

## ***GTU Skills Councils meeting with representatives of industry***

### ***Agenda: Nomination of Industry Representatives to the three Councils***

The first meeting of the GTU MBA Skill Councils, held jointly with representatives from industries, was held from 1.00 PM to 5.00 PM on **25th June 2011 (Saturday)** at **NICM, Gandhinagar**. 32 top notch professionals from industries and 23 Professors and Directors from GTU's Management Institutes of Gujarat were present at the meeting. The representatives from businesses and industries praised the pro-active role of GTU in the interest of the students, academic institutes and industry. Mr. Ketul contractor said that it was the first and foremost initiative taken by any technology University in India.

GTU plans immersion studies for MBA students and researchers through the three Skills Councils. On 13th May 2011, GTU had started the process of setting up the following MBA Skills Councils at a meeting of the Directors and Managing trustees of the Management Institutes, affiliated with GTU:

1. GTU – Financial Services Skills Council (GTU-FSSC)
2. GTU – Council for Human Resource Studies and Organizational Structures (GTU-CHRSOS)
3. GTU – Skills Council for Marketing (GTU-SCM)

The Meeting was chaired and coordinated by Dr. PG K Murthy, Champion of GTU-FSSC, Dean of MBA Program at GTU and Director, Parul Institute of Eng. & Mangt. Baroda and Dr. S O. Junare, Dean of MBA Program at GTU and Director, Jairam Bhai Patel Institute of Management, Gandhinagar.

Dr. PG K Murthy gave a presentation on the concept and purpose of the Skills Council. He also discussed about the new MBA program and said that the Councils will help make the respective business segments more professional and will help develop systems, which would be able to help the industries all over India and the world, at large.

**Dr. Akshai Aggarwal, Hon'ble Vice Chancellor**, addressed the participants through teleconference to discuss the objectives of Skills Councils. He said the Councils will study and do research on the skill sets and certifications required in the three areas. The Skills Councils will be able to help GTU design and implement full length and short term programs for ensuring that the progress of our economy is not hampered by shortage of competent personnel. While the Councils will strengthen GTU's programs and the professionalism in the industry in India, the vision of any business system today has to be global. Dr Aggarwal said that GTU students and professors will work with the industries through the Skills Councils to ensure that GTU's MBAs are able to serve our industries competently.

Dr P G K Murthy introduced all the three Champions, one being himself for GTU-FSSC: Mr. Bhavin Pandya for GTU-SCM & Ms. Trupti S. Almoula for GTU-CHRSOS. Dr. S O Junare said that GTU will try to involve the entire segments of industries in India and researchers in the areas as active participants. He said that each Sectoral Panel will have academicians and industry professionals as co-chair persons.

For each committee/skills council, many suggestions were received both from specific council perspective & from Industry perspective. (As given below).

1. Each council must prepare a mission statement and set benchmarks it aims to achieve.
2. It is essential to have a right skill set in every functional area, which would be guided by Industry need/expectation assessment.
3. In order to have a more aptitude skill set at zonal level (we have 5 zones under GTU) a market survey needs to be carried out encompassing both large scale Industries as well as MSMES. (Each zone has specific nature of Industry profile)
4. Each skills development councils to develop two different sets of skills namely to meet basic objectives of organization and to meet applied objectives of organization.
5. The skills development council must have a futuristic approach and work on achieving high quality levels in the organization.

