

Gujarat Technological University

7th June 2013

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Anantyam - Newsletter for GTU Research Centres

Volume I

GTU's Post-graduate Research Centres to study the working of every Section at GTU office for ensuring that the service to students and faculty members remains/ becomes the best in the world.

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Leader's Speech

The GTU Post-graduate Research Centres

On April 18, 2013, **Dr APJ Abdul Kalam**, the former President of India, said "Good teaching emanates from research." He commended the mission of providing value-based quality education to students of all sections of society and to make higher education an effective Instrument for socio-economic transformation of the nation.



The GTU Post-graduate Research Centres are designed to work as examples of good and relevant research. The Centres are to work as catalysts for infusing the spirit of innovation and research in the Colleges through multi-College joint research projects and through involving post-graduate students actively in research, development and consultancy projects. The Centres are to establish active linkages with the industry and research institutions in India and abroad.

The Centres should publish excellent research. They should also be able to provide informed commentaries on all issues of public policy, within the domain of each Centre or a group of Centres. Thus the Research Centres should be able to raise the level of debate in the public domain. The Centres should become institutional public intellectuals or independent think-tanks to which scholars of the whole of the world should be invited and where they would like to come to expound their ideas to a receptive, knowledgeable but critical audience.

There are University Centres to which the political leaders from the whole of the world are invited and the invitees feel honoured to speak from their podiums. There are Universities, which run short-term courses for young leaders of the world and there are long queues of aspirants for these courses. There are Universities to which scholars would love to be invited as soon as they have come out with a significant new idea in the form of a book or a paper. There are Universities, which are invited to help build a quality higher education system for a province of 85 million people and the University has no more than 1,000 faculty members. (GTU has 17,000 faculty members in its Colleges.)

GTU wants to have Centres, which are respected by professors and scholars from all over the world. GTU wants to have beautifully architected halls and libraries, which are made sacred by the foot-falls of great scholars.

GTU's dream is to have in India a University, the kind of which we have not had for the last 816 years. GTU aims at becoming a University in which its students and professors can take pride and which is perceived as a treasure for the whole of the world.

The Post-graduate Centres will play an important role in realizing the dream.

Let all of us, at the University and at the Colleges, affiliated with GTU, join the missionary team to make GTU a great University. We can do it if only we decide to break out of the cocoon of mediocrity, in which we have imprisoned ourselves. We must do it – for our country and for our world.

Dr. Akshai Aggarwal

7th June 2013



ost-Graduate Research Centres

Gujarat Technological University Ahmedabad is in the process of establishing the following 12 Post-graduate Research Centers:

- 1. Center for Environmental and Green Technologies (CEGT)
- 2. Center for Mobile Computing and Wireless Technologies
- 3. Center for Cyber Security
- 4. Center for Environment and Energy Efficiency Tools
- 5. Center for Infrastructure, transportation and water management
- 6. Center for Technology Education, Public policy and Universities of the 21st Century (TEPPU21C)
- 7. Center/School for Global Business Studies (SGBS): GTU conducts studies of about 90 countries as a part of its Global MBA program. In the presence of visiting dignitaries and the business leaders, working with German and Canadian industries, GTU has established the following two Study Centers under SGBA.

Indo-German Study Center

Indo-Canadian Study Center

- 8. Center for Business Ethics and CSR (BEACSR)
- 9. Center for Financial Services (CFS)
- 10. Center for Marketing Excellence (CME)
- 11. Center for Governance Systems in Businesses, Industries, Universities, Hospitals, NGOs and Governments (CGS)
- 12. Center for Pharmaceutical Studies and Drug Delivery Technologies (CPS)

Each Centre has a Board of advisors consisting of prominent experts from India and abroad.

Members of Post Graduate Research Centers

Center/ School for Global Business Studies

> Dr. Sarika Srivastava Dr. Kaushal Bhatt Mr. Keyur Darji



Center for Governance Systems in Businesses, Industries, Universities, Hospitals, NGOs and Governments

Dr. Ritesh Patel Mr. Rajesh Ramani Dr. Kaushal Bhatt



Center for Business Ethics and CSR

Dr. Mamta Singh Mrs. Krutika Rawal Mr. Rajesh Ramani



Center for Marketing Excellence

Mrs. Krishna Parmar Mr. Monarch Joshi Dr. Rohit Bansal



Center for Financial Services

Dr. Rohit Bansal Mr. Hitesh Gujarati Mr. Vikrat Vala



Centre for Technology Education

Mrs. Krutika Rawal Dr. Mamta Singh

Making GTU even more Responsive for its Stake-holders

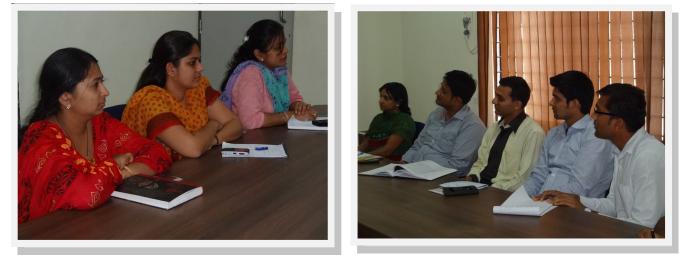
GTU's Post-graduate Research Centres to study the working of every Section at GTU office for ensuring that the service to students and faculty members remains/ becomes the best in the world.

