

# Astrum Sercon

## Corporate Profile

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The logo for Astrum Sercon features the word "ASTRUM" in a bold, blue, sans-serif font. A red horizontal line is positioned below the "A" and "S" of "ASTRUM". Below this line, the word "SERCON" is written in a bold, red, sans-serif font.

## Contents

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<b>ASTRUM SERCON</b>	<b>3</b>
<b>SOLUTIONS</b>	<b>3</b>
Customised Training	3
Executive Coaching	5
Youth Training	5
Consulting	5
<b>ASTRUM SERCON - YOUR TRAINING PARTNERS</b>	<b>6</b>
<b>FACILITATORS</b>	<b>6</b>
<b>VALUE PROPOSITION FOR TRAINING SOLUTIONS</b>	<b>7</b>
Cost - Value Proposition	7
Benefits	7
<b>WHAT OUR CLIENTS SAY...</b>	<b>8</b>
<b>CLIENTS</b>	<b>9</b>
<b>MANAGEMENT TEAM</b>	<b>10</b>
<b>CONTACT DETAILS</b>	<b>10</b>

## Astrum Sercon

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**Astrum Sercon** provides learning solutions to address people development needs of its clients, which include corporations, educational institutions and governments.

We realise that for an organisation to succeed in this dynamic world, it has to make investment in assets that make the company what it is – its people. Our aim is to help our clients bridge the gap that often exists between business strategy and people capabilities thereby enhancing the overall performance of the organisation. Similarly training India's youth to enhance their employability in the ever increasing market place looking for skills, particularly soft skills, is a key focus area for us.

Through an innovative mix of unique solutions on a wide range of subjects, Astrum Sercon is the one-stop solutions provider to satisfy all the training and development needs of an organisation.

## Solutions

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### Training

- Customised Training
  - ◆ Skills Training
  - ◆ Knowledge/Technical Training
  - ◆ Attitude/Behaviour Training
  - ◆ Techno – Behavioural Training
  - ◆ Induction Training
  - ◆ Certification Programs
  - ◆ Role Readiness Programs
  - ◆ Outdoor & Adventure Based Training
  - ◆ Video Based Training
  - ◆ Train the Trainer Programs
- Executive Coaching
- Youth Training Programs
  - ◆ Workshops for youth to enhance their employability



### Consulting

- Training Needs Analysis
- Training Content Development
- Setting up Internal Training Academy
- Internal Trainer Readiness & Empowerment
- Learning Retention Process & Aids
- Measurement and Impact Assessment

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An integrated approach that incorporates both consultation and training, enabling Astrum Sercon to be effective in helping clients make their business strategies happen

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## Customised Training

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From customised workshops to phased interventions in classroom or outdoor setting to carefully structured Executive Development Programs, Astrum offers a comprehensive range of learning solutions and service to make your business strategies happen.

Whether you need competency enhancement for a large group of people or you need multiple team specific initiatives, Astrum is in a position to design and deliver result oriented bespoke customised learning programs. Our wide geographical presence and robust methodology coupled with the strength, agility and spirit as an organisation, enables us to deliver exceptional value to our clients.

Our services include:

### Skills Training

A significant volume of our training is focussed on skill building in various areas viz. sales, customer service, communication skills, supervisory skills, leadership skills, thinking skills etc.

### Knowledge/Technical Training

Direct and channel sales or service teams need product or solution knowledge to ensure that they are able to effectively represent and position your solutions in the competitive market place. Just as importantly there is a need for training people on new or revised organisation processes that may be critical for the business success. Astrum will chalk out the appropriate learning path and process for the learning to happen. Our instructional design professionals will work closely with your subject matter experts to design and deliver the required training. And we can integrate assessments and certification into the entire program to ensure accountability and overall success of the initiative.

