



Industry Academia Summit 2012

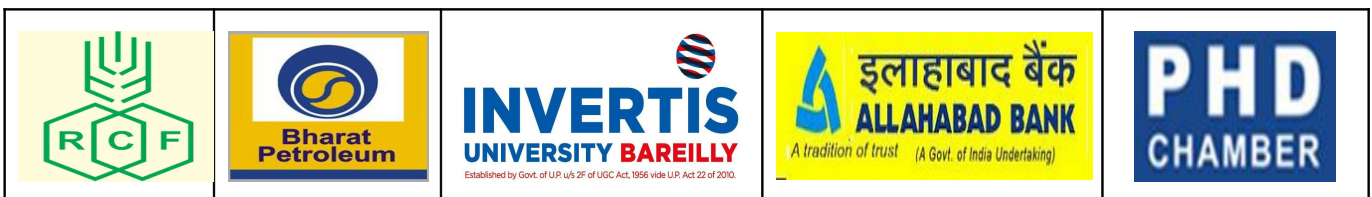
Economic Development through Educational Excellence

(12th- 13th October, 2012)

Jointly organized by

Placement Coordination Cell (PCC) &
Faculty of Management Studies (FMS)
Banaras Hindu University

in association with



A Report

It was a great experience on the part of every team members of Industry Academia 2012, to reach the destination since the journey started about a year ago.....

*We are extremely grateful and thankful to **Dr. Lalji Singh**, Hon'ble Vice Chancellor of Banaras Hindu University and Patron of IA Summit 2012 for his valuable guidance inspiration and motivation*

We are highly obliged to our distinguished guests and resource persons for their valuable presence and making this Summit a great success through in-depth deliberations and enlightening the participants with their rich experience on different aspects of Industry Academia interface.

We are thankful to our participants for their active participation in deliberations and for contributing quality Research papers for the book published on the occasion...

Being a non-profit governmental institution, organizing a Summit of this stature is literally not possible without patronage from other organizations and industries.

*We are thankful to our sponsors (**Rashtriya Chemical & Fertilizers Ltd., Invertis University, Bareilly, Bharat Petroleum Corporation Ltd., Allahabad Bank & PHD Chamber of Commerce**) for their generous support in materializing IA Summit 2012...*

We are thankful to the media for extensive coverage given on various events organized as part of Industry Academia Summit 2012....

On behalf of the organizing team, we express our sincere thanks to the University authorities, all teaching and administrative staff members of the Faculty, research scholars and students for their untiring efforts in making IA Summit 2012 a grand success....

Prof. S.K. Singh
Chairman, IA Summit 2012
Head & Dean,
Faculty of Management Studies,
Banaras Hindu University

Prof. H.P. Mathur
Secretary General, IA Summit 2012
Coordinator,
Placement Coordination Cell ,
Banaras Hindu University

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Organizing Team:



Patron
Dr. Lalji Singh
Vice Chancellor
Banaras Hindu University



Chairman
Prof. S.K.Singh
Dean ,
Faculty of Management Studies
Banaras Hindu University



Secretary General
Prof. H.P. Mathur
Coordinator,
Placement Coordination Cell,
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- Dr. B.R. Singh, Managing Director, Strategic Management Consultants
- Shri Arun Kumar, President (HR) Hindalco Industries Ltd.
- Prof. A K Srivastava University Employment Information & Guidance Bureau, BHU
- Prof. A.P.Singh, Training & Placement Officer, Institute of Agriculture, BHU
- Prof. A.K.Agrawal, Training & Placement Officer, IIT, BHU
- Prof. Prashant Kumar, Placement Coordinator, Faculty of Commerce, BHU
- Prof. M. P.Singh, Professor –in –Charge, Placement Cell, Faculty of Science
- Prof R.C. Mishra, Professor –in –Charge, Placement Cell, Faculty of Social Science

About the Summit:

The two-day **Industry Academia Summit 2012 (IA Summit 2012)** was organized by the Placement Coordination Cell and the Faculty of Management Studies, Banaras Hindu University on **12-13, October 2012** at K.N. Udupa Auditorium, Banaras Hindu University. The Summit was on a very pertinent theme ***Economic Development through Educational Excellence***.

Academia and industry, which for long have been operating in separate domains, are rapidly inching closer to each other to create synergies. The constantly changing management paradigms, in response to growing complexity of the business environment, today, have necessitated these two to come closer. A productive interface between academia and industry at present knowledge economy is a critical requirement. Failure to recognize each other's role will reduce the interface between institute and industry; and it can potentially give rise to mismatch between demand and supply of manpower, which, in turn, can cause disruption in the job market. Also, industry-academia collaboration, the world over, is extremely limited and has not been harnessed to its full capacity.

Hence, there is an urgent need to take proactive steps to enhance the employability of Students and make them industry ready. Therefore it is the high time when industry requires to ploughs back its experience into the Academia continuously for re-orienting the teaching pedagogy and program of study to enrich. Deepening of industry-academia interaction will enhance the quality of teaching and research in the universities and production output and processes in the industry.

The summit aimed at bringing together Top management professionals from industries, Academicians, Researchers & Students of diverse fields together to discuss the dimensions of academia-industry partnership today and exchange ideas, practice and experiences on different aspects of Industry-Academia integration.

The objectives of the Summit were to:

- To delve upon the critical issues in the integration of industry and academia.
- To identify potential areas of mutual participation of industry and academia giving rise to synergies.
- To assess the Increasing interdependence between academia and industry through innovations.
- To discuss innovative models and options for facilitating the exchange of perspectives between industry and academia.
- To find plausible solutions and benefits to strengthen the industry-academia integration and engender the symbiotic partnership.

The Proceedings:

The two day event “Industry Academia Summit” commenced on 12th October with delightful note of manglacharan chant, followed by the garlanding the bust of Mahamana PT. Madan Mohan Malviya and lighting of ceremonial lamp by the Chief Guest Dr. S. S. Mantha, Guest of Honour Sushmita Shekhar and Chairman of the session Shri R. G. Rajan. Prof S.K.Singh, Prof. H C Chaudhray & Prof.H.P.Mathur.

Day One 12, October 2012

Inaugural Function:

Chairman of the Summit and Head and Dean of FMS, BHU Professor S. K. Singh welcomed

the guests and mentioned that the Summit has been organized with an intention to bring closer industry associations, Corporate world, academic institutions, society and most important stake holders that are the students. He said that the primary and secondary level of education prepares the upcoming generation to face future challenges but it is the higher



education that gives the direction of future growth of our society. He showed his optimism in the success of the Summit in exploring issues relating to reforms and employability of students, upgrading the course structure, to bring excellence in meeting requirements of industry and society.

Secretary General of the IA Summit, Prof. H. P. Mathur gave a briefing on the contemporary theme along with various sub-themes to be deliberated in the plenary & concurrent sessions and panel discussions of the two day Summit. He spoke about the need to examine assumptions about education, work and labor market in a knowledge based economy which leads to a significant increase in demand for highly educated knowledge workers. He enlightened the audience with the USEM approach that is understanding, skillful practices, efficacy and metacognition.

Guest of Honour for the Inaugural session, **Ms. Susmita Shekhar, General Secretary for the PHD Chamber of Commerce** said that the relationship between industry and academia is symbiotic and interaction between the two results in knowledge transfer, experience transfer, and technology transfer. She strongly advocated the freedom of students in making a choice of the subject as per their inclination and stressed upon the need to expose the faculty to industry from time to time to enhance their skills.

Dr. S.S Mantha, Chairman AICTE in his keynote speech talked about the current education system and highlighted the various employability factors. He stressed upon the fact that many students drop out of their secondary education because of financial reasons. He pointed out that a new financial model is required to support these people and a huge employment market is required to accommodate them. Dr. Mantha suggested that the employment sector needs to be expanded in the field of MSME's and Service sectors to employ a larger number of students. He also stressed upon the role of AICTE for the vocationalization of graduate courses to help students increase their employability skills and study as per their freedom.

Mr. R.G Rajan, CMD, Rashtriya Chemicals & Fertilizer Ltd. in his presidential address highlighted the current global scenario in which trade barriers are falling and developing countries are moving from low technology to high technology. In this situation, it is very important for the industry to plough back their experience and share with the Academia. He weighed upon the point that for sustainable development, synergy needs to be established between Academia and the Industries where the former works on basic research and conceptualization and latter focuses on Applied Research and practical knowledge.

The Chief Guest **Dr. S. S. Mantha**, Guest of Honor, **Ms. Sushmita Shekhar** and the presiding Chair **Shri R. G. Rajan** released the book **“Economic Development through Educational Excellence”** edited by **Prof S.K.Singh & Prof. H.P.Mathur**. **Dr Amit Gautam, FMS, BHU** facilitated the release of the book of the Summit and the release of the book **“Microfinance Issues and Challenges”** edited by **Prof S.K.Singh, Prof. H.P.Mathur & Dr.Madan Lal, FMS BHU**. **Dr.Madan Lal, FMS BHU** facilitated the release of the book.

Prof. S. K. Singh, Prof. H. C. Chaudhary, Prof. H. P. Mathur, Secretary General of IA Summit honored all dignitaries with mementos and the inaugural function concluded with the **Vote of Thanks** by **Dr H C Chaudhary, Former Dean, FMS, & Former Coordinator PCC, BHU**.

Plenary Session: “Crystal ball gazing of Industry interface”

Plenary session on **“Crystal ball gazing of Industry interface”** Chaired by **Dr. B.R Singh**, and was coordinated by **Prof. A.KSrivastava, Chief University employment information and guidance cell, BHU** and the eminent academicians and industry leaders like **Dr. K. Kesavaswamy, Prof. Syed Masud Hussain, Dr. Virendra P. Singh**.



Dr. B.R Singh, Managing Director, Strategic Managing Consultants (SMC) raised serious concerns about the quality of manpower by highlighting the current difference in India and

China and said that India lags in creating benchmarks.

Dr. K. Kesavaswamy, Global Head, Academic Interface program, TCS, Bangalore applauded the works of the academia and said that Industries should provide continuous support. In his view, curriculum wise the education system is good but the need of the day is to work upon the evaluation system. The objective of education is not of skill training but of imparting fundamental knowledge of permanent values. He also stressed upon the importance of team work, communication, peer learning, questioning and reading for the overall growth of students.

Prof. Syed Masud Hussain, Vice Chancellor, BGMEA, University of Fashion and Technology, Dhaka went deep into basic intention of the IA Summit which can be seen in two different perspectives- One in which Industry and Academia are seen as independent and another in which we see them as mutually beneficial enterprise.

Dr. Virendra P Singh, Executive Director Human Resource & Chief Pupil, R J Corp/Devyani International Ltd. mesmerized the audience by expounding the difference between Industry and Academia. He explained that these are two different entities, while Industry is profit driven and specific, Academia is not. These differences need to be resolved which is possible only by conducting dialogue between the two.

Day Second 13, October 2012

The two day industry academia summit 2012 has been a tremendous success in terms of trying to bridge the gap between industry and academics.

Technical Session I: *Critical Role of Industry in Enriching Academic Inputs*

This session was chaired by **Shri Vinod Verma** and was coordinated by **Prof. A.P Singh, TPO Institute of Agricultural Sciences, Banaras Hindu University** and the eminent academicians and industry leaders like **Dr. Shalini Gupta, Shri E. Jnana Dev, Shri Rajeev Gupta** and **Dr. P. G. Deshpande**,



Dr. Shalini Gupta, Director General of Desh Bhagat group of Institutes, Mandi, Gobindgarh talked about various student training and faculty development programs that can be undertaken with the cooperation of Industry. She suggested for short term intensive course of one month where the technology from industry can be shifted to institutes.

Shri E. Jnana Dev, CEO, Dev Industrial Coatings, Hyderabad stressed upon a greater association between Industry and Academia in context with MSME's. He also discussed about the various aspects of Technology, Machinery, Financing and HR. He explained the challenges being faced by MSME's in terms of technology, Machinery, Finance & Human Resource and urged for a planned interface between industry academia to bring meaningful change and make our country a much better place.

Shri Rajeev Gupta, MD, RDI, Gurgaon conducted an interactive session with the audience and talked about various aspects of Industry Academia association by asking questions. He raised certain fundamentals & thought providing questions that need to be answered such as why don't we the industry as a live laboratory to expose the students to various real life problems to create a win-win situation.

