

# INSPIRING

## INDIA 2023

Katrina Kaif

The Only British Ruling  
India's Heart



### THE PIONEERS OF CHANGE

Sachin  
Tendulkar

When Cricket Meant Sachin

Mukesh  
Ambani

The Master Of  
Wealth and Value

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# Sagar Srivastava

## A Catalyst Of Change In Educational Leadership



Sagar Srivastava's relentless pursuit of transformation with education consultancy has led him to be seen as an extraordinary leader. His journey from humble beginnings to pioneering success illuminates the path for aspiring entrepreneurs. His brainchild, EduDAG, birthed from a unique idea and fueled by an unwithered determination, has not only shaped the future of countless MBA aspirants but has also etched a profound impact on the education sector globally.

The inception of EduDAG wasn't premeditated. It was born out of an unexpected turn of events in Sagar's life. At the tender age of eighteen, a client's refusal to pay for his services left him with a debt of Rs. 3.5L. This incident, rather than being a stumbling block, catalyzed his entrepreneurial journey. It instilled in him an unyielding resolve to never be on the receiving end of such a situation again. This experience became the cornerstone of his philosophy: to be the one compensating others for their work.

Coming from an academic background in Electronics and Communication Engineering, with a valuable MBA degree from IIM Ahmedabad, Sagar started off by indulging in a brief stint at Accenture. However, his vision exceeded conventional boundaries.

He nurtured EduDAG like a devoted parent raising a child, investing boundless effort and time into its growth, navigating challenges, and expanding operations. As a leader, he heads an internal team comprising roughly 20-25 members, consisting of esteemed individuals like Board members, Vice Presidents, Assistant Vice Presidents, Subject Matter Experts, and internal company leaders. He also collaborates with representatives from outsourced organizations.

Moreover, externally, Sagar supervises a team of 150-200 professionals across various departments such as marketing, finance, HR, and operations. In the past year, under his leadership, his company had the privilege of serving over 800 clients, primarily focusing on smaller and mid-sized projects. What sets him apart is his specialized approach focused on specific domains like marketing and operations, actively engaging in initiatives that contribute to shaping the future.

Sagar's professional journey has been significantly influenced by the international exposure that he has received over the years.



This includes establishing office branches in countries like Kuwait, Bahrain, and Dubai, along with participating in educational programs in Berlin and Paris to gain hands-on business operations experience. Additionally, Sagar has also been invited to deliver speeches at esteemed institutions such as Oxford University.

His journey, studded with accolades and milestones, speaks of his efforts in the field. Being recognized as the "Best CEO in Education Institute" by SME -BIZZ star awards and receiving an honorary doctorate from California Public University are some of the many feathers in his cap. He was also listed as one of the "Top Iconic Leaders" by Indian Express. Moreover, EduDAG's inclusion as a case study at IIM-Ahmedabad further showcases its innovative approach and impact in the sphere of education consultancy.



As a seasoned professional, Sagar's career spans various impactful roles across diverse domains. As the CEO and Founder of EduDAG, based in New Delhi, India, since its inception in 2016, he has demonstrated remarkable leadership in the education sector. Beyond his entrepreneurial ventures, he has delved into the intricate landscape of Indian politics. He has been actively engaged in organizational politics within the Indian National Congress (INC) since 2017, serving as an Organizational Secretary and Vice-President in the New Delhi district since 2019.

Sagar's international footprint includes spearheading media, communication, and external affairs for the Indian Overseas Congress in Bahrain since 2020, exhibiting his prowess in global relations and diplomacy. Sagar's commitment to social causes is evident through his involvement as a Chapter Member at the All-India Professional Congress in 2020 and his tenure as Vice President at the International Foundation of Women in India from 2020 to 2021, where he championed gender equality and empowerment initiatives. His multifaceted experience reflects his versatility, and strategic acumen, in education and socio-political spheres.

Peering into the future, Sagar envisions a more impactful EduDAG. His strategic initiatives focus on team development, culturally relevant marketing, and heightened awareness about the importance of education. Furthermore, his vision doesn't stop at EduDAG's growth; it extends to making education universally accessible, eradicating time-related barriers, and fostering a global community dedicated to educational advancement.

As the founder and CEO of EduDAG, Sagar Srivastava is not just leading an organization, he is shaping the future of education. Through EduDAG, Sagar exemplifies how diligence married with resilience, and an unshakable resolve can carve a path toward thriving success.