### Attitude/Behaviour Training

Employee attitude is increasingly cited as the number one performance-related issue of companies, both large and small. Skills are really only one of the elements required for professional success. If a person's attitude, behaviour style or values are not aligned with the business goals, more skills or knowledge training may not be the answer. Astrum designs and delivers powerful training programs aimed at bringing the desired change with respect to attitude and/or behaviour of people. We also help organisations in company wide roll-out of interventions aimed towards orientation of organisation values and alignment of desired attitude and behaviour.

### Techno – Behavioural Training

The training programs have elements of technical and behavioural content based on the learning need and expected learning outcome.

### Induction Training

For organisations recruiting on a regular basis, we offer support in the design and delivery of Induction Training Programs. Every new inductee needs to be in tune with the organisation culture and the training provided to him/ her needs to be more so aligned with the business needs. Astrum can help you identify and design the training that needs to be provided to these freshers based on the roles that they are likely to take up in the organisation.

### Certification Programs

Astrum Sercon can help you in structuring as well as delivering Management Development Programs. The entire framework is based on the building blocks design and is customised with an in-depth diagnosis of the issues faced by the target group. If required we can also offer a joint certification, thus adding value to the management development program.

### Role Readiness Programs

Many world-class organizations today have a Role Readiness training process in place to equip their employees to take on the challenges of their roles. Given a choice, an organisation would like to make sure that the employee has the required knowledge, skills & attitude before he or she moves into a particular role. Following a structured training process, we at Astrum Sercon map out the training and development requirements of individuals as per their roles and learning initiatives are structured around those.

### Outdoor & Adventure Based Training

Outdoor training is an extremely effective medium for people development. Astrum ensures that people make purposeful use of outdoor-based active learning opportunities to enhance organizational change through personnel and team learning. Activities, that range from adventurous white water rafting, rappelling, valley crossing, mountain climbing etc. to relatively simple mock volleyball, are sensitively engineered to provide interest and challenge for all participants regardless of physical prowess.

### Video Based Training

The training involves active use of audio and video medium. The training program is centred around audio visuals that are exclusively developed for the client by Astrum. Video based training can cover the entire spectrum of advanced training from soft skills to knowledge to behavioural training.

### Train the Trainer Programs

We conduct train the trainer programs for internal trainers of organisations as part of internal trainer readiness and empowerment initiative. From adult learning principles to platform skills to

process of making training fun and experiential and last but not the least, training measurement and impact assessment, we design and deliver an all encompassing train the trainer program to meet the specific needs of our clients.

## Executive Coaching

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Successful companies need to manage talent effectively, to build bridges for high potential executives to reach the top and also to manage underperformance. Our experienced coaches work with the organisation's executives on a one-to-one basis to unlock their true potential and maximise performance in current and future roles.

## Youth Training

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Enhancing the employability of the youth of India is critical right now particularly because the economy is booming and industry has already started to feel the pinch in terms of lack of soft skills, problem solving & analytical skills and aptitude, among the youth looking at joining them. This lack of skills, which can be developed through intensive training, is particularly visible in non-metros and towns. Astrum's experience in working with corporates provides it the unique advantage of understanding the industry expectations from the new joiners and training them even before they are employed through mid to long term phased interventions across India. We are also designing and delivering Faculty Development Programs at various educational institutes.

## Consulting

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Astrum's consulting solutions are aimed towards helping clients translate their business strategy to results.

### Training Needs Analysis

We use a comprehensive TNA process to identify the gaps between people competencies that exist within the organisation and those required for achieving desired business results.

### Training Content Development

At Astrum Sercon, we recognize robust content as one of the key elements towards making a training workshop effective and successful. We approach content development in a systematic, structured manner which will enable us to create meaningful instructional material to achieve specific learning objectives. We use Instructional Design Process (ISD) to ensure the quality of instruction. The first step in ISD is analysis (also referred to as Training Needs Assessment) of the learner group/learning needs/learning objectives/job & performance analysis to come up with appropriate recommendation of the learning path.

