



# *Gujarat Technological University*

Centre for Global Business Studies

## **CELEBRATION OF NATIONAL DAYS OF BRAZIL AND VIETNAM AT GTU**

(A Unique Initiative under Global Country Study Program of MBA)

**7<sup>th</sup> September 2013**

**GTU Chandkheda Campus**

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Gujarat Technological University (GTU) has 12 PG Research Centres which study the various fields of Management, Engineering and Pharmacy. **The Centre for Global Business Studies (GCBS)** promotes the research work in the field of business management and facilitates the foreign study programs across the branches through International Experience Program (IEP), appointing the professors from foreign universities as co- supervisors of the GTU's doctorate students, promoting various activities through Indo – Canadian and Indo - German Study Centres, and admitting foreign students in various courses of GTU.

The main focus of “Centre for Global Business Studies” is to discover opportunities for doing business in seven regional markets, namely: North America, Europe, South America, Middle East, Africa, Central Asia, East Asia and Pacific Countries.

GCBS believes that in today's scenario every student must acquire the knowledge about the culture, geography and business environment of other countries. and thus, the Centre empowers the students and faculties to explore new heights in Global Research. The Centre is being developed as a valuable tool for Industries and businesses of Gujarat for helping them find and explore the untapped opportunities in Global Business.

To make the GCSR program more effective, GTU has decided to celebrate the National Days of GCSR countries. The first National Day Celebration was organized for **Afghanistan and Indonesia** on 17th August 2013 at GTU Chandkheda Campus. **(For detailed report please visit: [http://www.gtu.ac.in/circulars/13Aug/23082013\\_01.pdf](http://www.gtu.ac.in/circulars/13Aug/23082013_01.pdf))**

The second National Day Celebration was organized for **Brazil and Vietnam** on 7th September 2013 at GTU Chandkheda Campus.

The dignitaries on the dais were (from right) Mr. Amit Dave, Head Corporate Strategies– Zydus Cadila, Ahmedabad; Mr. N.K. Goyal, Member, Board of Advisors for GCSR; Dr. Akshai Aggarwal, Hon'ble Vice Chancellor, GTU; H.E. **Mr. Nguyen Thanh Tan** - Ambassador of Vietnam to India, Govt. of Vietnam; Ms. Bhagyesh Soneji, CMD AMEDA Pharma Pvt. Ltd., Chairperson –ASSOCHAM Gujarat and Dr. G P Vadodaria, I/C Registrar and Controller of Examination, GTU.



Mrs. Dang Thi Thanh Xuan, wife of H.E. Mr. Nguyen Thanh Tan - (Ambassador of Vietnam to India, Govt. of Vietnam) graced the event with her valuable presence. Mr. Savan Ruparel, IT Coordinator, GTU and Mr. Aaluzio, Brazil citizen graced the workshop as special invitees.



Smt. K. K. Patel MBA/MCA College, Palasar and Som Lalit Institute of Management, Ahmedabad are studying Brazil under GCSR. Laxmi Institute of Management Studies, Sarigam is studying Vietnam as a GCSR Country. The three institutes participated with their 80 students and faculty members.

The program began with felicitation of Guests and lamp lighting by all dignitaries.

As a part of National Day Celebration, there was a recitation of National Anthems of India, Brazil and Vietnam respectively. This charged the whole of the environment.

Dr. G P Vadodaria welcomed the audience and shared the vision of GCSR with the faculty members and students. He announced that 72 countries have been studied up to last year. In the year 2013 -14 students and faculties are going to study 110 countries under GCSR program.



Mr. N.K. Goyal congratulated GTU for its wonderful idea to celebrate the National Days of other countries as a part of the study project. He gave the credit of this successful and unique initiative in the form of National Day Celebration of foreign countries to Dr. Akshai Aggarwal

and appreciated his dynamic ways of taking the education beyond the horizon.

**Dr. Akshai Aggarwal** addressed the audience and briefed them about the Global MBA program. He said, “The University has a job not only of ensuring that you learn well, it also has a job of facilitating opening of doors to the whole of the world. Today, the graduates who graduate out of GTU will have to work in an increasingly globalized world. In fact, progressively day by day you will find that things done in one part of the world will affect the other part immediately and more intimately.



We have to study the various countries, to study the impact of the increased flows on human civilization and to try to see that we are able to take the best advantage of these things in the interest of human welfare. The requirement is to see that the whole world grows and we are able to abolish the curse of poverty from the entire world. God has given enough for everyone to live in reasonable comfort. It is quite possible for the whole earth to live in a manner that nobody has to live in poverty. This is the true objective of globalization”.



