

Prof. Dr. Alok Jain
Block B-53, Prime Plaza,
NFD Circle, Bodakdev,
Ahmedabad, PIN 380054,
Gujarat, India
Email: alokjain4@gmail.com
Phones: + (91) 9898588842, 7016551315 (Mobiles)



Career Summary

I have 29 years of Corporate & Academic experience at Domestic & International levels.

In Academia, I have worked in Higher Education space in C-suite as a Policy Maker, Strategist, Advisor, Profit Centre Head, Director, Professor, Consultant, Trainer, Speaker, Writer and Senior Administrator. Have headed a team exceeding 500.

In Corporate world, I handled Marketing, Sales, Channel Creation, Retail, Exports and Distribution functions. Have established Country Businesses in West Africa as Marketing Head, ECOWAS (Economic Community of West African States- 15 Countries) with 800 plus team.

- Advising the Chairman, Jain Group, Bengaluru. Earlier, worked full time as Member – Chairman’s Council, Head – New Initiatives and Member - Advisory Board, JUINCUBATOR.
- Worked with the Kirloskar Group as Director and Board Member of Kirloskar Institute of Advance Management Research (KIAMS) before being picked up by Jain Group Chairman.
- As Director of International Linkages with NMIMS Deemed-to-be University, Mumbai, signed MOUs for its 9 Schools and 6 Centre of excellence with 20+ top 400 QS, THE and Shanghai ranked Universities, Technical and Management Schools. Arranged Student exchange and Joint Faculty Research.
- Established PGPX (1-year MBA for Executives) as Profit Centre Head with 5 times revenue growth at Indian Institute of Management Ahmedabad and got it globally ranked in top 12 for 2 successive years by Financial Times, UK.
- Worked as Marketing head with Chanrai Group, UK at Lagos, Nigeria to establish country markets in West African countries.
- Worked with leading Textile companies at Domestic and International locations.
- As President & Founder of VIVA Consultants, provide Academic, Ranking, Marketing Advisory & Consulting to Government, Universities, Institutes and Startups.
- Motivational Speaker, Writer, Trainer, Mentor and Guide.

Qualifications

- 2007-10 PhD in Management Education from the Faculty of Commerce, JRN Rajasthan Vidyapeeth University, Udaipur, India. Thesis title: “Metamorphosis of Management Education – A Comparative study of India and Abroad”
- 1991-93 MBA (Post Graduate Diploma in Business Management full time) from the IMS Ghaziabad, India with specialization in Marketing & Personnel. Adjudged “Pioneer Alumni Award” of the last 2 decades in May 2022.
- 1991-92 MA (English Literature) from University of Ajmer, Rajasthan, India
- 1988-90 BA (English, History and Sociology) from University of Ajmer

Work Experience

28.06.2018 Onwards

JAIN Group, Bengaluru

(The group is into Education, Entrepreneurship, Hospitality, Real Estate and Financial Services)

- Honorary Advisor–Chairman, JAIN Group, Bangalore (01.04.21 onwards). Part time.
- Member–Chairman’s Council, Jain Group of Institutions, Bangalore (28.06.18 - 31.03.21). Full time.
- Head – New Initiatives, Jain Group of Institutions, Bangalore (28.06.18 – 31.12.20). Full time.
- Member-Advisory Board, JUINCUBATOR (Jain University Incubation Center) (28.08.18- 31.12.20)

Job responsibilities:

To assist and advise the Chairman in day to day management decisions on Policy, Strategy, Initiatives, Strategic Recruitment, MIS and many more functions.

Achievements:

