MINUTES OF ACADEMIC & CORPORATE ADVISORY COUNCIL (ACAC)
MEETING HELD AT AIMT GREATER NOIDA ON 08 JULY 2023

1. The **Academic and Corporate Advisory Council(ACAC)** Meeting for 2023 was conducted in AIMT Campus, Greater Noida on **8th July, 2023** in physical mode. The last ACAC meeting was held on **4th June, 2022** in online mode.

2. **Following members attended the ACAC meeting.**

Academic Advisors(External)

(a) *Prof. Jasbir S. Jassi*, Dean Academics, Amity University, Greater Noida

(b) *Prof. (Dr.) Gyanesh Kumar Sinha*, Professor(Operations) & Dean, Bennett University, Gr Noida

(c) *Dr. Monika Jain*, Prog Coordinator & Asst. Prof. (IB & Eco.) BIMTECH, Gr Noida.

Corporate Advisors(External)

(a) *Dr. Jitendra Mohan Bhardwaj*, Chief Information Security Officer and Head
 – Cyber Security Business at Tata Advanced Systems Limited

(b) *Mr. Sourabh Mohan Saxena*, Founder of AHODS Technologies, An inventor (patent holder) of AHODS Technology

(c)   *Mr. Vivek Jain*, CHRO, Jubilant Enpro Pvt Ltd

(d) *Dr. Rahul Taneja*, Scientist, Haryana State Council for Science, Innovation and Technology, DST, Government of Haryana.(Joined in Online Mode)

(e) *Mr. Sumit K Nandi*, Assistant Manager - Strategy & Bus Intelligence – Ericsson(Alumni Representative)

AIMT Members(Internal)

(a) *Air Cmde (Dr) J.K. Sahu* – Director AIMT (Chairperson, ACAC)

(b) *Col (Retd) Rajendra Pandey*, Registrar-AIMT

(c) *Dr. Anubhav Varma*– Academic Head & Assoc Prof – Finance

(d) *Dr. S Mohanty* – Asst. Prof. & Area Chair - IT

(e) *Dr Pallavi Bhardwaj*– Asst. Prof. & Area Chair -Marketing

(f) *Dr. Babita Bhati* – Asst. Prof. & Area Chair – HR

(g) *Prof Rahul Verma* – Asst. Prof. & Area Chair - Gen. Mgt.

(h) *Dr. Pawan Kumar* – Asst. Prof. – IT

(i) *Dr Mritunjay Kumar* – Asst. Prof. – GM & Operations

(j) *Dr Priyanka Srivastav* – Asst. Prof. – HRM

(k) *Dr Ruchi Verma* – Asst. Prof. - Gen. Mgt.

(l) *Prof Sandeep Kumar Sahu*– Asst. Prof. – Finance

(m) *Prof Shalini Sharma*- Asst. Prof. – IB & Eco

(n) *Mr Vishal Malhotra*– CRO

3. Air Cmde (Dr.) J.K. Sahu, Director, AIMT extended a warm welcome to the ACAC members. Director further thanked the ACAC members for their presence and requested them to continue giving valuable inputs for the overall holistic growth of the institute and bridging the gap between academia and industry.

4. Meeting started with the welcome address by Director AIMT, Air Cmde (Dr) J.K. Sahu. Director briefed the council members about the Institute, purpose of ACAC Meeting and subsequently the members were apprised of the new initiatives taken by AIMT during last Academic Year(2022-23).

5. Academic Curriculum. Academic Head, Dr. Anubhav Varma briefed the council members about the academic, extra – curricular and research activities conducted by AIMT during the Academic Year 2022-23. The presentation covered the following aspects:
(a) Academic Progression and Achievements
(b) Major Events & Guest Sessions
(c) MOOCs & Value Added Courses by Faculty & Students
(d) NSS Activities
(e) Faculty Research
(f) AIMT Publications

6. Placement and Training Process. Dr. Anubhav Varma shared the placement records and briefed the council members about the progress of placements as well about the steps being taken to enhance employability skills of the students at AIMT Greater Noida.

Record Of Deliberations

7. **Agenda Point 1 – Academic Calendar**. Prof. Jasbir S. Jassi, emphasized on focusing on preparing a detailed Academic Calendar with timelines for all the academic activities including examination dates and industrial visits. However, since the Academic Calendar is not received from GGSIPU only the major activities to be conducted in next Academic Year were discussed.

8. **Agenda Point 2 – Transitioning from "Student Centric" to "Value Proposition" approach.** There is a need to realign the processes and vision of the Institute in alignment with the changing scenario of education in last 20 years. The same was highlighted by Mr. Vivek Jain, Mr. Jitendra & the academicians in ACAC panel. The faculty should also be associated for some projects with the industry to enhance and refresh their skills. It was suggested to set up a core team for Accreditation & Ranking to prepare the road map for this transition.

