



CREATING INSPIRED LEADERS

INFORMATION BROCHURE





Student Story

Rakesh Kamath

SOIL Alumnus,
Batch of 2013-14

What Change do you see in yourself:

From a student who didn't know what it meant to be a true leader, to now being a self-driven, motivated, energetic and confident leader who knows how to take a big-picture view of any issue, I feel I have come a long way

What brought you to SOIL:


I was lucky to attend a session by Sh. Anil Sachdev on 'How Inspired Leaders will be transforming businesses to come'. His wonderful way of explaining the concept really won me over. He was able to change the entire paradigm of what I thought meant to be a manager vs a leader. And I thought, if just one seminar can change my thinking process and understanding, how wonderful it would be to join SOIL for my MBA to actually build that competency and Inspired Leader values in me.

What are your classmates like:

The 1 year program is fast paced and intense. The bonds we make here are so strong. I was lucky to work & study with a diverse set of batchmates, from whom I learnt a lot. The SOIL Alumni network is a great support system and I feel lucky to be invited back to campus to engage & interact with the new batch of students.

**Inspire
others, just as
you Inspire
yourself**





DO A BUSINESS PROGRAM TO MAKE A DIFFERENCE IN THE WORLD

Most of the problems that the world faces require Inspired Leadership rather than old style management. To manage complex business issues and global challenges, the world needs leaders who are truly aware, deeply care and dare to make a difference.

You have seen growth & success in your education & career so far, but there is much more you want to achieve. Whether you want to Unlock your Leadership potential, make your entrepreneurial dreams a reality or completely change paths, an MBA will help you transform yourself and enable you to make a difference.

Whether you choose to do a PGPM or PGDM from SOIL, the SOIL MBA Experience is to find your 'Purpose' and learn how to leverage your Gifts, Skills and Knowledge to achieve your dreams.



Recognized as a thought leader in HR, talent management, leadership development and organizational transformation, Mr. Anil Sachdev created SOIL to provide management education with a focus on ethics, community partnerships, sustainability and other leadership aspects needed by the world today

Don't just study Leadership, but delve into real business issues, practice it in every class, every experiential immersion and every event.

WELCOME TO THE B SCHOOL RECOGNIZED AS THE VANGUARD OF CHANGE IN SHAPING THE FUTURE OF INDIA THROUGH EDUCATION

We challenge you to get out of your "Comfort zone", transcend your fears and develop greater self-confidence.

I welcome you to the process of discovering the "School of Inspired Leadership". We were co-created by a team of founders and enlightened organizations who wished to take responsibility for the state of our world. It is our belief that business plays a powerful role in creating the culture of our times and their operations enable people to work across geographies and boundaries.

SOIL was co-created by a team of thoughtful business leaders and 32 companies with the aim to build Leaders with character, competence and enthusiasm.

We believe that businesses, in course of their routine operations can create social good, ecological balance, holistic development and healthy international relations if they choose to act in inspired ways.

Our learning methodology can inculcate inspired thinking and consequently inspired actions in the business leaders of the future who will contribute to the triple bottom line of social wellbeing, ecological sustainability and shareholder value as a deviation from current excessive focus on shareholder value. SOIL was created to fulfill this vision and hence is a "game changer"




PARTNERSHIPS & RANKINGS



SOIL Industry Partners

SOIL is co-created by a group of leading companies from across industry verticals that believe in the SOIL value proposition. They partner with SOIL to design the curriculum, select and mentor students, as well as in presenting live projects and leading the placement process.

Consortium Members

Board & Advisory Board Members

Governing Board



ANIL SACHDEV

Founder & CEO - Grow Talent Company Limited and Founder - SOIL



DR. PRADIP KHANDWALLA

Former Director, IIM Ahmedabad



KK NOHRIA

Former Chairman, Crompton Greaves



SHALENDRA KUMAR

Executive Director - Strategic Initiatives, SOIL



SANJAY GUPTA

CEO, English Helper



YOGESH ANDLAY

Founder, Nucleus Software



ARUN JAIN

Chairman & Managing Director, Intellect Design Arena Limited



D. SWAMINATHAN

Executive Chairman, Manipal Health Enterprises



VINITA SINGH

Founder, We the People

Academic Advisory Board



ANALIJT SINGH

Chairman, Max India



DR. KARL ERIK SVEIBY

Author and Global Expert, Knowledge Management



DR VIJAY KELKAR

Ex. Chairman, Finance Commissioner, Government of India



K. BALASUBRAMANIAN

Member, Hacking Group, OMR



PRASAD KAIPA

Executive Director, CLIC, ISB Founder, Kaipa Group



SHYAM VISWANATHAN

Former Dean Executive Education, ISB



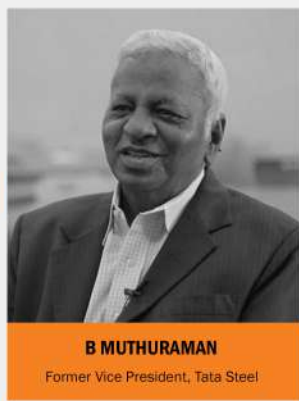
DR. TOM KEELIN

Founder, SDG | Adjunct, Stanford University

HR Academic Network



PGDM Academic Board



HOW LEADERSHIP IS TAUGHT AT SOIL

SOIL has a great focus on Leadership Skills and its impact on student development both inwards and outwards helping shape leaders of consequence. Leadership at SOIL is taught through the following unique practices.