### Setting up Internal Training Academy

We have assisted various organisations in designing and implementing a robust and long term training strategy through setting up internal training competencies and processes. This approach ensures that not only the organisation develops internal skills, processes and completely tailor made content required to impart result oriented training year after year but also makes the entire training extremely cost effective.

### Internal Trainer Readiness & Empowerment

From identification of internal trainers to running a boot camp for them to trainer audit and certification, Astrum works as your partners to make sure that your internal trainers have the right skills and tools to be more effective.

### Learning Retention Process & Aids

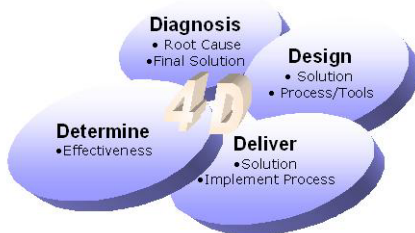
Astrum Sercon can partner with you in your quest for result-oriented training. We can work with you to provide solutions that ensure results through retention and application of learning. We do this by using our process tools and techniques viz. Learning Style Inventory (LSI) and Growth Oriented Application of Learning (GOAL<sup>®</sup>).

## Measurement and Impact Assessment

We aid organisations in setting up systems and processes to ensure and measure training effectiveness so that you get the most out of your training investment. Astrum Sercon helps you in not just capturing the learning from the various training programs but also in putting together a process by which the organisation can monitor the application of learning. For organisations whose concern is to measure the impact that the training has had over a period of time, so that the training process can be improved over time, we have processes for Impact Assessment. We go a step further by offering training implementation support by taking care of all pre and post training requirements.

## Astrum Sercon - Your Training Partners

Through our **Business Strategy to Results** Framework, we partner with organisations to create active learning experiences linked to business objectives. We have our very own robust **4D model** wherein we begin with understanding the business strategy imperatives and the issues faced by the organisation. **Diagnosis** of the root cause for the issues enables our clients to identify the



solution that addresses not just the symptom, but also the cause behind it. **Design** not only includes the content but also the process to ensure and measure learning. **Delivery** of all our training interventions is undertaken by facilitators who are specialists in their respective fields. Our **Master Trainers** who can create content and also create certified trainers for large assignments spread across various geographies, and 75 plus resource pool of Consultant-Trainers gives us the depth and breadth that is required to be your training partners. We help clients **Determine** the effectiveness of solutions by helping them

isolate the tangible and intangible results.

Here we would like to stress on the fact that we need not undergo the entire process of the 4D model and can “meet you wherever you are”. Since clients’ needs and desired outcomes are different, we do not propose a rigid implementation process. As your training partners, we work flexibly with you to plan the approach that is driven by your needs, your priorities, your constraints and your preferred way of working.

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Astrum Sercon has Master Trainers & over 75 specialist “Consultant – Trainers” on its panel giving clients the benefit of depth and breadth of solutions

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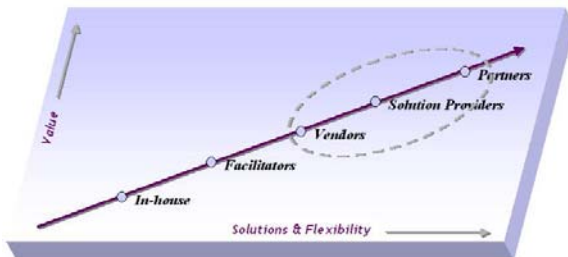
## Facilitators

Astrum Sercon has a large base of specialists who impart consulting and training spread across a wide range of areas to both **Industry** and **Youth**. These trainers are drawn from both the world of academics as well as active industry practice. This is one of the major reasons why our training and consulting solutions are so successful. The rich mix of industry experts and academic luminaries imbues our solutions with specialised knowledge and practical situations. Our panel of consultant – trainers include some of the best-known names in their respective fields. There is **“NO FORCE FITTING”** and the focus is always on the client and participants’ training needs.