Dr. P. G. Deshpande, Executive Director, RCF, Mumbai Ltd. stressed upon proper planning of Industry Academia programs. He said there is an urgent need for a planned interface between Industry & Academia which will surely help in bridging the gap between the two.

The technical session was concluded finally by **Shri Vinod Verma, Chairman, European Business Group, New Delhi**, He highlighted the importance of conducting joint workshops, internships, training, setting up knowledge centers, innovations and the involvement of industries in investing for start-ups in colleges. He said this will ensure the synergistic & symbiotic relationship between the two.

Technical Session II: *Education Employment or Degree.*

The second session of the day two again brought forth a different perspective in this context. The theme of the session “*Education Employment or Degree*”. The session was chaired by **Dr. Raj Agarwal, Director AIMA, New Delhi** and coordinated by **Prof. A. K. Agarwal, FMS BHU** and the eminent academicians and industry leaders like **Shri Arvind Gupta, Shri Aniruddha Khakale, Shri J P Mishra, Shri Praveen Kumar, Prof. Ram Pratap** and **Ms. Ranjita Saran**. The topic discussed was the entire session revolved around thought provoking questions like the acquisition of talent from market and the linkage between a degree and employability.

The need of a more industry – minded curriculum vis a vis the present situation and looking forward to developing ,integrating ,inculcating attitudes and knowledge in students according to the need of the hour had been core of the discussion.

Shri Aniruddha Khakale, Director Emerson Process Management India looked at basic set of values of being a quick learner, having conceptual knowledge and integration of curriculum in industrial context for the students and that a flexibility is the mantra for one and all.



Shri Arvind Gupta

brought forth the four basic requirements for employability namely degree, hard work, sincerity and intelligence.

Dr. J. P. Mishra, Dean, School of Management & Sciences, Varanasi, reminded that we need to look at newer developments in the current scenario and suggested the modification required for the MBA course and reviewing syllabus in context of industry.

Shri Praveen Kumar, General Manager, HR Jindal Steel & Power Ltd. pointed at the statistics that by 2020 there will be requirement of 500 million people worldwide and industry and industry’s capability is 50 million. He points out that on 47 million out of 88 million population will be school dropouts and out of the rest only 25 % are directly employable. Government should play a part in this respect by giving partnership with academia and industry

Prof. Ram Pratap, Former Sr. Director Planning & Development IGNOU .New Delhi ,recognized knowledge and curriculum mismatch, unplanned training, question of employability and employment in relation to HR capital as some of the problems. The interrelation between a knowledge based economy and knowledge economy coupled with the values required for industry and academia supported by research for a right job. With an ideal mix of values and ethics was dwelt upon.

Ms Ranjita Saran ,Head of Tech. Excellence for the Asia Pacific operations of TCS advised to look back and introspect about our roots and urged students to participate and prepare themselves for nation-building. She stressed upon need for the creation of such a conducive environment where one learns communication skills, passion for the work and flexibility.

Paper Presentation Session:

Responsiveness of Academia towards Industrial Requirements & Alliances and Collaborations between Academia and Industry”

Third session which was devoted to paper presentation on “Responsiveness of Academia towards Industrial Requirements & Alliances and Collaborations between Academia and Industry” was chaired by **Prof. B.P.Singh**, and was coordinated by **Prof. Prashant Kumar, Placement Coordinator, Faculty of Commerce, BHU** and the eminent academicians like **Shri Cherian George, Shri Chitranjan Mishra & Dr. M. Mehrotra**.

Shri Cherian George, Associate Professor and Head of MDP Cell, Jagan Institute of Management Studies gave a very lucid presentation & pointed out various strategies to strengthen the linkages between industry and academia through alumni network, review of course curriculum, & interest of students.

Shri Chitranjan Mishra, Head Training & Placement, Gandhi Institute of Engineering & Tech. stressed upon the need of giving representation to industry experts on advisory body of the academic institutions.

Dr. M. Mehrotra Director, School of Management & Sciences, Lucknow touched upon the various dimensions of industry academia collaboration explaining different methods, benefits & challenges & ways to overcome them.

Several papers were presented by the participants on various issues related to the main theme of the summit.

The Chairperson of the session **Prof. B. P. Singh, Chairman, DPSIR, New Delhi**, expressed his happiness saying that Industry Academia interface is of paramount importance and its enforcement is the need of the current scenario.

While offering their concluding remarks, he has shown serious concern towards improving the basic services.



The third session of the day culminated with the concurrent session on poster presentation which was coordinated by **Dr. Ashutosh Mohan, FMS, BHU**. In this session posters were displayed by the various participants on the topic Alliances & collaboration between industry and academia, Employability- Issue of fresh graduates were evaluated by one of the esteemed distinguished panel member **Dr. Atul Parvatiyar, CEO, iCRM, Malaysia**.

Synthesis of Potential Feasible Models & Options of Industry & Academia collaboration



Thereafter the panel discussion was conducted on the topic ***Synthesis of Potential Feasible Models & Options of Industry & Academia Collaboration*** chaired by **Shri P. Dwarkanath** coordinated by **Prof. P.S. Tripathi, Faculty of Management Studies, BHU** in the presence of distinguished panel members **Dr. Abhaynath Mishra, Shri Bejon Mishra, Prof. P. P. Mathur, Sri Udai Upendra & Shri Vijay Rai.**

Dr. Abhaynath Mishra, CEO & Principal Consultant, Vidhur HR, Consultant, felt that though proficiency is there but efficiency is missing. Stress requires composed behavior, strategies, planning proper communication & focus on integrity & values.

Shri Bejon Mishra, Founder, Consumer Online Foundation, said that Industry should partner with no profit organization. He raised the following issues:

- (a) Industry has to depend on the neutral bodies such as universities for researches.
- (b) India is a way behind as far as investment in Research & Development is concerned.
- (c) Industry has to come forward in representing at International negotiations.

Prof. P. P. Mathur, Vice Chancellor, KIIT University, suggested that companies can run some joint programmes with Universities. Academic institutions can involve people from industry for curriculum development. Industry can take the lead in equipping the students to handle the current requirements of Industry.

Sri Udai Upendra, CEO, the HR Company, said the relation between industry and academia renders around learning and it is all about managing gaps of delivery, relevance & consistency.

Shri Vijay Rai, President & CEO, Powercon Gurgaon, shared his view of a two day summit between academia and industry and walking the path together. It is an eco system he emphasized on need of creating, nurturing & retaining this relation by looking at horizon and planning.

Shri P Dwarkanath, Director (Group Human Capital), Max India Ltd. said that there is a need to start from Global environment and think from global context. Curriculum requires a drastic change like Project based assignment, mentoring by manager to students, faculty development program, case studies, entrepreneurship.

The panel discussion has provided a constructive learning platform where the participants could get the answers of many questions which would have reminded un-answered if such an opportunity were missing.

Valedictory Function:

The program came to an end with the valedictory function.

Head and Dean of FMS, BHU **Professor S. K. Singh** welcomed the guests welcomed the Guests. **Chief Guest** for the valedictory session was **Shri T R Chawla**, **Guests of Honor** for the day was **Shri Alok Mishra** and **Shri Arun Kumar**. Valedictory Function was presided by **Dr. Atul Parvatiyar**.



Dr. Shashi Srivastava, FMS **BHU** presented a brief report containing glimpse of all the technical sessions that had taken place during the Summit.

Declaration of Awards (Best Paper Academician / Industry, Best Paper Research Scholar / Student Category, Best Poster) was facilitated by **Dr. P.V. Rajeev**, **FMS, BHU**.

Shri Arun Kumar President & HR Head, Hindalco, suggested that the curriculum should be restructured to cater to the needs of the industry. In His view faculty development programs should be designed to match with the latest trends of the business world.

Shri Alok Misra, Executive Director, Indian Oil Corporation Ltd ,stressed on the need to develop multi-tasking skills in students so as to enable them to work in Industry.. He said focus of the academia should be on improving the competency of the students for excellent performance to stay ahead amid stiff competition.

Shri T.R. Chawla ,Executive Director, Allahabad Bank said industry expects institute to develop competency and also credibility. There should be zeal to perform because it gives you passion and you perform extraordinarily. Innovation is must for every institute to meet the needs of customer. We should think different, do things differently so that customer feels delighted. Organizations that flourish meet the needs of the customer. If a company can't present a new product, the packaging can be made something different and customer feels delighted. Industry expects institute to develop manpower and institute expects that industry absorbs what it is producing,

Dr Atul Parvatiyar, CEO, iCRM, Malaysia / USA, at the beginning of his address recited a *doha* of Sant Kabir "**Guru Gobind dau Khade kake lago paye balihari guru apne gobind deu bataye**". Dr. Parvatiyar said technology has changed from electromechanically to digital. Lot of industrial development have come from academia. Industry needs academia because skills reconstantly changing. Industry needs academia for knowledge and talent. Academia needs industry so as to fund the institutions because money is needed. Education is about discipline and not contextual learning. Society needs partnership between industry and academia for economic development. Faculty too needs to market their research and themselves.

End of the Valedictory Function observed presentation of mementoes to the guests by the Chairman of the Summit **Prof. S.K.Singh** & Secretary General of the Summit **Prof. H.P.Mathur** The valedictory function was conducted by **Dr. Shashi Srivastava** FMS, BHU. Prof.H. P. Mathur presented a vote of thanks to all the revered guests, delegates, clients (whose presence made the conference really relevant), participants, to the organizing committee and the students of FMS, BHU.

We have witnessed difference of opinion and the different perspective among the eminent experts the various technical sessions ended with some common notes –

1. Management in India have mushroomed in India, but quality which in a single most important crucial factor for ensuring socio economic development of society remains elusive.
2. Industry Academia have different dissonance ,but there exist a symbiotic relationship which can further be enhanced by conducting joint workshop, seminars & planned industrial training for the students and faculty.
3. Last but not the least, the intention of Pt.Madan Mohan Malviyaji still seems to be relevant in the year 2012.Asmost of the session were highlighted the important value over the knowledge & skill .The Academic Institution are not supposed to produce Doctor, Engineer & teachers but they have to assume a even a greater responsibility of producing citizen of high integrity, probity & Honour.

Outcome :

The important outcome of the Summit was bringing policy makers, academicians, practitioners and main stake holders – Students on a common platform to discuss on issues relating to the theme of the Summit: **Economic Development through Educational Excellence**. Besides deliberations held on diverse related topics by experts, research papers were also presented by academicians, business executives, research scholars and students. Two books were also released on the occasion.

Academic-industry linkages:

Emphasise was made on process of curriculum development as per professional needs of the industry to make it more dynamic and job oriented. Academic Institutions should associate itself with various respective industries/ sectors by exposing the students to sessions from Industry Experts. Students should also be given opportunity to work with real life projects to have hands on experience.

Research and Development

The need for identifying potential areas of Research depending on the needs/ projections of the respective Sectors of the Industry was emphasised by all experts. Academia and Industry should work collectively for the development of R&D Centres.

Students' participation in the Developmental Projects of industry under the supervision and guidance of Expert Faculty was considered and discussed. Hands on educational experience at Academic Institutions for emphasizing interdependency between theory (e.g. design) & application (e.g. manufacturing/product realization) in a business environment.

Industrial Consultancy

The possibility of the University entering into niche specific alliances and give inputs to the senior formation and to assist them in competence mapping of the in-house capabilities.

Continuing education program for Industry

Academia can develop courses for industrial employees as continuing education program. The curriculum of programs can be structured as per the industry's need in the following format:

- **Short term training programs**
 - Duration of the program will be 1 to 4 days.
 - Offered at a Centralized Location.
 - Targeted at Middle and High Level Managers.
 - Skill up gradation courses
 - Joint Curriculum and Pedagogy Development considering requirement of Industry.
 - Up gradation of Degree which may lead to Diploma or a Certificate.
 - Can be on site or University premise based on course and number of enrollments.
 - Period of the program can be decided jointly.

- **Revalidation of the Degree programs after a certain period of time.**
 - This may be of a trimester or semester duration
 - The intension is to renew the degree they are holding, say for another 10 years with renewed inputs.
 - This can be more of a given and take, for institution and the participants.
 - The participants having an industry experience of 10 or more years can suggest constructive improvements in the syllabi of the program. These revalidation programs can help to have such an interaction between academia and industry.