- MoU ‘Mission 1 Million – 1 Million’ with Nobel Laureate, Dr. Muhammad Yunus to elevate 1 million families out of poverty to enable them to make 1 million a year under Yunus Social Business.
- Liaison with Indian Govt’s Ministry of Skill Development & Entrepreneurship for the launch of Skill University and Centre of Vocational Training at Bangalore.
- Specially invited by Shri Kamal Patel, Minister of Agriculture, MP State Government to plan a Farmers’ Cooperative Model based on AMUL. Submitted Farmer to Consumer (F2C) model for the Ministry.
- Conceptualized and launched the School of Creative Liberal Education (SCLE) under principle mentorship of Prof Indira Parikh, former Dean – IIM, Ahmedabad. Created all Boards and entrance test for Liberal School (JET-L).
- Launched Rs 10 Lakhs yearly Chenraj Roychand Scholarship for needy students at SCLE.
- Drew Rs 600 Crore model to convert SCLE into a University after 8 years.
- Envisaged MoU to offer joint courses with Film & Television Institute of India, (FTII) Pune
- Launched 200 Short Film Project on Indian values and ethics for next generation kids
- Created 1-year affordable MBA course under Centre of Management Studies, Jain University
- Assisted Chairman for creating ‘Asset Light’ 300 College Franchisee Model across India
- Assisted Chairman to recruit Provosts, Deans, Directors and Principals.
- Introduced Jain Group HR to IIMs and IITs for successful recruitment of PhD graduates
- Chairman’s nominee for MoU with Prof Anil Gupta’s SRISTI, GIAN and Honeybee Network
- Designed new MIS formats for effective and crisp information analytics for the Chairman
- Liaison with Institute of Rural Management Anand (IRMA) for joint courses and MDPs.
- Sponsored, planned and coordinated first IRMA Entrepreneur Alumni summit at Bangalore

- Liaison with IIM, Ahmedabad to launch Centre for Innovation Incubation and Entrepreneurship (CIIE) for South of India with JAIN Group.
- Created the Center for Executive Education (CEE) for MDPs and Consulting under a Dean and his team.
- Drafted the Research Policy for all Universities and Colleges under Jain Group.
- Applied and got 10 international patents for School of Engineering – first time in JAIN Group
- Designed & supervised new models of Entrepreneurship & Liberal Studies for 50+ schools.
- Reworked on Credits for School of Management to get Liberal Education at UG & PG levels.
- Creation of Chairman’s Council & Global Advisory Board to take the Jain Group to new heights.

04.01.2018 – 12 .06.2018

Kirloskar Institute of Advanced Management Studies (KIAMS), Pune: Director

Job Responsibility

Complete Academic and Administrative responsibility of the Management Institute.

Achievement

- Effective introduction of Admission and Placement MIS
- Goal setting to get KIAMS in top 50 in Indian B-Schools
- NBA processes for the launch of an additional batch
- 100% record placement before convocation happened for the first time

1.11.2014 to 31.12.2017

VIVA Consultants, Ahmedabad: President & Founder

Job responsibilities:

- Advisor, JAIN Group, Bangalore
- Member of ‘Enterprise Management’ Academic Area at EDI, Gandhinagar
- Teaching Entrepreneurship, Communication and Marketing courses at NID and EDI, Ahd
- Forging International alliances and introducing International Faculties at NMIMS, Mumbai
- Providing Academic, Ranking, Marketing Advisory & Consulting to Government, Universities, Institutes and Private Start up
- Designing and Conducting Training Programs for Government and Corporate sectors
- Taking guest lectures at leading Universities and Institutions.
- Academic pedagogy reviewer and PhD assessor at Chandigarh University, Mohali
- Representing ICARE (Indian Centre for Assessment and Accreditation) for Gujarat & MP
- Mentor, Swaraj Secutech, Ahmedabad from startup stage in security solutions.
- Advisor: Shilpee Enterprises, Ahmedabad, manufacturers of Aava natural water

Achievements:

- Project ‘Gift of Knowledge Transfer Leveraging Technology’ with International Faculties was awarded D. L. Shah Silver Quality Award by Quality Council of India for Academic Innovation in June 2016.
- Worked with Israel Consulate, Mumbai for academic programs in Gujarat
- Former editor of the CU Global Management Journal at Chandigarh University, Mohali
- Got USB, Chandigarh University ranked in B+ category by Business Standard in 2015
- Advised on introduction of Rural Research as pedagogical tool at Chandigarh University.
- Advised students to write Marketing and Business Part of Engineering projects.
- Conducted Faculty Development Programs at Chandigarh University, Mohali
- Conducted Training program of all Councilors of Ahmedabad Municipal Corporation

Job responsibilities and assignments:

