



Confederation of Indian Industry



GUJARAT TECHNOLOGICAL
UNIVERSITY

CII-GTU FDP for Management Colleges

**Ahmedabad Management Association; Ahmedabad;
1000 hrs – 1700hrs; 3 – 4 August 2012**

REPORT – 3rd August, 2012 (Day 1)

Confederation of Indian Industry (CII) in collaboration with **Gujarat Technological University (GTU)** had organized a special Faculty Development Program for Management Colleges on ‘**MAKING MANAGEMENT EDUCATION EMPLOYABLE**’ at AMA Centre, Opp. IIM, Ahmedabad on 3rd and 4th August 2012. The Program was attended by 44 Participants who were senior faculty members with 29 MBA Institutes affiliated to **GTU**.

This was a great opportunity to listen to the top industry experts from **CII Mumbai** and Gujarat, and networking with them for meaningful association in future, in addition to take bold steps in making our MBAs employable.

The **FDP** was convened by **Dr. Rajesh Khajuria**, Convener of **CII-GTU FDP** and Director, **SMJV’s CKSV Institute of Management** and was inaugurated by **Dr. Ganesh Natarajan**, Chairman, **CII WR Sub Committee on Employable Education** and Vice Chairman & CEO, **Zensar Technologies Ltd**, Pune in presence of **Dr. Uma Ganesh**, Founder, Global Talent, **Dr. Joy Deshmukh Ranadive**, Global Head – Corporate Sustainability & Corporate Social Responsibility, **Tata Consultancy Services**, and **Dr. Akshai Aggarwal**, Honorable Vice Chancellor, **Gujarat Technological University**.

Dr. Ganesh Natarajan focused on the need of the Industry from the education sector. He expressed his concerns for the lack of employability skills among the students graduating from the Universities in India.

He mentioned about a school of thought where people say that ‘let us not make technology to make this world too simple’. However he explained the potential, need and demand of the sector today as well as in upcoming future.

Dr Uma Ganesh, Founder, **Global Talent Track**, Pune emphasized on the need to look beyond the conventional and the apparent for creating employment opportunities.

In terms of scope for employment, according to her, “the social media has immense openings/ opportunities. In terms of learning the practical aspects of management, she said, we must have our students work extensively with industry during their projects. In **China** for e.g. the engineering students spend their entire last year of studies within the industry, so also should our students. Such students will be absorbed by the same industry / organization if they perform well.”

“There should be more experiential learning within the class rooms/ laboratories with the help of engaging companies and company executives. It is important for students to learn how to make presentations, how to maintain time lines, how to design and achieve milestones- one after the other, what is the quality matrix, the skill and attitude, and documentation”

She concluded that “This is what industry is looking for in today’s young executives”.

Dr Joy D Randive, Global Head – Corporate Sustainability & Corporate Social Responsibility, **Tata Consultancy Services**, Mumbai started by introducing **TCS** as being both – on an Economic Ride as well as on a Social Ride. “The economic ride concerns itself with factors of production, conduct of business, planning etc. The Social ride concerns itself with ethical practices, being nested within the market hence emphasizing on having a strong socio-economic fabric. The **TATA** philosophy is that since its market is within the society, hence **TCS** will grow and flourish with and within the society. She believes that a **Market** is not a mere exchange of money and goods, beyond this; it is an exchange of **Trust**.”

“**CSR** is linked to the strengthening the socio – economic fabric, thus strengthening the market and thereby strengthening the company. Hence, a local skew or a global skew between economic and social parameters can reduce the strength of the market.”

Focusing back on the employability parameter, she went on to say that, “the demographic divide is very large, there are a large number of youth between the age group of 15 to 35 in India. Most of these are not skilled, not employed and hence the socio- economic fabric of the country is weakened.”

