

**MINUTES OF CORPORATE ADVISORY COUNCIL MEETING HELD
AT AIMT GREATER NOIDA ON 02 MAY 2014**

1. The inaugural CAC meeting was held at AIMT Greater Noida on 02 May 2014.

The following members of industry attended the meeting:-

- (a) Mr Raghu CV, **Sr. Director – Legal & Regulatory Affairs Max India Limited**
- (b) **M A Mateen: (Finance & Accounts) and head of IT – British Paints**
- (c) Mr Vikash Swarnakar, **Country Manager - India at Case-Mate**
- (d) Ms Ranjana Mudholkar, **Director Flour Daniel**
- (e) Mr Amit Shukla, **General Manager - Institutional Sales, of DS Group**
- (f) Mr Jaya Prakash, **TCS Noida- IT Analyst**
- (g) Mr Dhruv Dhanda **Director at Energized Solutions India Pvt Ltd**

2. The Director expressed his gratitude to the members of Corporate Advisory Council for sparing their valuable time for AIMT on a Friday morning. He stated that it is a unique honour and privilege for AIMT to have such illustrious and dedicated industry functionaries on the Council.

3. The Director highlighted that the academia and the industry are stake holders in creating and building the Nation's intellectual capital through development and knowledge enhancement. The CII on its own and also as part of India @ 2025 group comprising of CII, Boston consultancy Group and young India have laid emphasis on academy industry interface for skill development and employment generation :-

4. Our common agenda is on:-

- ❖ Skilling the management professionals for appropriate capabilities as per the industry requirements.
- ❖ Benchmarking the employability skills and SKA matrix.
- ❖ Evaluation of individual capabilities and joint certification.
- ❖ Help in ranking of the institute.
- ❖ Monitoring the progress of the institute on mutually agreed agenda.

On its part the Institute will contribute by :-

- Making the infrastructure available to the industry for knowledge creation and transfer.
- Implementing the ideas and suggestions emerging from the Corporate Advisory Council Meetings.
- Establishing appropriate labs and creating virtual environment (role play) for simulated on the job training.
- Preparing appropriate case studies and training capsules on issues relevant to Indian environment.
- In campus and in company training – management Skills Development Program.

5. The Director also requested the industry guests to offer live projects, new ideas and suitable research problems as part of knowledge creating besides training the faculty to ensure realism and relevance in teaching.

THEME- I

6. Identifying the gaps between Industry and Institute to include: challenges faced by Industry while recruitment, pedagogy and syllabus outline' employability skills

Discussion

7. Mr Raghu CV, initiated the discussion highlighting the need for identifying a niche' position in terms of creating specific competency. He cited the examples of XLRI- positioned for HR, IIM Ahemedabad for marketing etc. He observed that AIMT with its unique strengths and constraints should not try to compete with all other institutes. Mr MA Mateen Vice President, British Paints agreed to the suggestion and added that the students need to be appropriately sensitized to harbor realistic expectations and aspirations. Ms Ranjana Mudholkar of Flour Daniel India Pvt. Ltd. emphasized that the formal training curriculum and orientation for fresh incumbents from the Management Institute are present only in few Companies. In most of the Companies, the fresh incumbents are expected to roll up their sleeves and get down to performing the assigned task which may include mundane or routine jobs at times. Further she added that the students be counseled to explore the opportunity each assigned task provides and the concept of dignity of labour be inculcated amongst the students apart from the development of the soft skills. Mr Amit Shukla of DS Group

stated that most students do not understand B to B Operations. Their primary focus remains on retail functioning. There is a need to prepare students on B to B sales and marketing. Mr Jai Prakash of TCS supported this industry specific training (B to B interaction) and mentioned that a number of courses in IT domain – SAP, cloud computing, Business Analytics and BI etc can be taken up so that the students acquire these employability enhancement skills. Mr Dhruv Dhanda of Energized solutions elaborated the need for appropriate communication skill, institutional support in career counseling so that the students understand the perfect fit for themselves. Mr Vikas Swarnakar observed that each student needs to be prepared to go through the 'grind' and create a niche' position for her/him self. They should not expect easy gratifications and spoon feeding. If they move up the hard way, their brand value improves with time. All the guest speakers were unanimous in offering their support in terms of guest talks, workshops, opportunities for summer internship, placement.

