

PBG India the management consultancy group is proud to have a member as PLACON for worldwide management consultancy.

OUR OBJECTIVES

PLACON aims at guiding and assisting client organizations in achieving their corporate objectives through (a) strengthening their management Planning and control systems and (b) developing their human resources.

OUR STRATEGY

For achieving its objectives, PLACON undertakes programmes and projects in (a) management consultancy and (b) management training and development. In procurement and execution of these assignments, PLACON follows a clear business philosophy and the strategy of (i) remaining small, (ii) retaining and developing a team of professionals with different background, (iii) undertaking inter-disciplinary assignments and (iv) working on a selected few assignments at any one point of time.

OUR PHILOSOPHY

- 1) As a “change agent”, PLACON should be instrumental in effective design, implementation and review of corporate and functional strategies; and in evolving effective planning and control systems in client organizations.
- 2) PLACON believes in certain management ideology, which is fundamental to organizational and individual success. PLACON’s approaches to the clients’ problems should be guided by such thoughts. They are
- 3) Clarity of purpose, its effective communication and existence of systems to direct and motivate people are the foundations of organizational effectiveness.

- 4) Congruence between organizational and individual objectives only can result into successful implementation of strategies.
- 5) SYSTEM APPROACH is just not an issue in computerization. It is a WAY OF THINKING.
- 6) Careful consideration of financial and behavioural dimensions is the crux of decision-making.
- 7) FINANCE IS EVERYBODY'S BUSINESS. Understanding and utilization of financial information is necessary to enhance role effectiveness of managers in Purchase & Store, Production & Maintenance, Marketing & Distribution and Personnel & Administration.
- 8) Management development and training can be used as a powerful tool for strategy formulation, to understand and solve organizational problems; and to influence behavior of managers and employees. Therefore PLACON should encourage need-based training programmes targeted to specific groups of people and based on data from the respective client organization.
- 9) A manager's effectiveness largely depends upon (a) his exposure to planning and control concepts, tools, true perspective and (c) understanding of financial and behavioural dimensions of his role. PLACON in its professional work must emphasise these aspects.
- 10) Although, strategic vision is important, a global perspective must be supported by local action.
- 11) Teamwork, customer orientation and social responsibility should remain the integral part of any assignment.

PLACON ORGANIZATION AND TEAM PROFILE

PLACON Team consists of Dr. P V Desai, founder and Managing Director; and a group of young professionals with masters in Business Management/ Administration and Information Technology Applications. PLACON also has external associates who possess expertise in Computer Science, Engineering, Law, Medicine and Sociology.

PLACON Organization reflects a mix of project-based and process-based elements. Even though a hierarchy exists; every team member is ready and competent to take on any task. The formal setup begins with the Managing Director and encompasses senior consultants to consulting assistants. Interestingly, every member of PLACON takes care of all kinds of work including professional as well as administrative and supportive activities.

RELEVANT EXPERIENCE: SECOTR & FUNCTION SPECIFIC

PLACON's Service Profile

A) Management Consultancy:

PLACON's management consulting & research support includes evaluation, design and implementation of corporate and functional strategies, structures and systems for organizations ranging from (a) public sector units to private sector corporates, (b) government agencies to NGOs. (c) domestic to multinationals. (d) large to micro enterprises and (e) co-operatives to Self Help Groups of poor producers.

B) Management Training and Development:

PLACON offers tailor-made, exclusive programs aiming at developing human resources. It believes that apart from other situations, management training and development have a great role to play in data collection for consulting assignments and implementation of recommendations. Therefore, PLACON provides such support in data collection designs and implementation & monitoring of strategies, structures and systems.

Identification of training needs; Conceptualizing training programs; Marketing program concepts; Finalizing program content; Developing case studies, exercises and other training material; Co-ordination of programs; Conducting sessions at programs; Evaluation of training system and programs; Workshops for Educators and Management Faculty

C) Sector Specific Experience:

- **Construction Sector:**

Construction Project Management –Project Planning, Monitoring & Information System – Financial Planning & Control; Construction Cost Estimation and Control; Opportunity Identification / Feasibility Studies; Design, Review and Evaluation of Organisation Structure/ Restructuring; Strategic Business Plan; HRM – Manpower Planning, Recruitment Strategy, Manual, Service rules, etc.; Tendering Process; Legal Aspects; Contract Costing System; Social Cost Benefit Analysis

- **Industry Sector:**

Status studies; Diagnosis studies; Industry analysis; Evaluation and Impact assessment; Recommendatory studies; Implementation strategy and Action Plan; Business Opportunity Identification; Feasibility Studies; Project Design and Planning; Project Monitoring and Evaluation Systems.