**H.E. Mr. Nguyen Thanh Tan - (Ambassador of Vietnam to India, Govt. of Vietnam)** informed the audience that this was his second visit to Gujarat. The first visit was in the year 2010 during Navratri festival. He also mentioned that Gujarat is the fastest developing state in India.

He stated that Vietnam had always worked to set a good relationship with other countries. He focused on economic development of Vietnam and informed that Vietnam and India have close cultural and social relations.

He also highlighted the strategic partnership between India and Vietnam. He added that he would be happy to strengthen the relationship between Gujarat and Vietnam. At the end, he invited GTU professors to visit Vietnam’s three largest technological universities.

**Mr. Amit Dave**, Head Corporate Strategies– Zydus Cadila, Ahmedabad appreciated the approach of GTU curriculum to study the foreign countries.

He highlighted some of the social and cultural issues of Brazil. He stated that Brazil is the highest tax paying country in the world.



**Ms. Bhagyesh Soneji** , CMD AMEDA Pharma Pvt. Ltd. Chairperson –ASSOCHAM talked about the globalization and emphasized to make the product 'China Proof'. She requested to the Ambassador of Vietnam to open visa office at Ahmedabad. She said that future is of IT security and agricultural products.



Mr. Keyur Darji gave vote of Thanks to all the dignitaries on the dais along with the faculty members and students from various institutes. He expressed thanks to the guests for accepting the invitation on a very short notice.

Dr. Sarika Srivastava welcomed the audience in the second session and briefed them regarding the activities of Centre for Global Business Studies (**CGBS**) and the Guidelines of Technical Sessions for Brazil and Vietnam.

In the technical sessions on Brazil and Vietnam, the students of **Smt.K.K.Patel MBA/MCA College, Palasar and Som Lalit Institute of Management, Ahmedabad** made presentations on the basic data about the country, political, social, cultural and economic profile of the country, and export - import opportunities with the list of companies involved. They also presented some documentaries on Brazil.



During the presentation of Brazil, the students from **Som Lalit Institute of Management, Ahmedabad**, who came in colorful dresses, executed the **Samba dance of Brazil**, portrayed famous personalities of Brazil by ramp walk and also

performed Football dance. All these programs were the center of attraction for all the participants.

Students of Laxmi Institute of Management started their presentation in a creative manner. All students who are studying Vietnam bowed their heads before the audience to show the Vietnam culture and method of greetings. H.E. Mr. Nguyen Thanh Tan - (Ambassador of Vietnam to India) gave the concluding remarks on the presentation and also discussed about the current economic condition of Vietnam and business relationship with India.

Mr. Hiren Thakar explained about the International Study Experience Program (IEP) and asked the participants to visit of the selected country of GCSR during the term break of Semester III and Semester IV.



Mr N.K. Goyal, Board of Advisors for GCSR evaluated the presentations by all students and H.E. Mr. Nguyen Thanh Tan - (Ambassador of Vietnam to India, Govt. of Vietnam) awarded 6 students for their best performances in formal presentation and cultural program category.

Dr. Kaushal Bhatt appreciated the students for their management skills like team work and leadership. He said that he could feel the Brazil at GTU Campus itself and motivated the students for their good coordination. He also appreciated the involvement of faculty members.



The program concluded with vote of thanks by Dr. Sarika Srivastava. She appreciated the efforts and involvement of the students to make the event a grand success and for showing an innovative way of studying GCSR.

All participants gave very positive and encouraging feedback. They appreciated the concept and efforts of GTU to strengthen the Global Country Study Program a lot with anticipation to take part in National Day Celebration of other countries in future.

### Memorable Moments...





## **Gujarat Technological University: Centre for Global Business Studies**

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### **Other material on GTU web-site:**

1. [http://www.gtu.ac.in/circulars/13Sept/International\\_Seminar\\_Report.pdf](http://www.gtu.ac.in/circulars/13Sept/International_Seminar_Report.pdf)  
Laxmi Institute of Management, Sarigam: Presentations by students on sectoral analysis of businesses in Vietnam: 25<sup>th</sup> February 2013 and 5<sup>th</sup> April 2013,
2. [http://www.gtu.ac.in/circulars/13Sept/National\\_Day7thSept2013.pdf](http://www.gtu.ac.in/circulars/13Sept/National_Day7thSept2013.pdf)  
Invitation for the celebration the National Day/ Independence Day of BRAZIL and VIETNAM on 7<sup>th</sup> September 2013
3. <http://www.gtu.ac.in/ABP/GCSR%20PDF%202013/731%20Vietnam%202-.pdf>  
Global/Country Study and Report on "Business Opportunities and Challenges for Indian Entrepreneurs in Vietnam" by students of S. Y. M. B. A., Laxmi Institute Of Management, Sarigam, May 2013