TCS, she explained, has strength of 2.4 lakh employees with good IT knowledge and skills. Therefore, **TCS** experiences the need to strengthen the employability of engineering students especially in the area of IT. **TCS** has taken various initiatives, to name a few:

- **TCS** research scholars programme
- **COIN** – Co- Innovation Networks – The Company establishes networks with IITs, MITs, Stanford University, for bringing Industry experts to the class.
- **AIP** – Academic Interface Programmes – wherein **TCS** does academic programmes, gives awards to meritorious students, invites and encourages the students to visit **TCS**
- **Tech – Bites** – An IT Quiz programme for students of standards 8th to 12th thereby demystifying IT and making it appealing to these students right from the age where they begin making choices.
- **STEM Approach** – where **STEM** stands for Science, Technology, Engineering and Maths. Under this programme, **TCS** grows roots across geographic expanse by initiating differentiated IT programmes for different marginalized groups. This comes under **CSR**.
- **INSIGHT** – A programme now run only in Chennai for Class XI where they teach IT and soft skills on holidays. Advanced Computer Training Centers for the Visually Challenged.
- **Adult Literacy Programme** – wherein **TCS** works with National Literacy Authority for Native Learners to learn to read & write and also learn basic math. This programme is done in many languages, now being designed even in Spanish and Arabic.

All programs of **TCS** under **CSR** focus on: Address the issue of demographic divide, and increase employability. Not only focus on the company but also on the market, the country and thus on improving the larger picture.

Dr Akshai Agarwal, the Honorable, Vice Chancellor GTU expressed his serious concern on the bad shape that the Education Sector is facing. All the same, he said, even the Indian Industry is in a bad shape. Industry may be monetarily doing well, but there is not much of Innovation. Therefore, except for some companies doing well at individual level or institutional level, the Nation as a whole is nowhere.

It is therefore important that Education, Industry and Businesses come together; only then a difference will be made! It is sure that India will not develop by itself; it is only the Society that can be developed.

In one of the Industry meetings where he was invited, companies advised him to start working with 500 engineering students for intensive industry support for innovation and development. But then, there are 50,000 students that are waiting for industry support. He expressed his agony over the lack of vision, which a large country like India is having. He expressed his hope on 2,50,000 SMEs, plus so many larger industries willing to give just 25,000 good projects for our 50,000 engineering students to work on in teams of two.

It was after this experience, which he along with his **GTU** team decided to design a system, to make it happen. The **GTU Innovation Council** and the **Udisha Clubs** through the process of **Shodh Yatra**, have made this a reality. 50,000 students have taken up 17,000 projects offered by about 11, 000 industries. Quoting one example, he happily communicated to the audience, that on being approached, L&T offered 40 small and big problems to the 3rd year Engineering Students coming from tier II and III Colleges, on choice basis. He further said, that our young students, who have incidentally not been taught fully, solved these problems (that which even L&T could not solve) only within 2 months instead of the 5 months that were given to them. 137 students have come up with consent to make products from their projects work, 200 patents have already been claimed by **GTU** students.

Dr Aggarwal said, we are having good students, but we are not developing them well. IT is poor in Gujarat; hence **GTU** has started **IT ABHIYAAN**. Under this project, about 1,000 small industries will be computerized – there is still a bigger demand. The problem is that no large industries have come up like say Microsoft, which has about 25,000 paid interns every year. The

White House too has paid interns. These people in the developed nations, specially the **US**, are not worried of anything getting stolen. Unfortunately, our Industries are not ready to shoulder such responsibility of students.

Dr Akshai Aggarwal appealed to **Dr Ganesh Natrajan**- CEO, Zensar Technologies, **Dr Uma Ganesh** – Founder, Global Talent Hunt, and **Dr Joy Randive** – Global Head, CSR, TCS to take initiative on the said topic.

As far as **MBA** students are concerned, he emphasized on the necessity of good interaction of the MBA students and Professors with Industry. In order to accelerate this effort, **GTU** has set up Three **Skill Development Councils** – **Finance, Marketing** and **Human Resource Management**, each of them having 8 – 10 sub-sectors and which are in total lead by a team of 25 Professors of **GTU** Colleges and 25 Industry experts Co-chairing the same.