- **Government Sector and Public Systems:**

Regional Development Planning and policy-poverty reduction, agriculture etc., Problem analysis, Development project feasibility and sustainability studies, evaluatory/diagnostic studies for the projects its undertakes, capacity and capability

Assessment of implementing agencies etc. Government policy Review, Analysis and recommendations for healthcare, education etc. Institutional funding, Management of Government Health Department organizational system ;Management of public healthcare system; Project monitoring and evaluation system including planning, Budgeting, Costing and accounting systems; Establishment and management of project monitoring Units (PMUs),etc.

- **Social Sector:**

Village Development Planning; Participatory Rural Appraisal (PRA); Grassroot Resource Mobilization; Intervention Strategies; Capacity Assessment; Proposal and Project Design; Social Cost Benefit Analysis; Funding Strategies; Implementation Strategies; Institutional Assessment; Micro Enterprise Development; Institutional Linkages; Capacity Development; Funds Management; Cost Control System; Budgetary Control System; Program Performance and Budgeting System (PPBS); Management Information System(MIS); Performance Evaluation System (PES); Feasibility for Micro Insurance providing, Business Plans, Systems for Budgeting, Accounting, MIS and Performance Evaluation.

- **Advertising Sector:**

Assessment and re-structuring the organizational set-up; Design of organizational Hierarchy, Salary Scales, Package of Allowances and Reimbursements and Performance Appraisal System; Preparation of Techno-Economic Feasibility Report for expansion, Estimation of Project Investment, Project Financing and Follow-up; Preparation of Corporate Profile, Company Brochures, Product Catalogues and Logo Designs; Managing Communication with Investors, Shareholders and Financial Institutions Accounting for the purpose of Investment Decisions and Portfolio Management; Preparation of Presentations for Corporate Take-overs and for Marketing of Public Issues; Event Management for Government Organisations and Private Sector Bodies.

- **Banking Sector:**

Feasibility Studies for Project Financing; Studies in Rehabilitation Plan & Revival Strategy; Evaluation Study for Management of Small Advances; Management Feasibility Study; Status Survey on Non-banking Finance Companies in Gujarat.

- **Education Sector:**

Preparation of Project Report for starting a business school; Designing Programme Structure; Planning for institute campus, building complex and other infrastructure;

Library Planning; Designing internal systems and procedures; Developing and maintaining relations with local Business & Industry, University and other “publics”;

D) Function Specific Experience

- **Accounting & Financial Management:**

Finance and Accounts Department - Role, Functions, ii) Financial and Accounting Systems including Procedures, Documentation and MIS, iii) Financial Analysis and Recommendations, (iv) Cost Measurement and Costing Systems, (v) Design, Evaluation and Implementation of Financial Planning and Control Systems; including Internal Control Systems, (vi) Working Capital Management Evaluation and Monitoring, (vii) Budgetary Control System, (viii) Management Information System (MIS) and Reporting System, (ix) Responsibility Accounting and Management Control Systems. (x) Management of Municipal Finances- Fund Flow Analysis (xi) Preparation of Financial Accounting System Manual for an organization with multifarious services and multi locational operations.

- **Human Resource Management:** Design and Implementation of Employee Compensation Package; Organization Structure and HR Management Systems; Filling System for HO and Plant of a Food Product Company; Personnel and Administration Function – Assessment & Recommendations; Staff Manual - Organizational Perspective, Rules and Procedure; Staff Incentive Scheme – Framework, Procedure & Pre-Requisites

- **Marketing Management:** Market Survey and Recommendations for Diagnosis Business; Marketing Organization Structure; Marketing Management System- Assessment & Recommendations; Agricultural Marketing and Consumer Behaviour; Structure, Documentation and Systems for Distributorship Business; Design & Implementation of Marketing Strategy & Systems for and Offset Printing Press

- **Management Information & Monitoring Systems:** Budgetary Control Systems including Performance Budgeting, Activity-Based Budgeting and Zero-Based Budgeting; Accounting Systems including Financial Accounting and Cost Accounting Systems; Reporting Systems and MIS; Performance Evaluation System; Conceptual framework of the Systems; Strategic linkages of the Systems

- **Production & Materials Management:** Assessment of Accounting & Documentation with reference to Purchase and Sales Function; Waste Management; Purchase and Stores Management; Plant Management System; Production Planning & Control System.

