



Dr. Afshan Hashmi

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Speaker Program.

Price Range varies according to the level of knowledge presented in these presentations. Price for multimedia presentation onsite: \$3000-\$5000 besides travel expenses.

There will be discount for online class. Please contact Dr.Afshan Hashmi at afshan@drafshanhashmi.com

The presentation will be for an hour.

Some Topics.

1. Lessons learned from my new Book **The Modern Mughal Mentality**–New Strategies to Succeed in India and the Global Marketplace

About the Book : *The Modern Mughal Mentality* transforms hardships and difficulties into success stories by introducing the *Jugaad* Management Principle Business Model, which can be applied to any business, anywhere. For the purpose of this book, the term *Jugaad* will be defined as “obtaining your objectives by maximizing resources through thinking out of the box.” Following this new business model will inspire all types of companies around the world, no matter how big or small, to create innovative mentalities, products, and strategies. *The Modern Mughal Mentality* reveals ways in which companies everywhere can benefit from this new business model. It also reveals ways in which western companies can learn to be successful in India. Executives of multi-national corporations, government officials, and even American and global small business owners who have no plans to do business in India will benefit from the innovative and revolutionary approach to maximizing resources that *The Modern Mughal Mentality* delivers. Multi-sector success stories illustrate the various components of the *Jugaad* Management Principle Business Model. Specific questions in the “Modern Mughal Mentality Exercises” at

the end will guide the reader through putting the *Jugaad* Management Principle Business Model to work for their business. Implementing the model can lead to increased profit, maximized resources, and a more efficient way of dealing with today's turbulent economy. *The Modern Mughal Mentality* also identifies international opportunities in various industries – providing practical solutions to take the guesswork out of the equation. *The Modern Mughal Mentality's* four chapters reveal how the same mentality, which has enabled India to enjoy economic success in today's turbulent times can radically transform any business. The *Jugaad* Management Principle Business Model can be used to maximize resources and increase profitability in many sectors. Success stories, important lessons to remember, and opportunities for growth in both India and around the world are given. The "Modern Mughal Mentality Exercises" at the end leads the reader to think creatively and use *The Modern Mughal Mentality* to create innovative and cost-effective solutions to problems on their own. Regardless of where the reader lives, or what type of business they run, they will be able to improve their bottom line by implementing these changes.

Photo galleries of magical moments that led to the birth of *The Modern Mughal Mentality* give the readers of my book an opportunity to see some of my special moments and provide them another unique way to connect to this book.

2. What is *Jugaad* Management Principle Business Model and how implementing this business philosophy in your company can increase your bottom lines.
3. Why are Indians so successful today. Mystery Unraveled
4. How to be a Book Author: Some Proven and Successful Strategies
5. How to do successful marketing of your books
6. How to find a literary agent for your book. Some successful strategies
7. How to write a Book proposal which leads to a six-figure book deal
8. Motivational powerpoint presentation how to make a career if you lost your job
9. Doing Business in India
10. Franchising In India
11. Biotechnology in India
12. Science in India
13. How to write a Scientific paper
14. Celebrating Thanksgiving the Indian way
15. Celebrating Valentine Day the Indian Way
16. Overview of Festivals of India (Each festival of India can be a different Powerpoint also for an additional price)
17. Business of Fashion In India
18. Bollywood industry of India

19. Exotic Tourist destinations of India(This powerpoint can be given for each state of India also for an additional price)
20. Business Etiquette or Business Culture of India
21. Romancing the Bollywood way
22. Wedding culture of India
23. Culture of all the states of India either an overview or each state culture will be discussed for an additional price.
24. Hiring a celebrity spokesperson in India
25. Mughal Dynasty of India and how the Mughals have employed *Jugaad* to be successful
26. Clinical Trials Outsourcing to India
27. Opportunities in India
28. Alternative Careers In Science