- a. Handling University level international affairs of the following Colleges and Centers of Excellence of the University:
School of Engineering & Technology Management, School of Management, School of Pharmacy & Pharmacy Management, School of Life Sciences, School of Architecture, School of Economics, School of Commerce, School of Law, School of Continuing Education, BSE-Centre for Capital Market Studies, Institute of Intellectual Property Studies, Center for Sustainability Management & Social Entrepreneurship, Center for Family Business & Entrepreneurship Management, NMIMS Academy of Aviation and Center for Textile Functions, Shirpur
- b. Meeting Presidents/Rectors/ Directors of global universities to derive synergies
- c. Meeting Ambassadors/ Consul Generals/ Embassy official to promote NMIMS
- d. Manage student exchange, faculty exchange, joint research, joint publication, joint conferences, joint qualifications, joint case writings, joint PhD supervision
- e. Getting international students to NMIMS University through road shows, advertising, exhibitions
- f. Participate in international rankings conferences and meetings
- g. Coordinating with Deans and Directors for effective implementation of management decisions related to internationalization
- h. Supervising team for strong follow up on international front

Achievements:

- Signed 25+ University/ School level MOUs for multiple activities
- Activated dormant MOUs and renewed expired ones
- More than 20% of the global top 400 Universities responded favorably for partnership
- Got 2 Million USD project proposal from Ohio University, USA on the 'Health supply chain system and commodity security in India'
- International Faculty Exchange: Got faculty from leading Australian University to develop and teach Molecular Oncology curriculum at School of Science.
- NMIMS Faculty Exchange: With a leading French School, for BRICs conference, got full sponsorship for one faculty and free stay for additional faculty.
- Student Exchange: 5 students from School of Engineering were selected for a Summer School workshop at leading Israeli institution with free lodging, boarding, academic materials and USD \$250 scholarship. The students successfully completed and returned with excellent academic record. Also got 3 students from School of Engineering to visit a leading French B School.
- Visa Seminars: Arranged Information seminars on student visa regulation and higher education opportunities for NMIMS University students from Consulates like USA, Holland, Israel etc.
- International Conference: Sustainability Olympics – Got my IIM, Ahmedabad student and close associate of Dr Abdul Kalam, on Sustainability and CSR linked event with involvement of prominent universities, individuals well known in this field like Dr. Kalam and Nobel prize winner Dr. Yunus, Government and large number of students and youth.
- Joint Qualifications: With leading French B School in management, with American College in Engineering and BBA, Leading Australian University in Physiotherapy.
- Summer/ Winter workshop: A Brazilian University has offered more than 75% scholarship to our students across all Schools for their Summer/Winter courses

- Joint Research: School wise information on faculty research areas shared and received with top global Universities.
- India Immersion Module: Revenue generating India Immersion module discussed and initiated with existing and new international partners. A group of 10 students from Mexico coming in the month of January 2015. Same discussions are on with an Australian University.
- Connection with top 400 global universities and drafted common research and academic synergy for NMIMS schools. The success rate was 20% and more
- Communication initiated with Indian Embassies in foreign land on student admission and introduction of NMIMS University to their network of schools and colleges.
- Communication has been initiated with Foreign Embassies based in India primarily in Mumbai. Also invited the Consul General to NMIMS University.

16.2. 2012 - 30.10.2013

Great Lakes Institute of Management, Chennai:

Full time Professor of Marketing and Director – Corporate Engagements & Communications (16.2.2012 -20.12.2012) & Off campus guide for Empirical Study projects from (21.12.2012 – 30.10.2013)

Job responsibilities and assignments:

- As *Director-Corporate Engagements*, promoted training programs/ consultancy for corporates in India and abroad which consisted of: i) Open programs ii) Custom designed programs for companies iii) Our regular programs like – PGWPM, PGXPM – customized for corporate iv) Consultancy work v) Any other industry related engagements like paid research, case writing vi) Raising funds for Centres of Excellence, Chairs, sponsorship for institute events etc.
- As *Director-Corporate Communications*, coordinated with all internal constituencies and also interface with external agencies such as creative agencies, media buying houses, PR Agencies, Press, etc.
- As *Professor of Marketing*, taught in the PGPM (regular / EMBA/ PGXPM/ PGWPM/ PGDM or any new programs) in Great Lakes campuses.
- As *full-time member of Academic Committee*, was involved in the activities mainly relating to faculty identification, selection, and all academic initiatives of the institute, thus helping the team. This involvement spanned to all academic activities of PGPM, EMBA /PGXPM/PGWPM/PGDM and Management Development Programs in terms of Curriculum, Design Development and revisions.
- As *full-time member of Executive Committee*, contributed for decision making on administrative matters of the institute.
- As *empirical study guide*, supervised & graded research projects of students on a theme for year
- Worked towards developing and enhancing Great Lakes corporate interface, generating contacts for placement and consulting assignments.

