



उत्पादन विकास केंद्र  
Consultancy Development Centre  
(An Autonomous Institution)  
DSIR, Ministry of Science & Technology

### TO WHOM IT MAY CONCERN

This testimonial certifies that Mr. Thomas Arjun Pallien was a member of an international project team of five persons who worked on the project titled:

“Study on strategies for brand building of the Indian Council of Scientific and Industrial Research (CSIR)” which included the following tasks:

- Analysis of the resonance between CSIR and the Industry as the stakeholder
- Comparison between CSIR and other corresponding International Research Institutes
- Qualitative analysis of brand image and brand value
- Designing a brand & marketing strategy

The project was conducted for a period of four months, as part of Mr. Pallien’s course work for the Post Graduate Programme in International Management (PGPIM) at the Management Development Institute Gurgaon rated amongst India’s top 5 business schools.

Mr. Pallien showed an excellent ability to understand the constraints and the objectives of the project His work was characterized by his exceptional comprehension as well as his keen ability to think conceptually. Overall he has got a wide range of excellent skills and abilities.

Mr. Pallien carried out every aspect of his work to the highest possible standard, so I would like to recommend him to any future employer.

Dr. Sunil Abrol  
(Director General)  
26.04.2010