9. Agenda Point 3 – Way forward for mobilisation of Institute Innovation Council (IIC) at AIMT.
Dr. Rahul Taneja from DST, Haryana Govt. provided assurance for guidance to AIMT respect of mentoring required for IIC along with entrepreneurship initiatives. However, it was reiterated that students be mentored and encouraged for such initiatives at Institute level first in order to promote an entrepreneurial environment before taking it to next level. Dr. Jitendra Mohan Bhardwaj suggested that interested students may visit IIT-D to understand the working in their incubation centre or the institute should arrange from experts from NASSCOM to visit and interact with the students. Dr Taneja advised to celebrate National Skill day. Start-up schemes should be shared with students and MSME portal should be regularly checked upon. For setting up the IIC, AIMT needs to login at MSME website and apply thereof. MSMEs can be contacted for mentorship to the student start up ideas. Students can directly submit the applications for 50 Lac to 2 Cr. amount of proposals. Further, Dr. Taneja emphasized on the need for 'Branding of AIMT' to enhance the start - ups at AIMT.

10. Agenda Point 4 – Industry backed Value Added Courses for BBA & MBA.
Prof. Gyanesh brought attention to the fact of meticulous structuring of course and creating a sense of healthy competition amongst the students. Dr. Jassi shared the aspect of devaluing freebies by students, hence emphasizing the importance of paying for value added courses/ certifications. The members unanimously highlighted for incorporate more courses based on the requirement of the industry and the skills and preferences of the students. The institute should charge a nominal fees from the students so that they realize the value of the course and attend it religiously. Prof. Gyanesh Sinha advised that the students who attend the courses should be highlighted and appreciated on a common platform to motivate other students. Other members on panel also endorsed to encourage and motivate students to engage in online personality development courses, available free by NPTEL/Swayam. The courses need to be mapped in accordance to the skills and profile of students, monitored by the faculty (already MOOC coordinators are assigned this responsibility). They also advised to identify certain courses from reputed training firms based on the skill sets required by the industry and make them mandatory for the students as part of value added courses(especially in the areas of Analytics, AI, ML, Digital Marketing and other areas according to their specialisation).

11. Agenda Point 5, 12 13– Life -Skill & Technical Skill Oriented Certification courses for BBA & MBA, Courses aligned with Skill India Mission and Corporate contribution for enhancing employability skills. Mr. Vivek Jain advised that the faculty mentors should assess the strengths of the students and based on their likings, recommend some courses for them. He suggested that freedom and flexibility should be provided to the students in the choice of the course and they should be allowed to do live projects in their area of interest, so that learning is personalised. Dr. Jitendra Mohan Bhardwaj reiterated that the value added courses should be aligned with the recent trends of the industry such as ESG, sustainability, analytics etc. It was

highlighted by Dr. Anubhav that during the previous academic year value added course on Advanced Business Analytics offered by Imarticus to MBA students was under Skill India Mission. The members suggested to have a guest lecture calendar across various sectors and functional areas. Subsequently, Guest Lectures to be regularly organised from industry experts to bridge the gap between industry and academia.

12. **Agenda Point 6 – Pedagogical Innovation.** Prof. Gyanesh Sinha shared the practice being followed at Bennett University of creating a four-tier learner-creative thinker model to be included in teaching pedagogy. It involves a semester wise skill level assessment of students, where each level of skill assessment should further be aligned with Institute objectives with a focus towards capacity building and making them industry ready. Considering the constraints of time and syllabus as defined by GGSIPU all panel members suggested to increase live learning hours and decrease the traditional classroom teaching for enhancing student engagement.

13. **Agenda Point 7, 14,15,16 & 18 – Improving Research Output, Suggestions to get consultancy projects from the Industry, Industry aligned training, Ways to obtain CSR fund for training and development and Industry linked Research Projects/Consultancy/MDP especially with ACAC Corporate Members.**
It was advised by Prof Gyanesh & Dr Monika to have an academic associate for faculty to increase the efficiency of work and productive use of faculty time. Dr. Monika highlighted the practice being followed at BIMTECH for providing incentives to faculty for research & consultancy. Prof. Jassi suggested that the institute should give funding for promoting research related activities. Dr. Jitendra & Mr. Sourabh highlighted the importance of faculty involvement in various projects with industry. Dr. Jassi further highlighted the need of working on copyrights by the faculty members and students. Prof. Sinha reiterated the 'research in approach' philosophy in place of just working on papers. The members talked about improving the research output of the students by giving them short research assignments alongside their regular projects which can be converted and developed into research papers. The students should be encouraged to get involved in more live projects of week, 2-week duration to get more acquainted with the industry. Dr. Jitendra Mohan Bhardwaj & Mr. Sourabh Mohan Saxena emphasized to prepare MDP brochures and showcase the brochures on the social media-Linkedin, website to make the corporates aware of the programmes that AIMT offers and this should be included as an important KRA for the CRC. They further highlighted the need for local industry liaisoning. Further, Prof Gyanesh also shared the model of 70-30 being followed at Bennett University for Consulting Projects & MDP. Corporate members in the panel assured for providing assistance to faculty & students for live projects/MDP/Consultancy.