8. During the discussions on pedagogy and syllabus out line all the industry partners were unanimous in emphasizing the need for innovative methods, breaking the monotony, flexible timing beyond the regular timings and employment of guest speakers in the evening, off days. They also offered to be available to conduct classes in their specific areas of expertise as and when required by the institute on such timings. Mr Raghu CV and Mr MA Mateen observed that if the faculty is committed to the pedagogy the students will perform well in placement interviews. They also emphasized the need for mentoring. Mr Raghu CV observed that mentoring capabilities of faculty members should be evaluated. Every faculty member may not be a good mentor. If need be some industry partners can be requested to mentor selected students. All the industry guests agreed to this suggestion and expressed their willingness to mentor students.

9. Mr Jai Prakash and Mr Dhruv Dhanda emphasized the need for incorporating small duration employment enhancement courses for the students. Mr Rathu CV and Mr Amit Shukla suggested the need for initiating a case for executive MBA, allowing Defense services officers to take up MBA courses in their study leave, relevant MDP for general category candidates. This will enhance the brand image and generate adequate knowledge base in the Institute. The Director emphasized the need for contextual research, case studies based on Indian environment and course material for relevant MDPs by the faculty members.

THEME-2

10. **Bridging the gap between two. Solution and strategies to enhance Industry-Institute Interface like Internship, workshop, live Projects, faculty Development, consultancy etc. Value addition activities like guest lectures, industry driven courses, Industry partnership etc**

11. Initiating the discussion on the subject the Director observed that in developed countries the faculty in higher education trains the industry by consultancy, focused research on issues sponsored by the Industry, Employees from the industry attend short duration courses in education institutes. There is a definite need for the faculty members to enhance their capability and broader credibility such an investment in themselves will help the faculty members to grow and gain acceptance in broader knowledge network. At the same time the syllabus should be very carefully scrutinized to identify key areas. This should be an extension to the syllabus and be in consonance with the industry benchmarks.

12. During the discussion Mr MA Mateen and Mr Amit Shukla observed that the institute should position itself as facilitator for placement. The onus of getting placement is that of the student. Mr Raghu CV agreed to the suggestion and added that the Institute should never 'benchmark' compensation as its USP. The compensation to the students is based on a number of intangibles. He cited the example of ISB Hyderabad where last year the average salary was in the range of Rs. 18 lpa where as this year it is in the range of Rs 8 lpa. Also irrelevant comparisons should not be made. Many professions start at a much lower salaries compared to ordinary grade III and II employees but over a period of time professionals achieve faster and higher growth. Besides the 'job' is also a function of proper 'fit'. The employees should enjoy what they do as part of their respective jobs.

Appendix
Profiles

PROFILES OF INDUSTRY MEMBERS

M A Mateen: (Finance & Accounts) and head of IT – British Paints

Has corporate experience of around 30 years, he has worked in all areas of business operations. Heading ERP project in British Paints Division spanning over 4 factories, 47 depots/ warehouses & HO. Its Oracle business suit R 12 latest version.

Heading Finance, accounts, system , commercial (depots) & audit of the Division. Also looks after inbound / outbound logistics - transportation of goods. Additional responsibility of fund / treasury management, Creditors management and compliance with direct / indirect taxation of Berger Becker Coating Private Limited - Plant at Goa and head office at New Delhi is also vested with him.

- MMS (Finance), 1981, FMS,BHU,Varanasi
- Diploma in Business Finance, ICFAI, Hyderabad
- Holding certification in internal audit (Certified internal auditor), Florida, USA
- Member of ISACA (Information system audit & control association), USA
- Member of ACFE (Association of Certified fraud examiners), Austin,USA

Mr. C. V. Raghu -Sr. Director – Legal & Regulatory Affairs Max India Limited

Mr. C.V. Raghu is responsible for providing strategic direction to the legal, regulatory and secretarial functions of Max India Limited and its subsidiaries, and provides hands-on counsel to all business leaders.

He has a rich and varied experience of 22 years in the legal domain that encompasses American Express Bank, Hindustan Unilever Limited and the CII. He has also served on the Boards of Tata Finance, American Express Services India Limited and TT Travels in the past.