Dr. Aggarwal appealed to all Industry experts to visit at least 2 Colleges in their vicinity. He sadly expressed that this is not happening under the pretext of Industry experts claiming to be too busy. He once again appealed them to come and visit **GTU** Colleges.

GTU's Vision is every college must be visited by 3 to 4 industries every semester. During the immersion studies which are part of the curriculum, Industry officials should not only permit, but also pay attention to and guide the students.

At the same time, he requested to the Colleges that they will have to build their own reputation such that both Industry and Government are happy to receive our MBA students.

We will have to work together to help every student to be well equipped. We do have contacts, but it is important that we at our individual level use our contacts for the help and development of our students. Gradually, we will gain reputation for our Colleges and Students' quality, and we will get better service from Industry and Government. Our work will have to get us the desired respect. We, in education, work in silos. Knowledge cannot have boundaries. We, in education, are not going to be compared with similar Institutions or Universities, but are instead

going to be compared with Global Standards. WE HAVE TO GO GLOBAL. INDUSTRY + BUSINESS + EDUCATION – all must come up together.

We are looking at **GTU** becoming a Great University. For that, our research must be useful to the Society. Our **Doctoral (Ph.D.) Program** should be no less than the best in the world. We cannot steal years from a young man's / lady's lives – so what, that the numbers of students are big – we cannot shortstage them. We cannot let out years for this – we will have to do it today, we have no luxury. At **GTU**, we have not a single day when we can take life easy. Jointly, we must ensure that our students are ready for the market. He appealed to the Industries within **CII** to come forward to make this happen and in the shortest possible time. He also whole-heartedly thanked **CII** for agreeing to do so.

Dr. Rajesh Khajuria, Member, **CII** Western Region Sub Committee on Employable Education, and Convener of **CII-GTU** FDP for MBA from **CII** and **GTU** and Director – CKSVIM, Vadodara said that “Fortunately **GTU**'s New MBA Program is Global, Innovative and Skill – oriented as many of you know. It offers practice sessions through 5th Module in each of 14 core subjects, 9 Specializations and 12 Electives. In addition every student carries out three major practical projects: **Global / Country Study (GCR)**, **Comprehensive Project (CP)** and **Summer Internship (SIP)** during final year MBA Program. Perhaps, no other MBA Program in India offers 30% practices sessions like **GTU**'s Global MBA Program.”

“However, a Global MBA Program cannot create Global Success of students. We have to make sure that such an MBA is implemented by our 132 MBA Colleges in ‘**Letter & Spirit**’. We have to ensure that students must learn through ‘**Action Learning**’ process.”

He thanked **CII** and **GTU** for organizing this FDP in Gujarat.

The inaugural session was followed by the panel discussion on "**Industry–Academia Interface, a New Face of Vibrant Gujarat**". The theme of the panel discussion was on Gujarat as one of the most entrepreneurial states in India. A Gujarati, whether educated or not, knows "How to do business and generate wealth" even in adverse circumstances. Gujarat has traditionally been No. 1 or 2 State in attracting investments in industry. Now it is also No. 1 in Agriculture growth in

the country. It's 41 major and minor Ports, some of which are world class, its smooth highways, an emerging service sector especially information technology and financial services like proposed **GIFT City**, and being the only abode of **Majestic Asiatic Lions**, all these will make Gujarat a destination for Learning, Earning and Entertainment (LEE).

What is 'In' for industry and academia to benefit from such a Vibrant Gujarat?

The tone was set on “Making a million Gujarati youth employable – expectations from industry” – Industry Academia Interface” by **Mr. C V Som, IAS, Commissioner**, Commissionerate of Schools, **Government of Gujarat**, who also held the position of Director, Employment and Training for past four years.