On 27th May, 2013, at a meeting of the new faculty members and Researchers, who had joined the University, Dr. Akshai Aggarwal said that the University is a public institution, which must hold itself accountable to all its stake-holders. A university's environment continues to evolve and its syllabi and its methods of teaching and evaluation have to change continuously. The research work, by its basic nature, takes ever- innovative directions. Moreover the expectations of the society continue to rise. Hence the methodologies of its working have also got to continuously improve and become more efficient.



Particularly addressing those working in the areas of the Centre for Business Ethics and CSR (BEACSR), the Centre for Governance Systems in Businesses, Industries, Universities, Hospitals, NGOs and Governments (CGS) and the Centre for Technology Education, Public policy and Universities of the 21st Century (TEPPU21C), he said that they should take up a joint research project for studying the working of each of the Sections of GTU. The project should aim at improving the productivity, efficiency and service to its stake-holders of each

Section. It should look at the present use of ICT and suggest ways where new ICT tools or improvement in the existing tools can help improve the working of the Section. It should set up ways of obtaining feedback from those, whom it serves and it should help form quality-circles so that all those



working in the Section can apply their mind collectively to improve its working. The research project should aim at working out a benchmark for excellent service so that every Section may be able to self-evaluate its progress.



Centre for Global Business Studies at GTU

In early 1990s' the economic reforms, popularly known as, *Liberalization, Privatization and Globalization* (LPG model) were introduced with aim to make the Indian economy grow fast and become globally competitive. The reforms marked the advent of a closer integration of the Indian economy into the global economy.

The Gujarat Technological University is established with a vision to become a hub of Research, Technology and Entrepreneurship. It has identified the need to develop its students and faculties equally compatible with the global economy.

With the belief that Gujarat is a land of entrepreneurship and number one in growth rate and industrialization GTU has taken the responsibility to develop new innovative & a revolutionary way of emulating a similar success in the education sector for endeavor to be a world class university.

GTU's mission : Center for Global Business Studies:

- Attracting scholars who are global leader in their fields.
- Internationalization of faculty and students through MOUs with foreign universities
- Achieve the Leadership in academic research and teaching in global business studies
- Creating an eco-system for innovation - leveraging academic and industrial research for global business studies
- Fostering entrepreneurship through global business studies.

The Center for Global Business Studies is an initiative of Gujarat Technological University as a part of its endeavor to make its academic programs as the 'Global Programs' in real sense. The Center for Global Business Studies has been established to construct a coherent global perspective in education and research. The Center is having the focus on seven regional markets to discover opportunities for doing business, namely: North America, Europe, South America and Caribbean countries, Middle East and Africa, Central Asia, East Asia and Pacific Countries & South Asia.

The center is established to empower the Students and Faculties to explore the new heights in Global Business and Technical Research.

GTU students to study 94 countries during 2013-14

The first benchmarking step to fulfill this objective was the launch of the Global Country Study Report (GCSR) program into the MBA curriculum in 2011. This is a two-semester course introduced in the 2nd year of MBA. In this every student and faculty is required to study the business environment in any foreign country with the perspective of an Indian analyst. The students are encouraged to study and establish contacts with businesses and scholars in the foreign country. They are also encouraged to visit the country during the two weeks of vacation between the 3rd & 4th semester to have a practical exposure to the various contexts. Till now, the GTU MBA Institutes have studied 78 countries in 2011-12. In 2013-14, the MBA students will study 94 countries under GCSR program. With this program, the Center for Global Business Studies will be proved as a valuable resource to Industry of Gujarat, helping the industry to find and explore the



GTU has appointed Board of Advisors in GCSR for making the program more efficient. Recently, on 19th May 2013, Center for Global Business Studies has arranged a Workshop on African and Asian countries for Directors and GCSR coordinators of all MBA institutes. In the workshop, The High Commissioner of Nigeria, **His Excellency Mr. Ndubuisi Vitus Amaku, the High Commissioner of Nigeria was present as Guest of Honor.** For more details please visit: <u>http://</u> www.gtu.ac.in/ABP/index.html

Additionally to this, the Center for Global Business Studies is having two dedicated study centers, Indo – Canadian study center and Indo – German study center. These two centers are established to provide an Academic and Research platform with the universities of Canada and Germany. GTU has established its tie ups with many esteemed universities of these two countries like, University of Alberta, Canada, Laurentian University (LU), Canada, University of Applied science, Bielefeld, Germany, University of Applied science, technology, Business and Design – Wismar, Germany as well as DHBW Stuttgart University, Germany. For more information please visit: http://www.gtu.ac.in/mypdf_2013.asp

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200 GTU students visited three countries for studies