Achievements:

- Got research project of GBP2.5million from EPSRC, UK.
- Gave 200% growth in business by focusing on training needs of corporations
- Added South India based corporations like companies of Murugappa group, Wabco, Madras Cement, MRF, Orchid, Watanmal, TVS and more

14.11.2005 – 20.5.2011

Indian Institute of Management Ahmedabad: Programme Director – PGPX

Assignments and Responsibilities:

- Worked as Profit Centre Head and raised revenue* from INR 48 million to INR 200.5 million in 5.5 years.

Year	2006	2007	2008	2009	2010	2011
Intake	60	72	78	80	86	101
Fee	0.8	1	1.4	1.4	1.935	1.985
Revenue	48	72	109.2	112	166.41	200.485

* Exclusive of deferment forfeiture

- Domestic & international marketing (web, print, promotions, open houses and counseling)
- Admissions (application form content/layout, analysis, interviews, offer letters and joining),
- Academics (annual academic activity planning, new courses, course material management, scheduling, honorarium, grading and feedback),
- International immersion (tie ups with global schools, academic coordination, logistics, grading, budgeting and account settlement),
- Placements (providing data to central cell). Initially handled placements of first two batches,
- Infrastructure (classroom, office, housing, visiting faculty and projects),
- Finance (budgeting, costing, administration and settlement approvals),
- IT matters (PGPX pages on IIMA website, computerization of office functions and IT up gradation)
- Alumni (registration and get together)

Achievements:

- PGPX was rated 11th best Global MBA by Financial Times Ranking, 2011 & 2012
- Administrative setup: Set up of office from designing to manpower employment and systems.
- Queries: Set standards for queries. Handled and developed FAQs on its basis.
- Marketing: Have successfully done international and domestic open houses. Conceptualized and printed marketing brochures for all PGPX batches.
- Admission: Converted application form submission from hard copy to soft copy saving time and costs.
- Infrastructure: Managing of accommodations for students and complete set up of office.
- Finance and Accounts: Managing revenue and operative budgets.
- IT & Web: Self administration of PGPX web pages through professional staff saving millions for IIMA
- Academics: Introduction of online elective registrations and scheduling.
- International Immersion: Tying up with International schools and managing the exchange. Organizing and taking exchange students for industry visit.
- Placement: Designed Placement brochures for PGPX I & II. Did liaison and brought companies which offered highest PGPX placements.
- ConneXion – conceptualized a 3-day conclave for students
- Programme ranking with FT, BW and domestic magazines,
- Programme accreditation with EQUIS and worked for ASBA

Corporate Work Experience

20.12.2002 – 01.11.2005

Bhojraj Industries PLC (Chanrai Group, UK) at Lagos, Nigeria: Marketing In charge - West Africa

Products: Trading of - Agro Commodities, Marketing of Household Plastics, Vinyl Tube and Textiles (African prints, Foam Covers, Embroidered fabrics, Sewing Threads, Mosquito nets, Suiting, Shirting and Laces)

Job responsibilities:

- Strategize and monitor the product market growth in ECOWAS through 600+ staff.
- Arranging investments. Finalize deals optimizing group manufacturing capacities.
- Report to the Chairman on competition, new projects, and business opportunities.
- Forecast trends for import sourcing. Liaison with Govt. officials.

Achievements:

- Took group from Domestic to International level.
- Met Nigerian President for AGOA exports. Was appointed Presidential advisor.
- Registration in ECOWAS. (The Economic Community of West African States)
- Control and restructuring of Textile, Plastic and Vinyl Tube business.

