

# AJAY SINGH

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## Corporate Advisor & Business Consultant

### Summary of Experience

#### PROFESSIONAL SYNOPSIS:

- A diligent professional with **28 years** of experience in diverse sectors including software , manufacturing and international business .Now practicing Motivational Trainer.
- CEO, **Professional Learning Systems LLP** a company providing training to Young Graduate and Post Graduate students and fresher to increase employability skills for value addition in life. Corporate trainers for motivation, Communication and art of living for success in life .
- Regular Speaker at Colleges and Universities ,Lion club, Rotary club, Entrepreneurship development program and various social forum on the subjects of social concerns like Skill Development Program for rural areas ,Corporate Social responsibilities etc.
- Advisor to Corporate for planning and execution of CSR projects.
- Serving an honorary position of Vice President (Honorary) with Ekal Vidyalaya Foundation of India -the largest NGO in World working for Education of Tribal and rural Population of India.
- Organized a Two Day National Seminar on “Empowerment of Tribal and Rural Bharat” which was largely applauded for its management. The seminar added a new dimension in the Ekal Movement by bringing intelligentsia of the society to understand the importance of the Movement and motivated them to get associated with it in 2007. There after organized four such seminar at Regional Level in Mumbai, Udaipur, Gauhati .
- Won First prize out of the 106 participants in Amity Business School ,Noida in “Renovi of 2006” by presenting the case study of Ekal Vidyalaya Movement. Total number of participants from Pakistan ,Bangladesh and India were 106
- Widely traveled to Far East and Middle East countries, Germany and Poland etc. gaining insightful knowledge on various issues pertaining to the international business.
- Deft in handling the entire gamut of project implementation from pre funding appraisal, project designing, assessment of capacity building needs and design of appropriate programs for organizations and facilitation and design of management systems for projects and organizations.
- Through understanding of the International financing procedure and net worked with International agents operating in this area for the large projects .
- Deft in implementing Participatory methodologies to assess achievements - social and environmental impacts, effectiveness of activities, strategies and identification requirements to fulfill on project objectives.
- Excellent communication and interpersonal skills to effectively communicate across the social cross-section and an effective team leader.

#### CORE COMPETENCIES:

**✦CSR Project planning, Implementation monitoring and Evaluation ✦ Social Impact Assessment of CSR ✦ Project Design development and delivery ✦Funding of Social projects.**

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## HONORARY MEMBERSHIPS & INVOLVEMENTS

*Vice President, Ekal Vidyalay Foundation of India Since 2008*  
*Member, Consultancy Development Centre, New Delhi*  
*Editor, Ekal Prayas (Bi monthly Magazine Focusing Social Sector)*  
*Member, PMI, USA*  
*Member, TIE, New Delhi*  
*Member, HR Network, New Delhi*  
*Trustee, Ekal Sansthan, New Delhi*  
*Trustee Sanskritik Gaurav Sansthan, New Delhi*

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## Summary of Experience

My long experience with commercial companies during my career of 28 years I have been responsible for various activities in different capacities directly and indirectly. I have performed following function in these years:

### Project Management:

- Conceptualization of project
- Resource Planning and organizing for the project
- Revenue modeling
- Development
- Quality control
- Communication with clients
- Mentoring and monitoring of project for timely delivery

### Finance:

- Annual Budgeting and forecasting of financial requirement
- Revenue Tracking ,control and taking corrective action.
- Six monthly analysis of the balance sheet
- Study and analysis of deviation from the Budget, Control over the expenses
- Planning ,analysis and control of Cash flow.
- Financial Ratio analysis
- Liaison with bank and Indian financial institution for project financing
- Preparation of monthly /quarterly statement to bank/financial institution
- Tender preparation so as to make it competitive with out or least affecting the profits.

### Marketing:

- Development of plan for marketing of the services in India and International market.
- Liaison with Government departments for Tender business Major departments handled are Ministry of Railways, Ministry of Commerce .CBSE, Department of Trade Tax ,SCERT New Delhi, FIEO, ITPO , Commercial Centre of USA at New Delhi etc.
- Liaison with software association NASSCOM ,FICCI and CII etc .for tracking the opportunity through these organization.
- Execution of marketing plan and successful delivery of product / services.
- Participate in seminar/exhibition ,meeting with foreign delegates .
- Locating the prospect through net marketing.

- Guiding and supervising the proposals/Tenders to the clients.
- Liaison with Department of foreign Trade for realization of exports incentive, obtaining import license etc.

#### **Human Resource:**

- Supervising the Staffing function
- Ensuring compliance of regulation
- Contributing and Helping to maintain the healthy working environment
- Helping keep the high moral of the employees
- Supervising the skill up gradation and motivational training.
- Helping in and approval of HR policy of the company.

#### **RESPONSIBILITIES HANDLED IN PAST:**

##### **P.J. SOFTWARES LIMITED**

**1997-2008**

An ISO 9001:2000 certified NASSCOM Member software Development Company. The company is engaged in development of web based software application.

##### **DIRECTOR & CEO**

- Responsible for overall Administration ,Planning, Marketing national and International for finding new customers and retaining the existing clients.
- Successful execution of orders and over all customers' satisfaction by rendering quality services within timeline to clients.
- During my tenure served some reputed customers like Indian Railways, ITPO, FIEO, Delhi Trade Tax Department, Embassy of USA in New Delhi and Commercial Centre USA and many International clients in USA and UK were developed and served.
- Developed and managed a B2C portal for e-commerce activities.

##### **INTERNATIONAL BUSINESS COMPANY**

**1992-97**

This company was established to export Leather and textiles goods to European countries specially Germany

##### **DIRECTOR**

- Accountable for business development and penetrating into newer markets.
- Identified new customers, sampling for products in demand ,Terms negotiation, execution of orders and liaison with office of Director General of Foreign
- During this period the company participated in many national and International Trade fairs for sale promotion under my leadership.
- Responsible for Trade for realization of benefits offered by the government of India as incentives for exports

##### **MANUFACTURING COMPANY**

**1982-92**

A small scale Manufacturing unit was established in a backward area of the State of Uttar Pradesh soon after the concept of Industrial development policy announced by Government of India and classifying industrial developed area and backward areas in the country.

##### **DIRECTOR**

- Started career as an entrepreneur and co- owner since inception of project and was thoroughly involved in the Project planning, arrangement of finances, execution of plant installation, launch of product and management of day to day activities.

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**EDUCATION DETAILS**

**B.Sc., 1977**

**MBA, 1981**

*Executive Certificate course in International Business from IIFT, 1995*

*Short term course on Project management*

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**Dated :28<sup>th</sup> September 2010**