

## FACULTY PROFILE

**Prof. Dr. Rajendrakumar Anayath** is an erudite Academician, Researcher & Consultant with high caliber and extensive experience of over 16 years in result oriented consultancy and training to Graphic Arts Industry and Academia. Pivotal in establishing the Print Media Academy, Heidelberg, Germany in India as per German standards that included Building Construction, Machinery & Equipment Procurement, Commissioning, Laboratory Development, Curriculum & Training Content Generation, Effective delivery methodology development, Partner building with industries in India and abroad, Build strong relationship with reputed Universities in India and abroad for Masters Programme and combined research.

- ❖ Solutions oriented approach with excellent relationship management skills, successfully and consistently delivering the responsibilities of Revenue Generation, Profitability, Market Share and Customer Satisfaction.
- ❖ Strong leadership traits with excellent ability to coordinate with different people at one time under difficult situations and the ability to bring out the best in others while creating a healthy and friendly work environment, thus enhancing operational efficiency and optimizing resource utilization.
- ❖ Expertise in conducting workshops on modules focusing on TQM, Technology management, Innovation, Offset technology, Security printing and able to synergize group dynamism. Possess the knack of assessment, diagnosis, and planning problem-solving strategies and intervention programs and implementing the same.

### Awards, Recognitions & Publications

- ❖ Holds credential of having built a reputation for the Indian Print & Media Education & Research, making it one among the most popular branch of study from India in the Western World
- ❖ Recipient of the ,Quality Culture Award? instituted by 'Quality Institute of India' in 2002 and also empanelled as the ,National Resource Person.
- ❖ Instrumental in initiating Joint Research Projects, Dual Degree Master Programmes (Engineering) with reputed International Universities in UK, Germany, Russia and China
- ❖ Distinction of being Honored by the Minister of Industry, Karnataka State, India, on the Guttenberg Day, the 24th of February 2007, for the contributions to the printing and media especially to the printing education & research.
- ❖ Authored, published & presented several research papers in reputed National, International Journals and Conferences and also member of many reputed research associations.
- ❖ Distinction of being invited as a speaker for the prestigious PIA-GATF –Continuous Improvement Conference at Texas in 2008 April
- ❖ Held as the Official Journalist for DRUPA-2008 (Dusseldorf-Germany)
- ❖ Doing a regular column titled as, TECHWATCH to a leading print media research magazine in India known as RIND (Research In Newspaper development) supported by IFRA
- ❖ Editorial Board Member and Journal Referee for the new 'International Circle Journal' for Media Technology & Management published from Stuttgart University , Germany

## ONE DAY WORKSHOP

*“ How to develop a sustainable strategy for an organization in this global financial meltdown? ”*



**GREEN IT CHARITABLE SOCIETY**

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## ONE DAY WORKSHOP

*“How to develop a sustainable strategy for an organization in this global financial meltdown?”*

The workshop will focus on imparting real life skills to develop sustainable strategies for your organization in bad times. This one day workshop is planned with the hands on approach, real life examples, case studies and experience based learning.

The workshop will be handled by **Prof. Dr. Rajendrakumar Anayath, Head (Print Media Academy, Heidelberg India Private Limited)**. He is having in-depth knowledge, extensive experience and is a **distinguished academician, researcher & consultant** of international reputation.

### OBJECTIVE

This work shop will discuss about the Hi-Tech Life Cycle of a business and will answer;

- ❖ How to find out the **existing profile of your organization?**
- ❖ How to **prioritize the critical business success factors?**
- ❖ How to find out the **right product focus for the future?**
- ❖ What are the **solutions to increase the organization’s potential opportunities?**
- ❖ How to implement these solutions and take appropriate measures to **exploit potential opportunities?**
- ❖ How to implement the **most suitable improvement programme** which will have the greatest impact on the organization’s efficiency.

### WHO SHOULD ATTEND?

The workshop will benefit the **Business Men, Entrepreneurs** and the **Management team** who are involved in formulating or implementing business strategies **irrespective of the size and nature of the organization.**

### OUTCOME

Depending on the analysis during the workshop you will come to know whether to **invest** or **focus on core competency** or **outsource** or **leave way to others.**

### SCHEDULE

Aug 22nd 2009, Time: From 10:00 a.m. to 4:00 p.m.

### VENUE

Hotel Malabar Gate, Ram Mohan Road, Calicut – 673 004

### FEE & REGISTRATION

INR 2000.00 per participant. Fee includes one day session, lunch and refreshments. For workshop registration, kindly send in your nominations by email along with payment details to: [events@greenit.org.in](mailto:events@greenit.org.in)

Registration fee can be paid Cash or Cheque/Draft in favour of **‘GREEN IT Charitable Society’**, payable at Kozhikode. Registration will be confirmed only after receipt of registration fee.

For details: 9387523428, 9497272473

GREEN IT

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