

DR. AMRITAA S DUDIA: ARCHITECT OF HUMAN POTENTIAL & INSTITUTIONAL EXCELLENCE.

Dr. Amritaa S Dudia is a Sociopreneur, Academician, and Keynote Speaker who is best recognized for inspiring others to become the best version of themselves. For two decades, she has been closely working with Administrative, Police, and Judicial Officers and High-Performance Coaching for Leaders, National Institutions, Professionals, Corporations, and Business Houses as well. Bringing Wisdom from various disciplines, her strategies help dramatically improve happiness, confidence, career success, personal relationships, work/life balance, and income.

Amritaa S Dudia is an Academician PH.D Business Administration (Experiential Marketing), NET Professional Trainer, Speaker & Coach. She Reads Mind, Behaviour, Handwriting, Numbers, Tarot and Energy, She is NLP Master Practitioner, Cyber Crime Intervention Officer, Spiritual Healer, Handwriting Analyst (Handwriting University International US), CBT Life Coach Entrepreneur Amritaa S Dudia is Founder Chairperson ASD Education Society, Institute of Leadership & Skill Development, Mapp My University (www.mappmyuniversity.com) Dr. Amritaa is passionately involved in social work and contributing to various organisations in Leader/Member/Mindset Trainer & Emotional Wellness Coach Capacity - serving member in Police Commissionerate Committee on Peace, Police Committee on Protection of Women against Sexual Harassment, Sardar Patel University of Police, Security and Criminal Justice - ICC Panel, National Youth Chairperson at VSSS (an NPO

spread across 78 countries & 28 states of India).

Dr. Amritaa S Dudia

In a world obsessed with valuations, visibility and viral success, Dr. Amritaa S Dudia has quietly built something far more enduring – systems that transform people and institutions from within. A Sociopreneur, academician and keynote speaker, she has spent more than two decades working at the intersection of governance, behavioural science, leadership development and social transformation. Her journey is not the story of overnight success, but of deliberate construction – building systems that outlast applause. For years, Dr. Amritaa has worked closely with administrative officers, police personnel, judicial leaders, national institutions, corporate executives, professionals and students. In these diverse spaces, she observed something that went deeper than performance gaps. She noticed alignment gaps – between education and employability, ambition and

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Founder Chairperson ASD
Education Society





clarity, authority and ethics, talent and direction. That observation became the foundation of her life's work.

The Scholar Behind the Strategist:

Academically grounded with a Ph.D. in Business Administration (Experiential Marketing) and having qualified NET, Dr. Amrita blends scholarship with applied strategy. But her expertise extends far beyond conventional academic boundaries. As an NLP Master Practitioner, Cyber Crime Intervention Officer, CBT Life Coach, International Handwriting Analyst and Spiritual Healer, she integrates behavioural psychology, neuro-linguistic programming, cognitive restructuring, cyber awareness and intuitive intelligence into cohesive leadership frameworks. Her work does not operate in silos; it connects the rational and the emotional, the strategic and the ethical.

The Journey: From Trainer to Institution Builder

Since 2005, her journey has been one of steady evolution and unshakable resolve. She began as

a behavioral trainer, stepping into rooms filled with people from every walk of life—students, professionals, leaders, dreamers—and guiding them toward clarity, confidence, and growth. What started as a single role gradually unfolded into a much larger vision? Over the years, she expanded her work into five dynamic verticals: Corporate Training & Development, Socio-Political Leadership Programs, Career Guidance, Cyber Security, and Social Impact campaigns. Each new dimension was not a sudden leap, but a deliberate step forward, built with patience and purpose.

She did not inherit a platform or step into ready-made success. What stands today was imagined in solitude and built through persistence. Every foundation was laid deliberately, every system crafted with care – “tinka-tinka,” piece by piece – until vision transformed into structure and effort into institution.

In an age captivated by viral fame and fleeting headlines, she chose a rarer pursuit—building substance over spectacle. When societal expectations subtly prescribed a quieter, safer path for women, she chose the road less travelled—

crafting her own narrative, defined by courage, independence and an unwavering belief in her vision.

The Institute of Leadership and Skill Development (ILSD)

Guided by its inspiring mission of “*Creating Tomorrow's Leaders Today*,” is committed to nurturing capable, ethical, and socially responsible changemakers across sectors. Through its comprehensive Socio-Political Leadership Programs, ILSD equips aspiring leaders with a deep understanding of governance, public policy, grassroots engagement, and nation-building values. Its Professional Ethics and Allied Services initiatives emphasize integrity, accountability, and responsible decision-making—qualities essential in today's competitive and complex professional landscape. In response to the growing importance of digital resilience, ILSD is also focused on Building the Nation's Cyber Army through specialized Cyber Security programs that provide practical skills, awareness, and career pathways in cybersecurity and digital defence. Complementing these are its Personal,

Career, and Executive Development Programs, designed to enhance communication, strategic thinking, leadership presence, and career advancement. With a strong commitment to inclusive growth, ILSD's Women and Youth Empowerment Programs foster confidence, entrepreneurship, and leadership capabilities, enabling participants to actively contribute to social and economic transformation. Through this multi-dimensional approach, ILSD continues to shape a generation of visionary leaders equipped to meet the challenges of a rapidly evolving world.