The Practice of the Morning Circle

Morning Circle is a daily ritual at SOIL where students spend the first 20 minutes of the day in sharing positive stories and reflecting inwards while discussing goals for the day. Students and faculty connect with each other on a personal level more than any other time of the day as part of the morning circle. The classroom community feels nurtured and refreshed and the “positive vibes” during Morning Meeting set the tone of mutual respect for the entire day. This simple practice enables social and emotional development to develop models of citizenship and character in students. The circle begins with a prayer of any denomination and in invoking one's higher purpose. Some of the skills practiced everyday include communication, positive story sharing, mutual respect, empathy, self-discipline and problem solving.

SOIL Assessment Test and You

SOIL assessment test is the standard test for admissions to the SOIL one year full time programs. It starts with who the individual is and determines how that person can fit into and grow with the organization. It provides data for measuring a person's potential, personality characteristics, individual motivations, and likely behaviors on the job. It believes that when people are in roles that are best suited to their basic personalities and motivations, they not only perform well—their productivity actually surpasses expectations. It has helped in selecting the right people, developing the best talent and creating the organizational culture an organization needs to succeed. For more details on the SOIL Assessment Test please get in touch with any member from our Admissions Team



Appreciative Enquiry Learning Retreat

Every batch of SOIL spends one week in the foothills of the Dhauladhara in Sidhbari (Dharamshala). This is our Learning Retreat – a transformational experience. You are sensitized to a different approach in Life – Churning the positives in you through Appreciative Inquiry. There are village visits and community meets to practice Appreciative Inquiry. This retreat helps you to learn from your past and prepare for the future. Our alumni often quote this as the most memorable and transformational time in their lives.



Individual Learning Plan (ILP)

This is a personalized document that is created for every student during an intensive career development center using the STAT profile coupled with behavioral interviews. This plan helps maximize a student's learning potential while at SOIL and is renewed with students' internal and external mentors every month.

Learning Mindfulness through Theatre

A 5-day mandatory theatre program with the nation's best theatre teachers to address and strengthen an individual's value system through powerful simulations and role plays. It introduces students to the essential skills in drama and to use the skills as a medium to combine it with the subject of ethics, building basic skills, such as voice projection, emphasis on words, intonation, thrust in sentences and natural usage of body language to convey meaning. To make each individual student experience a magnified self-awareness, a positive personal development brought about through physical, verbal and psychological self-expression.



Yoga, Wellness and Spirituality

At SOIL, Yoga, Wellness & Spirituality is an integral part of the program and is interwoven into the everyday experience of a SOIL student. Yoga is a complete science of life – a logical, step-by-step system to attain physical, mental, emotional and spiritual health -Wellness. Yoga has helped many SOIL Students balance, harmonize and purify their body and minds. Yoga has been clearly understood in India for thousands of years. The practices show the way to health, mind control and perfect peace. Health, in the Indian context is not just freedom from disease; it is total integration, the realization of our Divine nature. The very word in Sanskrit for Health or Wellness - Swastha - means to abide in the Self.

You will learn about yourself

SELF LEADERSHIP

At SOIL every student goes through a module on Self Leadership during the 1st Semester. As part of this module students undergo experiential transformation journeys where they are asked to draw out Life Maps with clearly defined goals. This enables every student to explore how they could lead their physical, emotional and intellectual selves so as to give off their best. They also learn to be led by their "spiritual selves" so as to lead lives of happiness and wellbeing. An important part of this journey is identifying their "purpose and calling", discovering their "gifts and strengths" and learning to leverage their positives so as to move towards what matters most to them. In order to complete the course students are expected to develop their own personal plan in order to become a better leader.





Student Story

Abhishek Khandelwal

SOIL Alumnus,
Batch of 2008

How did you start your Entrepreneurship Journey


I had recently shifted my base from Bengaluru to Delhi – being 'aware' of my internal calling to become an entrepreneur. Setting up something from scratch was a great feeling – and with this, I plunged into setting up a venture which seemed to have great potential. Building contacts, working across industries and geographies was like a dream come true. From a two-member team to a 20-member outfit in 6 months felt like a victory lap for me! The entrepreneurial journey had started taking shape, but soon after it all started to change – one bit at a time. With the advent of the Global financial crisis, many started getting impacted, including me. With no other options in sight, it was time to course-correct but with shrinking opportunities, it was a real uphill task.

What brought you to SOIL

Despite having a great job at that time, questions like – am I in the right job? do I like doing this? should I look for 'more' kept plaguing me? Timely skill and knowledge additions play an imminent role in staying relevant and after all, life, in general, is non-linear! This is when SOIL happened to me. I have always held the belief that any form of higher education should be a bridge to a certain destination and it's non-negotiable to know that destination before pursuing it.

What is life after SOIL like

I thanked my stars for getting a great opportunity. I landed in Mumbai and prepare myself to start with full enthusiasm. What, where, how and what? I had a tendency to ask a lot of questions [which still continues :-)] and maybe with the experience around me, I started getting better at this. Asking the 'right' question, deep diving, patience, resilience, seeing an idea coming to life – all this started unfolding with a greater amount of clarity. Slowly, it all started making sense. Becoming contextually relevant and being in the present is the key to learning – this part started getting clearer, each day!



SOIL is as much part of me
as my Successes & Failures

Experiential Immersions

With the onset of the 21st century, and the rise in globalisation and technological advancements, boundaries between regions, countries and people have become non-existent. During these times, it is imperative for students to get an advanced understanding of humans and their behaviour across cultures.

In the SOIL PGDM Program, 25 percent of learning is experiential, with field immersions that invite deep focus on five areas: leadership, design thinking, entrepreneurship and innovation, global business, and cultures.

- | Global Immersion
- | Himalayan Rural Outreach
- | Social Innovation Program (SIP)
- | India Train Journey
- | Innovation Festival
- | Global Immersion





Alumni Story

Shubhika Rana

SOIL Alum, PGPM – Human Resources
HR Manager-C&B, EMEA Corp.
Services at Kohler Company, United Kingdom

Believe in yourself!