**D) GTU – Financial Services Skills Council (GTU-FSSC):-**

**Finance Specific Observations:**

1. Commodity & Currency need to be treated as separated areas. Derivatives can be part of the currency area.
2. Mutual Funds to be renamed as “New Generation Investment Opportunities”.
3. Stock Market or Security Analysis & Portfolio Management is missing as a sector. It needs to be added.
4. Venture Finance to be relabeled as Investment Banking.
5. It is important to add Crisis Financing as a specific skill in the skill set and may also like to add a subject like Crisis Management in the MBA curriculum.
6. Outsourcing financing also needs to be given separate emphasis as sector.
7. A module on Foreign Exchanges needs to be included in MBA syllabus.
8. A subject on Risk Management may be included in the Finance curriculum and Inflation finance as well as apply of derivatives may from part of it.
9. The skill of portfolio design can be a critical skill in the skill set.
10. A new subject named financial engineering to be included in MBA curriculum to which may include topics like funding patterns from receivers/takers perspective.
11. Financing of MSMES needs to be included in the syllabus.
12. Financial planning to be included under Investment advisory skills.
13. International Finance is already a subject in the curriculum. Hence, International Finance needs to be added as one sector.
14. Documentation skills or record management is a very critical skill that must be addressed as part of the skill set.
15. 3 mandatory qualifying exams need to be emphasized by GTU like IRDA, AMFI etc.
16. GTU may work with the examination bodies of IRDA, AMFI etc. to have the exam papers in Gujarati and offer the test at more affordable prices for GTU students.
17. On the overall the syllabus of Finance Management could be viewed from three major perspectives a. regulations and regulatory bodies’ b. intermediations and c. Institutions.

**Nomination of Industry Representatives for Finance:-  
Champion: Dr. PGK Murthy**

<b>SR.No.</b>	<b>Sectoral Panels</b>	<b>Co-Chairperson (Academic)</b>	<b>Co-Chairperson (Industry/ Business)</b>
1	Commodity Markets	Dr. Abhijeet Chaterjee	Dr Bandi Ram Prasad ,President , FTKMC Mr. Ketul Contractor – FTKMC - Member
2	Capital and Money Market	Prof. Nikunj Patel	Dr. J H Shah , Chairman Market Creators Ltd
3	Financial Planning	Mr. Japan Shah & Dr.Arun Linde	Mr. Madhur Todi , MD, Mera Money P Ltd
4	Accountancy and Taxation	Dr. Parul Chotalia	Mr.Dilip Pankhi , Advisor , Kush Synthetics Ltd
5	Banking	Dr. Ratish Kakkad & Mr. Siddharth Bhandari	Mr.Percy Bharucha Managing Director , Kallurpur Co- operative Bank and Former CGM, BOB
6	Currency Markets	Dr.P.G.K.Murthy	Mr.Ketul Contractor ,FTKMC
7	Investment Banking	+ Dr Rajesh Khajuria	Dr. J H Shah , Chairman Market Creators Ltd
8	Security Analysis and Portfolio Management	Dr. Jagdish Joshipura	Mr. R M Kapadia , Director , Alembic Group of Companies
9.	Risk Management	Dr. Abhijeet Chatterjee	Mr.Percy bharucha , Managing Director , Kallurpur Co-operative Bank and Former CGM, BOB
10	Documentation Skills		CA. Chetan Kothari , President , Rajkot Management Association
11	Quantitative Skills Financial Modelling Skills Computing Skills	Dr. Chinnam Reddy	Mr. R M Kapadia , Director , Alembic Group of Companies
12	Agri and Rural Finance	Dr. S O Junare	Yet To be identified

**II GTU – Council for Human Resource Studies and Organizational Structures (GTU-CHRSOS):-**

**HR Specific Observations:**

1. The basic HR skills are different at different hierarchical levels of the organization. Hence a discrete list for all levels must be developed separately.
2. HR must aim to develop street smart executives.