The panel discussion was moderated by **Dr. Rajesh Khajuria** and the panelists were **Dr. Chinnam Reddy**, Dean **GTU** and Marwadi Group of Institutions, Rajkot, **Dr. J. P. Joshipura**, Director, Som-Lalit Institute of Management, Ahmedabad, **Mr Pankaj Gupta**, TCS Ahmedabad, **Ms. Rasmi Bhargava**, Director, University-Academia Interface, Society of Human Resources Professional (SHRM), Chandigarh, **Mr. Subas Gantayat**, Sr. VP (HR), ABG Shipyard Ltd, Surat and **Mr. Tojo Jose**, Executive Vice President Human Resources, Blue Star Ltd., Mumbai.

The post lunch session was on driving the Corporate Sustainability Agenda in an Organization – Takeaways for Academia by **Mr Joseph Sunil Nallapalli**, Senior Manager –CSR, **Tata Consultancy Services**, and Mumbai. He had emphasized on driving the sustainability agenda forward in an organization.

He had discussed on Implementing sustainability across an entire organization requires an extensive skill set: a deep understanding of environmental issues, an ability to develop longer-term, innovative strategies, and an ability to implement "green" solutions that span the length, breadth, and depth of the company. He had also defined the job of “**Chief Sustainability Officers**” across the sectors do as they discuss the diverse strategies and tactics required for driving their corporate sustainability agendas forward.

He put forward the point of Corporate Sustainability on the New World Order: Thrust areas for organization

- Sustainable livelihood
- Environment
- Healthcare
- Education
- Energy
- Affirmative Action

He also explained Sustainability: Triple Bottom Line (TBL) approach – Economic, Environmental and Social criteria for measuring organizational success.

The presentation used by Mr Sunil is appended in another pdf file.

The other materials that I used in the session are available in the links given here:

1. http://www.tcs.com/resources/multimedia/Pages/TCS_financial_inclusion_strategy_India_unbanked_population.aspx
2. <http://www.goldmansachs.com/our-thinking/topics/gs-sustain/index.html>
3. <http://2020workplace.com/blog/?p=447,2011>

REPORT – 4th August, 2012 (Day 2)

SESSION 1: POWERING TEACHING COMPETENCIES BY MR. MANGESH WAGLE

Mr. Mangesh Wagle initiated the session by charging up the participants through a series of vibrant introductions. Mr. Wagle started off with a story highlighting the importance of having trust in the teacher and the advantage of having sincerity and patience in pursuing desired goals.

The session was introduced to the audience with highlighting the core competencies needed by the faculties to address their students. These competencies are Presenting, Responding, Questioning, Coaching, and Building Relevance and Interpersonal skills. The focus was also made on how to present oneself in the class room, maintaining the correct body language and the opening and closing of the content to be delivered.

Various exercises were also conducted and the importance and techniques of responding in the class room were also pointed out by Mr. Mangesh Wagle. Sir also highlighted the various questioning and listening skills to be adopted in the classrooms.

The session was brought to an end by distributing the handbook on Dale Carnegie's Golden Book on the Principles from "How to Win Friends and Influence People" and "How to Stop Worrying and Start Living". The participants were divided into teams and each team had to enact the before and after situation of adopting the principle. The programme was a very lively and energetic one, and helped the MBA faculty participants to understand the various techniques for effective teaching and learning process.

SESSION 2: 5 P'S OF ACADEMIC INSTITUTE BY MS. RASHMI BHARGAVA

Ms. Rashmi Bhargava started the session with addressing the question to the audience on the important aspect of the educational institutes. Madam highlighted the first P being the "People" and explained the importance of instilling pride of purpose and building robust work team in educational institutions.

The next P stood for "Power" which brought about responsibilities. Ms. Rashmi also talked about the different kinds of Power and its influences. "Perception" is regarded as the third P, and the reactive and responsive perceptions were discussed. Ms. Rashmi explained the fourth P and fifth P as "Positive approach" and "Policy". She discussed on how having an open door policy and having a win-win situation helps the organization to succeed.

