



**OPTISERVE DYNAMICS
PVT. LTD.**

OptiServe Dynamics Pvt. Ltd., headquartered in New Delhi, is a next-generation academic consulting and strategic advisory firm dedicated to enabling management institutions in their pursuit of excellence. Established in 2025, OptiServe was founded under the visionary leadership of Dr. Jitendra K. Das, a globally respected academician known for his distinguished contributions to institution building and academic innovation.

The inception of OptiServe Dynamics was driven by a powerful idea – to **bridge the gap between institutional aspiration and execution** in India's rapidly transforming higher education landscape. Recognizing the challenges faced by educational promoters and existing institutions in navigating regulatory, academic, and operational complexities, a collective of senior academicians, education strategists, technocrats, and institutional planners came together to build a firm with purpose.

Thus, OptiServe Dynamics Pvt. Ltd. was born – a mission-led education solutions company committed to supporting institutions across their entire lifecycle, from **conceptualization and compliance to growth, governance, and global positioning**. With a focus on deep expertise, actionable strategy, and end-to-end support, OptiServe stands as a trusted partner for educational institutions striving to deliver impact, innovation, and inclusive growth.

The seeds of OptiServe Dynamics were sown during intense discussions among thought leaders who recognized the **fragmented and ad-hoc approach** many educational ventures faced while trying to establish or transform themselves. It became clear that the need of the hour was a **holistic and end-to-end partner** who could guide educational societies, trusts, and investors in navigating the complex regulatory, academic, financial, and branding aspects of institution building.

What began as a consultancy initiative soon evolved into a full-fledged private limited company, registered under the Companies Act, with the intent of delivering **research-backed, scalable, and sustainable solutions** for schools, colleges, universities, and EdTech ventures.

OptiServe Dynamics was officially incorporated with the core belief that **“quality education must be enabled through visionary planning, agile execution, and strategic collaborations.”** Our founding team includes former Directors, Deans, and senior faculty members from India's premier B-Schools and technical institutions, who bring unmatched insights into academic excellence, policy formulation, and institutional governance.

Since its inception, OptiServe has positioned itself not just as a service provider but as a **knowledge partner** – offering everything from regulatory advisory and DPR preparation to admissions marketing, academic audits, and international collaborations. We are especially focused on helping:

- **New and upcoming institutions** in Tier-I and Tier-II cities
- **Foreign universities** entering India under **NEP 2020** and UGC's internationalization initiatives
- **PGDM and stand alone management institutions** besieged with admissions, quality assurance, and placement performance

Today, OptiServe Dynamics stands at the confluence of **education, innovation, and strategy**, supporting institutions in their journey to become **future-ready centres of learning**. As we continue to grow, our commitment remains steadfast: to serve with integrity, think dynamically, and create value that lasts.

At **OptiServe Dynamics Pvt. Ltd.**, we believe that **education is not merely a service – it is a transformative force** that shapes individuals, societies, and nations. Our philosophy is rooted in the conviction that every institution has the potential to become a catalyst for meaningful change – provided it is built on strong values, strategic foresight, and uncompromising commitment to quality.

We are driven by the core belief that **excellence in education must be intentional, inclusive, and institutionally embedded** – not accidental or opportunistic. To this end, we see ourselves not as consultants, but as **co-creators of institutional vision** – working alongside promoters, trustees, and academic leaders to transform ideas into enduring institutions of purpose and performance.

Our work is anchored in five guiding principles:

- **Purpose Before Profits:** We help institutions define their why – their deeper purpose – before chasing rankings, revenues, or reputations. A clear sense of mission creates long-term institutional resilience and societal value.
- **Strategy with Soul:** Our approach blends data-driven strategy with human-centered insights. We believe great institutions are built not only on numbers and policies but also on **culture, leadership, and integrity**.
- **Equity in Access:** We are passionate about **democratizing quality education**. Whether it's a university in a metro or a rural PGDM institute with limited reach, we serve with equal intensity, believing that location should not limit aspiration.
- **End-to-End Commitment:** From regulatory approvals to branding and admissions to faculty development, we offer **360-degree support**. Our belief is that institutional transformation is a journey, not a checklist.
- **Global Mindset, Local Relevance:** While we bring global best practices, we contextualize every solution to the **local realities of Indian education**, balancing compliance with innovation, tradition with transformation.

Vision

To become the most trusted academic consulting partner for top-tier and aspiring academic institutions in India.

MISSION

To uplift and enable academic institutions to become benchmarks of excellence in education, driven by a clear vision, mission, and outcome-based practices.

ROADMAP FOR THE INSTITUTE'S GROWTH AND ACHIEVEMENTS

As a **strategic partner**, **OptiServe Dynamics Pvt. Ltd.** plays a catalytic role in shaping the institutional journey from vision to visible impact. Our role extends beyond consulting – we become a part of the Institute's core think tank, offering expert guidance, strategic alignment, operational support, and implementation oversight throughout each stage of growth.