26.8.2000 – 30.7.2001

Ashima Industries Limited, Ahmedabad based group in textiles, real estate, consumer brands – LOGO (readymade) & ICON (ready to stitch): Deputy General Manager–Marketing

Job Responsibilities:

- Established LOGO and ICON as BRAND in South and West Indian states.
- Judged market potential & allocated sales target to ASMs for the territories.
- Implemented Marketing Policy for the products.
- Ensured market network creation, maintenance and growth.
- Appointment of distributors in states based on sales team recommendation.
- Conceptualized branding, product promotion strategies and the implementation.
- Monitored area wise sales against target and took corrective actions.
- Planned sales promotion budget month wise, area wise and product wise.
- Supervised Regional Conferences for product display and order booking.

Achievements:

- Finalized Branding and promotion mix at national and regional level.
- Established LOGO and ICON in South and West Indian states.
- Created distribution channels and finalized PJPs. Introduced DSR and Stock monitoring.
- Started more than 60 Shop-in Shop.

10.2.1998 – 16.8.2000

Reliance Industries Limited, Ahmedabad: Assistant Manager – Marketing,

Product: VIMAL Brand.

Job responsibilities:

- Establishment of Vimal brand in central India (1996-1997).
- Institutional Marketing of Vimal and its development (1998-1999).
- Developed VIMAL market at Government, Private and International level.
- Reviewed performance of sales and follow up with Agents, Dealers and Retailers.
- Dealt with advertising agency for product and brand promotion strategies.

Achievements

- Introduced VIMAL to Ministry of Defense with first order of INR 210 Million.
- Established institutional supplies to Maruti, Pepsi, Apollo Tyres, N.H.P.C.etc.

25.7.1994 – 31.1.1998

Modern Terry Towels Limited, Mumbai: Manager – Exports

Product: 100% cotton towels.

Job responsibilities

Handled Export and Domestic market of Modern Terry Towels.

Achievements

- Sales increase from INR 230 Million to 560. Surplus orders for Jacquard looms.
- Repeat orders from customers like M&S, Wal-Mart, Woolworth, IKEA etc.
- Helped in creating special product range for domestic marketing.

Teaching Experience

Full Courses:

Great Lakes Institute of Management, Chennai
National Institute of Design, Ahmedabad

Universal Business School, Mumbai

Sales and Distribution Management

1. Business Communication

2. International Business

1. Marketing Management

2. Perspectives in Management

3. Individual Business & Society

4. History of India & Global Commerce

Part Courses/Lectures:

School of Law, NMIMS University, Mumbai

Great Lakes Institute of Management, Chennai
Mudra Institute of Communication, Ahmedabad
NIFT, Gandhinagar

DD University, Nadiad
Excellon Institute, Ahmedabad

Phoenix International Business School, Udaipur
IBS, Ahmedabad
KS School of Business Mgmt. Ahmedabad

Effective time management and international planning

Recipe to be a Successful Manager

Stake Holder Theory

Management Education, its effectiveness and practical implementation

Corporate Grooming

Personal and Professional Experience in a Corporate Job

How to be a Successful Manager?

Challenges and Issues in Placement

1.What and How to Choose as a Career?

ICAI, Udaipur Chapter

Asian College of Education, Udaipur

2. How to Prepare for Interview and Handle Rejection?
 3. Mock Interview techniques
 4. Opening day motivational lecture
- Inaugural address and talk on
Employment Interview preparation
How to be a Successful Teacher

Conferences

JG College of Commerce, Ahmedabad: Keynote Speaker for Online International Conference on 'Contemporary Issues in Accounting, Finance and Statistics' held on 23.04.2022

National Institute of Design, Ahmedabad: Conference on 'Design Dialogues: Reinterpreting Design' on 09.10.2015

Mumbai University and Thakur College of Science and Commerce, Mumbai: Guest of Honor and Key Note Speaker at 'International Conference on International Year of the Light 2014 – On Enlightening Imminent of World (Prospects, Challenges and Policies)' on 5.12.14

The ET Future of Learning Forum, Mumbai: Panelist at 'Highlighting the need of Privatization of Indian Education' on 19.11.2014

Amrita Vishwa Vidyapeetham University, Coimbatore: Summit on Higher Education Innovation & Excellence' organized by The Economic Times & Conceptualized by ICAA on 25.2.2014

Great Lakes Institute of Energy Mgmt., New Delhi: Strategies for Superior Performance in the Oil and Gas Industry in the 21st Century by Dr. Pradeep Kumar, Distinguished Professor, Huston University, USA

NIPM, Chennai: Moderated and Chaired opening session at on HRD Paradigms.