On the light of the discussions held and suggestions emerged in the Summit, the Organizing team is planning to submit a detailed proposal to the respective authorities and agencies for consideration and possible implementation.

Publications:



On the Occasion, Two Books were released in the Inaugural Function of the Summit. One on the theme of the Summit i.e., on **“Economic Development through Educational Excellence”** edited by **Prof S.K.Singh and Prof. H.P.Mathur** .The edited book contains a gist of all the papers and discussions that happened in the purview of the Summit.

The book addresses the contemporary issues and challenges pertaining Indian higher education in a comprehensive and a structured manner based on extensive research works of various authors. At the outset, it covers various aspects influencing both academia and the industry as a whole, some of the are-industry-academia interface-a global perspective, responsiveness of academia towards industrial requirements, critical role of industry in enriching academic inputs, integration of industry and academia and thereby enhancing student employability, alliances and collaborations between academia and industry. Thereafter, it also encompasses the synthesis of potential feasible models & options of Industry & Institute Collaboration.

The other book was on **“Microfinance Issues and Challenges”** edited by **Prof S.K.Singh, Prof. H.P.Mathur and Dr. Madan Lal** .The book consists of research paper ,articles and case studies contributed by eminent academicians ,practitioners ,researchers and curious individuals. It explores how micro finance produce jobs, increase incomes and create opportunities to build stable and sustainable communities.

Microfinance has contributed to gain popularity among rural developers as a vital tool for upliftment of weaker section of society This book is a reticent attempt to act as a guide for the policy makers and will aid in building inclusive financial growth through microfinance .It includes the various aspects of microfinance such as policy initiatives both from regulators and government , the key policy issues and strategic options that governments may use to ensure financial stability along with enhanced economic activities among the poor for the overall socio economic development.

Awards:

On the occasion, following research papers were selected by the jury for the award of **Best Research Paper** under different categories. **Poster Presentations** were also held on the occasion.

Industry :		
Best Paper	Dr. N.M. Bhatt, Head (ERU Operations -South) TCS	<i>Future Trends of Indian IT Sector Trends, Opportunities and Challenges (with special reference to IT Industry – Academic Relationship).</i>
Challenger	Shri S. Parabrahmaiah Finance Officer (Retired) Hyderabad Central University.	<i>A Case study of Institute of Public Enterprise (IPE) Hyderabad in achieving Organizational excellence in State and Central Public sector Enterprises through Academia Industry Interface.</i>
Academician:		
Best Paper:	Prof. Lata Singh & Prof R.K. Singal, Professor, INMANTECH	<i>Transformational Leadership: A contemporary Higher Education Era.</i>
Challenger	Dr. Ashutosh Mohan, Assistant Professor, FMS, BHU	<i>Industry Responsive Academia: A Socio-Strategic Perspective of Higher Education.</i>
Research Scholar / Student :		
Best Paper:	Ms. Shubra Dixit, Research Scholar, Dehradun University.	<i>A Study of Comprehensive Marketing Strategies of ITeS Companies in India.</i>
Challenger	Ms. Shilpam Chandra, Research Scholar, U.P. College, Varanasi	<i>Enhancing Students Employability: Role of Industry & Academia.</i>
Poster Presentation:		
Best Poster	Ms. Sneha Srivastava, Student, Tourism, BHU	<i>Shaping Career in Tourism Industry- Prospects and Challenges Ahead-A Study Based On Students Perspective.</i>
Challenger	Ms. Sofia Khan, Research Scholar FMS, BHU	<i>Industry Academia Interface –Bridging the Gap.</i>

Our Distinguished Guests:



Dr. Atul Parvatiyar, President and CEO, iCRM Malaysia/USA. Dr. Parvatiyar obtained his post-graduate and Doctoral education from the Faculty of Management Studies, Banaras Hindu University. He was appointed Lecturer in FMS, B.H.U. Thereafter he went to XLRI, Jamshedpur and from there he went abroad as Marketing Professor and Associate Director of Centre for Relationship Marketing at Goizutea Business School of Emory University where he won the MBA Distinguished Educator Award. Currently Dr. Parvatiyar teaches Global Marketing and Marketing Research at the Terry College of Business, University of Georgia and he is the President for the Institute of Customer Relationship Management (ICRM). He is also Robinson Research fellow and Managing Director of Centre for Business and Industrial Marketing (CBIN) at Georgia State University.

Dr. S.S. Mantha, Chairman, All India Council for Technical Education. Dr. SMantha, an eminent academician and an able administrator, is the Chairman of the All India Council for Technical Education (AICTE), having joined the organisation in March 2009 as its Vice Chairman. He has been at the forefront of bringing in some radical changes for transparency and accountability in its administration.



Shri Arun Kumar, is currently the President HR for Renukoot, Renusagar and Mines cluster of Hindalco Industries Ltd. Starting his career with SAIL as a Management Trainee, he had been a part of several organizations like TATA Steel as Divisional Manager (Personnel) rose to the level of General Manager (Corporate) of TAYO Rolls Ltd, a TATA enterprise. In April 2008 he joined Aditya Birla Group's flagship Company HINDALCO as VP (HR) and was promoted as Joint President (HR) in July 2009. He has been awarded as "HR Executive of the Year" in 2009 by NIPM - the highest Institution of HR professionals and under his leadership M/s Hindalco Industries, Renukoot was awarded 'NIPM GOLD Award for Best Practices in HR' in 2010.

Shri R.G. Rajan, is currently serving as the Chairman and Managing Director for Rashtriya Chemicals and Fertilizers Ltd. (RCF), a leading fertilizer and Chemical PSU of India since 3rd November, 2010. Mr. Rajan is a B.Tech in Chemical Engineering from BHU and MBA from Strathclyde Business School, Glasgow, UK. After completing MBA, he joined Engineers India Limited. Later, he went on to join GAIL India Ltd where he served for 21 years and rose to the position of Executive Director (Project Development). On 8th January, 2007, he took up the position of CMD of Projects and Development India Limited, Noida. Under the guidance of Mr. Rajan, PDIL has had spectacular performance including the doubling of its profits.



Shri Alok Misra, is currently working with Indian Oil Corporation as the Executive Director at its Anti-Adulteration Cell. The primary function of AAC team is random inspection of Petrol Pumps, Kerosene Agencies and LPG distributorships so as to oversee and monitor activities of Corporation's resellers with reference to Marketing Discipline Guidelines. Prior to his current assignment, he was posted as General Manager in Retail Sales at the Corporation's Head Office in Mumbai.

Ms. Susmita Shekhar is the Secretary General of PHD Chamber of Commerce and Industry. With more than 25 years of work experience in strategic positions at myriads of NGOs and Government associations, she is an expert advisory member having worked with Japan International Cooperation Agency (JICA), United Nations to name a few. A holder of Masters Degree in English Literature she is an avid writer and is also a visiting faculty at the Institute of Management Studies-New Delhi, YMCA, Center for Science and Environment, New Delhi.



Shri T.R. Chawla, Executive Director, Allahabad Bank. Shri. Chawla has 34 years experience in Banking. He had started his Banking career by joining Punjab National Bank on 28th November 1977 as Management Trainee. He left the PNB in Scale-III to join Dena Bank as Asstt. General Manager (SMG-V) on February 05, 1996. Shri Chawla was promoted to General Manager's cadre on 21.02.2002 and designated as Chief General Manager from 21.07.2011. Shri Chawla had attended various Banking Seminars/Training Programs at National Level institutes as well as institutes abroad such as in Singapore, London, Germany, France, Switzerland etc.

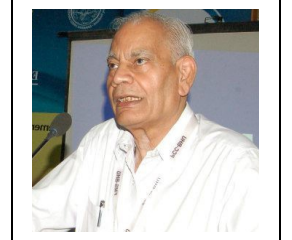
Our Distinguished Resource Persons:

Shri Aniruddha Khekale, HR Group Director - Emerson Process Management India. He has about 18 years of experience with reputed MNCs and successful Indian companies like Cummins India Ltd, Varroc Group, Patheja Forgings and Birla Kennametal. Mr. Khekale was the Head HR with Portescap India (Danaher Motion Company) in Mumbai. His experiences range from a mix of both, Corporate and Line HR for mid and large size companies.

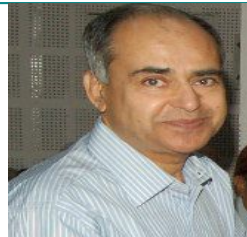


Dr. Abhaynath Mishra, CEO & Principal Consultant, Vidur HR Consultant. Dr. Mishra is a PhD in the area of Strategic Planning, Master of Management Studies (HR), Bachelor in Law and a graduate in Coach2 Integral Business Coach training from Leadership University, USA. Dr. Mishra has served for 20 years in leading business houses in the field of Human Resources.

Professor B.P. Singh is currently Chairman of the Governing Body of Delhi School of Professional Studies and Research (DPSR), Delhi, which is affiliated to Guru Gobind Singh Indraprastha University (GGSIU), Delhi. He is also the Chairman of Society for Human Transformation and Research (SHTR), Delhi, which manages the above Institution and a host of other Institutions such as Value One InfoTech Pvt. Ltd., SHTR Consulting Group, SHTR Career Solutions, Delhi School of e-Learning etc. He has also the distinction of having served as the Chancellor of International University for Human Transformation (IUHT), Raipur, Chattisgarh.



Shri Arvind Kumar Gupta is currently serving as the Director of Agricultural and Processed Food Products Export Development Authority (AEPDA) under the Ministry of Commerce, Govt. of India. Before joining AEPDA, Mr. Gupta has served as an Additional Managing Director at the National Horticulture Board. He worked as a General Manager in AEPDA from 1993 to 2000 and before that, he has also worked as an A.G.M and Product Manager with Punjab Agro Industries Corporation in Chandigarh.



Shri Bijon Mishra, Founder, Consumer Online Foundation . He started his professional career as a Marketing Executive with TATA Steel in the year 1971. Subsequently he became an entrepreneur. He started his initiative for consumer awareness in the year 1983 as founder Managing Trustee of the Consumer Guidance Society of Jamshedpur. Presently he is Managing Director of New Era Patient Friendly Hospital Private Limited and Hamara Consumer Dost Private Limited.



Dr. B.R. Singh, Managing Director, Strategic Management Consultants. His industrial experience constitutes a luminous career with companies like Ispat Group as Group Director-HR, Lloyds Group as Executive Director-HR, Reliance Group as Dy. Chief Executive-HR and RCF as Head- Management Development Division & Corporate Planning. Dr. Singh has also handled a large number of Overseas Assignments including prestigious assignments corporate management in Philippines, Nigeria and Bulgaria.



Shri Cherian George, is currently serving as an Associate Professor and Head of MDP Cell at Jagan Institute of Management Studies. He is also the president of BHU Management Alumni Association (BHUMAA) for Delhi and NCR. Mr. George is a graduate from Hindu College of University of Delhi. He completed his Master's degree in Business Management from Banaras Hindu University in 1976. Since then, He has worked in various companies and has garnered a huge experience of 34 years of which 21 years was involved in Marketing of Services.



Prof. Chitranjan Mishra is the Head of "training and placement" department at Gandhi Institute of Engineering and Technology since November, 2002. He has been the President of Housing Cooperative society and Secretary of Lions Club in Boudh, Odisha. He has also been an Ex-Advisor to the All India Radio in Sambalpur, Odisha. Professor Mishra is and has been a member of many groups including The Recruiter Network, Placement Officers in India and All India Campus Placement Professionals Community.

Shri E. Jnana Dev is currently the CEO of Dev Industrial Coatings in Hyderabad. This company is a leading player in the manufacture of high performance coatings and paints. Mr. Dev started his career by joining Asian Paints Limited. He has also worked as the Managing Director of NPC Pvt. Ltd, an Indo-American joint venture company that manufactures import substitution, custom made coatings for Nagarjuna group companies, Hyderabad.



Dr. K. Kesavasamy is working with Tata Consultancy Services since 1995. He is presently the Global Head of TCS Academic Interface Program and also the Head of TCS, Trivandrum. He had earlier served Indian Space Research Organisation (ISRO) for about a decade, as a Software Scientist. He is a Ph.D. in theoretical physics. He has 35 years of varying experience in Software Development, Software Testing, System Management, Software Engineering Standards, Digital Image Processing, Remote Sensing Applications, Design & Development of Courseware (Software Engineering; Image Processing), Training Management and Teaching.

