

**IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 2**

“Master Class Episode 2”
Topic: - Strategic Approach to Project Management
Date: 22 nd October 2020 from 11:00 AM to 12:00 NOON
Venue: - Online, IIHMR University, Jaipur
Speaker: - Mr. Paresh Gupta 6 times TEDX Speaker, Founder and CEO (GCEC)
Number of participants: - 80
Introduction: - This session featured: Mr. Paresh Gupta 6 times TEDX Speaker, Founder and CEO (GCEC). The event was moderated by Dr Sheenu Jain, Associate Professor & Chair CIIE, IIHMR University, Jaipur and the session was welcomed by Dr. P. R. Sodani, President (Officiating), IIHMR University, Jaipur.
Objective: The strategic approach to project management aims to align project execution with the overall vision, mission, and long-term goals of an organization. It transforms project management from a purely operational task to a value-driven, goal-oriented discipline that contributes to sustained organizational success.
Salient Novel Points Covered: The strategic approach to project management represents a significant shift from traditional project execution methods by embedding long-term vision, value creation, and organizational alignment into every project. <ol style="list-style-type: none">1. Alignment with Organizational Vision and Mission<ul style="list-style-type: none">• Projects are selected, designed, and executed based on their alignment with the company’s long-term goals and strategic direction.• Encourages a top-down integration of strategy into day-to-day project execution.2. Project Portfolio Management (PPM) as a Strategic Tool<ul style="list-style-type: none">• Emphasizes managing a portfolio of projects that collectively drive business performance and innovation.• Uses prioritization frameworks to allocate resources where the strategic impact is highest.3. Outcome-Driven Rather than Output-Driven<ul style="list-style-type: none">• Focus shifts from merely delivering tasks (outputs) to achieving meaningful business outcomes and strategic benefits.• Success is measured by value delivered, not just completion rates.4. Dynamic and Agile Adaptability<ul style="list-style-type: none">• Encourages strategic agility, allowing organizations to pivot or realign projects as markets, technologies, or customer needs change.• Integrates agile principles to ensure responsiveness and iterative improvement.

Role:

The strategic approach to project management plays a crucial role in transforming how organizations plan, execute, and leverage projects—not just as operational tasks, but as key drivers of long-term value, innovation, and competitive advantage.

Challenges and Opportunities:

Adopting a strategic approach to project management brings with it numerous benefits, but also a set of complex challenges. Understanding both is crucial to fully leveraging this approach for long-term success.

Challenges:

1. Misalignment Between Projects and Strategy
 - Organizations may struggle to ensure that every project aligns closely with strategic goals.
 - Projects can become isolated efforts without delivering real value to the organization's mission.
2. Resistance to Change
 - Teams accustomed to traditional, task-oriented project management may resist strategic thinking or new methodologies.
 - Cultural shifts require time, training, and leadership support.
3. Lack of Strategic Skills in Project Teams
 - Many project managers focus on execution, not strategic planning or business impact.
 - There is often a gap in strategic capabilities like stakeholder alignment, business case development, and ROI analysis.
4. Complex Decision-Making Environment
 - Strategic project management often involves multiple stakeholders with conflicting priorities.
 - Balancing short-term demands with long-term goals can be politically and operationally challenging.

Opportunities:

1. Enhanced Organizational Alignment
 - Strategic project management creates a clear line of sight from corporate strategy to operational action.
 - Promotes coherence and consistency across initiatives.
2. Improved Resource Allocation
 - Helps organizations invest time, money, and talent in high-impact, value-generating projects.
 - Reduces waste and increases ROI.
3. Agility in a Dynamic Environment
 - Enables faster response to market changes, competition, or crises through flexible and adaptive project planning.
 - Promotes scenario planning and strategic foresight.

Q &A and Interactive Discussion:

An interactive session on “Strategic Approach to Project Management” was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

Future Scope:

The strategic approach to project management is poised to become a central driver of organizational success in a fast-changing, technology-driven, and complex global environment. Its future scope lies in evolving beyond traditional practices to create integrated, agile, and value-driven project ecosystems.

Appropriate caption for the webinar:

Aligning Projects with Purpose: A Strategic Approach to Project Management
From Planning to Performance: Leveraging Strategy in Project Execution
Strategic Project Management: Bridging Vision, Value, and Results
Empowering Change: The Role of Strategy in Modern Project Management
Future-Focused Project Management: Strategy as the New Success Metric

IIMHR UNIVERSITY **CIIE** Center for Innovation Incubation and Entrepreneurship

Master Class
Episode 02

Strategic Approach to Project Management

Thursday, October 22, 2020
11:00 AM - 12:00 NOON (IST)

SPEAKER
Mr. Paresh Gupta
6 Times TEDx Speaker, Founder and CEO (GCEC)

