

GTU –BOARD OF UNIVERSITY & COLLEGE DEVELOPMENT COUNCIL (GTU-BUCDC)

EXCELLENCE OF LEARNING SYSTEMS: SHOW-CASING THE WORK of Colleges/ Institutions, affiliated with GTU

GTU is establishing a College Development Council (CDC) for coordinating all the existing, as well as new, GTU's programs for Colleges. CDC will work to bring out the successful practices, followed by every College, so that the whole of the technical education system may become a nimble learner. On January 26, 2013, as its first activity, CDC proposes to provide to every College/ Institution, a forum for show-casing to the Society its good work, at GTU's new campus at Chandkheda.

It has been decided to form a Management Committee (MC) having representation from each Zone for the purpose of organizing the 26th January event. All the Deans/Directors/Principals and interested faculty members from all the institutes are invited to share their views on the proposed event at a meeting on 12th December, 2012 at 2.30pm at the first floor of the GTU's new campus at Chandkheda.

The agenda items, though not exhaustive, for the meeting may be as follows:

1. Giving a catchy name and slogan for the event to highlight the objective of this joint effort by the Colleges/ Institutions
2. Discussing the ways of show-casing excellence by the Colleges/ Institutions
3. Constitution of different Committees for smooth operation and making the program successful
4. Working out the system, which takes into account all aspects of the event, creating a brochure and putting in place the protocol of working of all the Committees
5. Any other item with the permission of the chair

Please send your confirmation to conference@gtu.edu.in

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GTU is making great efforts to improve the learning systems for its students of technology. These efforts are being recognized by all those interested in technical education. Many students have done great work, many faculty members are working hard and many Colleges/ Institutions are changing for the better. However the society does not know about these ‘partial’ successes. It is true that till now, none of these Colleges/ Institutions has succeeded in becoming a world-class institution. But many Colleges have made creditable efforts for improvement. If these efforts are recognized and appreciated, these Colleges would be encouraged to increase their focus on quality education. This will also encourage other Colleges to begin moving towards improved learning systems at their campuses.

It is proposed by GTU to organize a GTU Affiliated Institute Information Fair – 2013 (tentatively called GTUAIIF-2013) for creating awareness amongst the admission aspirants for various programs of Engineering, Management, Pharmacy and Computer Applications at the level of UG/PG/Research. It is expected that the exhibition will provide to the Colleges an opportunity to develop their image at all-Gujarat level by show-casing their achievements to thousand of prospects and to the media. This exhibition will help build connections, in advance with the students seeking admission in the year 2013, even for colleges located at remote places.

Exhibitions offer powerful and cost effective forms of marketing. No other media generates more sale-lead than an exhibition. The University of Cooperative Education, Germany concluded from a study that organizations use different communication instruments to reach their marketing objectives. But the ‘participation in Exhibition and personal selling are found most effective among other instruments’.

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Meeting on 12th December, 2012 at 2.30pm

Who are expected to participate? Directors/Principals and interested faculty members from all the institutes

Venue: Gujarat Technological University, *New Campus:* Sabarmati - Koba Highway, Chandkheda, Near Visat Three Roads, (Campus of Vishwakarma Government

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Document based on the paper prepared by

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