Dr. J.P. Mishra is Dean (Academic) of School of Management and Sciences at Varanasi. Prof Mishra Enrolled with BHU as research scholar in 1977 and submitted thesis on the topic "Policies and Practices of Indian Commercial banks regarding Priority Sector Advances (A Case Study)" in 1984. Sir has rich 39 yrs of Industry Experience. He has worked as faculty at School of Management Sciences, Varanasi and handled sessions on legal Environment of Business in first semester and Management Accounting in second semester.



Dr. M. Mehrotra is director of School of Management Sciences, Lucknow since September 2010. He has also been the Director at NCR Business School, Modinagar and has been the founder director of its PGDM course. Earlier, Dr Mehrotra has worked as an Asst. Professor and as Professor in marketing area in the Institute of Technology and Science, Mohan Nagar, Ghaziabad. He has also worked as an Asst. Professor and Placement Coordinator at Centre for Management Development, Modinagar. Dr. Mehrotra has published more than 20 Research papers and articles in National and International journals. Apart from that, He is also a Certified Sales and Communication Trainer of ADCM from NIS Sparta.

Shri P. Dwarkanath, Director (Group Human Capital) Max India Ltd. He heads the HR function and drives Max Group's intent to make work at Max India a fulfilling experience. He has experience of nearly 39 years, of which he has spent 27 years in GlaxoSmithKline (GSK). During his tenure GSK was twice adjudged amongst the top five employers in India for people-related practices. He is on the Board of several companies / institutions, including GSK Consumer Healthcare Limited.





Shri P.G. Deshpande, Executive Director, RCF Ltd. Presently working as Executive Director - Human Resource due to large interaction with company's human capital and various schemes implemented for welfare and development of Human Capital in various capacities. Shri Deshpande is Basically a technocrat .He holds M. Tech. degree in Chemical Engineering from LIT, Nagpur passed in 1980.He has Large working experience in RCF since last 32 years. He has grown through various ranks from Management Trainee up to Executive Director (HR).

Mr. Praveen Kumar is currently serving as the Senior General Manager- HR with Jindal Steel and Power Limited since April, 2007. His primary responsibility in the company is talent acquisition for top and senior leadership, developing early, future and top leaders and retention. Mr. Praveen is a Post-Graduate in Economics from Patna University. He has also done a Post graduation diploma in personnel management and Industrial relations. Before joining Jindal Steel, Mr. Praveen worked as a Senior HR manager in Enercon India Limited.



Prof. Premendu P. Mathur is Vice-chancellor of KIIT University Bhubaneswar. Prior to this he was dean School of Life Sciences and Professor of Biochemistry & Molecular Biology & head , Centre of Excellence in Bioinformatics ,Pondicherry University. He received M.Sc & Ph.D Degree from Banaras Hindu University. He has 30 years of teaching & research experience.

Dr. Raj Agrawal, Director, All India Management Association. Before joining AIMA-CME Dr. Agrawal was Director of IILM Academy of Higher Learning, Greater Noida. He is also a "Visiting Research Professor" in Montana State University, Billings, US. He has more than twenty years of academic experience of working in prestigious national institutions like; All India Management Association, Association of Indian Universities, Motilal Regional Engineering College and other national institutes. Earlier also Dr Agrawal has worked in AIMA-CME as Officiating Director/Dean from 2000 to 2003. He is also guest faculty in prestigious institutes like; IMT, IIFT and Delhi School of Economics.



Shri Rajeev Gupta, Managing Director, RDI (India). Shri Gupta is an Engineer from IT-BHU and a management graduate from IMT and has over two decades of industry experience, having worked in diverse sectors in a variety of profiles. Rajeev set up the Indian operations of Resource Development International, a UK based Education and Consulting organization. He created an advisory board consisting of Industry and education experts and established the company as a key player in its field.

Ms. Ranjita Saran is the Head of Technology Excellence for the Asia Pacific operations of Tata Consultancy Services (TCS). Mrs. Saran has more than thirty years of industry experience and with a wide spectrum of expertise that includes Business Strategy, Practice Management, Partner Collaboration, Enterprise/Technical Architecture, Analysts Relation, and Leadership Grooming.



Dr. Ram Pratap , Former Sr. Director, Planning and Development, Indira Gandhi National University. Dr. Ram Pratap is a double doctorate in Management from NMIMS and Physics from Banaras Hindu University. In the span of his career, he has held many senior positions in the field of Educational Administration, Planning and Development, Expansion and Talent Acquisition.

Prof. Shalini Gupta is currently serving as the Director General for Desh Bhagat Group of Institutes in Mandi, Gobindgarh. Prof. Gupta is an MBA and Ph.D. with 18 years of experience in the field of Teaching, Industry, Administration and Academic Research. She has authored several books like, Women Entrepreneurs, Value- Based Education: Dimensions and Directions, Emerging Paradigms in Information Technology, Corporate Social Responsibility - Percept and Practice, Challenges in Human Resource Management - Vol. 1 & 2 and number of other Articles in various journals of repute.



Prof. Syed Masud Husain, Vice Chancellor, BGMEA, University of Fashion & Technology (BUFT), Bangladesh. His illustrious teaching career expanded to more than 36 years at the University of Dhaka, publishing 37 papers in recognized Journals at home and abroad. He completed four research projects as Project Leader and also took part in five other research projects in different capacities with reputed researchers of the country. He has to his credit five university level textbooks.

Shri Udai Upendra, CEO, The HR Company & Director, Human Resource Leadership Council (South Asia). He is a Graduate in Management from BHU and Post Graduate in Management and Organization Behavior from XLRI India. He is also an alumnus of Ashridge University (UK), IMD (Lausanne), Center for Creative Leadership (North Carolina), Indian School of Business Hyderabad, and Stanford Business School (California), through his academic and learning exposures. He has also qualified a one year Business Leaders Program (on Strategy and Leadership) with Indian Institute of Management, Kolkata (India). He has also taught at IIT, Mumbai & Roorkee as a visiting faculty.



Shri Vijay Rai, is currently serving as the President and CEO with Powercon, an innovative company engaged in the business of knowledge management, renewable energy management, research and thought leadership services. Mr. Vijay holds an MBA degree. Prior to joining Powercon, he worked as the President and CEO of Solo Energy. In November 2010, he represented India to West Asian countries, as an important member of the CEO delegation accompanying Hon. Former President of India, Smt. Pratibha Devisingh Patil'.

Dr. Virendra P.Singh, Executive Director, Human Resource & Chief Pupil RJ Corp /Devyani International Limited/Devyani Food Street Ltd. Dr Singh has been a leading human capital builder and leader in public and private sector entities for three decades. He has proven credentials in building people centric, customer focused and business driven organizations. Dr Singh has been a researcher, teacher and trainer in University of Pune and All India Management Association.



Shri Vinod Verma is currently serving as the Chairman for European Business Group India since 2011. Since its inception in 1997, Mr. Verma has worked with EBGI and has actively contributed to its success and growth to its present stature. He has succeeded in building an effective advocacy platform for European businesses in India and has presided over and guided the deliberations of various sector committees representing European companies operating in India in diverse sectors.

Paper Presentations :

- **Prof. Ajai Prakash** Professor, Dept. Of Business Administration, University of Lucknow. Topic: *Global Responsible Management Education and Corporate Interface.*
- **Mr. Amrendra Kumar**, XLRI. Topic: *The Role of Social Education in Industrial Development.*
- **Ms. Anamika Gupta**, Ph.D. Scholar, Integral University, Lucknow. Topic: *Franchise as a tool of Distant Education.*
- **Dr. Ashutosh Mohan**, Assistant Professor, Faculty of Management Studies, Banaras Hindu University (BHU), Varanasi, **Shri Arun Kumar Deshmukh**, PhD Research Scholar, Faculty of Management Studies, Banaras Hindu University (BHU), Varanasi & **Dr. Ishi Mohan**, Assistant Professor, Faculty of Commerce S.A.K.P.G. College, Varanasi. Topic: *Industry Responsive Academia: A Socio-Strategic Perspective of Higher Education.*
- **Ms. Chandan Singh**, Research Scholar, U P College, Varanasi. Topic: *Industry Institute Partnership: Bridging the Skills Gap.*
- **Ms. Garima Singh**, Student, Dept. of History of Art, BHU. Topic: *Employability Issues of Fresh Graduates – A Study of Tourism Industry.*
- **Dr. Hari Govind Mishra**, Assistant Professor, College of Management, Shri Mata Vaishno Devi University, Jammu, **Mr. Sarbjot Singh**, Research Scholar, College Of Management, Shri Mata Vaishno Devi University, Jammu & Ms. Surabhi Koul, College of Management, Shri Mata Vaishno Devi University, Jammu. Topic: *Academia Industry Strategic Alliance: An Analytical Study for Youth Brand Apparel Wear.*
- **Prof. Lata Singh & Prof. R.K. Singal**, Professor, INMANTECH. Topic: *Transformational Leadership: A contemporary Higher Education Era.*
- **Dr. N.M. Bhatt**, Head ERU Operations (South) TCS. Topic: *Future Trends of Indian IT Sector Trends, Opportunities and Challenges (with special reference to IT Industry – Academic Relationship).*
- **Shri Siddhartha Shankar**, Asst Prof & Placement Officer, Amity Business School, Patna. Topic: *Indovation – Potential lies Beneath Capturing the Bottom of Pyramid.*
- **Ms. Shilpam Chandra**, Research Scholar, U P College, Varanasi. Topic *Enhancing Students Employability: Role of Industry & Academia.*
- **Ms. Shubhra Dixit**, Research Scholar, Dehradun University. Topic: *A Study of Comprehensive Marketing Strategies of ITeS Companies in India.*
- **Ms. Sneha Srivastava**, Student, Dept. of History of Art, BHU. Topic: *Shaping Career in Tourism Industry- Prospects and Challenges Ahead-A Study Based On Students Perspective.*
- **Mr. S Parabrahmaiah**, Retired Finance Officer, Hyderabad Central University. Topic: *A Case study of Institute of Public Enterprise (IPE) Hyderabad in achieving Organizational excellence in State and Central Public sector Enterprises through Academia Industry Interface.*
- **Ms. Sofia Khan**, Research Scholar FMS, BHU. Topic: *Industry Academia Interface – Bridging the Gap.*
- **Ms. Swati Srivastava**, Research Scholar, FMS, BHU. Topic: [*Strategic and Implementation Framework for Skill Development in India.*](#)
- **Dr. Raj Kumar Singh**, General Manager, Swasthya Vardhak Pharmacy Ltd. Varanasi. Topic: *Academic Interface with Pharma Industry of India.*
- **Ms. Rashmi Patnaik**, Dept. of Ecology & Environmental Sciences, Pondicherry University. Topic: *Strengthening Industrial Sustainability through interdisciplinary industrial ecology education in India.*

- **Mr. Ravi Prakash**, Student MPMIR, BHU Topic: *Alliances and Collaborations between Academia and Industry.*

Technical Sessions:

Banaras Hindu University
Industry Academia Summit 2012
Economic Development through Educational Excellence
(October 12-13, 2012)
Venue: K.N. UDUPPA AUDITORIUM, BHU

Day 1 – October 12, 2012	
01:00PM-02:00PM	Registration & Networking Lunch
02:00PM 03:30PM	<p>INAUGURAL FUNCTION</p> <p>Presided By Shri R.G. Rajan, Chairman & Managing Director, RCF, Mumbai</p> <p>Chief Guest & Key Note Speaker Dr. S.S. Mantha, Chairman, All India Council for Technical Education</p> <p>Guest of Honour Ms. Susmita Shekhar, Secretary General, PHD Chamber of Commerce & Industry</p>
03:30PM- 04:00PM	Tea Break
04:00PM 05:30PM	<p>Plenary Session I</p> <p>Crystal Ball Gazing of Industry Academia Interface</p> <p>Chairman: Dr.B.R. Singh, Chairman, Strategic Management Consultants, Mumbai</p> <p>Distinguished Speakers: Dr. K. Kesavaswamy, Global Head- Academic Interface Program, TCS Prof. Syed Masud Husain, Vice Chancellor, BGMEA , University of Fashion & Technology (BUFT), Bangladesh Dr. Virendra P Singh, Executive Director Human Resource & Chief Pupil, RJ Corp / Devyani International Limited/ Devyani Food Street Limited</p> <p>Session Coordinator: Prof. A.K.Srivastava, University Employment Information & Guidance Bureau,BHU</p>
Day 2 - October 13, 2012	
8:00 A.M- 9:30 A.M	Breakfast
09:30AM-10:45AM	<p>Technical Session I</p> <p>Critical Role of Industry in Enriching Academic Inputs</p> <p>Chairman: Shri Vinod Verma, Chairman, European Business Group, India</p> <p>Distinguished Speakers: Shri E.Jnana Dev, CEO, Dev Industrial Coatings. Shri P.G.Deshpande, Executive Director, RCF Ltd. Shri Rajeev Gupta, Managing Director, RDI (India) Dr. Shalini Gupta, Director General, Desh Bhagat Group Of Institute</p> <p>Session Coordinator: Prof. A.P. Singh, Training & Placement Officer ,Institute of Agriculture,BHU</p>
10:45 AM-11:00AM	Tea Break

