

Management Profile

Rajesh Narula

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Rajesh Narula is a management professional and a qualified software developer with over twenty years of experience in almost all aspects of marketing. His last assignment was with a leading software solutions provider where he was responsible for the gamut of marketing activities including business development in the France market and corporate branding, positioning, communications etc. He has introduced many innovative ideas in his career, produced award winning collateral and achieved excellence in corporate sales and distribution network management. He has now set up Micro-Marketers (www.micromarketers.net) - a pioneering venture in outsourced marketing services, that seeks to create a new world of professional marketing.

Rajesh speaks French, Portuguese and Japanese and writes frequently on marketing, arts, sports, social issues and technology for various national publications such as The Hindustan Times, The Pioneer, and various professional journals. He is the author of "*How to set up your business*" published by FICCI.

He is a visiting professor at some of India's premier management schools and lectures frequently at professional management bodies, international seminars and other fora. He heads the FLO Business Consultancy Cell at FICCI, apex body of the Chambers of Commerce in India.

He is a corporate trainer and conducts various workshops for sales and marketing departments. Rajesh is equally passionate about marketing and technology, and is also an avid photographer, a Black Belt Karateka and trekking enthusiast.



Some Workshops/Presentations by Rajesh Narula.

International Services Congress 2006 organized by FIEO

Topic : *Value Based Collaboration-Modern Approach to Consulting*

Date and Location : Ashok Hotel, New Delhi, 2006

Madras Management Association

Topic : *ERP – Bitter Pill or Viagra ?*

Date and Location : May 2002. Chennai

National Chamber of Industries and Commerce, Agra

Topic : *Workshop on Effective Marketing Strategies*

Date and Location : Agra. 2009.

NSIC, Kanpur

Topic : *Workshop on Marketing Strategies for the Millenium*

Date and Location : 2004. Kanpur.

West UP Chamber of Commerce, Meerut

Topic : *Workshop on Effective Marketing Strategies for SMEs*

Date and Location : 2006. Meerut

FICCI Ladies Organization

Topic : *Transformational Leadership*

Date and Location : 2003. Federation House, New Delhi

Micro-Marketers Public Workshop

Topic : *Effective Communication Skills for Managers*

Date and Location : India Habitat Centre. 2009

FLO-HSF 4 Week Entrepreneurship Development Programme

Topics : *1) Services Marketing, 2) Brand Building, 3) Basics of Entrepreneurship, 4) Technology for Marketing, 5) Identifying Business Opportunities 6) Project Management and Business Plan*

Date and Location : Federation House, New Delhi. 2005

Asian Development Bank-FLO Workshop for Rural Women in Haryana

Topic : *Systematic Marketing for Self Help Groups*

Date and Location : 2008. Rural Village in Gurgaon

FIEO Workshop for Exporters

Topic : *Cross Cultural Communication for Exporters*

Date and Location : 2008. Jalandhar

FIEO Workshop for Sports Goods Exporters

Topic : *Effective Online Marketing*

Date and Location : 2008. Jalandhar.

NDIM Seminar on Customer Engagement

Topic : *Brand Building Through Customer Engagement*

Date and Location : December 2011. New Delhi

MicroMarketers – FLO Seminar on Business Opportunities through the Commonwealth Games

Topic : *Inaugural Address*

Date and Location : 2003. New Delhi

Date and Location : 2006. Federation House New Delhi

FLO-HSF Workshop on Retail Management

Topics : 1) *Leveraging IT for Retail*, 2) *Branding for Retail*, 3) *Effective Promotions*

Many other speaking engagements including in-house corporate training programmes, Teacher Training Programmes and workshops for students in leading schools of Delhi NCR. Topics range from Leveraging Social Media to Stress Management, Interpersonal Skills, Communication and Presentation Skills etc.

Some Publications by Rajesh Narula

The Age of Micro-Marketing The Hindustan Times | January 20, 1996

I first expressed my philosophy of focusing on the needs of the individual customer, through this article that dealt with promotional communication at a one-to-one level with the individual customer

Proposing a Match A & M Magazine | May 15, 1996

A humorous take on ethics in the world of marketing

The Manufacturer Distributor Relationship Business and Management Chronicle | January 1997
Issues concerning effective channel management for a magazine that targeted management students and young managers

Theory in The Film Industry The Pioneer | May 1997

I was among the first to write on how marketing theory can be applied to the Indian film industry for this article in The Pioneer

How To Set Up Your Business FICCI | April 2011

I authored this Handbook on "How To Set Up Your Business" which was published by FLO, a division of FICCI, the apex chamber of commerce in India, and released by Ms Sharmila Tagore, actress and ex-Chairperson of CBFC in New Delhi.

Value Based Collaboration-New Approach to Consulting Paper presented at International Services Congress, New Delhi 2007 | October 2006

Presented at the International Services Congress organized by FIEO, an Export Promotion Council established by the government, this paper highlighted how value can be created in consultancy and outsourced services projects

At Your Service – The Case of India's Services Exports JIMS 8M- Journal of Indian Management and Strategy | January 2006

My case for a services thrust in India viz-a-vis manufacturing unlike countries like China, and an analysis of the problems and a roadmap for India's services exports

Redefining Organizational Growth JIMS 8M-Journal of Indian Management and Strategy | October 2005

The modern organizational environment is uniquely different and requires a different set of capabilities for organizational leadership

Crossing The Chasm FIEO News | June 2007 Pitfalls in Cross cultural communication for exporters

There are bad sports... The Hindustan Times | October 8, 1995

The article was half of a full page debate - "There are bad sports... and there are good sports" on ethics and unsportsmanlike behaviour in sports. The other half - "There are good sports..." was written by a staff correspondent of the publication

The Making of a Commando The Hindustan Times

An overview of the intense training including martial arts training- that goes into the making of a commando

A forgotten Legacy The Hindustan Times

A retrospective look at Portugal's cultural association with India on the occasion of 500 years of Vasco da Gama's voyage

Scream is part of Training Sun magazine

A write up photo-feature on the art of Karate

Bringing Alive the Andes The Pioneer

A review of a photo exhibition by a Latin American photographer, organised by the ICCR in New Delhi