WELCOME
Dr. P. R. Sodani
President (Officiating)
IIMHR University, Jaipur

MODERATOR
Dr. Sheenu Jain
Associate Professor
Chair-CBE
IIMHR University, Jaipur

Master Class Episode No. 02

Date: 22/10/2020 (11:00 AM to 12:00 NOON)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	Piyu Jain	MBA HM Batch 24 (2019-21)
2	Pooja Tiwari	MBA HM Batch 24 (2019-21)
3	Pranchita Tiwari	MBA HM Batch 24 (2019-21)
4	Prerana Payal	MBA HM Batch 24 (2019-21)
5	Priyanka Yadav	MBA HM Batch 24 (2019-21)
6	Quba Ansari	MBA HM Batch 24 (2019-21)
7	Rajat Pratap Singh	MBA HM Batch 24 (2019-21)
8	Rakesh Reddy Surusani	MBA HM Batch 24 (2019-21)
9	Rashika Sharma	MBA HM Batch 24 (2019-21)
10	Resham Goutam	MBA HM Batch 24 (2019-21)
11	Ritika Gupta	MBA HM Batch 24 (2019-21)
12	Rituparna Das	MBA HM Batch 24 (2019-21)
13	Sanaa Bhadwal	MBA HM Batch 24 (2019-21)
14	Sanchi Bhasin	MBA HM Batch 24 (2019-21)
15	Sanoj Chacko	MBA HM Batch 24 (2019-21)
16	Savan Vekariya	MBA HM Batch 24 (2019-21)
17	Shaurya Prakash Verma	MBA HM Batch 24 (2019-21)
18	Shiwani Rawat	MBA HM Batch 24 (2019-21)
19	Sonia Maria Jose	MBA HM Batch 24 (2019-21)
20	Srushti Patidar	MBA HM Batch 24 (2019-21)
21	Subrata Rudrapal	MBA HM Batch 24 (2019-21)
22	Sukhsimran Kaur	MBA HM Batch 24 (2019-21)
23	Sunita Kumari Patro	MBA HM Batch 24 (2019-21)
24	Surbhi Gandotra	MBA HM Batch 24 (2019-21)
25	Surbhi Garg	MBA HM Batch 24 (2019-21)
26	Kunchala Sai Swapnika	MBA HM Batch 24 (2019-21)
27	Swati Kharbanda	MBA HM Batch 24 (2019-21)
28	Swati Singh	MBA HM Batch 24 (2019-21)
29	Tarvinder Kaur	MBA HM Batch 24 (2019-21)
30	Utkarsha Telang	MBA HM Batch 24 (2019-21)
31	V Manohar Reddy	MBA HM Batch 24 (2019-21)

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Sr. No.	Students Name	Stream with Batch
32	Vaishnavi Gupta	MBA HM Batch 24 (2019-21)
33	Vedansh Parashar	MBA HM Batch 24 (2019-21)
34	Vidhi Sharma	MBA HM Batch 24 (2019-21)
35	Vinit Yadav	MBA HM Batch 24 (2019-21)
36	Yogesh Tejawani	MBA HM Batch 24 (2019-21)
37	Hemlata Arora	MBA HM Batch 24 (2019-21)
38	Vinita Chugwani	MBA HM Batch 24 (2019-21)
39	Aahna Ankaraboyana	MBA HM Batch 24 (2019-21)
40	Aditi Singhal	MBA HM Batch 24 (2019-21)
41	Aditya Singh	MBA HM Batch 24 (2019-21)
42	Ajil R	MBA HM Batch 24 (2019-21)
43	Akansha Singh	MBA HM Batch 24 (2019-21)
44	Akriti Dubey	MBA HM Batch 24 (2019-21)
45	Alfa Khan	MBA HM Batch 24 (2019-21)
46	Amira Fatima Alvi	MBA HM Batch 24 (2019-21)
47	Amitoj Kaur	MBA HM Batch 24 (2019-21)
48	Anam Sohail	MBA HM Batch 24 (2019-21)
49	Anjali Tiwari	MBA HM Batch 24 (2019-21)
50	Ankita Kulshrestha	MBA HM Batch 24 (2019-21)
51	Anshu Singh	MBA HM Batch 24 (2019-21)
52	Ayushi Goel	MBA HM Batch 25 (2020-2022)
53	Ayushi Kashyap	MBA HM Batch 25 (2020-2022)
54	Ayushi Saini	MBA HM Batch 25 (2020-2022)
55	Ayushi Srivastava	MBA HM Batch 25 (2020-2022)
56	Barnali Roy	MBA HM Batch 25 (2020-2022)
57	Biswajit Kumar Jena	MBA HM Batch 25 (2020-2022)
58	Reema Dandavate Vinay	MBA HM Batch 25 (2020-2022)
59	Debarghya Sarkar	MBA HM Batch 25 (2020-2022)
60	Devanshi Gupta	MBA HM Batch 25 (2020-2022)
61	Dhriti Saikia	MBA HM Batch 25 (2020-2022)
62	Divya Rathi	MBA HM Batch 25 (2020-2022)
63	Ekta Shukla	MBA HM Batch 25 (2020-2022)
64	Gandhi Drashti Atulbhai	MBA HM Batch 25 (2020-2022)
65	Garima Singh	MBA HM Batch 25 (2020-2022)
66	Garvit Gupta	MBA HM Batch 25 (2020-2022)
67	Gitika Singh	MBA HM Batch 25 (2020-2022)
68	Guncha Kapur	MBA HM Batch 25 (2020-2022)
69	Haran Raj C	MBA HM Batch 25 (2020-2022)
70	Hardik Sankhla	MBA HM Batch 25 (2020-2022)

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Sr. No.	Students Name	Stream with Batch
71	Harshika Sant	MBA HM Batch 25 (2020-2022)
72	Harshita Upadhyay	MBA HM Batch 25 (2020-2022)
73	Himakshi Bhutani	MBA HM Batch 25 (2020-2022)
74	Himani Bhati	MBA HM Batch 25 (2020-2022)
75	Himani Mudia	MBA HM Batch 25 (2020-2022)
76	Ishita Mukesh Sawhney	MBA HM Batch 25 (2020-2022)
77	Jayashree Hira	MBA HM Batch 25 (2020-2022)
78	Jivisha Bhokarikar	MBA HM Batch 25 (2020-2022)
79	Jyoti Sejwal	MBA HM Batch 25 (2020-2022)
80	Kanika Sharma	MBA HM Batch 25 (2020-2022)