

Profile: Sandeep Singh

Sandeep Singh founder www.swastik.net.in is a Post Graduate in Rural Development from Xavier Institute of Social Sciences, Ranchi. Has specialization in Media Planning from Mudra Institute of Communications, Ahmedabad & in General Business Management from IIM, Bangalore.

Sandeep is associated with Bhageriya Dychem (Industries), Byke Hospitality and Solid Containers (Essel Propack Ltd.) as an Independent Director. He was also on the board of "Packaging India Private Limited"..

Sandeep has worked in various positions in ASSOCHAM, as Media Planner with RK Swamy/BBDO, and Hindustan Thomson & Associates (HTA), as Media Researcher with AC Nielsen and , ORG-MARG, and as Vice-President – Sales & Marketing with ETC. Network, SABe TV and Sahara News. Sandeep was instrumental in positioning SABe TV as a Comedy Channel. He was also instrumental in launch of Sahara Samay Bihar & Jharkhand, and Sahara Samay NCR.

Sandeep gave up Professional life in 2006. From that day onwards, Sandeep has been documenting and promoting The Indian Way of Management.

Sandeep has authored "Business of Freedom, an initiative for School of Indian Management", released in 2008. Sandeep has compared Management Gurus with Indian Freedom Fighters in this thought-provoking publication.

Second book (2011) – "Indian Ocean Strategy- Indian Management in Practice" explores the Bharateeya way of Branding and Strategy.

Third book "Simhavolokan" (2011) - a compilation of thoughts and comments of various Corporate Leaders & Chairmen on the book "Indian Ocean Strategy" and related article by Sandeep.

Fourth book "Tiny Tall Tales" (2012), covering mid- and small-sized agency operations in Maharashtra. This is probably the first document on the Advertising Agencies in India.

"Bharat Ka Samridhi Chakra" is Sandeep's first book in Hindi (2012), is translation of "The Indian Ocean Strategy" and "Simhavolokan".

"Third Curve : Sage of Women and Child Development – Gujarat" was published in 2013.

Sandeep Singh's articles & quotes have appeared in various publications. His articles have made to headlines and have been discussed for several days by national media. He has presented his thoughts as Keynote Speaker, Memorial and Foundation Day Lectures etc. at several platforms.

He is Managing Editor of "Journal of Development Research" of VESIMSR, Chembur, Mumbai and e-Journal "SWASTIK Journal of Indian Wisdom". He is on the Advisory Board of National Institute of Mass Communication & Journalism, Ahmedabad. Sandeep has been judge on the first TV reality show on Sales in India: "Sales ka Bazigar".

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