Go out and explore, the right opportunities and right people will find you as you seek them! If you have it in you, there is no stopping you! There are many examples to share from my journey so far, but with support from our K&B India Leadership team, Tech Services team (Antly and Prashant- our Star members), Cindy Howley & Laura Kohler, I was able to make many dreams a reality

Stretch your Boundaries – Find the Blue Ocean!

The VUCA world will present many unique challenges thus stretching your boundaries – being agile and learning as you go will be critical. Finding the blue ocean is important as most times our ability to see beyond is limited by our perspectives and sometimes fear of failure & we continue swimming in the red ocean. So gain new perspectives and broaden your horizon in your own unique ways.

Why did you choose SOIL

The past 10 years, after leaving SOIL, have been very fulfilling for me as I continued to learn and contribute. I believe that undergoing all the foundation courses & leadership sessions, getting quality exposure to industry, theatre, wellness, NGO partnerships, etc, doing a live consulting assignment with an MNC, and most importantly going on a journey of self-discovery at my alma mater, SOIL Institute of Management, accelerated my learning journey in the Corporate world.

3 PROGRAMS 2 AWARD WINNING CAMPUSES

Situated in the heart of Gurgaon, SOIL has a premium locational advantage as compared to many other Business Schools of the country. Best known as the 'futuristic corporate hub', the Millenium city is one of India's fastest-growing cities



SOIL GURGAON CAMPUS

Having expanded more than 70 per cent during the past decade to more than 1.5 million people, with over 500 multinational companies headquartered here, Gurgaon accounts for almost half of all revenues for its state, Haryana, and a growing community of national and international leaders.

Our Campuses



With holistic development at its core, the SOIL Campus displays an impeccable and state of the art infrastructure which contributes towards the overall enriching SOIL journey of every student here.



SOIL NEW GURGAON (IMT) CAMPUS



SOIL's new campus is located in the heart of the industrial and innovation hub that is Manesar. Manesar is a fast-growing industrial town and in recent years has witnessed a rapid growth in the establishment of new enterprises, offices of large conglomerates across from various sectors as well as government headquarters.



Our Campuses



The SOIL Manesar campus with its world-class architecture, futuristic student spaces and lush green gardens will embody innovation. The campus is designed to ensure that it is both socially and environmentally responsible. It will provide the ideal environment for students to engage in the study of business and design, and discover and exploit their creative best.





A Transformational Learning Experience

With a strong focus on leadership and innovation, the SOIL Learning experience will be customizable, adaptable, and personal. Whether it's group projects, case studies, experiential immersions, problem-solving sessions, or lectures, SOIL provides the flexibility which enables you to learn in a variety of ways, and more effectively.

SOIL Faculty

Dr. Neetika Batra

Dean and Professor of Finance

Dr. Neetika Batra is the Dean and the chair of the Post Graduate Program in Business Leadership at SOIL. She also heads the finance academic department at SOIL. Neetika has 25 years of experience working at leadership positions with global and boutique investment banking firms. She teaches courses such as Financial Statement Analysis, Corporate Finance, Mergers and Acquisitions and Valuation. Her research interests lie in the field of priority sector lending, which also happens to be the topic of her Ph.D research.



Atindra Nath Bhattacharya

Program Chair and Professor of Marketing
Interim Director, CMS

Prof. Atindra is a Professor of Marketing at SOIL. He has over 18 years of industrial experience and has worked with leading brands like Amul, Vadilal, Dhara and Lovett. Before SOIL, he served as the Dean of academics and associate professor of marketing at Integrated Institute of Learning in Management. He also teaches at National Entrepreneurship Network of the Wadhvani Foundation. He is an advisory panel member of Bhartiya Yuva Shakti Trust, an NGO working for micro enterprise financing and mentoring.



Arjya Chakravarty

Program Chair and Professor of HR & OB
Professor of Social Innovation

Prof. Arjya is the Chair of the Post Graduate Program in Human Resources. Her 11 years of rich industrial experience comprises of diverse industries and leading multi-national companies like Godrej Consumer Products Division, Dunlop India, and Hindustan Motors to name a few. She has also spent 11 years in academia, focusing strongly on teaching, research and consulting. Prior to joining SOIL, she was associated with leading business schools in India and abroad including ICFAI, SP Jain and Jaipuria among others. She believes in gender equality and sits on the panel of various MNCs as an external member for Gender Diversity Initiatives. A celebrated researcher, her papers and cases have been published in numerous international publications and conference proceedings.



Dr. Debabrata Das

Program Chair and Professor of
Business Analytics

Dr. Debabrata Das is a renowned researcher, academician and leader in Business Analytics with a rare distinction of having both corporate and academic leadership experience. He is a passionate educationist who believes in innovative pedagogical techniques. He is also a consultant, trainer and adviser in various government agencies and management consulting firms. He has over twenty-two years of teaching, training, research, consultancy and administrative experience in leading Management Institutes.

SOIL Faculty

Dr. Bianka Ray Chaudhury

Associate Professor of Analytics

Head of the Business Analytics department at SOIL, Prof. Bianka Ray Chaudhury possesses academic and research experience of over 10 years. With a strong academic background to her credit, she was ranked 3rd in the entire university for her Masters in Economics and was awarded an all India Gold Medal post her MBA. Currently working as an Associate Professor of Economics and Data Analysis at SOIL, her areas of keen interest include Research Methodology, Market Research, Operation Research and International Business.



