



ACHD

AFFINITY CENTER FOR HUMAN DEVELOPMENT - PROFILE





ACHD

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ABOUT AFFINITY CENTER FOR HUMAN DEVELOPMENT (ACHD)

Affinity Center for Human Development (ACHD), is the result oriented Human Resource and Strategic Management Consulting wing of Affinity Business School. Affinity Business School is a leading management institute in India provides Post Graduate Diploma in Management (PGDM), approved by approved by All India Council for Technical Education (AICTE), Ministry of HRD, Govt. of India. The institute has also bagged ISO 9001 and 14001 certification for its quality education and environment management system. Affinity is empanelled with Power Finance Corporation (PFC) for providing training programme under R-APDRP of Ministry of Power, Govt. of India. Affinity is also nodal training institute for National Institute of Agricultural Extension Management (MANAGE), Ministry of Agriculture, Government of India, for Agriclincic and Agri-business training programme. The institute is empanelled for technical consultancy for National Institute for Food Technology Entrepreneurship Management (NIFTEM), a unit of Ministry of Food processing, Govt. of India

From stand alone to complete integrated solutions, we provide our customers a one stop solution for their Human resource activities such as training, recruitment and performance mapping as well as back ground screening. With decades of experience in Human Resource Consulting our leadership has empowered organizations in Manpower Planning, Recruitment, Training, Performance Management, Leadership Development, Compensation & Benefit mapping, Organizational Design & Restructuring.

ACHD goes beyond providing you substantial cost and time efficiencies to providing you access to a highly competent and qualified group of industry experts, focused on providing you enduring results that have a lasting impact. Our commitment is to provide you the perfect mix of Indian Costs with Global Quality and Delivery standards. The Team at ACHD is results



oriented, are self starters, set high standards for themselves, are collaborative, love winning, never get complacent, respond phenomenally well to ever increasing challenges and understand ambiguity and change.

OUR HR CONSULTING PHILOSOPHY PROCESS

Review the complete alignment between business objectives and HR structure, system, process and capability to identify focus areas for intervention



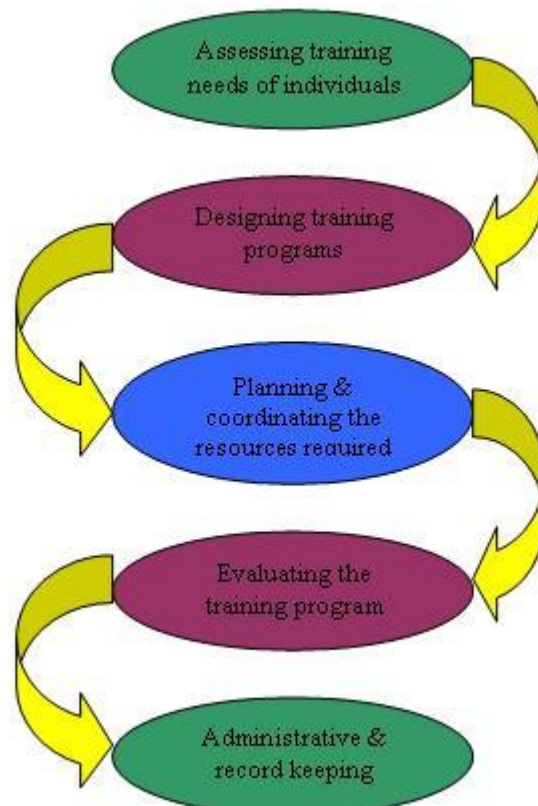


OUR SERVICE

TRAINING AND DEVELOPMENT

ACHD conducts trainings for various levels such as frontline executives, supervisors and managers and senior executives. The team at ACHD assesses the training need for the associates of client and then designs the training module in consultation with the client. The training modules are designed by experienced intellects at ACHD, who have decades of rich experience in the field of Training and Development. Once the training programme is conducted the feedback as well as the impact of training is mapped and conveyed the same to the client. The images below describe the training process and training cycle adopted by ACHD.

TRAINING PROCESS



TRAINING CYCLE



AREAS OF TRAINING EXPERTISE AND EXPERIENCE

We have expertise and experience in conducting the following training programmes:

- Communication skill for role effectiveness
- Building managerial competency
- Team Building
- Leadership and Influential skills
- Conflict management and negotiation skill



- Stress and health management (wellness workshop)
- Refresher course for trainers
- Strategic management and decision making
- Office etiquette skills
- Improvement of written communication skill
- Thinking differently
- Workshop on innovation and creativity
- Basic financial management skills
- Post retirement life management
- 7 habits of highly effective people
- Achieving personal excellence
- Managing Change, Building Relations & Leading a High Performance Team
- Corporate Social Responsibility (CSR) & Responsible Business Behaviour
- Helping Organisations Improve Performance Through Strategic HRM Practices
- Developing Effective Management Information Systems (MIS) for Development Organisations
- Time Management Skill
- Finance for non-finance people
- HR for non-HR people
- Organizational growth and dynamic
- HR Audit System

