

## DILIP M. SARWATE

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**Overseas offices:** In Melbourne (Australia) and Colombo (Sri Lanka)

### Education

1978 : Ph.D. (Business Administration) Poona University.

1970 : M.B.A. Atlanta University, Atlanta, Ga. USA

1967 : B.E. (Electrical) (Hon.) Bombay University.

1964 : B.Sc. Nagpur University.

### Industrial Experience

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| July 1975 onwards            | Advising in areas of Corporate Planning, Globalization Technology Transfer, Marketing Management including Marketing Research and Promotion Strategies, Marketing Audit, Manpower Planning, Selection and Training, MIS Turnaround etc. Have carried out over 600 consulting assignments on different topics including overseas studies. Working as an independent certified management consultant. (CMC) |
| May 1972 to July 1975        | As Project Manager, Market Survey & Feasibility Studies Division , M/s Kirloskar Consultants Ltd. Poona. Carried out over 60 market research and Techno-Economic Feasibility Studies.   |
| January 1970 to Sept 1971    | As Design and Development Engineer, Southern States Inc. Hampton, Ga. USA   |
| January 1968 to January 1969 | As Junior Electrical Engineer, Humphreys & Glasgow Overseas Consultants Ltd. Bombay.  |

### Teaching Experience

- Visiting Professor of Marketing Management, Strategic Management and Entrepreneurial Development at MBA programs of the University of Poona and for the Management Development programs at Tata Management Training Center, Indira Inst. of Management and others since **Oct 1972**. Average teaching load/ week **12** hours.
- Trained over 15,000 persons so far in Entrepreneurship Development ( Starting a business ).
- Conducted 2-3 days in-house training programs on Marketing, Corporate Planning and Finance for Non-Finance Executives for Bajaj Auto, Bajaj Tempo, TELCO, Kirloskar Pneumatic, Philips, HDFC, IOC Hindustan Antibiotics, Coal India Ltd. SHCIL and many others in India and Sri Lanka
- Recognized Ph.D. guide at University of Poona since July 1980. 20 students have completed Ph.D. under me.

### Registration

- Registered with World Bank.
- Asian Development Bank.
- Export - Import Bank of India.

- Maharashtra. State Financial Corporation, Maharashtra Industrial & Technical Consultancy Limited and others as 'Consultant'.

## Publications

- HOW TO GET MBA AND BE SUCCESSFUL (A SATIRE) (First edition, March 1980).
- INDIAN CASES IN MARKETING MANAGEMENT (Third edition, Jan 1998) gives 56 cases covering various marketing problems on Industrial & consumer products and services. Recommended text book at the University of Poona for MBA Program.
- HOW TO CLIMB EXECUTIVE LADDER (First edition Oct. 1982).
- BE AN INTRAPRENEUR (Marathi) (June 1988).
- CONSUMERS AWAKE (CONSUMER PROTECTION LAWS) (Marathi) (Aug. 1988).
- BE AN ENTREPRENEUR (Marathi) (Second edition September 1989).
- POLITICAL MARKETING : THE INDIAN EXPERIENCE (Tata McGraw-Hill) (First edition Feb. 1990).
- A PRACTICAL GUIDEBOOK TO MARKET RESEARCH TEXT & CASES (Sixth edition: 2008). Recommended text book at the University of Poona.
- DECISION GAME IN MARKETING PLANNING (Second edition, August 1990). Recommended text book at the University of Poona for MBA program.
- CORPORATE PLANNING : CONCEPTS & CASES (Second edition July 1996).
- MARKETING COMMUNICATION, SALES AND DISTRIBUTION MANAGEMENT (July 1994)
- ENTREPRENEURIAL DEVELOPMENT; CONCEPTS & CASES (First edition July 1996)
- BE A KNOWLEDGE WORKER (First edition October 2001 )
- THE RISE AND FALL OF INDUSTRIES –LESSONS TO LEARN (March 2005 )
- REDISCOVERING EXCELLENCE: THE INDIAN EXPERIENCE ( March 2005)
- LEADERSHIP (March 2008)
- Several articles on variety of topics in business magazines and newspapers.

## Pre-recorded Cassettes

Scripted/narrated sixteen pre-recorded cassettes covering topics on 'Effective Marketing Management', MIS, Organization Behavior, Sales Management and Investments.

## General Information

- **President National Executive Council of Institute of Management Consultants of India (91-01).**
- **Advisory Member of Industrial Development Bank of India (1998-2000)**
- Member of Pune American Alumni Association (Secretary).
- The Advertising Club of Pune (Secretary).

## Specialization

- All areas of Marketing Management.
- Globalization, Corporate Planning, mergers and acquisitions.
- Entrepreneurship Development and small business management, Revival of sick units.

**Overseas Visits:** To USA, UK, Russia, Japan, Kenya, Singapore, China, U.A.E., Sri Lanka and others