<p>Technical Session II 11:00AM-12:15PM</p>	<p><i>Education-Employability or Degree</i></p> <p><u>Chairman:</u> Dr. Raj Agrawal, Director, All India Management Association (AIMA)</p> <p><u>Distinguished Speakers:</u> Shri Aniruddha Khekale, Group Director – HR Emerson Process Mgmt. India. Shri Arvind Gupta, Director, Basmati Export Development Foundation, APEDA, ND Dr.J.P.Mishra, Dean, SMS ,Varanasi Shri Praveen Kumar, Sr. General Manager (HR) Jindal Steel & Power Ltd. Prof. Ram Pratap, Fmr. Sr. Director –PIng. & Devp., IGNOU, ND Ms. Ranjita Saran, Head of Tech. Excellence for the Asia Pacific operations of TCS</p> <p><u>Session Coordinator:</u> Prof. A.K.Agrawal, FMS,BHU</p>
<p>Paper Presentation Session 12:15PM- 01:45PM</p>	<p><i>Responsiveness of Academia Towards Industrial Requirements Alliances and Collaborations Between Academia and Industry</i></p> <p><u>Chairman:</u> Prof. B.P.Singh, Chairman, DPSIR</p> <p><u>Distinguished Speakers:</u> Shri Cherian George, Associate Professor ,Jagan Institute of Management(JIMS) Shri Chitranjan Mishra, Head Training & Placement, Gandhi Institute Of Engg. & Tech. Dr. M. Mehrotra, Director, SMS ,Lucknow</p> <p><u>Session Coordinator:</u> Prof. Prashant Kumar, Placement Coordinator, Faculty of Commerce, BHU</p>
<p>01:45PM- 02:30PM</p>	<p style="text-align: center;">Lunch</p>
<p>Panel Discussion 02:30 -3:45 PM</p>	<p><i>Synthesis of Potential Feasible Models & Options of Industry & Academia collaboration</i></p> <p><u>Chairman:</u> Shri P. Dwarkanath, Director (Group Human Capital), Max India Ltd</p> <p><u>Distinguished Speakers:</u> Dr. Abhaynath Mishra, CEO & Principal Consultant , Vidur HR Consultant Shri Bejon Misra, Founder ,Consumer Online Foundation Prof.P.P.Mathur, Vice Chancellor, KIIT University. Sri Udai Upendra, CEO ,The HR Company & Director, Human Resource Leadership Council(South Asia) Shri Vijay Rai, President & CEO, Powercon Gurgaon</p> <p><u>Session Coordinator:</u> Prof. P.S.Tripathi, FMS BHU</p>
<p>03:45PM- 4:00PM</p>	<p style="text-align: center;">Tea Break</p>
<p>Valedictory Session 4:00 PM– 5:30 PM</p>	<p><i>VALEDICTORY FUNCTION</i></p> <p>Presided by: Dr.Atul Parvatiyar, President & CEO, iCRM (Malayasia/USA)</p> <p>Chief Guest: Shri T.R. Chawla, Executive Director Allahabad Bank.</p> <p>Valedictory Address: Shri Arun Kumar, President & HR Head, Hindalco</p> <p>Guests Of Honour: Shri Alok Misra, Executive Director, Indian Oil Corporation Ltd.</p>

Our Sponsors:

Rashtriya Chemical & Fertilizers Ltd.



RCF as a corporate body and Government of India undertaking is responsible to the people of India, the Government as owner, Government as Government, Consumers, Employees, the Society at large and Posterity. The company is simultaneously accountable to all these agencies that have a stake in its successful operation, growth and welfare. Rashtriya Chemicals and Fertilizers Limited is a Company incorporated under Companies Act 1956. The Company was formed after the reorganisation of FCI into 5 Companies. Till 1992, the Company was a wholly owned PSU. During 1992 and 1993, 7.5% of the equity has been disinvested to Financial Institutions, Public etc

Shri R.G. Rajan, *Chairman & Managing Director of RCF Ltd.*

Shri R.G served Gail India for 21 years and rose to the position of Executive Director (Project Development). On 8th January, 2007, he took up the position of CMD of Projects and Development India Limited, Noida. Under the guidance of Mr. Rajan, PDIL has had spectacular performance including the doubling of its profits.



Bharat Petroleum Corporation Ltd.



BPCL one of the largest public sector oil marketing companies in India has 3 operating refineries (including subsidiaries) and a strong network of marketing and distribution of petroleum products across the country. BPCL is one of the first few public sector companies who have leveraged technology to become more efficient, reduce costs and achieve greater customer satisfaction. It is the first Public Sector Oil Company to implement Enterprise wide Resource Planning (ERP) solutions - SAP. Leveraging technology has also helped BPCL to have an efficient risk mitigation system in place and also develop a response plan that help repair any kind of damages due to fraudulent practices, if any.

Shri. R. K. Singh, *Chairman & Managing Director of BPCL Ltd.*

Shri Singh had a brief stint in the private sector before embarking on his career in BPCL in 1978. Shri Singh has been instrumental in the implementation of the project for setting up a new 6 MMTPA grass roots refinery at Bina through Bharat Oman Refineries Limited (BORL), a joint venture company promoted by BPCL and Oman Oil Company. Shri R .K.Singh also had a major role to play in BPCL's entry into the upstream business of exploration & production which is being undertaken through Bharat Petro Resources Limited (BPRL) a wholly owned subsidiary company of BPCL.



Allahabad Bank



The Oldest Joint Stock Bank of the Country, Allahabad Bank was founded on April 24, 1865 by a group of Europeans at Allahabad. At that juncture Organized Industry, Trade and Banking started taking shape in India. Thus, the History of the Bank spread over three Centuries - Nineteenth, Twentieth and Twenty-First.

Shri T R Chawla, *Executive Director of Allahabad Bank*

Shri Chawla has 34 years experience in Banking. He had started his Banking career by joining Punjab National Bank on 28th November 1977 as Management Trainee. Shri Chawla assumed the office of Executive Director of Allahabad Bank on 01.04.2012. He heads Bank's Verticals such as Retail, Priority Sector, BPR in addition to Bank's Operations in UP, Gujarat, Karnataka, Andhra Pradesh, Tamil Nadu, Chattisgarh, Bihar, Jharkhand, Orissa etc





Invertis is a leading University offering a wide range of courses pertaining to different fields of studies. Established in the year 1998, Invertis has grown immensely and today it stands tall as a full-fledged University with 8 different institutes under its umbrella. Located in Bareilly on NH-24, equidistantly from country's capital Delhi and state capital Lucknow, Invertis Village is a delightful destination for the students not only in terms of acquiring academic prowess but also for holistic development and studying in a world class learning environment.

Dr. Umesh Gautam, *Chancellor of Invertis University*

Dr. Gautam is one of the youngest Chancellor's of Asia. He has been conferred with dual doctorates from Universita de Poplare, commonly known as People's University; Milan He is also the President of Clara Swain Mission Hospital, the Asia's first women Hospital. His philanthropic approach is appreciated all over and is actively contributing to Society as Multiple Council Chairperson of Lions Club International. He has many awards to his credit and is felicitated by the Govt. of UP as UP Ratna.



Dr. Bhagwati Prasad, *Academic Advisor of Invertis University*

He was the Professor of Management and Director of Kousali Institute of Management Studies, Karnataka University, Dharwad. Earlier, he worked in Banaras Hindu University and Shri Ram College of Commerce, Delhi. He has also served in the important committees of UGC and AICTE and as the President of Indian Accounting Association. He is popularly known as income-tax Bhagwati Prasad amongst students.

PHD Chamber of Commerce & Industry



Established in 1905, is a proactive and dynamic multi-State apex organisation working at the grass-root level and with strong national and international linkages. The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organisation of the business community, as it lives by the chosen motto 'In Community's Life & Part of It' and contributes significantly to socio-economic development and capacity building in several fields.

Ms Susmita Shekhar , *Secretary General of PHD Chamber of Commerce and Industry*

Ms. Shekhar has 25 years of work experience in strategic positions at myriads of NGOs and Government associations, she is an expert advisory member having worked with Japan International Cooperation Agency (JICA), United Nations to name a few. A holder of Masters Degree in English Literature she is an avid writer, and is also a visiting faculty at Institute of Management Studies-New Delhi, YMCA, Center for Science and Environment, New Delhi.



दैनिक जागरण

साझा पहल करें उद्योग व शिक्षण संस्थान



★ इंडस्ट्री एकेडमिया समिट-12 में बोले एआइसीटीई चेरमैन एसएस मंथा

आर्थिक सुविधाएं उपलब्ध करायी जाती हैं लेकिन उन्हें धन के साथ दूसरी बुनियादी सुविधाएं भी उपलब्ध कराने की जरूरत है। इससे देश के वास्तविक विकास की परिकल्पना सार्थक होगी। उन्होंने कहा कि देश के सुनियोजित विकास के लिए एजुकेशनल सिस्टम में बदलाव की जरूरत है। विशिष्ट अतिथि पीएचडी चैम्बर ऑफ कामर्स की जनरल सेक्रेटरी सुष्मिता शेखर ने समाजिक व आर्थिक सुधार के लिए बुनियादी ढांचे जैसे शिक्षा, कृषि और व्यवसाय को जरूरी बताया।

उन्होंने उद्योग व शिक्षण संस्थानों के आपसी सामंजस्य पर जोर दिया। समिट के अध्यक्ष व संकाय प्रमुख प्रो. एसके सिंह ने अतिथियों का स्वागत किया। समिट के सचिव तथा प्लेसमेंट सेल के समन्वयक प्रो. एचपी माथुर ने समिट के उद्देश्यों पर प्रकाश डाला।

कार्यक्रम की अध्यक्षता आरसीएफ के सीमएडी आरजी राजन ने की। इस अवसर पर इकनॉमिक डेवलपमेंट थ्रु एजुकेशनल एक्सिलेंस व माइक्रो फाइनेंस एण्ड चैलेंजेज नाम से दो किताबों का भी विमोचन किया गया। उद्घाटन समारोह के बाद चले सत्र में इंडस्ट्री ग्रुप के बड़ी हस्तियों ने अपने विचार प्रस्तुत किए। प्रो एचसी जौधरी ने धन्यवाद ज्ञापन किया।

उडप्पा सभागार (बीएचयू) में विचार व्यक्त करते चेरमैन एस.एस. मंथा। जागरण

वाराणसी : त्वरित तकनीकी विकास तथा कड़ी प्रतिस्पर्धा के चलते वैश्विक स्तर पर आर्थिक एवं व्यापारिक वातावरण में तेजी से परिवर्तन हो रहे हैं। वर्तमान परिदृश्य में ऐसे व्यक्तियों की महत्ता बढ़ जाती है तो न सिर्फ क्षेत्र में निपुण हो बल्कि सीमित संसाधनों का समुचित उपयोग भी कर सकें। अतः आवश्यकता है कि उद्योग जगत एवं शिक्षण संस्थान एक साझा रणनीति बनाएं जिससे मानव संसाधन कार्य के लिए सहजता से उपलब्ध हों। जो अंततः देश के विकास में परिलक्षित हो।

यह बातें शुक्रवार को बीएचयू के केएन उडप्पा सभागार में प्लेसमेंट कोऑर्डिनेशन सेल व प्रबंध संकाय की ओर से आयोजित दो दिवसीय इंडस्ट्री एकेडमिया समिट-12 में निकलकर सामने आईं।