Out Bound Training Programmes:

- Experiential personality development for role effectiveness
- Experiential team building for organizational excellence
- Team Building for executives
- Stress and health management



OUR ESTEEMED CLIENTS

SOME OF THE CLIENTS OF ACHD

POWERGRID, OHPC, PFC, National Institute for Agriculture Extension Management (MANAGE), Navodaya Vidyalaya Samiti, Reliance Retail, Hindustan Copper Limited, HUAWEI India Pvt Ltd, Archway Management Consultants, Ambara Software, Ardra Consulting Pvt Ltd, Accer Financials Services Ltd, Hindustan National Glass (glass & ceramics), ITCOL (Ferro Alloys), India Resources Limited (Australia- mining), Akshatha Minerals, Dabur India, Saint Gobains, UB Group, Jain Group of Industries (Infrastructure), Binani Infratech, Tata Metaliks, Lanco Infratech, GMR, etc

FACILITATORS AND TRAINERS

ACHD has in house comprehensive CMMI 3 compliant Competency Development Process for development of Facilitators and Trainers in a scientific manner. The focus is on building the team competency based on scientific outcomes and to meet global standards.

Our learning delivery process is proven, stringent, demonstrable, predictable, repeatable, and documented. Our process hinges on collaboration, communication, and clear expectation throughout the project and includes your incremental sign-off on deliverables throughout the cycle process. Our customers get their customized courses built according to the need-based process with predictable costs. The pedagogy used is based on adult learning model and Neuro-Linguistic Programming. A ratio of 1:15 participants is maintained to ensure an optimized and balanced learning environment.



SOME OF OUR TRAINERS

Dr. Ruma Basu: Dr. Ruma Basu is a Diploma in Training & Development from ISTD (Delhi) and Ph.D in stress management from International open university (Colombo). Dr. Basu has conducted workshop for M.Tech students in IIT Kharagpur organized by communiqué IIT. Dr. Basu has expertise in various areas of training such as Team building, stress management, Anger Management, Assertive Skills, Time Management, Change Management, Leadership Development, etc for various corporate houses.

Dr. Kumar B.S.: PhD in Leadership and Emotional Intelligence, Prof Kumar has conducted more than 5000 hours of corporate training, addressing the domains viz: Stress Management, Leadership, Emotional Intelligence, Managerial effectiveness, Personal Effectiveness, Business Communication etc, designed and delivered successfully original training programs with novel development concepts addressing the middle and top management, initiated and led several knowledge management teams and knowledge exchange programs.

Prof A Guha: Prof. Guha is a Postgraduate degree (MA in HR & Knowledge Management) from Lancaster University Management School, Department of Organization, Work & Technology, one of the topmost education institutions in the UK. Prof Guha has vast experience in training in the areas of personality development, change management, office etiquette, writing skill, Stress Management, Interpersonal skills, Leading Effective teams, Goal setting, Motivating teams, Analytical Thinking, etc. She has expertise in change management in the existing organizational culture through the application of OD approaches and ensuring the acceptance of new processes through participation and teamwork.

Dr. U N Dixit: PhD in Plant Breeding & Genetics, Ex- Dean of Research, Ex- Dean, College of Agriculture, Ex- Professor & Head, Dept. of Plant Breeding & Genetics, Ex-Chief Scientist, Dry



land Agriculture Research Project, (ICAR), OUAT, Bhubaneswar. Dr. Dixit has more than 30 years of experience in research, teaching and consulting in agriculture and development sector.

Dr. V. S. Khatana: Phd In Economics. Prof. Khatana has more than 22 years of experience in teaching, research and consulting. He has expertise in project management specifically in development sector. He has successfully completed more than 40 projects in the areas of CSR, monitoring and evaluation, socio-economic analysis, country analysis, etc

Dr. Pradeep Krishnatray: Ph. D. in Mass Communication from BGSU, Ohio State, USA, specialization in marketing and development communication. Dr. Krishnatray has more than 30 years of experience in research, consulting and more than 7 years of experience in industry.