IEP (International Experience Program) is a unique initiative of the Center for Global Business studies to provide a factual global exposure to its students of all branches including Management, Pharmacy and Engineering. Under this program, the students of all these disciplines are sent to the various foreign universities where GTU has signed MoUs. Students visit the particular country and the university in their semester break and studies the various subjects of their syllabus with the study of the culture and environment of that country in duration of four to six weeks. In 2011 35 MBA students visited the University of Alberta, Canada. In 2012, 129 Students from engineering and pharmacy visited Laurentian University, Canada and Kansas State University, USA. 12 students from various branches of engineering visited the University of Wismar, Germany in 2012. For More information please visit: http://www.gtu.ac.in/ABP/index.html

58 International Students to join GTU's Global MBA Program	114 Doctoral Students at GTU have International Professors as Co-Supervisor
As a recent development under the Center for Global Business Studies, GTU is planning to admit the fellow scholars of Indian Council for Cultural Relations (ICCR), an autonomous organization of the government of India, in its MBA program. In the coming academic year, approximately 58 foreign students will join the GTU MBA Institutes in a global MBA program.	Going beyond the traditional academic practices, the Center for Global Business Studies has appointed the foreign professors as a Co - Supervisor in GTU's Ph.D program to strengthen and enrich the "Research" part of all its disciplines. Under this initiative, some of the doctoral students at GTU are being Co- Supervised by some distinguished Professors from Canada. For More information please visit: <u>http://</u> www.gtu.ac.in/ABP/index.html

GTU's Monitor for Good Governance

GTU has started working on a Monitor for Good Governance, which will make it possible to objectively determine how well the governance systems are working. It is initiating studies in the field of Governance System in Businesses, Industries, Universities, Hospitals, NGOs and Governments so that it might be able to help organizations improve their working through new policies or modifying existing policies and protocols and through creating or modifying management structures.

 G_{TU} Researchers to study creation of an Index for Good Governance

The professors and researchers associated with GTU's Post-graduate Research Centers met on

27th May 2013 in the presence of the Hon'ble Vice-Chancellor to work out the plans for research in each of the Centers. Dr. Aggarwal mentioned the index • that the 'Ibrahim Prize for Achievement in good governance and great leadership in Africa' has created for measurement of good governance. In 2006, the Ibrahim Foundation launched the Ibrahim Prize for democratically elected former African Heads of State who have delivered security, health, education, rights, rule of law and economic development to their constituents and who have democratically transferred power to their successors in the last three years. The Ibrahim Index is a tool for citizens to assess progress in their country and hold their governments to account. Countries are graded on factors which fall into four main areas: Safety and Rule of Law, Participation and Human Rights, Sustainable Economic Opportunity and Human Development. In the year 2011 Mauritius, Cape Verde and Botswana were ranked first, second and

GTU's "Center for Governance System"

- To make the students aware about the Governance practices followed by various Businesses, Industries, Universities, Hospitals, NGOs and Governments.
- To take up joint research projects wherein students from GTU Colleges work along with the students in other countries to prepare studies about working of similar organizations in their respective countries
- To study, research and train managers in effective governance practices followed by various businesses, Industries, Universities, Hospitals, NGOs and Governments.
- To compare the governance system of Indian industry/sector/business with their developed nations' counterparts and to develop the governance models, appropriate

third, while Zimbabwe, Chad and Somalia held the third lowest, second lowest and lowest places respectively. A £3.2 million award for "excellence in African leadership" has failed to find a winner for the third time in six years after the prize committee decided that none of the continent's leaders fitted the criteria in 2012.

Governance is concerned with set of principles, ethics, values, morals, rules regulations, & procedures etc. The purpose of a governance system is to persuade, induce, compel, and otherwise motivate institutional managers to keep the promises they make to all the organization's stakeholders. Another way to say this is that corporate governance is about reducing deviance by corporations where deviance is defined as any actions by management or directors that are at odds with the legitimate expectations of investors.

Good Governance is Ethical

CGS would be studying issues in corporate governance and in governmental units, it is important for GTU that CGS studies every Section's working in GTU and helps GTU provide the best of service to the students, the faculty and to all its stake-holders. Dr. Akshai Aggarwal says that good governance has to be ethical. While good governance requires building an organization, where every employee knows about the mission and vision of the organization and contributes towards meeting those objectives, every manager has to treat every one of the employees fairly and to look after their welfare. Then only the organizational unit can be welded into a useful tool.

GTU organized International Conference on Good Governance

GTU was associated with the highly successful 8th International Conference on e-Governance (ICEG-2011), held at Ahmedabad on 17-18 October 2011. This was held jointly with the 3rd Regional e-Governance Sharing Summit (KSS-2011).



The first GTU International Conference on Good Governance: Emerging Issues, Principles, Policies & Practices in Governments, Businesses & Services, Corporations, Universities, Co-operatives Society, Hospitals & NGOs: on 19th - 20th April 2013 at GTU Auditorium, Chandkheda, Ahmedabad. (For more information please visit: <u>http://www.gtu.ac.in/circulars/13Mar/06032013.pdf</u>)

Dr. Akshai Aggarwal, Honourable, