

# **Gujarat Technological University, Ahmedabad**

## **Report on One Day Workshop on**

### **“Revival of 23 Low Admissions MBA Institutes in Rural Areas of Gujarat under Gujarat Technological University”**

**held at GTU Ahmedabad on 1.10.2010**

On the 1<sup>st</sup> Oct, 2010, a workshop on ‘Revival of 23 Low Admissions MBA Institutes in Rural Areas of Gujarat under Gujarat Technological University’ was organized by the Gujarat Technical University (GTU) at their premises in Ahmedabad. The Workshop was chaired and addressed by the **Dr. Akshai Aggarwal, Hon. Vice Chancellor of Gujarat Technological University, and conducted by Dr. Kamal Taori (IAS retd.) and Ms. Irmel Marla, German expert. Dr Rajesh Khajuria, Director of SMJV’s CKSVIM Vadodara** could not address the workshop due to his trip to Dalhousie with MBA students for Adventure Tourism; hence he deputed **Mrs. Savitha K, Asst. Professor (Rural and HRM)** with two MBA final year students to assist. This workshop was organized by the **GTU** to find out the reasons behind the low admission scenario the current Academic Year 2010 in the Rural Campuses of about 23 GTU affiliated, mostly new colleges / institutes.

Around 15 colleges affiliated to the GTU attended the conference. The number of participants was 12. The scenario of the admission in these colleges is less than 20 students for the academic year 2010 for the 1<sup>st</sup> year intake into the MBA courses.

**Dr Aggarwal** addressed the inaugural session by saying that India is way behind the USA, where MBA colleges in the USA have helped the organizations / corporate sector to reduce costs. Industry and Education interface in India is very low at the MBA level. In India, there is a huge gap between what is required in industry to what is taught at the University. The students have to learn many things afresh after joining the corporate world, in spite of being MBA graduates. He also stressed that students should be open to entrepreneurship and that all students of MBA, as a part of the MBA Sem IV, should take up a paper on Global Studies – a paper where students in batches of 5-6 should take up a study of a foreign country they should study the feasibility of a business proposition. As a part of the study, a student could also visit that particular place at their own cost and discover the ventures available there along with cases and case study of the different business available there.

**Dr Aggarwal** also stressed that every MBA student must learn communication skills well and that the students had to develop the skill of communicating with confidence. Communication is **IMPORTANT** and one could communicate well even if one were weak in grammar.

He said that placement of the students, after their MBA, is an important task that had to be addressed and for this purpose, small and medium industries are to be tapped along with the large scale Industries.

**Dr. Kamal Taori, retired IAS, chairperson, Rural Business Hub, India, based at Wardha** emphatically said that MBA colleges should take up the development of the Rural places as challenges for progress. He addressed the participants by saying that **MBAs should act as entrepreneurs and act as facilitators for change**, thus making them part of the inclusive growth, which is required for the development of any nation.

He stressed the need for rural leadership grooming and also said that **charity has killed the rural enterprise** and villages have become dependent on others for their survival. He said that villages should **stress on creativity, capacity, competency and confidence** and this will be possible only with the involvement of the young blood.

There should be less interference from the government and **Amendment 73 of the Constitution empowers the villages, includes 29 subjects including irrigation, health and sanitation, education, etc.** which have been earmarked for the **Panchayat Raj**. MBA Students should involve themselves with the Panchayats for their upliftment and development and also make them self-sustaining.

**Dr Taori suggested that Universities, as a part of the evaluation parameters, may allocate a percentage of marks (25%) towards serving the rural areas, developing them through their handicrafts, culture, sale of produce and through non-governmental organizations' interactions.** He said that to have improvement of the villages in the development of the country, all should be computer literates.

Another area for the development of a nation is through the waste. There is a lot of **wealth in waste**. This waste in India is un-utilized. A lot can be done to **maximize this wealth and decrease waste through use of appropriate rural technologies for which he is ready to help / assist MBA institutes / students to connect with success stories out of Gujarat and technology suppliers.**

**Dr. Taori** was of the opinion that the Dual system of Education which is closely interlinked and coordinated: professional schooling and knowledge and skills development through private-public Enterprise should be taught in the rural areas and the concept of **Subh-Labh**, - self sustainment, with a focus on consultancy, should be the motto for rural development. He said that all this was possible only if the student community is a part of the rural development. He added that that **6Ps including Private, Public, Profits, + 3Ps Press, Politics and Public-resources** should be used to achieve the concept of **subh Labh**.