Mr. Manoj Kar: Masters in Personnel Management & Labour Welfare. Prof Kar has more than 20 years of experience in teaching, research and industry. He has expertise in the areas of Human Resource Development: Training, Performance Management, Organization Development, Organization Research, Human Resource Management: Industrial Relations, Employee Compensation, Establishment, Recruitment, Administration, Liaison & Co-ordination, Human Resource Policy Development, Corporate Communication & Public Relations, etc

Dr. Barada Panigrahy: MSc (Agrl. Eco.), MS (Marketing Management), PhD (Management): He has rich experience in business research and consulting assignments such as Industry Analysis, Market Analysis and Market Intelligence, Sectoral Analysis for FDI, Competitive Analysis and Mapping, Customer intelligence, Country Analysis from an industry penetration and opportunity standpoint, India entry strategy, Company Profiling and Analysis, M & A Intelligence, Various types of custom research for domestic as well as international clients. Dr. Panigrahy has also expertise in development sector strategic planning such as CSR strategy development, Baseline study, Project planning, Monitoring during project implementation, Impact assessment study, CSR budget planning.



Dr. P K Sarangi: Professor in Behavioral Science and Business Communication

Expertise in Training: Experienced trainer for CISCO, Infosys, Hyundai, Hindalco, ITC, etc in the area of stress management, communication, corporate etiquette, Oral and written communication in office environment, supervisory skills, etc

Prof. Namrata Chadha: Executive Director, Affinity Business School, Adjunct faculty for Amity Business School, Visiting Faculty for Regional College of Management, Srusti Academy of Management, IBAT, Institute of Management Information Studies, CV Raman College of Engineering and Management, etc. Ex-member, State women commission, Ex-member, State legal services authority Academic Credentials: BA, MA, Master in HR, PhD in Social Science

Expertise in Training: Seasoned trainer for NALCO, NTPC, HCL, RBI, Police Academy, Judicial Academy, etc

Dr. Venkatesh Tamlurkar: Professional Experience: Ex-Director Academics, ICFAIA School of Marketing Studies, Hyderabad, Ex-Marketing Manager, Vijaya Bank, Head Office, Bangalore Academic Credentials: PhD in Management, MBA, Diploma in Industrial Relations & Personnel Management

Expertise in Training: Experienced trainer for IDBI, GMR, LANCO, HLL, PEPSI, Bharati, DLF, SAIL, Hindalco, ITC, etc in the area of communication, corporate etiquette, Oral and written communication in office environment, supervisory skills, etc

Mr. Balu K L: More than 20 years of experience in Corporate & Campus Training on Stress Management, Conflict Management, Effective Telephone Etiquette, Positive Reinforcement, Change management, Panacea for Success, Communication skills, Interpersonal Skills, Team Building Skills, Goal Setting & Time Management, etc. Mr. Balu has undergone DISC [Behavioural] Certification Training and have attended Mr. Shiv Kera's 2 days seminar on 'Passion for Success' and put into practice several techniques practically and achieving goals set.



Prof. S K Bhuyan: MA (Industrial Mgt), Central Michigan University, USA 1979, MS (Systems Engineering), Oakland University, USA 1976, MS (Industrial Engineering), Wayne State University, USA 1969, B.Sc (Mechanical Engineering), Utkal University, Over 30 years of Industrial experience, Served as an executive in TATA Motors for 16 years, 15 years combined experience working in General Motors and Bell Labs, AT & T, USA.

Prof. S K Panda: An alumnus of XLRI, Jamshedpur with 7years of teaching experience in in Business management and over 30 years of banking industry experience. His areas of expertise are Banking, Micro-Finance, Infrastructure Finance, Project Appraisal & Finance, Credit Management, Treasury Management, Leasing & Hire Purchase, NBFC, Business Law, Business Ethics, Working Capital Management, Mergers & Acquisitions, Financial Management

Ms. Jayalakshmi D: Post Graduate Diploma in HR, expertise in tailor-made training programmes such as Leadership Skills - complete one/two day program, Self Development – positive attitude to have a better personal and professional life, Roles - understanding, adjusting and accepting different roles in life to avoid conflicts, Interpersonal Skills, Conflict Management, Change Management, Motivation, Supervisory Skill Development, Etiquettes for new recruits (from Campus to Corporate), Programmers for newly married couples (employees of various organizations), Customer Care, Stress Management: why and how stress occurs, stress signals, tips to procrastination, dealing with stress and avoiding stress, Time management, Positive thinking in communication, Maintaining Quality in personal life and professional life, Goal Setting, Hand Writing analysis and campus to corporate program for leading STC Institution, etc

Mr. A Sinha: Mr. Sinha is an expert in team building and personality development skills, having more than 18 years of experience in training. Mr. Sinha has expertise in other areas of training such as time management, office etiquette, conflict management and negotiation skills, leadership skill development, etc



Mr. A Trivedi: Mr. Trivedi is a training and development specialist, having more than 23 years of experience in various areas of training such as Stress Management, Anger Management, Assertive Skills, Time Management, Change Management, Leadership Development, etc for corporates such as Mitsubishi, General Motors, Pepsi, ACC Cement, SREI –SAHAJ E –Village, etc.