समिट के उद्घाटन अवसर पर मुख्य अतिथि एआइसीटीई के अध्यक्ष डॉ. एसएस मंथा ने कहा कि यह विडंबना है कि आर्थिक तंगी के चलते बड़ी संख्या में छात्र कक्षा दस और बारह के बाद पढ़ाई छोड़ने पर मजबूर हो जाते हैं। उनके लिए सरकारी और गैरसरकारी संस्थाओं की ओर से

जनसंदेश टाइम्स

वारणसी, इलाहाबाद, लखनऊ, कानपुर एवं गोरखपुर से प्रकाशित

देश के प्रमुख संस्थानों के मुखिया जुटे

वारणसी। तकनीकी शिक्षा के प्रारूप को बदलते हुए उद्योग से सीधे जुड़ने का प्रयास करना समय की मांग हो गयी है। अक्सर देखा गया है कि तकनीकी के छात्र पढ़ाई पूरी करने के बाद विभिन्न कंपनियों में ट्रेनिंग करते हैं। यह विचार अखिल भारतीय तकनीकी शिक्षा परिषद (एआईसीटीई) के अध्यक्ष डॉ. एसएस मंथा के हैं। वे काशी हिन्दू विश्वविद्यालय के केएन उड़प्पा सभागार में प्रबंध शास्त्र संकाय के तत्वावधान में आयोजित इंडस्ट्री एकेडेमिया समिट को संबोधित कर रहे थे।

उन्होंने कहा कि आर्थिक तंगी के चलते बड़ी संख्या में देश के चचे 12 वीं के बाद पढ़ाई छोड़ देते हैं। डॉ. मंथा ने देश की शिक्षा व्यवस्था के बदलाव के लिए गरीब छात्रों को बुनियादी सुविधाएं संस्थान की ओर से देने पर जोर दिया। कार्यक्रम की विशिष्ट अतिथि पीएचडी चैम्बर ऑफ कामर्स एवं इंडस्ट्री की संयुक्त सचिव सुश्री सुष्मिता शंकर ने कृषि, शिक्षा, उद्योग, आधारभूत संरचनाओं को समाज के विकास का जरूरी अंग बताया। उन्होंने छात्रों को तकनीकी शिक्षा में जाने के लिए पहले से ही अपने नजरिये को स्पष्ट रखने पर जोर दिया। सुश्री शंकर

कार्यक्रम

इंडस्ट्री एकेडेमिया समिट 2012 का हुआ आयोजन

आपा-धापी में विषय चयन तो कर लेते हैं, लेकिन वे उस विषय की पहुंच से हमेशा से दूर रहते हैं। इस प्रकार की मानसिकता को बदलने की जरूरत है। समिट की अध्यक्षता कर रहे राष्ट्रीय केमिकल एवं फर्टिलाइजर के अध्यक्ष आरजी राजन ने कहा कि जिस प्रकार अंतर्राष्ट्रीय स्तर पर व्यापारिक प्रतिस्पर्धा बढ़ रही है उसे देखते हुए यह आवश्यक है कि विकासशील देश अपने आप को तकनीकी रूप से पूरी तरह सक्षम बनाएं। कार्यक्रम में इंडस्ट्री एकेडेमिया के चेयरमैन व प्रबंध शास्त्र संकाय के अध्यक्ष प्रो.एसके सिंह ने अतिथियों का स्वागत व प्रो. एचसी चौधरी धन्यवाद ज्ञापन किया। इस दौरान इकनामिक थू एजुकेशनल एक्जिलेंस व माइक्रो फिनांस इशूज एंड चैलेंजेस नामक किताब का विमोचन भी किया गया। कार्यक्रम में मुख्यरूप से प्रो. एचपी माथुर, डॉ. आर सिंह, डॉ. केशव स्वामी, प्रो. सय्याद मसूद हुसैन समेत देश भर के अनेक महत्वपूर्ण उद्योगों एवं संस्थानों के मुखिया शामिल थे।



काशी हिन्दू विश्वविद्यालय के केएन उड़प्पा सभागार में इंडस्ट्री एकेडेमिया समिट का शुभारंभ करते अतिथि

तकनीकी संस्थानों में बनेंगे रिसर्च पार्क

वारणसी। अखिल भारतीय तकनीकी संस्थान परिषद के अध्यक्ष डॉ. एसएस मंथा ने पत्रकारों से बातचीत के दौरान कहा कि अभी हाल ही में एक नया रेग्यूलेशन पास हुआ है जिसमें यह बताया गया है कि अब तकनीकी संस्थानों को एआईसीटीई एक करोड़ रुपये देगा। इससे संस्थान अपने परिसर में रिसर्च पार्क बनाएगा। इसे बनाने के लिए उद्योग जगत आगे आएगा और वह भी एक करोड़ की धनराशि संस्थान को देकर वहां के छात्रों को अपने हिसाब से तैयार करेगा। इस परियोजना को सफल बनाने के लिए एआईसीटीई से आईएनईई का करार हुआ है। साथ ही साथ क्षेत्रीय भाषाओं में 12वीं पास छात्रों के लिए एग्रेगेशन डिप्लोमा बनाने का फैसला जगती। यह उनके एग्जाम का हिस्सा होगा।

नयी झलक दिखा गये मैनेजमेंट गुरु

वाराणसी। डिग्रियों का काम छात्रों को बेरोजगार करना नहीं है, बल्कि रोजगार पाने की योग्यता होनी चाहिए। आजकल छात्र महंगी से महंगी शिक्षा तो लेता है, लेकिन अधिकतर छात्रों को अपनी डिग्री के मुताबिक रोजगार नहीं मिल पाता है। यह कथन इंडियन आयल के एक्जीक्यूटिव डायरेक्टर आलोक मिश्र के हैं। वे बीएचयू के केएन उड़प्पा सभागार में प्रबंध शास्त्र संकाय एवं प्लेसमेंट कोऑर्डिनेशन सेल द्वारा आयोजित दो दिवसीय समिट को संबोधित कर रहे थे।

उन्होंने कहा कि माता-पिता की मेहनत की कमाई बच्चे को डिग्री दिलाने में खर्च होती है इसके बावजूद छात्र अच्छे रोजगार से वंचित रह जाता है। इसके लिए सबसे पहले हमें तकनीकी शिक्षा का माडल बदलना होगा और उद्योग को तकनीकी शिक्षा जगत में



सत्ताह

प्रबंध शास्त्र संकाय की ओर से आयोजित एकेडेमिया संपन्न

अपने हिसाब से छात्रों को तैयार करने के लिए आमंत्रित करना होगा।

इस मौके पर इलाहाबाद बैंक के एक्जीक्यूटिव डायरेक्टर टीआर चावला ने कहा कि अब व्यावसायिक शिक्षा की पढ़ाई भी व्यावसायिक ढंग से होनी चाहिए नहीं तो हम युवाओं की संख्या में आगे होते हुए भी विकास में पीछे हो जाएंगे। मलेशिया से आये डॉ. अतुल पर्वतियार, हिण्डालको के प्रमुख अरुण कुमार ने भी अपने अनुभव बांटे।

सुबह के सत्र में गांधी अभियांत्रिकी एवं तकनीकी संस्थान में प्रो. सीआर मिश्र ने संस्थान एवं उद्योग जगत में म्युचुअल अंडरस्टैंडिंग पर जोर दिया।



उड़प्पा सभागार में कार्यक्रम के समापन सत्र में बोलते प्रो. एस के सिंह

कार्यक्रम के समापन सत्र में अतिथियों का स्वागत प्रो. एसके सिंह व धन्यवाद प्रो. एचपी माधुर ने किया। इस मौके पर चेरियन जार्ज, चितरंजन मिश्र, प्रो. प्रशांत कुमार, डॉ. राज अग्रवाल, प्रो.

एके अग्रवाल समेत अनेक संस्थाओं के मुखिया, विभिन्न विश्वविद्यालयों के विद्यार्थी, कुलपति व निदेशक एवं विभिन्न उद्योग कंपनियों के संचालकों ने अपनी उपस्थिति दर्ज कराई। सं.

अमर उजाला

देश के तकनीकी संस्थानों में बनेंगे रिसर्च पार्क

तकनीकी शिक्षा में औद्योगिक सहभागिता की हो रही कवायद

● अमर उजाला ब्यूरो

वाराणसी। तकनीकी शिक्षा में औद्योगिक सहभागिता के उद्देश्य से देश के तकनीकी संस्थानों में रिसर्च पार्क बनाने की कवायद शुरू की गई है। इसके लिए अखिल भारतीय तकनीकी शिक्षा परिषद (एआईसीटीई) ने सर्वे का काम शुरू कर दिया है। रिसर्च पार्क के लिए एआईसीटीई ने बीएचयू से जमीन की मांग की है। शुक्रवार को बीएचयू में इंडस्ट्रीज एकेडमिया सम्मेलन में भाग लेने आए एआईसीटीई के अध्यक्ष डा. एसएस मंथा ने यह बातें बताईं।

बातचीत के दौरान डा. मंथा ने बताया कि जिन संस्थानों द्वारा कम से कम पांच हजार वर्ग फुट भूमि उपलब्ध कराई जाएगी, वहीं ये पार्क बनाए जाएंगे। रिसर्च पार्क की स्थापना के लिए परिषद औद्योगिक समूह से संस्थानों को एक-एक करोड़ रुपये उपलब्ध करवाएगा। तृश उपलब्ध कराने वाले



डा. एसएस मंथा।

पार्क के लिए बीएचयू से एआईसीटीई ने मांगी जमीन

5000 वर्ग फुट जमीन उपलब्ध करानी होगी संस्थानों को

औद्योगिक संस्थान शोधार्थियों को कम लागत से गुणवत्तायुक्त उत्पाद तैयार करने की तकनीक बताएंगे। इसी प्रकार एआईसीटीई एवं इंडियन नेशनल एकेडमी आफ इंजीनियरिंग साथ मिलकर रक्षा मंत्रालय की डीआरडीओ और सेंट्रल साइंस एंड रिसर्च की प्रयोगशालाओं में प्रत्येक साल 500 विद्यार्थियों को शोध कराएंगे। उन्होंने बताया कि इस पर सहमति बन गई है। अगले सप्ताह विज्ञापन

छात्र अपनी पसंद से करें विषय का चयन

वाराणसी। प्रवेश के दौरान छात्रों को अपनी पसंद के विषय का ही चयन करना चाहिए ताकि बेहतर करियर बनाने के साथ देश के विकास में भरपूर योगदान कर सकें। सामाजिक और आर्थिक विकास के लिए बुनियादी ढांचे, कृषि, व्यापार और शिक्षा के क्षेत्र पर विशेष ध्यान देना होगा। शुक्रवार को बीएचयू के केएन उडुप्पा सभागार में प्रबंध संकाय और प्लेसमेंट कोऑर्डिनेशन सेल द्वारा आयोजित दो दिवसीय इंडस्ट्रीज एकेडमिया सम्मेलन में पीएचडी वैबर आफ कामर्स एंड इंडस्ट्री के जनरल सेक्रेटरी सुधिता शेखर ने ये बातें कहीं। प्रबंध संकाय के प्रमुख प्रो. एसके सिंह ने कहा कि विकास के लिए इंडस्ट्री एकेडमिया और सोसाइटी में परस्पर संबंध जरूरी है। सम्मेलन के सचिव प्रो. एचपी माथुर ने कहा कि विद्यार्थियों की निपुणता से न सिर्फ रोजगार में बढ़ोतरी होगी, बल्कि स्थाई नियोजन भी होगा। एआईसीटीई के अध्यक्ष डा. एसएस मंथा ने कहा कि आर्थिक तंगी के कारण बड़ी संख्या में छात्र 10वीं या 12वीं के बाद पढ़ाई छोड़ देते हैं जो चिंता का विषय है। इस अवसर पर इकोनॉमिक डेवलपमेंट थू एजुकेशनल एक्सीलेंस और माइक्रो फिनांस इश्यूज एंड वैलेंज नामक पुस्तकों का लोकार्पण हुआ।

