

Prof. Asad Chaturvedi



Prof. Asad Chaturvedi currently the Director – MBA Programs at Foundation for Advanced Research & Education is a trainer, professor, writer and speaker. He began his professional career approximately 16 years ago as a Management Trainee at Tata Tea Ltd and since then has worked with various blue chip and start-up Companies across the Strategic, Marketing and HR functions. Some of the luminaries of Indian Industry whom he has had the fortune of working with include the names of Mr. R.K. Krishna Kumar (current TATA Sons board member), Mr. Ramesh Vangal (ex-head of Pepsi and Seagrams, South Asia Pacific), Mr. Rajiv Sawhney (former COO, Hutchison Telekom) and many more.

Having conducted over a 100 workshops on topic such as motivation, leadership, customer orientation and relationship management he is now a national level trainer having conducted programs in most of the prominent cities of India. Prof. Chaturvedi is the author of the book, “The Leadership Conundrum” and is currently working on another book which deals with Relationship Management.

Most of the content of his training modules is derived from the wealth of experience that he has gained whilst working at the finest business houses and with the some of the top leadership that is taking India forward to the next level of excellence. Some of his current clients include Xenia HealthCare Services Pvt. Ltd., AXIS Build Zone India Pvt. Ltd., Jumbhala Capital Pvt. Ltd., Life Insurance Corporation of India and a few others. Recently he completed a program was conducted for Life Insurance Corporation of India spread across 3 months and 6 locations on motivation for senior management. He is currently involved in a training program on orientation toward the customer for Maruti India.

Prof. Chaturvedi believes that Positive Thinking has a big part to play in motivating an individual towards achieving his or her goals and uses this as an underlying base for his training modules. His vision is that every individual should realise their potential and utilise their knowledge of that potential to achieve their goals (personal, professional and societal) as well as become mentors for the future generations so that they can learn from the mistakes of the past and become better and well rounded individuals.