Great Lakes Institute of Management, Chennai: 1) Successful Women in Management by Dr. Mallika Sarabhai as key note speaker. 2) Financial Conference on Systematic by Dr. KC Chakrabarty, Dy. Governor RBI as distinguished speaker 3) Annual HR conclave

NHRD Power Session at Delhi and Mumbai: Global HR Competencies: Mastering Competitive value in India - – In conversation with Dr. Wayne Brockbank of University of Michigan, USA

Project Management Institute, Chennai: National conference on Project Management for Sustainable Competitive Advantage

MDP

Conducted a 4-day MDP for Max Bupa Life Insurance & Axis Bank in December 2012 on Sales Excellence for their middle management sales team. Got a feedback of 4.95 out of 5

Research Papers

- a. Exploring Key Drivers of User's Perception Towards Mobile Commerce in Post Covid Scenario 2022
- b. Measurement of Brand Resonance in the e-commerce industry and suggest strategies to bridge the prevalent brand gaps - Dr Alok Jain, Mr. Gajendra Sisodiya, Ms. Tanya Sheth and Ms. Garima Yadav 2012-13
- c. Destination branding through Indian Cinema - Dr Alok Jain, Ms. Khushboo Singh and Ms. Pooja Aggarwal 2012-13
- d. Emotional Branding and its effect on buying behavior - Dr Alok Jain and Mr. Logesh Kumar 2012-13
- e. Issues and Challenges in Management education - Dr. Alok Jain 2010
- f. Impact of Branding on Information Technology - Dr. Alok Jain and Mr. J. Dinesh Chandra 2013-2014

Consulting

- Strategic Advisor & Mentor: Swaraj Secutech, Ahmedabad, manufacturer of security tools.
- Business advisor: Shilpee Enterprises, Ahmedabad, manufacturers of Aava natural water
- Advisor- Marketing & Business Restructuring: Shree Hans Alloys Limited, Ahmedabad
- Advisor- Strategy: Adarsh Co-Operative Bank and Adarsh Credit Coop. Society Limited

Training Courses

- a. Lifetime Certificate of Lean-Six Sigma Yellow Belt workshop by American Society for Quality, October 2011
- b. Attended workshops at IIMA on leadership, motivation, and retailing.
- c. Attended workshop at Ghana on exports to USA from sub-Saharan countries by WABIL American team on Africa Growth Opportunity Act (AGOA) while working with Bhojraj Industries PLC
- d. Attended workshop on self-management learning at Lagos, Nigeria by Mr. Nick Christians of Hippo Consulting, UK while working with Bhojraj Industries PLC
- e. Attended workshop at Ahmedabad, India on registration of industries with the ministry of defense while working with Reliance Industries Limited.

International Achievement

Met Australian Prime Minister, Mr. Tony Abbott in September, 2014 for Colombo Plan launch at Mumbai University.

Was invited by Nigerian President, Mr. Obasanjo in November, 2003 for discussion on A.G.O.A. (African Growth Opportunity Act) to improve exports from Nigeria to U.S.A.

Honors & Awards

- a. Karmashetra: by Ahmedabad Municipal Corporation, Ahmedabad, India in Nov 2017
Trained the Elected Municipal Corporators of Ahmedabad region for 2 days
- b. Commandant's shield: by Commandant, College of Defence Management, Hyderabad, India in Oct 2016
Addressed Participant Indian & friendly SAARC countries Army Officers of the Higher Defence Management Course on "Creativity as a Contributor to Organizational Effectiveness"
- c. Silver Award - Project 'Gift of Knowledge Transfer Leveraging Technology' Silver Award by Quality Council of India · Aug 2016I

The project with international faculties was recognized with the Silver award by Quality Council of India in August 2016.

- d. Panelist and Speaker by The Economic Times · Nov 2014
The ET Future of Learning Forum 2014
- e. "Pioneer Alumni Award" of 2 decades 2022
IMS Ghaziabad, my alma matar

Personal details

DoB: 07Aug 69. Wife teaches at Gujarat University, Ahmedabad. Have two children.

References

Can be furnished from prestigious educationists and corporations