Francis Joseph Rebello

Associate Professor of HR

Prof. Francis Rebello is a Strategic Human Asset professor at SOIL, working primarily with the development sector, transforming NGOs by introducing a culture of performance and excellence through cultural transformations. He holds a Post-Graduate Diploma in Human Resource Management, Behavioral Sciences and Organizational Development from Xavier Labor Relations Institute (XLRI) Jamshedpur. He also has a degree in law, specializing in Labor Laws and a degree in



Rajeev Tandon

Professor of Marketing

Rajeev Tandon is an enthusiastic, creative and highly engaging marketing teacher and mentor. His teaching leverages his wide ranging international experience of 30 years marketing flagship brands to millions of consumers around the world.

Rajeev has a strong track record of building brands, execution excellence and unique cultural insight in emerging markets. As Executive Director and General Manager (CEO) at SC Johnson (the makers of Raid, All-out, Glade, Mr. Muscle and Ziploc), he led business operations for Russia, Indochina, India and Indonesia. Rajeev also worked for The Gillette Company, in sales and marketing leadership roles across India, South Asia and Egypt.



Susie Roy

Professor of HR

Initiated to Yoga through the International Sivananda Yoga School in Kerala, India, Susie completed the basic and advanced yoga teacher training programs. Since her initial training in 1998, she has been inspired and taught by many international yoga teachers and spiritual masters in India, USA and South Africa. Her teaching experience covers individual and group classes, workshops, residential retreats and teacher training programs.

Susie is currently in her twelfth year as visiting faculty member at the SOIL where she formulated and conducts a course in Wellness through Yoga and basic Ayurveda. She teaches in Europe and Asia with the Global Leadership Program. She introduces yoga to foreign students as part of an India immersion educational program offered by Indo Genius.

SOIL Faculty

Vijay Ghei

Professor of Design Thinking

Deeply committed to the philosophy and practise of Design Thinking and its application to solving real life issues. Actively consulting about this topic and evangelising its application in business for competitive differentiation and for social impact since 2015. Teaching at management and engineering institutes across India and South Asia.

After a 26-year career, took early retirement in 2015 from NIIT Technologies Limited. Last served as Senior Vice President – Head of Strategic Initiatives, Consulting and Advisory Services. Other significant positions include Chief Innovation Officer, Head of e-Business Consulting, Global Head of Retail Practice, and Head of Quality.



Nitin Chopra

Professor of Finance

Nitin Chopra, ex-Head of Retail & Consumer Banking at RBL Bank, brings over 35 years of experience of which 27 years have been spent working in the financial services industry.

Nitin in his role with the bank oversaw Business Banking, Retail Branch Banking, Retail Assets and Liabilities including Credit Cards and HNI businesses as well as the Marketing function of the Bank. Nitin's career began with a stint at Unilever Group, followed by a 9-year period working with Bank of America NT & SA.



Vidya Lyer

Professor of HR

In her career spanning over 15 years, she has been a management consultant for organizations of repute across sectors, a trainer and faculty person. Her attachment for the SME segment is special as she has been an active member of quite a few start-up organizations. Mentoring women entrepreneurs has been a passion and her association with ISB- Goldman Sachs program proves her commitment for the cause of women entrepreneurship. 'Employee Development' as well as 'Student Development' are the areas that she identifies with and continues to research, read and write about.



Dr. Smitha Girija

Professor of Marketing

Smitha Girija is a Professor of Marketing and the Director at SOIL School of Business Design. Professor Girija's primary expertise is Marketing and Innovation, and her research areas include Customer engagement, Frugal Innovation and Retail Management. She is currently working on a project under the guidance of Prof Jagdish Sheth, Emory University on Frugal Innovations in India. Dr Girija is also a visiting faculty to ISM, University of Applied Sciences, Dortmund, Germany and delivered courses of Innovation Management. She has also hosted an online module on 'Marketing and Innovation' on SWAYAM for two consecutive cycles.

Programs that SOIL Offers

1 year Full Time
PGPM - Business Leadership

1 year Full Time
PGPM - Human Resources

2 year Full Time
PGPM - Business Design



Post Graduate Program in Management Business Leadership

SOIL's one-year full-time **PGPM in Business Leadership** provides a solid foundation in major business disciplines and in leadership transformation skills. Business Specialization in **Analytics, Marketing, Finance and Human Resources** provide you a strong grounding in key management skills.



Leadership experiences in self-leadership, meditation, compassion, sustainability, mindfulness and ethics and experiential sessions through the Himalayan outreach trip and social innovation work with not for profit sector provide many different dimensions to your leadership journey and growth at the **SOIL Institute of Management**.

PROGRAM HIGHLIGHTS



Full Time



**Graduates of any
discipline with 2+ years
of experience**



12 Months



**Accelerated
Career Growth**



**Digital In Specialisation
Marketing, Finance,
Analytics**



**Experiential
Learning**



**World
Class Faculty**



**Diverse
Peer Learning**



**Dedicated Career
Management team**

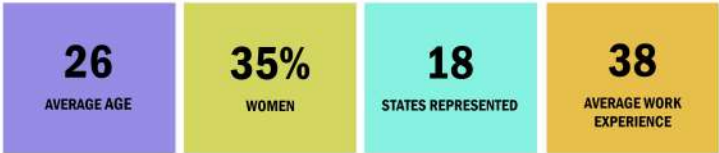


**International
Exchange Opportunities**

The program aims to provide India's future leaders who are high on integrity and character, who can inspire and influence a wide range of stakeholders and who can demonstrate responsible leadership to take India and its people on its way to become a powerful global economy.

Career Transformation

Class Profile



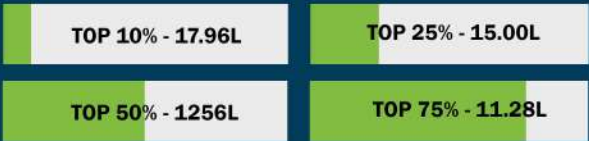
Pre-MBA Industry



Post MBA Transformation



Average Salary Bracket:



Post Graduate Program in Management Human Resources

SOIL PGPM in Human Resources introduces the fundamental principles of Human Resources and Organisational Behaviour to develop a career in Human Resources Leadership.