### Astrum Sercon Facilitators

- Rigorous search and identification process
- Master trainers
- Excellent credentials
- Relevant industry experience
- Excellent trainers – facilitators
- Multi-location advantage
- Alliances with top management institutes
- Alliances with AGI, De Bono, Buzan, Grid, PMI licensed trainers...

## Value Proposition for Training Solutions



Our clients both Industry and Educational Institutions (youth) benefit from our vast experience in providing training solutions to some of the top corporates in India including Indian business houses as well as multinationals.

Astrum Sercon can work with organisations in the following capacity:

- ◆ As **partners** in performance acceleration of your people to meet the desired results in the most cost effective manner with a high value proposition on cost and quality.
- ◆ As **solutions providers** to address a multi-dimensional issue and offering pre and post training services.
- ◆ As **vendors** to address explicit performance needs through in-company workshops.

Since client needs and desired outcomes are different, we have built our business around your needs **"to meet you where you are"**.

## Cost - Value Proposition

- ◆ There is an increased value proposition on quality of training though, as our professional team designs and customises the course content through our robust "Business Strategy to Results" process to increase the returns on client's investment.
- ◆ Astrum Sercon is able to reduce the overall cost of training while working as training partners. We are in a position to suggest various initiatives viz. having multiple facilitators for workshops to bring the travel and stay costs down; pooling workshops for the same target audience and same facilitator, and other such initiatives. Our resource pool in terms of expertise and panel of facilitators along with our multi-location presence enables us to make sure that the client gets the maximum return, for every rupee spent on training.



## Benefits

You are assured of the following benefits with Astrum Sercon as your Training Partners:

- ◆ Result Oriented Customised Training
- ◆ Consistent Training Process Across Organisation
- ◆ Multi-Location Support
- ◆ Work Within Your Budgets
- ◆ Training Implementation Support
- ◆ Depth & Breadth of Training Solutions



## What our clients say...

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*"HCL Technologies has partnered with Astrum Sercon over the last 3 years in its journey of developing people capabilities across business units encompassing various levels.*

*Astrum has been able to understand our T&D needs of diff. business units and customized the programs to meet our requirements. Our partnership has been very useful towards enhancing level of competence of our employees thru' various programs conducted by them. The initiatives have ranged from Communication programmes designed to enhance ability of our people to communicate within the team and the customers, to Team Building, to Leadership, to MDPs designed to enable the transition of our managers as they move from one level to another. We look forward to continue working with them."*

- Sanjay Baxla, DGM – HR, HCL Technologies Ltd.

*"Astrum Sercon has been a key resource for us in our effort to upgrade the competencies of our employees. We have been partnering with them on key projects and it is their ability to understand an organisation and finely structure training programs around our needs along with their competent facilitator base that has made them one of our preferred training partners."*

- Ashwin Pasricha, Manager - Training; Mastek

*"Astrum Sercon worked with us in designing and delivering a very highly effective Leadership Development programme targeted at our middle managers. They worked with us in conducting a detailed customization keeping in mind the specific issues that our middle managers were facing in being effective leaders and then delivered a training programme that helped our managers prepare themselves to take up higher roles in the organisation.*

*Their support during the entire training programme was outstanding and we look forward to working with them in the future"*

- Asis Patnaik, Sr. Manager – HR; Bharti Infotel Ltd. (Airtel)

*"The Astrum Sercon team contributed to the successful workshops of Pfizer's Leaders' Academy. The customisation and pre-program effort helped ensure that it was relevant to our context. The knowledge of the Astrum Sercon facilitator meant that our requirements and expectations of the programme were fulfilled. The programmes had a lasting impression and were extremely well received by our District Managers"*

- Hafeez Iqbal, Director - Sales Training; Pfizer (I) Ltd.

*"Astrum Sercon helped add punch to our sales conference through a power packed movie based on our theme for the year (2002) - 'The Winning Edge'. The movie designed by them brought to life the theme of the conference and charged up the sales team to go out and take on the competition with new vigour and enthusiasm."*

- Amit Das, Manager - HR, Asian Paints (I) Ltd.

