

Just-in-time, for Indian cos

Upendra Giri put a big bet on project management. And it's paid off

UPENDRA Giri, founder & CEO of Astrowix Corporation, placed his bets on enterprise project management solutions in April 1999 when he founded the company in Pennsylvania. And today that has paid off, the company has experienced over 200% growth each year in terms of revenue. It has moved its headquarters to Fremont, California and opened three offices in India. In fact, it is an economic slowdown like this when companies need project management practices more than ever before, feels Giri. "For me any organisation is a project and enterprise project management is a web of projects put together," he says.

Born in 1969 and raised in Bulandshahr in UP, he went to the Lehigh University in Pennsylvania for bachelors and masters degrees in civil engineering. "I chose that college from among 15 others because I received full tuition and stipend support. I am from a village family and had to struggle to realise my dreams," he says. And after college and a certification as a project management professional (PMP), Giri dabbled in the discipline of project and programme management in the role of entrepreneur, consultant, mentor,



trainer and advisor to leading companies around the globe. In fact, Giri, who had been evaluating and working with project management tools for 11 years, was wooed by Microsoft to become a project

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partner for its management solutions. And after the launch of the Microsoft Project family of products in 2002, he has represented the software giant in several countries like Philippines and Hong Kong to talk about enterprise project manage-

ment.

Astrowix and Microsoft together have taken up a big initiative in the Indian market to change the project management culture as well. "The cost factor is driving companies to better project management. And this applies to small and big companies worldwide. In India, BPO companies, for instance, are also trying to optimise their project management resources for better delivery to their clients," says Giri.

Apart from the Microsoft range of products, Giri's other passion is the Project Management Institute, the highest authority in the discipline in the backyard of which he founded Astrowix. Last year he launched PMI's north India chapter in Delhi and is himself its president. "PMI North India is set to play a leadership role in the country to ensure global standards not just for the MNCs but for government organisations as well," he feels. Astrowix is also firmly committed to the Indian market and is expanding its operations. Recently the company has announced a tie-up with the Garware group for the western region.