The program presents an outstanding opportunity to explore the critical areas of human resources management along with a comprehensive knowledge and understanding of the key functions of management and business. The major thrust areas are Human Resource Planning, Talent Management, Performance Management, Learning and Development, Compensation & Benefits, Employer branding, Industrial Relations & Labor Laws.

PROGRAM HIGHLIGHTS



Full Time



**Graduates of any
Discipline**



12 Months



**Accelerated
Career Growth**



**Experiential
Learning**



**World
Class Faculty**



**Dedicated Career
Management Team**



**International
Exchange Opportunities**



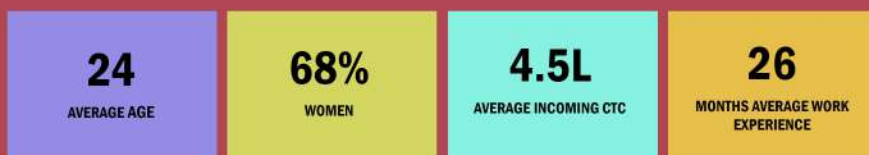
**Diverse
Peer Learning**



The program places importance on both theoretical and hands-on learning. Classroom learning is focused not only on theory but on student discussions, case study analysis, presentations, simulations games, assignments, HR lab and action learning projects.

Career Transformation

Class Profile



CAREER TRANSFORMATION (POST MBA)



Average Salary Bracket:



2 YEAR POST GRADUATE DIPLOMA IN MANAGEMENT BUSINESS DESIGN

The program provides students with a multidisciplinary approach to traditional management programs using design thinking and liberal arts.

This program challenges students to tackle problems that are happening right now. Students will work with non-profit, corporate, and public entities to develop projects that address real-world challenges.

Some projects last just hours, others last weeks – and in some cases, projects span the entire duration of 2 years as student teams work with organisations.



Key Highlights

AICTE
Approved Program

Curriculum Integrating
Design Thinking, Liberal
Arts and Management

Global & Himalayan
Outreach Program

Social
Innovation Program

Career Development
Support

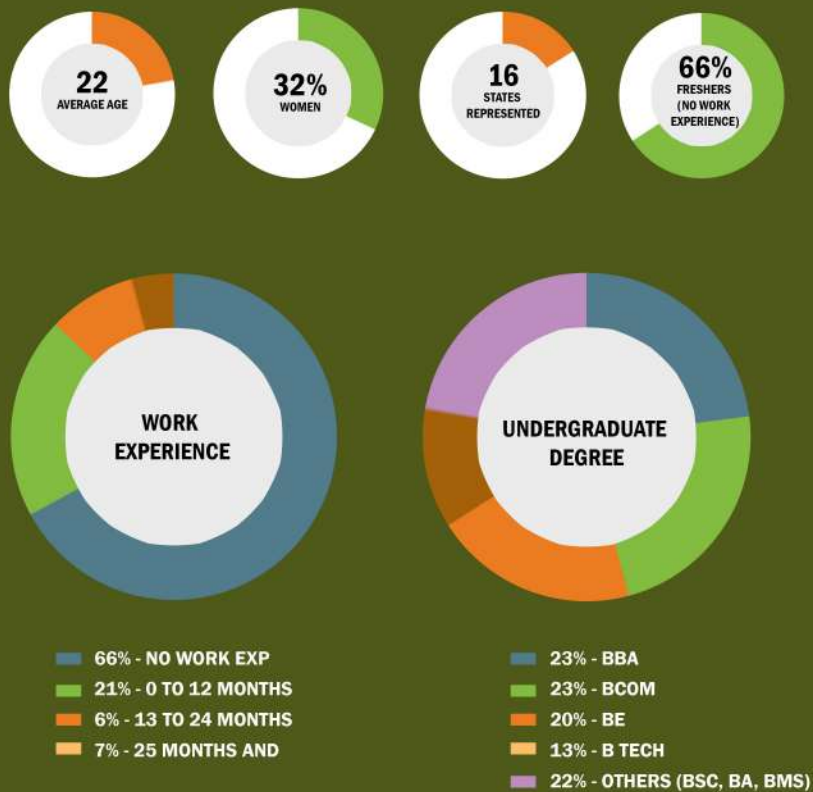
1-on-1
Industry Mentorship

3 Week Unlearning
Orientation Program

Specializations - Marketing,
Finance, Analytics and HR

Case Study Based
Teaching and Live Projects

Class Profile





Student Life & Impact

Club involvement strengthens your professional and personal networks with fellow student faculty, recruiters, and business leaders-letting you refine your leadership role while learning new skills, meeting new people, appreciating new perspective, and expanding yours views.

- Toastmasters club
- Outdoor Sports & Adventure
- Consumer Marketing Club
- Cricket Club
- Quiz Club
- Social Impact Club
- Yoga Club
- Cinema Club
- Dramatics Club
- Investors Club
- Wine Club
- Nature & Gardening Club
- Music Club



Annual Events at SOIL

The MBA calendar is filled with events that creates a comradeship and stronger bonds between the students. These events are organised by the student committee and clubs.

- Karma Rasoi - The art of Serving Forward
- SOIL Olympics
- SOIL Premier League
- Diwali Mela
- Tree Plantation Drive
- Inspired Leadership Conference



DAY IN THE LIFE
OF A SOIL STUDENT



Today started with a very exciting Consulting class focussed on effective communication styles, business development and strategies

Quick 20 minute break: Head to the main cafeteria at level -1 to sit in the sunlight, grab a cup of coffee and check my emails

Grab lunch with my Marketing innovation group. The cafeteria has delicious home style food. Gurgaon has a wide range of restaurants to suit all budgets.