*"The Astrum Sercon team worked closely with our Finance team to design and deliver a workshop titled "Finance for Non Finance People", completely to our requirements and business needs. Given the fact that we are a multinational organisation into the business of offshore drilling, all our accounting practices and terminologies are quite different than ordinarily used in India. These unique characteristics of our industry were excellently gelled into the program making it truly relevant for us. The workshop was conducted in a very interactive and proficient manner. The feedback from the individuals attending was excellent with valuable learning points being brought to life."*

- Krishna Epari, District Controller; Transocean (I) Ltd.



## Clients

### Partial list of clients for customised solutions

#### AUTOMOTIVE

- ◆ APOLLO TYRES
- ◆ DELPHI
- ◆ GOODYEAR
- ◆ JCB
- ◆ MARUTI
- ◆ NEW CASE HOLLAND
- ◆ PRIME HONDA
- ◆ SHRIRAM AUTOMOTIVE PRODUCTS

#### BANKING, FINANCIAL & INSURANCE SERVICES

- ◆ ABN AMRO BANK
- ◆ ANGEL BROKING
- ◆ AON GLOBAL
- ◆ BAJAJ ALLIANZ
- ◆ CRISIL
- ◆ CRISINFAC
- ◆ DIREM MARKETING
- ◆ GE COUNTRYWIDE
- ◆ HSBC BANK
- ◆ ICICI PRUDENTIAL LIFE
- ◆ IDBI BANK
- ◆ IL&FS
- ◆ LEHMAN BROTHERS
- ◆ MORGAN STANLEY
- ◆ ROYAL BANK OF SCOTLAND GROUP
- ◆ STANDARD CHARTERED BANK
- ◆ UTI BANK

#### DEFENCE & SECURITY

- ◆ HINDUSTAN EXPLOSIVES FACTORY
- ◆ INDIAN COAST GUARDS
- ◆ MUMBAI POLICE
- ◆ MUMBAI TRAFFIC POLICE

#### EDUCATION, CONSULTING & SOCIAL

- ◆ CII
- ◆ CORE CONSULTING
- ◆ INDUCTIS
- ◆ ORIGEN TEST
- ◆ TATA INTERACTIVE SYSTEMS
- ◆ WINROCK INTERNATIONAL

#### ENERGY, UTILITIES & INFRASTRUCTURE

- ◆ ACC
- ◆ ADITYA BIRLA CEMENT
- ◆ ALSTOM
- ◆ ALSTOM POWER
- ◆ ALSTOM PROJECTS
- ◆ ALSTOM SYSTEMS
- ◆ BANSWARA
- ◆ HCC
- ◆ NDPL
- ◆ SIEMENS POWER ENGINEERING
- ◆ TERI
- ◆ VIKRAM CEMENT

#### ENGINEERING, MANUFACTURING & CHEMICALS

- ◆ ABB
- ◆ EJCB
- ◆ ESSEL PROPACK
- ◆ FLUOR DANIEL
- ◆ GE MOTORS
- ◆ HINDALCO
- ◆ HITECH

- ◆ INDORAMA
- ◆ JINDAL STEEL & POWER
- ◆ KIRAN X RAY SCREENS
- ◆ KRYFS
- ◆ L&T
- ◆ L&T CASE EQUIPMENT
- ◆ MONSANTO
- ◆ OWENS CORNING
- ◆ RAYCHEM
- ◆ SAINT GOBAIN
- ◆ SCHNIEDER
- ◆ SULPHUR MILLS
- ◆ TATA CHEMICALS
- ◆ TATA INTERNATIONAL
- ◆ TATA SSL
- ◆ THERMAX

