

## The GREEN savvy management consulting firm

Being sincere to our environment and also making profits is not such an easy task, helping you achieve this is a new company NextStra Consulting.

Based in Pune, India, NextStra Consulting ([www.nextstra.com](http://www.nextstra.com)) was founded as a management consulting firm aspiring to become a trusted advisor to the CXO community by two industry experts namely, Onkar Kendhe and Makrand Dekhane each having extensive global experience in business and technology functions. The unique expertise across business functions and technology domain, that both have may help them provide innovative consulting solutions.

“Growing economies are often associated with constant pressure on businesses, large or small alike, to keep pace with growth rate. The complexity associated with this growth requires specific expert knowledge in addressing business challenges. In such business environment to maintain leadership position, business executives are increasingly turning to external experts for advice. While some organizations have deeper pockets and are comfortable working with the big management consulting firms, the others neither have deep pockets, nor are very comfortable working with the big firms. This poses a huge challenge in addressing equitable growth across the value-chain. Here is where our management consulting firm can play a vital role and we both have taken up this challenge by converting it into an opportunity” said Onkar Kendhe, co-founder, NextStra Consulting.

NextStra’s corporate identity has been carefully designed to demonstrate sensitivity to the environment (GREEN), and assisting businesses to prosper (GOLDEN). The name NextStra is derived from Next Generation Strategic Consulting Solutions. NextStra’s capabilities are designed to help its customers achieve sustainable growth. Trusted Partnership is at the apex of the NextStra Consulting Framework.

“Our current business vertical focus is on auto, auto-components, manufacturing, logistics and supply-chain. It is capable of servicing small & medium enterprises, and large global organizations. We also offer a unique on-demand solution, CIO On-Demand for small and medium enterprises who often find it challenging to employ highly-qualified professionals on a full-time basis,” said Makrand Dekhane, co-founder, NextStra Consulting.

In line with the current global focus on environment, NextStra has recently launched their pioneering Green IT Consulting Capability. NextStra partners are among the first 25 professionals in India, certified in ‘Green IT’ by British Computer Society (BCS). NextStra is leading the initiative in creating awareness on Green IT through seminars, and webinars. “The first in this series is a seminar scheduled on 15th Oct, 2010 in Pune (see box), targeting CEOs, CIOs, and CXOs. During this seminar, industry

leaders (Infosys, Cognizant, Suzlon) from IT and Manufacturing industries have been invited to share their experiences,” said Onkar Kendhe.

Talking on their future growth plans Makrand Dekhane said, “NextStra is planning to add capabilities to service business verticals like Government, Infrastructure and Healthcare. We also plan to open new offices across India and overseas. Our vision is to create a global community of experts by collaborating across business entities (employees, business partners and customers).

Our success comes from the fact that we value expertise and believe in ‘employees first’ as a policy. We stand by their advice by hand-holding businesses through implementation. We strive to make every customer engagement a pleasurable one, by building personalized partnerships.”

NextStra periodically publishes articles sharing business trends, insights and addressing real-life business challenges

through its website spreading awareness about the latest happenings in the business world. In this section, global experts are invited to contribute.



### Seminar

NextStra Consulting is organising a seminar in Pune ‘Green IT and IT as Enabler for Sustainable Businesses.’ The event is free for participation and will be followed by a networking dinner. NextStra has taken this initiative to create awareness about Green IT amongst the industry users.

Topic: Green IT and IT as Enabler for Sustainable Businesses

Date: Friday, 15-Oct-2010

Time: 6:00 PM – 9.30PM

Venue: 5th Floor, MCCIA Trade Tower, International Convention Centre Complex, Senapati Bapat Road, Pune 411 007

Target Audience: CEO, CIO, CTO & other decision makers

The guest speakers including people from leading organizations like, Mr. Mritunjay Singh (Infosys Pune Head), Mr. Sandeep Tidke (Director at Cognizant), and Mr. Viral Raval (General Manager IT, Suzlon), will be sharing their experiences on benefits of Green IT within their organizations.