Apart from these powerful presentations, she brought out an informal and lively atmosphere by making all the participants do various group activities and exercises. The programme overall helped all the participants to understand the importance of respecting the 5 Ps of academic institutes and thus ensuring success.

SESSION 3: Mr. Atul Garg, Past Chairman, CII Gujarat Council and MD, InteQ IT Services India Pvt Ltd, Vadodara

The Valedictory session was a panel talk and discussion on improving the employability of MBA students. Mr. Garg highlighted the importance of teacher's role in shaping the future of the students. He explained that not only students but faculties also should spend quality time with the industries understanding the practical functioning. This will help in the industry education interface and thus help to absorb, share and work together collaboratively. The point was also

made to help the students to become more intuitive and creative, so that they remain engaged and committed to the studies.

The session was brought to end by having a discussion with the participants on the employability concern of the students. The program was rated Good / Very Good / Excellent by 95 % participants (response sheet attached).

Lastly, this **CII-GTU** FDP for MBA faculty members would not have been successful without active support from CII Staff Gunjan Patel, GTU Staff Ms. Krutika, Ms Hema and others and CKSVIM staff Mr. Ankit Shah, Ms. Ranjita Bannerjee and others.

FEED BACK ANALYSIS (CII- GTU Management Colleges)

Response of the participants (%)

| Srl. | Criteria | 1=Needs improvement | 2=Satisfactory | 3=Good | 4=Very Good | 5=Excellent |
|-------------|---|---------------------|----------------|--------|-------------|-------------|
| I. | Regarding resource persons (Average opinion of all the resource persons) | | | | | |
| 1 | Subject & content | 0 | 0 | 33 | 33 | 34 |
| 2 | Presentation/Delivery of the resource person | 0 | 0 | 0 | 50 | 50 |
| 3 | Ability to create interest in the topic | 0 | 0 | 17 | 55 | 28 |
| 4 | Bringing practical knowledge of the subject | 0 | 0 | 33 | 50 | 17 |
| 5 | Interactions with participants | 0 | 5 | 22 | 33 | 40 |
| II. | Infrastructure related issues | | | | | |
| 1 | A.V / technical aids | 0 | 0 | 27 | 45 | 28 |
| 2 | Comfortable seating arrangements | 0 | 0 | 22 | 50 | 28 |
| III. | Hospitality arrangements | | | | | |
| 1 | Quality of food/ refreshment | 0 | 0 | 17 | 33 | 50 |
| 2 | Hospitality by hosting staff | 0 | 5 | 17 | 61 | 17 |
| IV. | Registration desk | | | | | |
| 1 | Pre-registration formalities (before the FDP regarding timely information, mode of information) | 0 | 5 | 28 | 44 | 23 |
| 2 | timeliness of the FDP (conformation to the scheduled timings) | 0 | 0 | 39 | 44 | 17 |
| 3 | Regarding the FDP kit | 0 | 0 | 22 | 44 | 34 |
| V. | Miscellaneous | | | | | |
| 1 | Overall co-ordination of the conference | 0 | 0 | 39 | 28 | 33 |



The CII-GTU FDP commencing with the Prayer from Dignitaries.



Dr. Ganesh Natarajan addressing the audience



Dr. Uma Ganesh presenting her views



Dr. Joy D Ranadive unveiling initiatives taken by TCS



Dr. Akshai Aggarwal explaining the stand of GTU Affiliated Institutes



Dr. Rajesh Khajuria concluding the first session



Members of Panel Discussion on Industry–Academia Interface, a New Face of Vibrant Gujarat



Mr. C. V. Som setting the tone of the Panel Discussion



Participants experimenting Dale Carnegie's Principles



Tug of War among the participants moderated by Ms. Rasmi Bhargava