Teamwork with my group working on the Pepsi c challenge. It's a presentation on how to increase revenue for their products & gain market share.



8 am 8. 30 am 9. 00 am 10 30 am 12.30 pm 1. 30 pm 2. 30 pm 4. 00 pm 5. 00 pm 7. 00 pm

I take an auto from my hostel to the Gurgaon campus. It's a 5-7 minute ride. Living in Gurgaon is so convenient and easy.

We organize the morning circle, a place of sharing for students & faculty, discussing current events, personal anecdotes and concerns. It's a safe space and our responsibility to make it a great experience for all



Today's session is with Mr Arvind Nair, former CEO of Dominoes. His course on corporate strategy and guerilla marketing was insightful as he brought his real-life experiences into the classroom. Listening firsthand to such a business powerhouse was the highlight of my experience at SOIL.

Meet with my peers at the SOIL culture committee. This is a group meeting for planning upcoming events, cross-pollination of thought, scheduling guest speakers, etc.

Meet up with my new colleague for a coffee at Cyber Hub. I'm doing a live project through SOIL's Career management team. My project at MG Motors is focused on online reputation management in the digital marketing space. It consists of implementation of SEO

Tonight I'm performing my music with my peers & class mates for an evening event at SOIL. The vibe is amazing and it's a cool experience

How will you change the world?

Social Intervention Program (SIP) at SOIL is focused on the social sector and social inclusivity to ensure that each SOIL student transforms into a compassionate leader. It is pertinent for a business leader to comprehend the realities of the development sector. The social sector plays a vital role in human development. With this intent, the SOIL Institute of Management has incorporated the Social Innovation Program into its curriculum as an integral course.

As part of this program, student teams will work with organizations committed towards building a better world. These could be government run organizations, nonprofits, for profit social ventures or education institutions. Each student team will work on specific projects which will be chosen depending on the most critical need areas of the organisation as mutually decided by the organization and the students





CAREERS

“Career Management Services at SOIL is not about getting a job; it’s about bringing out the best in you. We will be your partner in career planning, readiness, and placements. Transforming students’ career dream into real actionable goals is the main focus of the Careers team.”

Your Dedicated Career Service Partner

SOIL Career Management Services (CMS) is dedicated to providing a highly personalized service to each MBA student. Career Services provides guidance and assistance so as to best prepare the candidate for the recruitment process. CMS supports every student in developing the necessary managerial skills and competencies to succeed in this complex and ever changing competitive job market. Right from the start of the program



Career Management

Activities with CSA involve the following:

- | | | | |
|--------------------------|------------------------------|--------------------------------------|----------------------|
| 1
Career & Life Goals | 2
Career Workshop | 3
Resume Feedback | 4
Mock Interviews |
| 5
Group Discussions | 6
Interview Questions/FAQ | 7
Round Table Networking Sessions | |

Company Visits and Seminars

- | | | |
|------------------------------|---|------------------------------|
| 1
Action Learning Project | 2
Mentoring sessions with Industry Leaders | 3
Leadership Series Talks |
|------------------------------|---|------------------------------|



Soil Career Management Services has two major Academies:

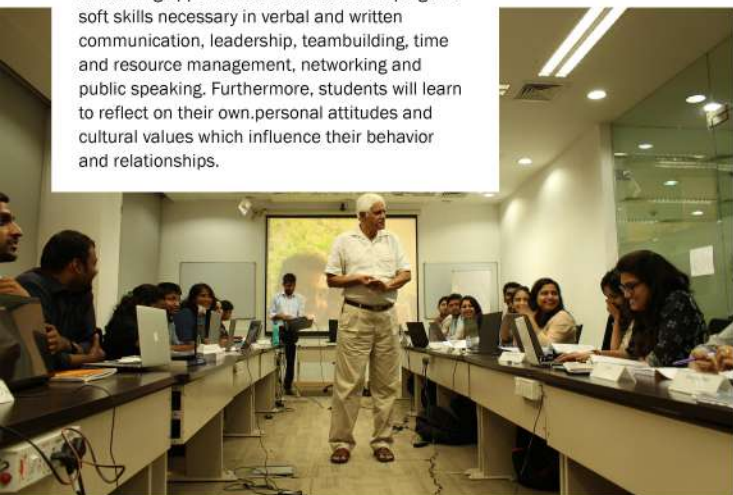
Career Services Academy

The Career Services Academy (CSA) helps students build the skills and networks needed to manage their career planning process and carries out business development activities with potential recruiters. It helps students in finding the right opportunities with internships and final placements.



Career Learning Academy

Academic study is only one part of what we see as complete development for the student. The Career Learning Academy (CSA) provides a variety of learning opportunities towards developing the soft skills necessary in verbal and written communication, leadership, teambuilding, time and resource management, networking and public speaking. Furthermore, students will learn to reflect on their own personal attitudes and cultural values which influence their behavior and relationships.



Personal development and job-seeking skills and strategies

These are the human skills which all successful managers possess and use to achieve results, in any organization.

1	2	3	4	5	6	7	8	9
Verbal Communication	Written Communication	Ability to Think	Public Speaking	Etiquette & Body Language	Formal Dressing & Grooming	Wine & Food Tasting	Toastmasters	Negotiations

Other Industry Interaction & Events

As a student of SOIL your learning experience is accentuated with exposure to the complexity of the real world. Located in the heart of Gurgaon, SOIL provides the ease of access to several key business leaders and organizations who regularly interact with the students through classroom discussions, panel discussions, leadership series and one-on-one mentoring conversations.