**Mrs. Irmel Marla, Chairperson, International Institution for Holistic Research and Voluntary Action (India-Germany)** was of the opinion that the development of a nation was possible if there was a holistic development of the villages and this could be fulfilled if there was the **Dual system of Education** which is **closely interlinked and coordinated: professional schooling and knowledge and skills development through private-public Enterprise**.

She said that at present India, is following the compartmentalized approach, which is the stumbling block in the area of development because key issues such as responsibility, accountability, restructuring and efficiency do take a back step in this sort of an approach. She said that the rural Business Schools should market their schools in such a way that it would be impossible to resist it.

Both the experts / speakers suggested that for **greening the cities through tree plantation** should be taken up on immediate basis, without intervention or help from the government. This may be a **big business!**

*(Dr Rajesh Khajuria added to the Report later while editing. He feels that success stories of Rural Entrepreneurs and information about Best Products from the Waste and Technology Suppliers must be existing in Gujarat, and should be searched by the interested colleges / institutes). Assistance can be offered to such colleges.)*

#### **Conclusions:**

**The concluding session** was taken up by **Hon. Vice Chancellor Dr Aggarwal**, who discussed the issues relating to fewer admissions in the rural areas. He said that GTU is proposing to conduct the GCET entrance examination in February 2011. ***(Dr Khajuria added later that early admissions to MBA can be granted effectively, if other Government and Private Universities declare the results of final year Graduate examinations latest by May-June of the year).***

**In conclusion**, it can be said that for the development of a nation, its villages should be developed. As **Mrs. Marla** said, the holistic change in institutions, States and India is important and this change can be brought about only if the villages are developed.

**Development is a continuous process** and if **colleges were to adopt or work for its own rural areas for their mutual development, without seeking any help or interventions from the government**, it would be **self-sustaining to all: the villages, the colleges, the University and the government!**

Development is not for a short time period, it requires **time, focus and tremendous efforts**, and this sort of an approach can be **taken up by some faculty members with the help of the student community**, where they can help in all areas of development required for the village – health & sanitation, education, handicrafts, marketing , using their waste to make it wealth, thereby **making it self-sustaining for the villages as well as Colleges that dares to turn some real good MBAs into Rural entrepreneurs and wealth creators.**

**Follow up Action for MBA institutes / colleges:**

Interested MBA institutes, both sick and healthy, may follow up with the following experts, who are **planning to visit Vadodara during 5<sup>th</sup> to 9<sup>th</sup> December 2010:**

**Dr. Kamal Taori, retired IAS, chairperson, Rural Business Hub, India, Wardha (Maharashtra)**

**Mrs. Irmel Marla, Chairperson, International Institution for Holistic Research and Voluntary Action (India-Germany)**

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**Note: 1.** *This Report on the titled Workshop held at GTU Ahmedabad is prepared with a good intention to discuss the problems of low admissions, for Academic Year 2009-10, at 23 MBA institutes, located in Rural areas and small town. Drs Taori and Maria presented their ideas on the issue. They explored the concept of whether **Rural Marketing and Development approach** could be adopted by some institutes to help them revive / achieve financial viability from next year. GTU or experts mentioned in the Report do not claim any sure shot approach, and do not offer any sort of verbal, non-verbal, intended or written guarantee for success as there is no single formula for success of any institution or enterprise. Interested institutions may take their own actions as deemed fit by them. GTU or experts shall not be responsible for any direct or consequential losses to any institute, colleges, university, organization or individual out of this academic discussion. **Thank You! (Report prepared on 12.10.2010).***

**2. Summary of the Issues about MBA brought out during a discussion by the Trustees/Directors of MBA Institute (Participants in the Workshop of 1<sup>st</sup> October 2010) :**

- i. Reshuffling of the student admissions has been done for 4 times, hence the low intake of students in the rural / semi urban areas,
- ii. Admission takes more than necessary time. After each reshuffling, many centres (colleges) did not have their names on the list of seats available. Hence suggestion for **only 1+1 reshuffling.**
- iii. Tests should be computerized as well as offline to benefit more number of students (who are not computer savvy also).
- iv. Admission this year into the MBA courses 2010-2012 has taken up more than necessary time.
- v. **Lengthy syllabus of MBA program.**
- vi. **Duplication of the syllabus.** Most of the subjects have duplication and there is no new learning in the first year of MBA as most of the students have already studied the same in their 3 year degree courses.

- vii. **Bankable projects as asset creators**, so as to make the students entrepreneurs.
- viii. **New electives or new Sectorial subjects** would be considered in the next academic year.
- ix. Alumni + industry +senior academicians should come forward to make the syllabus of the MBA course more **revolutionary** and job oriented.

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**Thank You!**