Mr. A Sharma: Mr. Sharma has expertise in conducting various Training Programs & Workshops for enhancing Selling, Motivational as well as Communication Skills, adroit in identifying training needs across levels through mapping of skills required for particular positions and analysis of the existing level of competencies. Mr. Sharma possess excellent interpersonal, communication and organisational skills with proven abilities in relationship management & team management.

Prof. Tarang Vaish: Training Experience: Seasoned trainer in the area of sales force training such as front line sales- Selling Skills, Etiquettes, Customer, Handling and Customer Care, Handling Complaints, Effective Salesperson, Listening Skills, Importance of First Impression, Building Customer Loyalty (Loss Prevention), Telesales - Inbound and Outbound, Communication Skills, Selling to C- level, Dealing with Gatekeeper, 10 Second Sale, Sales Pitch, Effective Salesperson, Objection Handling, Closing the Deal, etc

Mr. P S Mishra: Prof. P S Mishra has a chequered career in corporate training. He has imparted training to the executives and employees of more than 200 organisations of national and international repute such as TCS, Google, Mahindra, NTPC, PFC, NALCO, etc.

Mr. N Parida: PGDM, IIM Ahmedabad, He has a rich experience of 15 years of Industry and Consulting, and Training. He is a seasoned trainer in the areas of Selling skill, stress management, motivation for top/middle level executives of various industries such as FMCG,



Trading, Agri Industries and Financial Services, etc. His experience is spread across functions of Strategic Planning, Sales & Marketing, Project Management, HR and Consulting.

Prof. (Dr.) P Behuray: Prof. (Dr.) P. Behuray is an expert in Human motivation and Leadership. He is a senior faculty in corporate training programmes being organized by POWERGRID, GMR, LANCO, HLL, PEPSI, Bharati, DLF, SAIL, Hindalco, ITC, etc.

Prof. S S Dash: MBA (HR), specially trained on leadership, team management and competency mapping. Seasoned trainer for NALCO, PFC, GMR, LANCO, Hindalco in the area of Team building, office etiquette, oral and written communication, etc

Dr. Dinesh Prasad Swain: PG in Yoga Philosophy, PhD in Stress Management, Trainer for IIT , OUAT, College of Basic Science and Humanities, Utkal University, PG Autonomous College, Ravenshaw University for overseas student, Trained Axis Bank officers, NIRTAR professionals, OMC officials

Mr. C K Sharma: Master in Yogic Science, having more than 20 years of experience in practice and training on Yoga, Meditation and Integrated Health Management. Trained resources of GMR, Mahindra, LANCO, IIPM, Medical and Nursing, an authority in the field of meditation, stress management and peace of mind.

Prof. (Mrs.) Prativa Shree: PG in Yoga Philosophy (Gold medalist), PhD in Law of Karma (Continuing), Trainer for Gopabandhu Academy of Administration, DAV School, Red Cross, Nalco, Trainer for OHPC, IBP, UB Group, Coca Cola, HP, etc

Prof. (Mrs.) Vineeta Dhaliwal: M.Sc in Home Science from J.D. Birla Institute of Homescience, Kolkata, Nutritionist and dietician for Pearless, Wackhard and Kalinga Hospital, Trainer for



corporate houses such as Indian Oil, Yahoo, IBM, Mahindra, Hero Honda, Technosoft Solutions in the areas of nutrition and diet management

SNAPS OF SOME OF THE TRAINING PROGRAMMES CONDUCTED FOR POWERGRID





WHY CHOOSE ACHD

Respect for all People ∞ Competitively priced fuelled by Productivity gains ∞ Excellent Financial Management - minimizing waste/maximizing returns ∞ Highly Intellectual Resources with Domain expertise ∞ People driven by Ownership ∞ Environment that fosters teamwork ∞ Encourages Initiative and Innovation ∞ Continuous Quality Improvement commitment ∞ Always forecast and anticipate Change ∞ Efficient and Quick Communication ∞ Social Responsibility

What makes us stand out?

People are the Soul of ACHD

The Team at ACHD is results oriented, are self starters, set high standards for themselves, are collaborative, love winning, never get complacent, respond phenomenally well to ever increasing challenges and understand ambiguity and change. The ACHD Team is clear about their responsibilities to help clients succeed at every step. We believe in keeping solutions simple and direct.

ACHD is a firm that believes in sharing knowledge. Nobody at ACHD forms the bottom layer as everyone has the right and access to knowledge and the freedom to express. Right from the CEO to the consultant, each work together as a team focusing on only one objective – **Results**

We work with our clients and believe in making it happen. Team work and collaboration with our clients is a culture at ACHD.



ACHD

CONTACT ACHD

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