MENTORSHIP

As a student of SOIL, you will be assigned two mentors - a corporate leader as well as an internal faculty member. The mentoring program provides you an opportunity to seek career guidance from seasoned corporate mentors, practitioners and faculty; build your network; and achieve your learning and career goals. The unique opportunity has translated into lifelong associations for many SOIL students.



LEADERSHIP SERIES

SOIL's Leadership Series is a platform provided by SOIL to facilitate student interaction with senior leaders, thinkers and academicians from diverse fields. These sessions are very valuable to gain perspectives on life, career paths and success from senior leaders as they share their life's journey. Organized once every month the leadership series has witnessed several stalwarts visit the campus.



INTERNSHIPS/LIVE PROJECTS

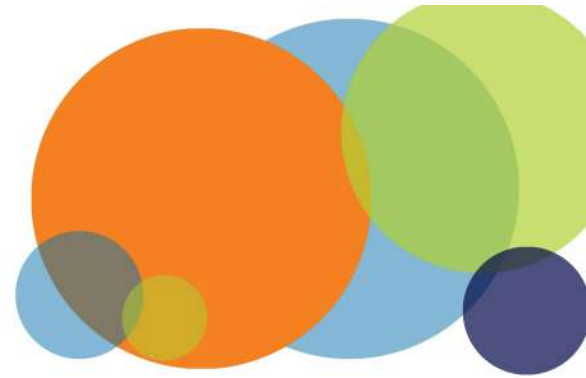
Internships with industry are an integral part of the curriculum at SOIL. Several Corporates, new age startups and even social entrepreneurs visit campus and select students for the internships through a formal selection process for exciting projects in the areas of general management, marketing, finance, operations and HR.

Our students have been placed for internships in companies such as Birla Sunlife Group, Soft Bank, HDFC, Newton Consulting and many more. The internships will help you to tie -in the classroom experience with the real world and equip you to be better prepared for academic rigor and your career ahead. Internship projects are a graded course and are closely monitored by the internal faculty mentors as well as the industry guide.



Placement Highlights (Class of 2020)

124% SALARY HIKE POST MBA	17.96 L HIGHEST CTC	10.96 L AVERAGE CTC	92 NUMBER OF COMPANIES PARTICIPATED
47% STUDENTS SHIFTING INDUSTRY	65% STUDENTS SHIFTING DOMAIN	12.56 L MEDIAN SALARY	



Average Salary Bracket

TOP 10% - 17.96L	TOP 25% - 15.00L
TOP 50% - 12.56L	TOP 75% - 11.28L

Industry wise Participation



Functions Offered





ADMISSIONS

Each year, SOIL seeks to enroll a talented and ambitious incoming class from all over the world. We look for diverse students with a wide range of experiences, perspectives, and interests—students who will thrive in our unique educational atmosphere. If you are ready for a truly global graduate experience, we want to hear from you.

See yourself at SOIL

At SOIL, we focus on a Profile-based admission process and not an exam based one. We understand that the traditional method of selecting students based on academic & test scores does not give a clear view of the achievements & overall profile of any candidate.

We conduct a one of a kind MBA admissions process that includes assessing students through a Design Thinking Workshop

The Design Thinking (DT) Workshop is a mandatory process for students to undergo as part of their admissions process. The DT workshop is a hands-on, activity-based session built around the Design Thinking process.

The DT workshop aims to find students who are extremely good and efficient at real-time working environments rather than identifying students solely based on their past academic performances and entrance exam scores.

PGPM Admissions Process

SUBMIT AN ONLINE APPLICATION

COMPLETE SOIL TALENT APPRECIATION TEST (STAT)

PRE-INTERVIEW ASSESSMENT

PERSONAL INTERVIEW

ADMISSION DECISION

PGDM Admissions Process

FILL ONLINE APPLICATION

ATTEND DESIGN THINKING WORKSHOP

PERSONAL INTERVIEW ROUND

ADMISSIONS RESULTS

SCHOLARSHIP & REGISTRATION

TO IDENTIFY THE ABILITY TO THINK
TO IDENTIFY THE ABILITY FOR ACTION
TO IDENTIFY THE ABILITY TO COLLABORATE
TO IDENTIFY THE ABILITY TO COMMUNICATE

See Yourself at SOIL

f Facebook

▶ Youtube

in LinkedIn

@ Instagram

PGPM Admissions team contact
<https://application.soil.edu.in/pgdm>

PGDM Admissions team contact
<https://application.soil.edu.in/pgdm-bl>

Fees & Financial Aid

1 YEAR PGPM PROGRAMS	TOTAL (IN INR)	
Program & Academic Fees	Business Leadership	Human Resources
The amount payable at the time of accepting the offer (non-refundable)*	200000	200000
Tuition Fee	1045872	861666
SOIL Alumni Association Membership Fee	2625	2625
Total Fee	1248497	1064291
GST**	224729	191573
Total Fee (Inclusive of GST)	1473226	1255864
Security Deposit (Refundable)	30000	30000
Total Payable amount (Inclusive of Security Deposit)	1503226	1285864

PGDM 2021-23 FEES	2021-22	2022-23	TOTAL (IN INR)
Tuition & Academic Fee	380000	330000	710000
Program Fees	270000	220000	490000
TOTAL FEES	650000	550000	1200000
Registration Fees *	50000		50000
Alumni Subscription		10000	10000
HOSTEL FEES	2021-22	2022-23	TOTAL (IN INR)
Accommodation (Twin Sharing)	108000	108000	216000
Accommodation (Single Sharing)	216000	216000	432000
Dharmshala Trip Hostel Fees	30000	-	30000
Hostel Shuttle	10000	10000	20000
OPTIONAL CHARGES	2021-22	2022-23	TOTAL (IN INR)
Global Immersion **	135000	-	135000
Discover India Train Journey **	-	25000	25000

T&C Apply

- Admission fee, along with the applicable service tax has to be paid at the time of offer acceptance
- The GST is payable at the time of payment with the respective fee component. Admission fee excludes your Hostel Accommodation, Books, Course Materials, Sidhbari Trip and other expenses during your stay at the campus. As per the prevailing Government of India rules, the current rate of GST is 18%.

