with the critical issue of energy security.



## Mr. Vishal Gada

Director, Tax & Regulatory Practices, KPMG India

Mr. Gada was invited to SPM campus to give insights on the impact of IFRS on Oil & Gas Sector of India. He also gave a clear picture about Direct Tax implications during E&P activities in Oil & Gas sector. He appreciated SPM efforts to organize such interactive sessions and also mentioned that students of SPM are well informed on the nitty-gritty's of Accounting & Taxation.



## Dr. Suman Bery

Chief Economist – Shell Group

Dr. Bery was invited for a guest session at SPM on recent Shell report titled "NEW LENS SCENARIOS: A shift in perspective for a world in transition". This expert session attracted numerous Industry stalwarts and Government officials from various departments. Dr. Suman Bery greatly appreciated SPM for conducting such stimulating sessions. He also mentioned that "It was interesting to interact with students of SPM. Hope it will stimulate interest in Shell scenarios".



## Ms. Sally Brazier

Director of Ceostr Ltd & Acclara Ltd. & Marketing & Design Management Consultant, UK

Ms. Sally has a wide experience in Strategic Design Management. At SPM, she has delivered a lecture on Design and its relevance in business strategy. She demonstrated how innovative designs can help to devise better marketing strategies.



## Mr. Nirmal Sinha (USA)

(Former Dean, INSEAD School of Business & Kellogg School of Management)

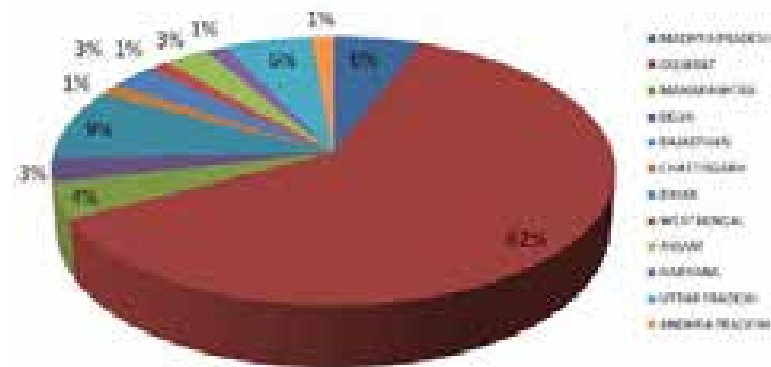
Shri Nirmal Sinha, a committed Social Worker, known as an Outstanding American & Shri Dipak C. Jain, offered a guest session on "Globalization of Education" & "Enduring Value of Management Education in India". They deliberated on the Enduring Value of Management Education in global scenario: the trends affecting management education. He highlighted the fact that Rigor, Relevance and Results should be the prime focus for Experiential Global Learning.



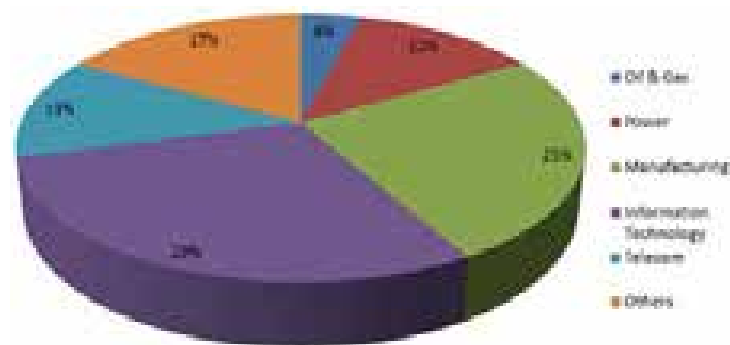
# PROFILE OF 2014 BATCH

The class consists of 70 students who are from as many as 12 states of India. This is the most diverse batch consisting of students from various disciplinary backgrounds like Engineering, B.Com, B.Pharm, B.B.A, B.M.S and M.S. Out of 70 students, 24 students have work experience in varied sectors like Oil & Gas, Power, Manufacturing, Information Technology, Telecom.

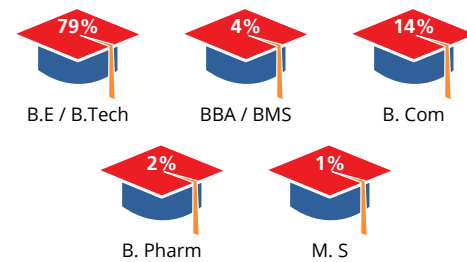
STATE-WISE DISTRIBUTION



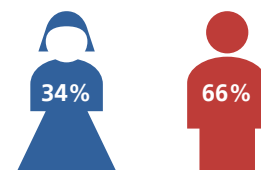
SECTOR-WISE DISTRIBUTION OF WORK EXPERIENCE



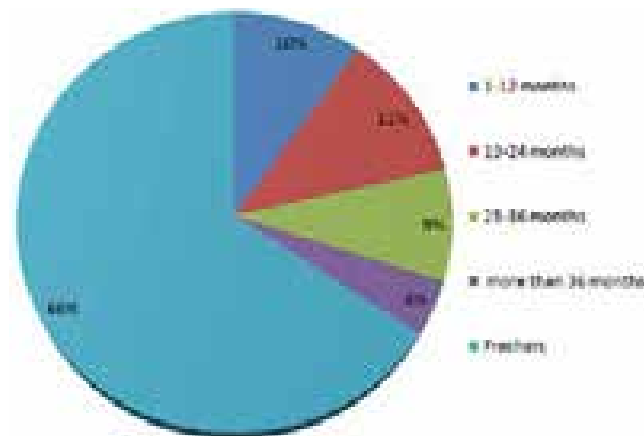
GRADUATION DOMAIN



GENDER RATIO



WORK EXPERIENCE DETAILS (IN YEARS)



# SUMMER PLACEMENTS FOR MBA: A BRIEF

The Summer placement initiatives of SPM for its batches since its inception attracted a good number of companies from Energy and Infrastructure, Oil & Gas, Financial Services, Retail and other sectors. All its students have worked on a host of project areas including Analysis of Production Sharing Contracts under the NELP Regime, Risk Mapping in International Oil & Gas Organization, Outlook for refining and petrochemical industry in India, Key Considerations of the Global Banking Department & Processing of Market Data, How to improve efficiency in Transport and Retail segments, Brownfield Industry Asset Management Study for Optimization & Efficiency to mention a few. The following companies participated in Summer Placement since 2007.



## FINAL PLACEMENTS OF MBA: A BRIEF

The placement initiatives of SPM since its first batch attracted a good number of companies from Energy & Infrastructure, Oil & Gas, Consultancy, Financial and Technology Services and other sectors. All its students were placed with various job profiles. The feedback received from our alumni has been good as they have got good organizations and job profiles to work with and currently hold an edge over other new recruits. The following companies have participated in Final Placements at SPM till date.





# PDDPU

PANDIT DEENDAYAL PETROLEUM UNIVERSITY



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