Here's how OptiServe enables and accelerates the **Roadmap for the Institute's Growth and Achievements**:

1. Vision Alignment and Strategic Planning

- Co-create a **10-year Institutional Growth Blueprint** in line with NEP 2020, UGC reforms, AICTE guidelines, and global higher education trends.
- Facilitate **Vision-Mission redefinition workshops** with Trustees, Directors, and Senior Faculty to ensure purpose-driven institutional development.
- Identify and prioritize **academic verticals, research clusters, and global benchmarking milestones**.

2. Regulatory & Governance Enablement

- End-to-end support in regulatory compliance, including **AICTE/UGC/NBA/NAAC/NIRF** frameworks.
- Help design **transparent governance models**, academic councils, and advisory boards aligned with national and international best practices.
- Prepare and review **Detailed Project Reports (DPRs)** and statutory filings to facilitate institution expansion, diversification, or university status.

3. Academic Excellence & Faculty Development

- Curate and implement **Outcome-Based Curriculum (OBE)** aligned with industry and future skill needs.
- Identify and onboard **academic mentors, visiting scholars, and adjunct industry experts**.
- Conduct continuous **faculty development programs (FDPs)**, research facilitation workshops, and collaborative learning models.

4. Branding, Visibility & Student Outreach

- Position the Institute with a strong **brand narrative** and communication strategy that reflects academic values, innovation, and employability.
- Execute targeted **admission campaigns, influencer marketing, and media engagement** to attract quality students and faculty.
- Develop differentiated **Student Value Propositions (SVP)** to appeal to aspirational learners in India and abroad

5. Industry Engagement & Career Readiness

- Forge **industry-academia partnerships, MoUs** with corporations, and advisory panels to drive relevance in teaching and placements
- Enable the setup of **Centres of Excellence, Incubation Labs, and Sector Skill Councils** to boost experiential learning.
- Drive **placement preparedness programs**, internships, and corporate mentoring initiatives.



WHAT WE DO ?

ROADMAP FOR THE INSTITUTE'S GROWTH AND ACHIEVEMENTS

6. International Collaborations & Research Ecosystem

- Facilitate academic collaborations with **global universities** for dual degrees, faculty exchange, and joint research.
- Identify grant opportunities and help institute **Research & Innovation Cells (RICs)** and proposal pipelines.
- Support the Institute's ambition to join international networks such as **SAQS, AACSB, AMBA, EQUIS, or UN PRME.**

7. Institutional Monitoring & Continuous Growth

- Set up a **Growth Dashboard and KPI Framework** to track outcomes in admissions, placements, research, visibility, and governance.
- Organize **bi-annual strategic reviews** with Trustees and Leadership to align performance with goals.
- Facilitate **internal quality audits**, accreditation processes, and vision revisits every 2–3 years.

The OptiServe Promise

We partner with a commitment to:

- Deliver **measurable outcomes.**
- Build **long-term institutional capabilities.**
- Uphold **transparency, professionalism, and mission alignment** in every engagement.

OptiServe Dynamics is not just a service provider; we are a **strategic partner invested in the Institute's legacy, impact, and future readiness.**

At OptiServe, we don't just advise — **we build, we nurture, and we scale.** If you're an educational society, a trust, or an institution wanting to find its place among India's top B-schools, we offer a complete roadmap from foundation to global recognition.





Meet our Thought Leaders (OptiServe)



Dr. Jitendra K. Das

B.Tech. (IIT Delhi), M.Tech. (IIT Delhi),
Ph.D. (University of Toronto);
Chairman, GRV School of Management, Bengaluru;
Former Professor (Marketing), IIM Lucknow;
Founder Dean (Noida Campus), IIM Lucknow;
Former Director / Director General,
FORE School of Management, New Delhi



Dr. Krishna Kumar

Fellow in Management (IIM Ahmedabad);
Former Director of IIM Kozhikode



Dr. Shailendra Singh

MA in Psychology (University of Allahabad),
Ph.D. (IIT Kanpur);
Former Director of IIM Ranchi



Dr. P K Biswas

Ph.D. (Jawaharlal Nehru University)



Dr. Satyendra Kishore

Ph.D. (Jawaharlal Nehru University)



Dr. Sudhir K. Jain

Ph.D. (IIT Kanpur)



Meet our Thought Leaders (OptiServe)



Dr. Ajay Kumar Pandey

Ph.D.
(Symbiosis International University)



Mr. Goutam Kumar Patro

BE (ECE), MBA (HR);
Former Officer-In-Charge (Establishment/HR,
Regulations, Accreditation, Ranking, Quality
Assurance, Events, PR), FORE School of
Management, New Delhi;
Specialist in setting up new campus as per
regulatory norms;
More than Two decades of experience
including 7 plus years of corporate domain.



Mr. Ravindra Singh

B.A.
Former Executive (Regulations,
Accreditation, Ranking), FORE School of
Management, New Delhi;
Specialist in setting up new campus as per
regulatory norms;
More than Two decades of experience
including 7 plus years of corporate domain.



Contact Us

OptiServe Dynamics Pvt. Ltd.

Office Address:

Unit No. 807, DLF Prime Tower,
Okhla Industrial Area Phase-I,
New Delhi – 110020

Contact Number: +91 9818477988

Email ID: opti@optiserve.co.in

Website: www.optiserve.co.in

To Know more about
the Company:



www.optiserve.co.in

SCAN ME