Mr. Raghu has been a strong advocate of corporate governance practices that ensure businesses imbibe corporate governance in their culture and focus on creating wealth legally and ethically. He is playing a pivotal role in ensuring the highest levels of corporate governance at the Max India Group.

A graduate in Law from the Faculty of Law, Delhi University, he is a trained Six-Sigma Black Belt and a Member of International Bar Association.

Ms. Ranjana Mudholkar– Director Flour Daniel

She possesses a sound academic and professional qualifications from reputed Institutes with more than 25 years' rich experience in Finance and Secretarial areas.

She carries adequate exposure in wide gamut of activities which encompass Financial accounting & control, Company Law compliances, Taxation & Administration in organizations in the private and public sector.

She is a Fellow Member of the Institute of Company Secretaries of India and Institute of Cost Accountants of India.

Vikas Swarnakar- Country Manager - India at Case-Mate

An astute professional with around 18 years of experience in heading teams for driving overall Sales & Marketing, Business Development, Channel and Key Account Management.

A keen analyst, highly skilled in market forecasting, quick to identify & formulate strategies to exploit business opportunities.

Demonstrated ability in restructuring the operations to revitalize / turnaround business. Deft in turning around underperforming segments & business units through process / procedural improvements focused on sales & best practice identification and implementation.

Ability to formulate and implement tactical initiatives to achieve corporate strategic goals.

Adroit in handling business development, identifying & developing new markets, lead generation and achieving targets.

Effective communicator with exceptional relationship management skills with ability to relate to people at any level of business.

Amit Shukla, General Manager - Institutional Sales, of DS Group

He is heading the all India B2B sales operations of the group. Dharampal Satyapal Group (DS Group) is Rs.3350 crore, rapidly growing multi-diversified conglomerate that has a strong presence in sectors such as Food & Beverages, Hospitality, Tobacco, Confectionery, Packaging, Agro forestry Rubber Thread and Infrastructure. The Group has recently ventured into Dairy, Steel, Cement and Power. Some of the prominent brands of the group are: Catch (spices & beverages), Rajnigandha (pan masala & silver pearls), Pass Pass (mouth freshener), Baba (chewing tobacco), Tulsi (chewing tobacco), Chingles (chewing gums), etc.

An MBA with over 15 years of industry experience of strong & decisive leadership in well-known organizations in India & Europe. He has extensive background in complex and challenging environments with proven ability to represent the company among customers and channel partners. Having strong business acumen with skills to remain on the cutting edge; drive new businesses through conceptualizing strategies, augmenting & streamlining channel networks. Excellent communication and people management skills that have been honed through managing multi skilled teams. Exceptionally well organized with a track record that demonstrates self-motivation, creativity, and initiative to achieve the corporate goals. He is also the youngest General Manager ever, of the company, which is into business since last 85 years.

Dhruv Dhanda, Director at Energized Solutions India Pvt Ltd

Dhruv founded Energized Solutions in April 2010, to provide Solar solutions for rural households. Today almost 8,000 households in the most backward regions of India are electrified by systems created by ES IPL. In 2012, the company diversified into LED Lighting for large institutions. Some of the largest Companies in India are today lit by LED lights made by ES IPL. These include offices, hospitals, FMCG giants, warehouses and factories.

He also worked with Price Waterhouse Coopers' India practice for about 3 years. Dhruv also spent almost a year working with Asian Development Bank, preparing a comprehensive rehabilitation plan for the Khadi & Village Industries Commission, which resulted in the successful infusion of over INR 3,600 crores into the sector.

After this stint with PwC, he joined the Indian Institute of Management, Ahmedabad for its flagship 2-year MBA program in June 2008. While at IIM Ahmedabad, he was selected as part of the Finance Club, and was a nominated member of the Student Recruitment cell.

Dhruv completed his Electrical Engineering with Dean's merit honors from the University of Illinois, Urbana Champaign (ranked 2 globally for electrical engineering). He also completed a degree in Mathematics from UIUC in 2005.

Mr Jay Prakash, TCS Noida- IT Analyst

He has a work experience of more than 10 years and working in TCS in PeopleSoft (one of the ERPs to manage Resource Roles)