- **Restructuring Organizations:** Developing strategic inputs before beginning the evaluation of the existing organization structure. Such inputs would include (i) defining

and scanning the Business Environment, (ii) understanding/ developing statements of Vision, Mission, Objectives, Corporate Strategy and Functional Strategies (mainly Marketing Strategy)

◆ Evaluation and modifications into divisions and departments. Such modifications would be by way of new creations, mergers, split-ups and discontinuance of various divisions and departments.

◆ Re-defining roles, functions, authorities and responsibilities of various departments and managers

◆ Evaluating/developing procedures and documentation with regard to the following Functions and Management Control Systems.

LIST OF BENEFICIARY ORGANISATIONS

AGRICULTURE AND RURAL DEVELOPMENT

- Asian Development Bank (ADB)
- Local Government Engineering Bureau of Bangladesh
- International Fund for Agriculture Development (IFAD)
- World Food Program (WFP)
- Dalal Mott Macdonald
- Self Employed Women's Association (SEWA)
- Rural Non-Farm Development Agency (RUDA), Govt. of Rajasthan
- Indian Farmers' Fertilizers Co. Ltd. (IFFCO)
- Rashtriya Chemicals and Fertilisers Ltd. (RCF)
- Hoechst Marrion Roussel Ltd.
- Krishak Bharati Co-operatives Ltd. (KRIBHCO)
- Navabharat Seeds Pvt. Ltd.

CONSTRUCTION AND INFRASTRUCTURE MANAGEMENT

- Local Government Engineering Bureau of Bangladesh
- Shah Contraction Co. Ltd.
- Sterling Group of Companies

- Gujarat State Construction Corporation Ltd (GSCCL)
- Rural Roads Project, Roads & Buildings Department, Government of Gujarat.
- Commissionerate of Health and Family Welfare, Government of Gujarat.

EDUCATION AND EDUCATIONAL MANAGEMENT

- Department of Education, HRD Ministry, Govt.
- H L College of Commerce, Ahmedabad
- Self Employed Women's Association (SEWA)
- Ahmedabad Management Association (AMA)
- Bureau for Employers' Activities, International Labour Organization (ILO), Geneva.
- Ahmedabad Education Society(AES)
- Indian Institute of Management, Ahmedabad (IIMA)

HEALTHCARE MANAGEMENT AND ADMINISTRATION

- VIP Diagnostics Enterprise Pvt. Ltd.
- Malad Nursing Home, Mumbai
- Stamp Laboratories (Detroit, USA)
- Bombay Hospital
- Ahmedabad Women's Action Group(AWAG)
- Cadila Healthcare Ltd.
- Baroda Humanity Centre(BHC)
- V S General Hospital and
Chinai Maternity Home
- Commissionerate of Health and Family Welfare, Government of Gujarat.

NGO/ DEVELOPMENT SECTOR

- Self Employed Women's Association (SEWA)
- IFAD, WFP, ADB
- Commissionerate of Health and Family Welfare, Government of Gujarat.
- Bureau for Employers' Activities, International Labour Organization (ILO), Geneva
- Department of Women & Child Welfare for 'Gender Policy' of the State (Economic Empowerment of Women Group), Government of Gujarat.
- Chhattisgarh Infrastructure Development Corporation (CIDC), Govt.of Chhattisgarh
- Ahmedabad Women's Action Group(AWAG)
- Baroda Humanity Centre(BHC)
- Ahmedabad Management Association (AMA)
- Institute of Management Consultants of India (IMCI)
- Rural Non-Farm Development Agency (RUDA), Govt. of Rajasthan

PUBLIC SYSTEMS AND GOVT./ SEMI GOVT. SECTOR

- Department of Urban Development, Govt. of Gujarat
- Gujarat State Municipal Finance Board (GMFB)
- Ahmedabad Municipal Corporation (AMC)
- Gujarat State Tourism Corporation (GSTC)
- Gujarat State Industrial Development Corporation (GIDC)
- Rural Non-Farm Development Agency (RUDA), Govt.of Rajasthan
- Gujarat State Finance Corporation (GSFC)
- Gujarat State Civil Supplies Corporation
- Forest Department, Govt. of Gujarat
- Gujarat State Agro- Industries Corporation
- Kandla Port Trust, Gandhidham.
- Gujarat State Maritime Board (GSMB)
- Rural Roads Project, Roads & Buildings Department, Government of Gujarat.
- Motor Vehicles Department, Maharashtra State