Scholarships

SOIL is committed to ensuring that its unique 2 Year program is available for the most committed and high potential leaders of tomorrow. It ensures that every candidate who is selected is able to attend the program irrespective of their socio-economic background. To achieve this, it has allocated generous scholarships which are mentioned below:

Need Based Scholarship

Merit Based Scholarships

Wards of Defence Personnel

Dr Verghese Kurien Scholarship

Unique Achievement Scholarship

Bank Options

For those seeking educational loans, we are pleased to share that we have partnerships with reputed banks who provide educational loans at nominal interest rates.

If faced with difficulties in to contact/processing loans, please get in touch with the admissions team at pgdm@scholofbusinessdesign.com or call us at 9870280018



Eligibility

PGPM BL Criteria:

- Professionals with 2+ years of prior work experience
- A Completed Bachelor's degree in any discipline from a recognised institution with at least 50% in graduation
- Greater than 60% in 10th & 12th Standard Examinations
- Work Experience is preferred for PGPM – HR
- Desire to become a corporate leader in the near future / having high entrepreneurship goals
- Valid CAT*/NMAT/GMAT/XAT* scores are accepted for PGPM-BL (Not-Mandatory but adds weightage to your profile)

PGPM HR Criteria:

- Young Professionals with upto 5 years of work experience at a public/private/non-profit organization
- A Completed Bachelor's degree in any discipline from a recognised institution with at least 50% in graduation.
- Greater than 60% in 10th & 12th Standard Examinations
- Desire to become a corporate leader in the near future / having high entrepreneurship goals.
- Valid CAT*/NMAT/GMAT/XAT* scores are accepted for PGPM-HR (Non-Mandatory but adds weightage to your profile)



PGDM Criteria:

Scores accepted for PGDM 2021-23

CAT scores of the year 2019/2020

XAT scores of the year 2020/2021

GMAT scores taken after 1st January, 2019

MAT scores of the year 2020/2021

NMAT scores

Degree

Bachelor's degree in any discipline from a recognized institution

Work Experience

Freshers and candidates with work experience of less than 60 months by 31st March, 2020



“

My seamless transition from HR to marketing could not have been possible without the invaluable guidance and subject matter expertise from the faculty and the management at SOIL. The entire team at SOIL has been instrumental in not only inculcating a strong sense of building a business with purpose and vision but also nurturing us to give equal weightage to the emotional quotient to become successful leaders of future. ”

Namrata Chandwani

PGPM Class of 2009-10,
Marketing Manager,
Boston Scientific, Malaysia

“

I hail from Raxaul, a town in Bihar and today I find myself fortunate to be a student of a college in the National Capital Region, where the unique learning and teaching inspires me and enables me to bring a change in the society. But, this could not have been possible, if the admissions team & Faculty of SOBD had not believed in my potential to make a difference and supported me in getting a scholarship. This is a gift not only for me, but for my family as well. The financial support relieved my anxieties around B-school affordability and fees. I remain focused on my studies and I take great pride in my academic and extracurricular performances here because I believe it is taking me closer to my dream. ”



Prashant Kumar Bharti

PGDM Student, Class of 2019-21



“

As part of the SOIL Global Exchange Program, the students are not simply taught about business management but also gain experience by working in a diverse and global setting. In addition to the study program at MIP, students participate in a wide range of exciting activities, events and experiences that enrich and enhance their own personal journey. ”

Devinder Singh Virk

PGPM BL 2017-18

The SOIL values



Awareness

comes from the practice of "mindfulness". This is about learning to be fully present in whatever we are doing, feeling or thinking. By not having any regrets about the past or anxiety about the future, we bring back the child-like curiosity to learn and be happy regardless of the state of the environment.



Balance

comes from appreciating the true spirit of "Sustainability". Our campus building is designed to be in balance with Mother Nature - natural light in all rooms, rainwater harvesting, energy-saving equipment etc.



Compassion

is about not only getting out of our own shoes to step into others' shoes to feel their state of mind but also doing something to help those in need.



Diversity

is about appreciating the uniqueness of each person and learning to leverage that for the sake of the collective good.



Ethics

is about being fair to all stakeholders, using the right means to achieve results and "no deception".



SOIL at a Glance

2 Campuses	30+ Industry Partners	40+ Renowned full time & visiting faculty	300+ Companies recruited from soil	300+ Hours of outside the classroom	30+ NGOs to work with	100+ Leadership series & industry sessions
11th MBA Universal Ranking	18th Business World Ranking	1300+ Alumni in 20 + countries	10000+ Alumni from part Time Programs	10 + CXOs who teach at soil	1 week Himalayan retreat	10000+ Hours of self Leadership classes

International Exchange



Class Profile

26.5 Average Age	35% women
18 States Represented	38 Freshers (No work Experience)





Contact us

SOIL Institute of Management

Manesar Campus:

Plot 23, Sector 2, Phase 1,
Institutional Area, Manesar,
South Gurugram,
Haryana – 122050

Gurgaon Campus

Plot 76, Sector 44, Gurugram,
Haryana 122003

www.soil.edu.in

PGPM BL & HR program – admissions@soilindia.net , +91-9654467153
PGDM Program – pgdm@schoolofbusinessdesign.com, +91-9717280018/+91-9870256660