**Nomination of Industry Representatives for HR:-  
Champion: Dr A S Abani and Prof. Trupti S Almoula**

Sr No.	Sectoral Panels	Co-Chairperson (Academic)	Co-Chairperson (Industry/Business)
01	Manufacturing Sector	Prof. Trupti S Almoula	Mr Yashwantsingh Pawar .Head – HR Apollo Tyres Ltd.
02	Services Sector	Mr Japan Shah	<b>Yet to be identified</b>
03	SME Sector	Prof Lalit Chande	Mr. Deepak Suchede Director, ProfiTech Ltd.
04	NGOs	Dr K N Sheth	<b>Yet to be identified</b>
05	Education	Dr Rajesh Khajuria & Dr A S Abani	<b>Yet to be identified</b>
06	Healthcare	Dr A S Abani & Dr K N Sheth	Ms Neetu Wadhwan, Vice President, Corporate HR, Zydus Cadila Healthcare Ltd.
07	Agriculture & Co- operative	Dr O S Junare	<b>Yet to be identified</b>
08	Government & Quasi Government Sector	Prof Trupti S Almoula	Dr N K Patadia Additional General MgrGNFC, Bharuch

III GTU – Skills Council for Marketing (GTU-SCM):-

**Marketing Specific Observations:**

1. Advertising is a very narrow concept. It needs to be renamed as marketing communication.
2. Sales & Distribution also entails relationship management & hence to be re-named accordingly.
3. Add skills to “Search engine & Optimization”. & Social Media Marketing.
4. Rural Marketing is now a day’s referred as bottom of the pyramid marketing. Hence to be renamed accordingly.
5. Skills requirement for B to B Marketing, B to C Marketing, Institutional Marketing and on – line Marketing. Hence different skill sets need to be prepared for the same.

**Nomination of Industry Representatives for marketing:-**

**Champion: Prof. Bhavin Pandya**

Sr. No	Sectoral Panel	Co chairperson Academics	Co chairperson Industry
1	<b>Creative Advertising</b>	Prof. Mitesh Jayswal Prof. Sidhharth Bhandari	Ms. Vibhuti Bhatt (Director-One Advertising & Comm. Services Ltd.) Mr. Jitesh Mehta (Sales Head, Gujarat Radio Mirchi)
2	<b>International Marketing</b>	Prof. Bhavin Pandya Ms. Vidhi Joshi	Mr. Vikram Singhal(M.D / Gulbrandsen tech. (india) pvt. Ltd.)
3	<b>Sales &amp; Distribution Management</b>	Dr. Tripat Kaur Prof. Sunil Patel Prof. Keyur Darji	Mr. Ajit Jain(Head Commercial Gujarat) Mr. Kapil Gaur (Regional Head-TTSL) Mr. Santosh K Chitale (Head TRg-gujarat)
4	<b>Online Marketing</b>	Dr. K. N.Sheth Prof. Bijal Zaveri	Mr. Vikram Singhal(M.D / Gulbrandsen tech. (india) pvt. Ltd.) Mr. Sanjay Chakraborty(AVP , Triton Communication)
5	<b>Rural Marketing</b>	Mr. Lingam Srinivasan Prof. Savitha K.	Mr. Ajit Jain(Head Commercial Gujarat)
6	<b>Brand Building</b>	Prof. Bhavin Pandya Dr. K. N.Sheth Mr. Subhash Yadav	Mr. Sanjay Chakraborty (VP-Prod. Development & equity sales, Jhaveri Sec. Ltd.) Mr. Parimal Vasawada( GM Corporative Affairs, Hazira LNG and port Cos) Mr. Himanshu Vaidya( Director, Acadami Counsiling)
7	<b>Marketing of services</b>	Dr. Kishor Bhanushali Dr. Kunjal Sinha Dr. Jayashish Shetty	Mr. Santoshkumar Chaudhari( VP-Prod. Development & equity sales, Jhaveri Sec. Ltd.) Mr. Kapil Gaur( Regional Head-TTSL) Mr. Santosh K Chitale( Head TRg-gujarat)

Towards the end, concluding vote of thanks given by Ms. Trupti S. Almoula all dispersed by 6.15 pm (approx) agreeing to work together & take this mission towards fulfillment of defined objectives.

It was decided to give a **Press Note** in leading newspapers about these efforts taken by GTU for MBA students:

*GTU INNOVATION COUNCIL: GTU Skills Councils*



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