14. **Agenda Point 8 & 11 - Constitution of Accreditation Committee for Improving Institute Ranking.** Prof Gyanesh highlighted the importance of streamlining the processes to improving

the ranking. The institute should focus on it's areas of deficiency and it is important to take some external member on board. Mr. Vivek advised to initiate green practices in the campus with proper documentation of the same. Dr. Monika highlighted the practice being followed at BIMTECH for providing incentives to faculty for research & consultancy. Prof. Jassi suggested that the institute should give funding for the registration fee for research papers. Action should be taken on doing a SWOT Analysis of the institute and maximizing the strengths. The effectiveness of the social media presence should be enhanced.

15. <u>Agenda Point 9 - Measures to improve attendance</u>
Dr. Monika suggested participation in the placement process should be linked to attendance to have better control over the attendance.

16. <u>Agenda Point 10 - Institutionalising Best Teacher Award.</u> It was suggested by all external members to Institutionalise a "Best Teacher Award" since it is also required for NAAC and other Accreditation purposes. For this, two separate tracks for "Teaching" and "Research" may be considered. Being an internal policy decision modalities and policy for the same to be taken up through Institute Management Committee(IMC).

17. <u>Agenda Point 19 & 20- Suggestions to enhance salary package offered to students and to enhance Branding and Visibility of AIMT</u>. Dr. Monika Jain reiterated the importance of value added courses in enhancing students' quality thus salary offered by corporate. Further she emphasized for strong alumni connect and industrial interface. Also the number of mock interviews and GD sessions should be increased to better prepare the students for the placement process. Adding to it, Mr. Sinha reiterated the fact that mock interviews with industry must be increased and student profiling should be taken up meticulously. Students must be upskilled and CVs must be prepared realistically. Dr. Jassi emphasized on the need for students to possess soft skills and updated knowledge thereby bigger companies taking them for final placements.

Dr. Bhardwaj highlighted the students to have a strong social media presence. Awareness should be created and branding should be taken up in a serious manner. Standard resume templates from premium institutions like IIMs should be taken for preparing resumes. Corporate speakers must be regularly invited for guest sessions at AIMT. Mr. Sourabh brought out the approach of 'BOB' (Best of Best) and 'WOW' (Worst of Worst) analysis of students to assess strongest and weakest points. He advised on building the resumes of students from day 1 of their joining the course. Further he advised AIMT to convert their vision and mission statement into smaller lines. Mr. Vivek Jain suggested ABC categorization of students and work on upskilling the lower cadre students and capitalizing the higher cadre students. The members suggested to lay more focus on the value added courses. The CRC team should be more effective and organize more alumni and alumni interface. Dr. Monika focused on conducting more interview and Group discussion

sessions for preparing the students. Prof. Gyanesh and Prof. Jassi emphasized on developing students' profile as per their strength. Prof. Jassi also reiterated that to get a good salary package, student should possess multidisciplinary knowledge as well as develop soft skills. Dr. Jitendra Mohan Bhardwaj recommended that the institute should focus on developing their USP (like Army Discipline) based on our capabilities to position ourselves in the industry.

18. The meeting concluded with a vote of thanks by Col Rajinder Pandey, Registrar – AIMT.

Date: 14th July, 2023.
Prepared By: *Approved By:*

Dr. Anubhav Varma   Air Cmde(Dr.)J.K. Sahu,
Acad Head & Assoc. Prof.(Finance)   Director

- **Dr. Jitendra Mohan Bhardwaj**

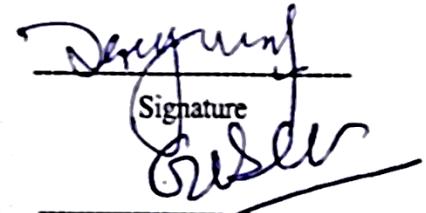 (Chief Information Security Officer & Head- Cyber Security Business at Tata Advanced Systems limited)

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- **Mr. Sourabh Mohan Saxena**

  (Founder of AHODS Technologies- An inventor (Patent Holder) of AHODS Technology)

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- **Prof. (Dr) Jasbir S. Jassi**

  (Dean Academics, Amity University, Greater Noida)
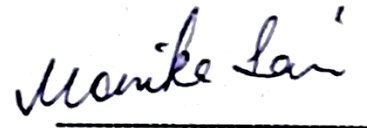
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- **Prof. (Dr) Gyanesh Kumar Sinha**

  (Prof.(Operations) & Dean, Bennett University, Greater Noida)

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- **Dr. Monika Jain**

  (Prog Coordinator & Asst. Prof.(IB & Eco.) BIMTECH, Greater Noida)

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- **Mr. Sumit K Nandi**

  (Alumni, Assistant Manager- Strategy & Business Intelligence- Ericsson)

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