#### FMCG, CONSUMER DURABLES & RETAIL

- ◆ ASIAN PAINTS
- ◆ ASIAN PPG
- ◆ BLUE STAR
- ◆ BOMBAY DYEING
- ◆ COTTAGE INDUSTRIES
- ◆ GLOBUS
- ◆ GODFREY PHILIPS
- ◆ GODREJ TEA
- ◆ GRASIM
- ◆ GTC INDUSTRIES
- ◆ HLL
- ◆ JUBILANT ORGANOSYS
- ◆ LG
- ◆ MATTEL
- ◆ MCDONALDS
- ◆ MOTOROLA
- ◆ NELCO
- ◆ ONIDA
- ◆ PEPSICO
- ◆ PHILIPS
- ◆ PIDILITE
- ◆ RAVISSANT
- ◆ RKHS
- ◆ SAMSUNG
- ◆ SHAW WALLACE
- ◆ SHOPPERS STOP

#### HOSPITALITY, TRANSPORT, AVIATION & LOGISTICS

- ◆ ASHOK HOTELS
- ◆ IRS
- ◆ MITSUI O.S.K LINES (INDIA)
- ◆ OBEROI
- ◆ OBEROI RAJ VILAS
- ◆ SODEXHO
- ◆ TNT
- ◆ TSS
- ◆ UPS

#### IT & ITES

- ◆ APTECH
- ◆ ATOS ORIGIN
- ◆ BIRLASOFT
- ◆ BRISTLECONE
- ◆ CAP GEMINI
- ◆ CFC
- ◆ CSC
- ◆ ESY
- ◆ GLOBESPAN
- ◆ HCL TECHNOLOGIES
- ◆ HEWITT TECHNOLOGIES
- ◆ HEXACOM
- ◆ IFLEX

- ◆ KEANE
- ◆ LIFETREE
- ◆ MASTEK
- ◆ MPHASIS
- ◆ PATNI
- ◆ PEROT SYSTEMS
- ◆ SPECTRAMIND
- ◆ SUN MICROSYSTEMS
- ◆ SYNERGETICS
- ◆ SYNTEL
- ◆ TATA INFOTECH
- ◆ TCS
- ◆ WIPRO
- ◆ WNS

#### MEDIA & ENTERTAINMENT

- ◆ 20:20 MEDIA
- ◆ DORLING KINDERSLEY
- ◆ LEO BURNETT
- ◆ MEDIASCOPE
- ◆ REDIFF.COM
- ◆ SONY INDIA
- ◆ TIMES OF INDIA
- ◆ VALUABLE MEDIA

#### OIL & GAS

- ◆ BHARAT SHELL
- ◆ FUCHS
- ◆ TRANSOCEAN

#### PHARMA & HEALTHCARE

- ◆ ANGLO FRENCH DRUGS
- ◆ ASTRA ZENECA
- ◆ BHARTI HEALTHCARE
- ◆ CHIRON PANACEA
- ◆ DABUR PHARMA
- ◆ JNJ
- ◆ PFIZER
- ◆ RANBAXY

#### TELECOM

- ◆ AIRTEL
- ◆ AVAYA GLOBAL CONNECT
- ◆ BHARTI AIRTEL
- ◆ BHARTI BROADBAND
- ◆ BHARTI INFOTEL
- ◆ BHARTI TELENET
- ◆ BSNL
- ◆ BTA CELLCOM
- ◆ HUGHES COMMUNICATIONS
- ◆ HUTCH
- ◆ IDEA CELLULAR
- ◆ MAHINDRA BRITISH TELECOM
- ◆ MTNL
- ◆ SIEMENS
- ◆ TATA TELECOM
- ◆ TOUCHTEL
- ◆ UTSTARCOM

#### YOUTH (EDUCATIONAL INSTITUTES)

- ◆ BABU BANARASI DAS INSTITUTE OF TECHNOLOGY
- ◆ G B PANT UNIVERSITY OF AGRICULTURE & TECHNOLOGY

## Management Team

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## Contact Details

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For further details or in-depth presentation on how we can add value to your business, please contact us as per the details given below.

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