Mapp My University (MapU):

Bridging Aspirations. Building Futures. Transforming Society.

Mapp My University is a purpose-driven global education advisory founded in 2026 with a vision to strengthen the academic ecosystem and create long-term societal impact. Founded in 2026 and backed by ASD Education Society, we combine institutional credibility with scalable engagement models that meaningfully connect students, parents, educators, and universities.

What began as curated University Fairs is now evolving into a comprehensive counselling and advisory division focused on long term academic alignment rather than transactional admissions. Our approach integrates data driven guidance, institutional partnerships, and multi stakeholder engagement into a scalable and impact oriented ecosystem.

We operate across four interconnected pillars:

- Student Advisory - Personalized, research backed pathway planning
- Parent Awareness - Structured engagement that enables informed decision making
- Teacher Upskilling - Capacity building programs that strengthen in school guidance systems
- University Partnerships - Strategic outreach frameworks that facilitate meaningful student university alignment

From school corridors to global campuses, we are committed to building an informed, future-ready society by bridging the gap between schools and universities, and empowering students, parents, and educators with ethical, structured, and globally aligned academic guidance that drives confident decisions and long-term success.

Amrita S Dudia Education Society

The ASD Education Society, envisioned and founded by Dr. Amrita S., stands as a beacon of service and transformation—dedicated to empowering people, uplifting communities, and creating opportunities that change lives. Inaugurated with honor by Hon'ble Justice Vineet Mathur, the Society has grown into a move-

ment driven by compassion and purpose. With a mission rooted in education, equality, cultural preservation, environmental stewardship, and inclusive partnerships, ASD Education Society continues to shape pathways of progress. Guided by a community-first, non-profit ethos, it collaborates with institutions, NGOs, CSR partners, and global experts to deliver sustainable impact and inspire meaningful change across societies. Every year ASD Education society undertakes one Social Impact Campaign. Ongoing Social Impact Campaign (2025-2026): Nationwide Cyber Awareness Social Campaign, an Initiative of Information Sharing & Analysis Centre (ISAC) and supported by ASD Education Society with a vision to strengthen digital safety and promote responsible online behavior Through this campaign, we aim to reach over 1 million citizens nationwide within the first phase, ensuring safer digital spaces and reduce cybercrimes through awareness and early intervention.

Why I Choose to Be Known as a Social Entrepreneur?

If your entire life is only about earning, eating, upgrading gadgets, and dying comfortably, then biologically you are no different from an animal. Animals work for survival. Humans are supposed to work for purpose. That belief is exactly why I choose to be known as a social entrepreneur—not a businessman, not a startup founder chasing valuation, not a motivational LinkedIn poet. A social entrepreneur. Charity feeds people for a day. Social entrepreneurship builds systems that feed people for generations. - add these points to it *Purpose Over Profit* - For me, success has been about contribution.

Social entrepreneurship is not anti-profit. It is anti-meaninglessness. It accepts sustainability as necessary but refuses to let profit become the ultimate goal. When I began working closely with administrative officers, police personnel, judicial leaders, students, and corporate professionals, I noticed something deeper than skill gaps. I saw alignment gaps – between talent and direction, education and employability, ambition and purpose. That realization changed everything.

Education as Transformation: Education is not a transaction. It is a transformation. This conviction led to the founding of ASD Education Society and later to the creation of structured platforms like the Institute of Leadership & Skill Development and Mapp My University. If students are confused, it is not their failure – it is a systemic failure. If young professionals feel directionless, it is not lack of ambition – it is lack of guidance. Social entrepreneurship addresses root causes, not symptoms. Through leadership training, behavioral coaching, youth empowerment initiatives, and structured academic advisory frameworks, my goal has always been long-term impact. When we empower one student with clarity, we influence a family. When we train one ethical leader, we influence an institution.

I choose to be called a social entrepreneur because titles carry intent. A businessman focuses on transactions.

A startup founder may focus on growth.

A social entrepreneur focuses on transformation.

The difference lies in the question we ask.

Not “How much can I earn?” But “How many lives can I impact sustainably?”

That question continues to guide every initiative I build, every institution I support, and every program I design. Because at the end of life, comfort is not the true measure of success. Contribution is.

And if we must work – as humans inevitably do – then let our work mean something beyond survival.

Let it build systems. Let it build leadership. Let it build society.