निकाला जाएगा ताकि शोध के लिए तकनीकी संस्थानों के छात्र-छात्राओं का चयन किया जा सके। छात्र इसके लिए आनलाइन आवेदन की व्यवस्था होगी। उन्होंने कहा कि तकनीकी संस्थानों की प्रयोगशालाओं की गुणवत्ता सुधारने के लिए भी आर्थिक मदद की

जाएगी। उन्होंने बताया कि पिछले साल से तकनीकी संस्थानों में पांच प्रतिशत सीटें गरीब छात्रों के लिए सुरक्षित की गई हैं, जिनके तहत उनके फ्री ट्यूशन की व्यवस्था है। बताया कि संस्थानों के विकास के लिए अभी दो दर्जन से अधिक योजनाएं तैयार की जा रही हैं।



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विश्व का सर्वाधिक पढ़ा जाने वाला अखबार

दैनिक जागरण



साझा पहल करें उद्योग व शिक्षण संस्थान



• इंडस्ट्री एकेडमिया समिट-12 में बोले एआइसीटीई चेयरमैन एसएस मंथा

आर्थिक सुविधाएं उपलब्ध करायी जाती हैं लेकिन उन्हें धन के साथ दूसरी बुनियादी सुविधाएं भी उपलब्ध कराने की जरूरत है। इससे देश के वास्तविक विकास की परिकल्पना सार्थक होगी। उन्होंने कहा कि देश के सुनियोजित विकास के लिए एजुकेशनल सिस्टम में बदलाव की जरूरत है। विशिष्ट अतिथि पीएचडी चैम्बर ऑफ कामर्स की जनरल सेक्रेटरी सुष्मिता शेखर ने समाजिक व आर्थिक सुधार के लिए बुनियादी ढांचे जैसे शिक्षा, कृषि और व्यवसाय को जरूरी बताया।

उन्होंने उद्योग व शिक्षण संस्थानों के आपसी सामंजस्य पर जोर दिया। समिट के अध्यक्ष व संकाय प्रमुख प्रो. एसके सिंह ने अतिथियों का स्वागत किया। समिट के सचिव तथा प्लेसमेंट सेल के समन्वयक प्रो. एचपी माथुर ने समिट के उद्देश्यों पर प्रकाश डाला।

कार्यक्रम की अध्यक्षता आरसीएफ के सीमएडी आरजी राजन ने की। इस अवसर पर इकनॉमिक डेवलपमेंट थ्रु एजुकेशनल एक्सिलेंस व माइक्रो फाइनेंस एण्ड चैलेंजेज नाम से दो किताबों का भी विमोचन किया गया। उद्घाटन समारोह के बाद चले सत्र में इंडस्ट्री ग्रुप के बड़ी हस्तियों ने अपने विचार प्रस्तुत किए। प्रो एचसी चौधरी ने धन्यवाद ज्ञापन किया।

उडप्पा सभागार (बीएचयू) में विचार व्यक्त करते चेयरमैन एस.एस. मंथा। जागरण

वाराणसी : त्वरित तकनीकी विकास तथा कड़ी प्रतिस्पर्धा के चलते वैश्विक स्तर पर आर्थिक एवं व्यापारिक वातावरण में तेजी से परिवर्तन हो रहे हैं। वर्तमान परिदृश्य में ऐसे व्यक्तियों की महत्ता बढ़ जाती है तो न सिर्फ क्षेत्र में निपुण हो बल्कि सीमित संसाधनों का समुचित उपयोग भी कर सकें। अतः आवश्यकता है कि उद्योग जगत एवं शिक्षण संस्थान एक साझा रणनीति बनाएं जिससे मानव संसाधन कार्य के लिए सहजता से उपलब्ध हों। जो अंततः देश के विकास में परिलक्षित हो।

यह बातें शुक्रवार को बीएचयू के केएन उडप्पा सभागार में प्लेसमेंट कोऑर्डिनेशन सेल व प्रबंध संकाय की ओर से आयोजित दो दिवसीय इंडस्ट्री एकेडमिया समिट-12 में निकलकर सामने आईं।

समिट के उद्घाटन अवसर पर मुख्य अतिथि एआइसीटीई के अध्यक्ष डॉ. एसएस मंथा ने कहा कि यह विडंबना है कि आर्थिक तंगी के चलते बड़ी संख्या में छात्र कक्षा दस और बारह के बाद पढ़ाई छोड़ने पर मजबूर हो जाते हैं। उनके लिए सरकारी और गैरसरकारी संस्थाओं की ओर से



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दैनिक जागरण



‘शोध पार्क’ के लिए ‘मोबाइल फर्टिलाइजर मानीटरिंग सिस्टम’ से रोकेंगे कालाबाजारी

वाराणसी : अखिल भारतीय तकनीकी परिषद के अध्यक्ष डॉ. एस.एस. मंथा ने कहा है कि तकनीकी शिक्षा में उद्योगों की सहभागिता पर जोर दिया जाएगा। शोध कार्यों को बढ़ावा देने के लिए नए नियमों के तहत अखिल भारतीय तकनीकी शिक्षा परिषद, सरकारी संस्थानों को एक करोड़ रुपये का अनुदान प्रदान करेगा। इसके लिए संस्थान को 5 हजार वर्ग फीट जमीन उपलब्ध करानी होगी जिस पर ‘शोध पार्क’ बनाया जाएगा। प्रयास किया जा रहा है कि उद्योग जगत भी इन संस्थानों को एक करोड़ रुपये दे।



एसएस मंथा

शुक्रवार को बीएचयू स्थित प्रबंध संकाय के एक कार्यक्रम में शिरकत करने आए डॉ. मंथा ने पत्र प्रतिनिधियों को बताया कि इंडियन नेशनल एकेडमी ऑफ इंजीनियरिंग से तकनीकी शिक्षा परिषद ने तालमेल किया है। इसके तहत डिफेंस रिसर्च एंड डेवलपमेंट ऑर्गनाइजेशन व सीएसआइआर की प्रयोगशालाओं में देश भर से चयनित पांच सौ अभ्यर्थियों को शोध के लिए भेजा जाएगा। इन्हें 15 हजार रुपये मासिक स्कालरशिप भी दी जाएगी। इसके आन लाइन आवेदन मांगे जाएंगे। एक सप्ताह के अंदर इसे विज्ञापित करेंगे। क्षेत्रीय भाषाओं वाले छात्रों के लिए बीच सेमेस्टर में फिनिशिंग स्कूल चलाने की योजना है ताकि ये परफेक्ट व प्रोफेशनल बनें। आर्थिक रूप से कमजोर छात्रों के लिए तकनीकी शिक्षा परिषद के सभी पाठ्यक्रमों में 5 फीसद आरक्षण की व्यवस्था है। इस बार इससे डेढ़ लाख बच्चे लाभान्वित भी हुए हैं।

♦ कनाडा व घाना में फर्टिलाइजर प्लांट लगेगे : आरजी राजन

वाराणसी : भारत सरकार के उपक्रम राष्ट्रीय केमिकल्स एंड फर्टिलाइजर्स लि. के अध्यक्ष व प्रबंध निदेशक आरजी राजन ने बताया कि खाद की कालाबाजारी रोकने के लिए ‘मोबाइल फर्टिलाइजर मानीटरिंग सिस्टम’ को लागू कर दिया गया है। इसके तहत अब डीलर को खाद पहुंचने पर एसएमएस द्वारा सूचना कंपनी के मार्केटिंग ऑफिस को देनी होगी।

बीएचयू प्रबंध संकाय में आयोजित सम्मेलन में भाग लेने आए श्री राजन ने बताया कि भारत में कच्चे माल की उपलब्धता न होने के कारण इसे बाहर से मंगाया जाता है। सरकार की योजना है कि क्यों न उन्हीं देशों में प्लांट लगाएं जाएं जहां कच्चे माल की

उपलब्धता अधिक है इसीलिए कनाडा में प्लांट लगाने की योजना है। अफ्रीकी देश घाना में गैस की उपलब्धता अधिक होने के कारण वहां यूरिया का प्लांट लगाया जाएगा। इससे खाद बेहतर व सस्ती मिलेगी।



आरजी राजन

उन्होंने बताया कि आरसीएफ ने उत्तर प्रदेश में पिछले वर्ष तीन लाख टन फर्टिलाइजर बेचा था। पूरे देश में 280 लाख टन यूरिया की खपत है जबकि कंपनी 230 लाख टन यूरिया बनाती है। बाकी दूसरे देशों से मंगाई जाती है। बताया कि एक योजना आने वाली है जिसमें खाद पर सब्सिडी न देकर अब किसानों को सीधे सब्सिडी प्रदान की जाएगी।

CITY DIGEST

Industry academia summit concludes

The two-day industry academia summit 2012 organised by the Faculty of Management Studies, Banaras Hindu University (BHU), in association with Placement coordination cell concluded on Saturday. The technical sessions, panel discussion and paper presentation summed up the final day of the summit.

NSS camp organised: Vasant Kanya Mahavidyalaya organised a National Service Scheme camp at the Theosophical Society on Saturday. Addressing the camp, TK Nayer, secretary, Besant Education Fellowship, highlighted the contributions of Annie Besant for upliftment of people particularly women in India.

March: The Indian Development Education and Awareness Foundation will carry out a march denouncing wrong phone calls to women to harass them in Sigra area on Sunday.



एजुकेशनल सिस्टम में बदलाव की जरूरत

इंडस्ट्री एकेडमिया समिट में बोले AICTE के चेयरमैन एसएस मान्धा

VARANASI (12 Oct, i next): यह विडंबना है कि आर्थिक तंगी के चलते बड़ी संख्या में स्टूडेंट्स क्लास रॉथ और ट्वेल्थ के बाद पढ़ाई छोड़ने पर मजबूर हो जाते हैं. उनके लिए सरकारी और गैरसरकारी संस्थाओं की ओर से अधिक सुविधाएं उपलब्ध करायी जाती हैं लेकिन उन्हें दूसरी बुनियादी सुविधाएं भी उपलब्ध कराने की जरूरत है. यह बातें शुक्रवार को एआईसीटीई के चेयरमैन एसएस मान्धा ने बीएचयू के केएन उडप्पा सभागार में व्यक्त की. श्री मान्धा बीएचयू के प्लेसमेंट कोआर्डिनेशन सेल व मैनेजमेंट फैकल्टी की ओर से आयोजित दो दिवसीय इंडस्ट्री एकेडमिया समिट-12 में बतौर चीफ गेस्ट बोल रहे थे. कार्यक्रम में बतौर गेस्ट ऑफ ऑनर पीएचडी चैम्बर ऑफ कामर्स की

जनरल सेक्रेटरी सुष्मिता शेखर ने सोशल व इकनामिक रिफार्म के लिए बुनियादी ढांचे जैसे एजुकेशन, एग्रीकल्चर और बिजनेस को जरूरी बताया. उन्होंने इंडस्ट्री और एजुकेशन इंस्टीट्यूशन के आपसी सामंजस्य पर जोर दिया.

समिट के सेक्रेटरी जनरल प्रो एचपी माथुर ने आयोजन के उद्देश्य पर प्रकाश डालते हुए कहा कि आज के दौर में ऐसे प्रोफेशनल्स की इपार्टिस और भी बढ़ जाती है जिनमें सीमित संसाधनों में बेस्ट रिजल्ट देने की काबिलियत हो. प्रो माथुर ने प्रोफेशनल्स की निपुणता के द्वारा रोजगार में बढ़ोतरी की बात कही. कार्यक्रम की अध्यक्षता आरसीएफ के सीमएडी आरजी राजन ने किया. इस अवसर पर इकनामिक डेवलपमेंट थ्रु एजुकेशनल एक्सलेंस व माइक्रो फाइनेंस एण्ड चैलेंजेज नाम से दो किताबों का भी विमोचन किया गया. समिट के चेयरमैन प्रो एसके सिंह ने गेस्ट्स का स्वागत किया. प्रो एचसी चौधरी ने धन्यवाद ज्ञापन किया.



इंडस्ट्री एकेडमिया समिट का इनांगरेशन करते चीफ गेस्ट.



