

**Resources:**

- The Compass
- WU Alumni Events
- Class Notes
- Update Your Contact Info
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**November 2016****Atkinson Hosts Session on Consulting in Emerging India with Alum Jay Desai**

How do you build a Strategy Consulting Firm in the intensely price-sensitive Indian market-place, starting with just \$1,500, with no brand, with no intellectual property and with minimal resources? This is the question **Jay Desai MBA'89** addressed to the Atkinson community in his talk on November 7th.



Jay also discussed the adaptive strategies that he and his company, Universal Consulting, had to execute over the past 22 years, as it navigated the world's 2nd largest emerging market. Jay is pictured above next to a banner for the International Graduate Student Association, an Atkinson organization which he helped to create 29 years ago as a student!