TOURISM AND HOTEL INDUSTRY

- Gujarat State Tourism Corporation (GSTC)
- Trident (Ummed) Group of Hotels and Industries
- Hotel – The Trident
- Royal Manor Hotel
- Marwar Hotel
- Amtech Group of Industries, (Florida-based NRI Group)
- Amtech Tours and Travels

OTHER MANAGEMENT CONSULTANCIES

- Tata Consultancy Services (TCS), Mumbai
- Dalal Mott Macdonald
- CMC Ltd.
- GITCO
- Bharat Consultancy
- Institute of Management Consultants of India
- SEWA Technical Support Unit (SETSU)
- Institute of Company Secretary of India (ICSI), Ahmedabad Chapter

INDUSTRY /CORPORATE SECTOR

- **Seeds:** Navabharat Seeds Pvt. Ltd.
- **Fertilizers**
- Indian Farmers' Fertilizers Co. Ltd. (IFFCO)
- Rashtriya Chemicals and Fertilisers Ltd.
- Hoechst Marrion Roussel Ltd.
- Krishak Bharati Co-operatives Ltd.
- Gujarat Narmada Fertilizers Co.
- **Hospitals and Healthcare**
- Malad Nursing Home, Mumbai
- Bombay Hospital
- Cadila Healthcare Ltd.
- VIP Diagnostics Enterprise Pvt. Ltd.
- **Group of Industries**
- Trident (Ummed) Group of Hotels

- **Agro-chemicals and**

- **Agro-products processing**

- Frontline Agro Foods Ltd (FAFL)

Hotel- The Trident; Royal

Manor Hotel; Marwar Hotel; Elcon Finlease Industries Ltd.

- **Pharmaceuticals and Chemicals**

- Cipla Laboratories

- Claris Lifesciences Ltd.

- Sandoz India Ltd.

- Ruby Laboratories

- Green Environment Services

Co-operative Society Ltd.

- Oil and Natural Gas Commission (ONGC)

- Dharamsi Morarji Chemicals Co. Ltd.

- Span Dyestuff Industries Ltd.

- Amtech Group of Companies: Amtech

Electronics Pvt Ltd ; Amtech Power Ltd;

Amtech Financial Services Ltd.; Amtech

Tours and Travels

- Tulsian Group of Industries (TGI)

Grillankar Systems Pvt. Ltd.

Gujarat Bulk Packs Ltd.

- Dharnendra Group of Industries (DGI)

Dharnendra Industries Ltd.

Dharnendra Marketing Services

- **Textile**

- Raymonds Woolen Mills

- Polyolefins Industries Limited

Rushabh Capital and

Financial Services Ltd.

Dharnendra Agro Food Industries Ltd.

Along with the above mentioned companies we also cater to the SMEs for example :

- Samarth Engineers- Hmt.Gujarat
- Ankita Industries –Hyderabad (A.P.)
- Wonder Fan-Ahd. Gujarat
- Panchratna Industries-Hmt. Gujarat
- Sanjay Oil supply Co.-Hmt. Gujarat

- Surya enterprise-Ahd. Gujarat
 - Suresh Jewellery –Ahd. Gujarat
 - Swastik Krushi Poly Pipe Pvt. Ltd. Gujarat
 - All India Travels Pvt. Ltd. Gujarat
 - Jamnagar Engineering Works-Hmt. Gujarat
 - Karnavati Superspeciality Hospital-Ahd. Gujarat
 - Ludhianatrade, Punjab.
 - Vision Beverages –Rajasthan
 - Hi-tech Beverages- Hmt. Gujarat
 - Dudani Marbles Pvt. Ltd. Gujarat
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PBG-International Business Operation Consultancy- Following are our specialised services

- a. Guidance and assistance in respect of **offshore corporate structuring**
- b. **Company formations in various jurisdictions** including UAE, Free Zones or any other offshore jurisdictions
- c. **Formation of trusts & foundations**
- d. **Double tax avoidance treaty related advisory**
- e. **Inheritance planning**
- f. **Export/Import Documentation & International trade**

Some of the most popular jurisdiction & Zone for international operation or registering a new company in abroad are as following :

Anguilla, Belize, British Virgin Island, Cyprus, Cayman Islands, Delaware, Guernsey, Hon kong, Jersey, Jabel Ali-UAE, Mauritius, Panama, R A K -UAE, Singapore, Seychelles, TCI-Turks & Caicos Islands.

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