तकनीकी शिक्षा में उद्योग की सहभागिता जरूरी

वाराणसी (एसएनबी)। तकनीकी शिक्षा में उद्योग की सहभागिता को बढ़ाने के लिये नये नियम बनाने की जरूरत है। सरकारी संस्थानों को धन मुहैया करवाये जाये और उद्योग जगत की सहभागिता हो तो तकनीकी दक्ष युवा उद्योग जगत की मांग पर खरे उतर सकते हैं। रिसर्च पार्क बने जहाँ दक्षता को उन्नत व परत को जा मरके तो शिक्षा व उद्योग जगत का भील्य संकर जायेगा। यह कहना है अंत इंडिय काउंसिल फर टेक्निकल एजुकेशन (दिल्ली) के चेयरमैन डा. एसएस मंधा का। डा. मंधा शुक्रवार को वीएचयू के विविता विज्ञान संस्थान के प्रो. केएस उदुप्या सभाभार में प्रबंध शस्त्र संकाय को इंडस्ट्री अकैडमिया समिट-2012 में शिक्षा व्यवस्था में उकृष्टता के माध्यम से आर्थिक विकास विषय पर जाँर मुला अतिथि बोल रहे थे।

उन्होंने कहा कि तकनीकी विकास व प्रतिस्पर्धा के इस युग में उसे ही काम मिलेगा जिसके पास हुनर हो। कितनों के माध्यम से हम क्या संछ रहे हैं, उद्योग जगत को क्या मांग है दोनों के तालमेल से तैयार युवा ही सही मायने में विकास की नया तन्वीर प्रस्तुत कर सकते हैं। डा. मंधा ने कहा कि भारत में आर्थिक तंगी के चलते बड़ी संख्या में विद्यार्थी कक्षा 10 व 12 के बाद पढ़ाये छोड़ देते हैं इससे उच्च शिक्षा में युवाओं की भागीदारी घट रही है। शोध नहीं होने से बदलते तूष के आधार पर नये नियम व समीकरण



इंडस्ट्री अकैडमिया समिट को सम्बोधित करते डा. एसएस मंधा। फोटो: एसएनबी

बनाने में परेखनी हो रही है। डा. मंधा ने एक योजन का विक्र करके हुए प्रतिभाजन विद्यार्थी को रिसर्च पार्क की सुविधा देने को बात कही। इंडियन नेशनल एकेडमी ऑफ इंजीनियरिंग की ओर चलते जाते रिसर्च पार्क में डॉ.एस.डी.ओ व सीएसआई-आर की मदद से देशभर से पांच सौ अध्येर्षी चुने जायेंगे। इसमें शिक्षकों के अलावा प्रतिभाजन विद्यार्थी को शोध का मिलेगा। प्रथम पांच सौ

सुर्षों को योजन व प्रतिभा के आधार पर चुन जायेगा। इसके लिये अनेदन ऑनलाइन हो स्वेकार होंगे।

डा. मंधा ने कहा कि एआईसीटीई की तरफ से लगभग 25 कार्यक्रम किये जा रहे हैं। विशिष्ट अतिथि जनरल सेक्रेटरी पीएचडी जेम्बर आफ कागर्स एण्ड इंडस्ट्री की सुम्पित शेरार ने शिक्षा व्यवस्था में उकृष्टता के माध्यम से आर्थिक विकास के लिये बुनियादी ढांचे में

वीएचयू के प्रबंध शस्त्र संकाय की इंडस्ट्री अकैडमिया समिट-2012 का शुभारंभ

रिसर्च पार्क में शिक्षकों के अलावा छात्रों को भी मिलेगा शोध का मौका

बदलाव की वकालत की। उन्होंने कृषि, व्यापार व शिक्षा के विकास को न सिर्फ सामाजिक बल्कि आर्थिक विकास के लिये जरूरी बताया। अकृषता कर रहे सीएचडी आरसीएफ के चेयरमैन व मैनेजिंग डायरेक्टर आर.बी. राजन ने कहा कि अनरॉस्टेड स्तर पर प्रतिस्पर्धा बढ़ रही है जरूरी है कि विकासशील देश अपने को तकनीकी रूप से और दक्ष बनवें जिसमें शिक्षण संस्थानों को भूमिका महत्वपूर्ण है।

इकोनॉमिक्स डेवलपमेंट व एजुकेशन ऐक्सलेंसिस व माइक्रो फिनॉस इन्यूव एण्ड चैलेंज पुस्तक शिलोच को गयी। अतिथिओं का स्वागत प्रबंध शस्त्र संकाय के डीन प्रो. एसके सिंह व धन्यवाद ज्ञापन विधि प्लेसमेंट सेल के कोऑर्डिनेटर प्रो. एच.बी. मधुकर ने किया। उद्घाटन सत्र के उपरान्त तकनीकी सत्र में डा. बी.आर. सिंह, डा. के.एच. स्वामी, डा. वीरेंद्र पां. सिंह, विद्यार्थी व शिक्षक उपस्थित थे।

THE TIMES OF INDIA

Summit brings academia, corporate world together

TIMES NEWS NETWORK

Varanasi: The two-day Industry-Academia (IA) Summit 2012 organised by the Faculty of Management Studies, Banaras Hindu University (BHU) in association with Placement Coordination

Cell, BHU began at the varsity's KN Udupa auditorium on Friday.

Several eminent personalities from corporate and academic world including the chairman of All India Council for Technical Education (AICTE), Dr SS Mantha

were present at the summit organized to facilitate interaction between academic institutions and the corporate world. Laying emphasis on the present education system, Mantha in his keynote address said due to economic constraints, several students

have to cut short their pursuit of higher education. He also discussed changes required in the Indian education system.

A book titled 'Economic development through educational excellence' was also released on the occasion.

आमर उजाला

दिल्ली | उत्तर प्रदेश | उत्तराखण्ड | पंजाब | हरियाणा | बिहार | जम्मू-काश्मीर

भासागर, वर्ष 10 अंक 269, पृष्ठ - 18+4+22 मूल्य - दो रुपये पाठक पैके

उद्योग, संस्थानों में तकनीकी पार्टनरशिप जरूरी

वाराणसी। उद्योग और शैक्षणिक संस्थानों में तकनीकी पार्टनरशिप जरूरी है। इससे उद्योग और संस्थान दोनों को लाभ होगा। शनिवार को बीएचयू के प्रबंध संकाय और प्लेसमेंट को-आर्डिनेशन सेल के तत्वावधान में आयोजित इंडस्ट्री एकेडमिया सम्मेलन के समापन पर देव

**बीएचयू में
इंडस्ट्री
एकेडमिया
सम्मेलन
संपन्न**

इंडस्ट्री के सीईओ इंजीनियर ज्ञानदेव ने ये बातें कही।

देश भारत ग्रुप कंपनी की जनरल सेक्रेटरी डा. शालिनी गुप्ता, इग्नू के प्रो. राम प्रताप आदि ने विचार रखे। कंज्यूमर ऑनलाइन फाउंडेशन के संस्थापक विजो न मिश्रा ने कहा कि ऐसी व्यवस्था की जाए कि ग्राहकों के मुकदमे का खर्च कंपनियां उठाए।



Focus areas of development highlighted

PIONEER NEWS SERVICE ■ VARANASI

Highlighting the key focus areas of development, the General Secretary for the PHD Chamber of Commerce Sushmita Shekhar on Friday said that agriculture, agribusiness, education & infrastructure, industry and academia have always shared a long relationship and added that in current scenario, the corporate are putting a lot of pressure on universities to inculcate the needs of the industries in their curriculum.

While speaking in the inaugural session of two day Industry Academia Summit being held by the Faculty of Management Studies, Banaras Hindu University (BHU) in association with Placement Cell of university at K N Udupa Auditorium in varsity premises here Sushmita Shekhar said that the interaction of industry and academia results in knowledge transfer, experience transfer and technical transfer.

Delivering his keynote speech Dr S S Matnha talked about the current education system and highlighted the various employability factors. He stressed upon the fact that many students drop out of their secondary education of financial reasons and pointed out that a new financial model is required to support these people and a huge employment market is required to accommodate them.

Dr Mantha suggested that the employment sector needs to be expanded in the field of MSME's and service sectors

to employ a larger number of students and stressed upon the role of AICTE for the vocationalization of graduate courses to help students increase their employability skills and study as per their freedom.

The secretary general of summit Prof H P Thakur spoke about the need to produce managers who could meet the demand of the changing global era by making the best use of the available resources.

In the beginning, the Head & Dean of FMS Prof S K Singh welcomed the guests and discussed the objective of summit and said that the main reason of summit is to bring different associations, corporate world, universities and most important stake holders that are the students. He said that the students are prepared to face challenges in the primary and secondary level of education but it is the higher education that gives the direction to the career of the students. The Summit intends to bridge the gap between what is being taught and what is required by the industry.

NEW REGISTRAR

Consequent upon submission of request of Prof V K Kumra, professor of geography in BHU for relieving him on medical ground from the additional responsibility of registrar of the university the vice-chancellor Dr Lalji Singh appointed Prof G S, Department of Geophysics, Faculty of Science as new registrar of the university with immediate effect till further orders.

Organizers:

Banaras Hindu University:

Banaras Hindu University ranks among the first few in the country in the field of academic and research output. This university has two campuses, 3 institutes, 16 faculties, 140 departments, 4 advanced centres and 4 interdisciplinary schools. The University is making its mark at the national and international levels in a number of frontier areas of Science, Social Science, Technology, Medicine and Agriculture etc.

BHU today has nearly thirty thousand students including 2500 research scholars and 650 foreign students from 34 nations, under one roof are pursuing different academic Programs at this campus as well as the newly established Rajiv Gandhi South Campus.

BHU has established the Rajiv Gandhi South Campus at Barkachha about 75 Kms southwest of Varanasi on 2760 acres of land. This campus is emerging as a potential hub to impart education, training and entrepreneurship development skills, to the youth, women and marginalized sections of society in the backward region of Mirzapur and adjoining districts of Uttar Pradesh, Western Bihar and Northern Madhya Pradesh. The Campus is heading well as per your vision for education to generate new breed of human resource who would be job creators and not job seekers.

Placement Coordination Cell:

The most important asset of any civic society is its skilled manpower. Today, education is not just dissemination of knowledge, but equipping the students with appropriate skills and ability to take up new challenges for contributing to the society immensely as well as fulfilling their career dreams. Our University is imparting education to over 30000 students in different disciplines by conducting professional and other Programs spanning from Visual and Performing Arts to Medical and Engineering. Several new generation and innovative Programs on different streams are also being conducted.

The Programs of this University are designed in such a way so as to equip the participants to find their respective role in real life situations and enable them to face the challenges that pose. Students of most of the professional Programs of the University viz., engineering graduates from IT, Medical graduates from IMS, Graduates from Institute of Agricultural Sciences and MBA students from the Faculty of Management Studies are getting placed in the Campus recruitments. Several other Programs like MPMIR, Tourism Management, Journalism Courses, MFC, students from visual and performing arts are also in great demand.

Being a part of this great and magnificent University, housing unparalleled facilities and expertise of all kinds, students get maximum exposure, which enhance the frontier of horizon of their thinking. The spirit and values, felt and acquired from this institution are reflected in personal and professional life of the alumni of this great University. The University is one of the best places for employers to find manpower suitable for their specific requirements. They can absorb young enthusiastic graduates who are capable of excelling in their respective fields if provided with opportunity. The Placement Coordination Cell is a felicitous for the students of the University and prospective employers to find their respective targets.

Faculty of Management Studies:

We are living in a world where the management education is gaining momentum. Skills of professional management makes career oriented younger generation more confident and successful in achieving their career dreams. The Faculty of Management Studies was established in 1968 as an extension of Pandit Madan Mohan Malviya Ji's vision of making Banaras Hindu University a microcosm of the world bringing together people of varied interests under one roof. Not only did FMS prove to be an institution with class a part management education but it also surpassed the benchmarks set in the field by being innovative and continuously evolving as per the needs of industry.

For more than four decades since its inception, the sacred halls of FMS BHU have churned out more than 4000 management graduates who not only occupy distinctive positions in industries in India but all over the world and over the years have brought accolades to the faculty. The Programs have been designed to equip budding managers with the latest technical knowledge and refine their domain of expertise and skills. The admissions to these Programs are strictly through CAT conducted by IIMs, Group Discussion and Interview. Apart from the mainstream courses various other courses are also run by the Faculty.

The corporate world today requires extremely competent professional managers to take up this responsibility. We at FMS BHU understand the need of the hour fully and equip our students to face the challenges boldly and produce one of the finest managers for the corporate world. This determination and rigor has placed us amongst one of the best management institutions in the country.

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