

Narmada College of Management to create vision document for Industry-academia linkage

Narmada College of Management, as an important milestone in its journey towards excellence, organized an Industry - Institute Interaction Meet at its Campus on 15th April, 2017. Presided by the Vice Chancellor of Gujarat Technological University (GTU), Dr. Navin Sheth, and Director (Education) Shri P K Masare, the meet was well attended by sixteen senior level industry representatives from Bharuch, Ankleshwar and Panoli representing thirteen organizations.



Aim & Objectives:

The round table aimed at gaining industry participation in the knowledge and skill and attitude development of students of management through creation of several platforms and opportunities throughout the two year tenure of the MBA programme. All participating organisations consented to their active involvement in the development of the students. The College is actively working on the same and will come out with a vision document related to this in near future. The major purpose of the meet was to interact & learn the gap between the industry & institute in order to make the students more employable. Another important aspect was up gradation of MBA curriculum to make the students more industry friendly.

Guidance from Hon. VC sir:



Dr. Navin Sheth, Vice Chancellor of GTU, outlined his vision related to expectations from industry for helping in making the curriculum relevant to the needs of the industry and also invited participation for the same. He appealed to the industry representatives for helping the university to design and implement a syllabus which enhances the employability of the students as well as, builds desirable traits in them.

The Vice Chancellor expressed his happiness at the initiative taken by Narmada College of Management in this regard and wished that this College could become a Model College of GTU in the area of Industry



Institute Interaction. He also released a book, Management Cases for Beginners, published by Narmada College of Management and edited by Dr. Trupti S Almoula and Prof. Subhash Yadav.

Dr. Trupti S Almoula, Director, Narmada College of Management, welcomed the participants and presented a brief profile of the College and its journey towards academic excellence in the past. Shri P.K Masare highlighted the importance of such events in the college.

The agenda:

- To understand what abilities the industry looks for in the students so as to make them employable.
- To understand the extent to which the industries may invest in the development of the students.
- To examine the industry readiness for employing management graduates
- To explore the possibilities of engaging the students as Management Trainees
- To understand the organisations view in terms of sponsoring their executives for MDPs



Interesting Discussion:

Mr. Niteen Choksi of Bright Bar Manufacturing highlighted public speaking skills, product knowledge; general awareness about the current affairs should be developed in student before they face industry challenges. His suggestion were to read magazine follows some journals and programs to understand current global scenario.

Mr. Sanjiv Sharma of CLP India rightly pointed out that communication and presentation skill should be a rigorous practice among the student daily curriculum. Mr. Vipin Kumar of Kohler on other hand emphasized on the basic fundamental knowledge, learning attitude and adaptability to work he suggested undergo various case studies in order to make the students apply the management theory in practical field.

Rakesh Dave of ABC Bearing said that knowledge from different stalwarts of different fields should trickle down to the student level to make them aware of current happening in the globe. To important this he asked for a flexible education pattern with a freedom of subjects choice, in addition he stressed on a E-library which can facilitate students as well as industry professions in learning. He also shared that sports should be imported to build students competitiveness & team spirit.

Mr. R. K Sinha of Metal Fast Inc. focused on fundamental knowledge of the subjects & how rewarding of students can impact their performance. Rahul Mehta, DCM, Shree Ram stressed on the fact that these kinds of indirections should increase and students can be a good source of support to the industry in terms of conducting market research, surveys, and solving some industry related problems, CSR activities.

Mr. Tejash Jagdishwala of Bandhan Bank identify that lack of confidence are keeping student away from good industries. In line with the discussion Mr. Masare put forth the college initiatives of mock interviews with the support of GNFC, to boost of confidence level of students. As pointed out by Mr. Vipul Patel a notable alumni of NCM, up to 15% of the business of India comes from the services sector like insurance. But this sector lacks manpower. New generation students suffer from certain mind blocks which refrain them from joining such sectors. Regular interaction of this kind can help them to take up such challenges. Miss. Anupama Gupta of Solvay industries highlighted that apprehension should be eradicated from the students minds in order to move ahead with a particular project.

Mr. H.R Patel from Meghmani accentuated on bench marking education system for our nation and therefore we need a phenomenal change in the curriculum where students find a direction of life, instill various qualities like readiness to act, competency building etc.

Mr. Ashok Bhatnagar of Unique Chemicals brought forth that there should be structured collaboration between industry and the institute. Industry assigned projects should be guided by a faculty as well. Mr Bhadresh Patel Of sun Pharma suggested that the curriculum of the management program should include industry problems. Faculties can visit the industry to identify such problems.

The discussion advanced with Dr Chetna Makwana who proposed different Management Development Programmes as offered by the institute. Prof. Subhash Yadav highlighted that developing case studies which require industry institute collaboration can be the means for addressing industry problems, thereby benefitting both.

Prof, Rashmi Ghamawala shared that the Institute is offering the MBA (Evening) Programme for which the Industries must promote/motivate their executives to undergo for their career advancement. Prof. Arpita Bhattacharya shared that the Institute has tied up with a teacher Mrs Mehru Dalal whose services shall be engaged for the improvement of English communication and confidence building in expressing oneself.

Representatives of Industries who attended the meeting:

1. Shri Vipin Kumar, Kohler Inc. Jhagadia
2. Shri Sanjeev Sharma, CLP Power, Paguthan, Bharuch
3. Shri Rakesh Dave, ABC Bearings, Bharuch
4. Shri R K Sinha, Metal Fass Inc., Bharuch
5. Shri H R Patel and Shri Sharad Makwana, Meghmani Organics
6. Ms. Anupama Gupta, Solvay India, Panoli
7. Shri Vipul Patel and Shri Jayesh Shah, Kotak Life Insurance, Bharuch
8. Shri Anubhav Tiwari, Aum Insurance Brokers, Bharuch
9. Shri Ashok Bhatnagar and Shri B M Sitapara, JB Chemicals, Panoli
10. Shri Rahul Mehta, DCM, Jhagadia
11. Shri Tejas Jagdishwala, Bandhan Bank, Bharuch
12. Shri Y B Gandhi, GNFC, Bharuch
13. Shri Bhadresh Patel, Sun Pharma, Panoli