

Dr. P K Mehtta



To empower students towards a worthwhile qualification in Management & Technology. Enabling them to offer solutions to complex Business World problems & some of the challenges facing society through their academic, personal & professional well being

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Present Assignment

Director-Principal
Shri Atmanand Jain Institute of Mgmt & Tech (AIMT)
Jain College Road, Ambala City-134003 (INDIA)
Website: www.aimtambala.com

Experience (Years)

Education	Industry	Total
19+	14+	34

Qualifications

2010	PhD (Retailing)	VMOU, Kota
1984	MBA (Marketing)	K U Kurukshetra (Haryana)
1981	MS (Breeding)	NDRI, Karnal (Haryana)
1978	BSc (PCB)	DN College, Hisar (Haryana)
1973	Matriculation	GHS, Pehowa (Haryana)

Personal USPs

- Effective Client Handling •Ability to deliver under High pressure work-environment •Honest •Hardworking
- Resilient •Malleable •Positive Attitude •Open to new ideas •Seek no appreciation •Deal others professionally
- Profusely thank & appreciate •Hospitalable •Caring

Teaching Area

- Retail, Sales Mgmt., Institutional Selling & Marketing.
- Business Communication.
- Profusely use real life examples to bring point home.
- Extensive use of Case-lets in teaching.
- Story Telling @Management Education.
- Encourage Do-it-Yourself mode of learning.

Research Area

Retail Management , Marketing Management , General Management & Management Theory.

Operational Architect

- Launch of new Institutions, Products & Services.
- Setting up of New office organizations.
- Product & Packaging Design.
- Installation of ISO 9000 quality standards.
- Institutional Turn Around.
- Practitioner of Retailing & Selling of Services.

Professional / Technical Highs

- MR ISO-9000 Certification (Small sector).
- ISO Certification for 1st Indian HT Electrical Firm.
- Launch & Re launch of three (3) Products.
- Established three (3) new marketing Offices.
- Founder Director for three (3) Technical institutions.
- Executed four (4) cold galvanizing projects.
- Commercial procedure for age-wise credit control.
- Designed an extensive PCP for Re-launch of product.
- Introduced India's 1st 24-hour help line in Industry.
- Industry's huge Advertising out lay for Mineral water.
- Protocol officer to handle Stake Holders & Visitors.
- Executed 1000+ govt. inspections in Industry & Edu.
- Targets, On time delivery & Credit Control; on dot.
- Developed good practices @AIMT a module for effectively running a Business School.
- Designed TXP, SXP & Mentorship Program.
- Organized and executed professional Product shoot.

Skills & competencies

Leading from Front	
Self Starter	
Target Oriented	
Team Building Work	
Work With Honesty	
Time Management	
Micro Managing	
Effective Client Handling	
Persuasive	
Commanding	
Communication (Verbal & Written)	

Workshops/Seminars/FDPs/TPO Meet

Organized	: 8
Key Note Speaker	: 2
Attended	: 19

Papers Published / Presented in Conferences

International	: 1
National	: 10
Regional	: 1

Book / TP Book-let / Product Literature

- Edited a Technical Particulars (TP) Booklet for HT Electrical firm as a part of ISO-9000 Certification.
- Documentation for ISO 9000 quality system
- Edited Technical Literature for Mineral water Industry.
- Ex-editor MAIMT Journal of Management & Technology

Contribution towards Nation Building

- 300+ Presentations made in the last (five) 5 years. Over 25 K students & their parents counseled towards 'What after 10+2 / UG / PG'. - A Road Map
- good practices @AIMT developed for Institutional Turn around.
- Organized Blood Donation Camps.
- Member Sansad Adarsh Gramin Yojna(SAGY) Ambala District

Languages & Dialects Known

English & Hindi	: (Proficient)
Harynavi & Rajasthani	: (Proficient)
Punjabi	: (Native)
Bhojpuri & Marathi	: (Rudimentary)

Awards / Fellowship / Membership

- NDRI Jr. Research fellowship 1978-1981.
- Certificate of Excellence for Best Teacher. 2013-14 by Danika Bhaskar Group of News Papers.
- Life Member 'The Society for Management Teachers'.
- Life Member 'Raj Yoga Edu. & Research Foundation'.
- Member SAGY (Sansad Adarsh Gramin Yojna) team
- Best Folk-Singer Kurukshetra University, Kurukshetra
- Recipient of University Color (1981)
- Recipient College Color (1978)
- Best Folk-Singer, Karnal Zone (1978)
- Two (2) certificates of merit for outstanding performance in co-curricular activities (1978)

Other Interests

Photography, Listening to music, Fitness-n-Health, Hospitality, Meeting People, Cooking & Gardening. Also keen on History, Archeology, Spirituality & Samudrik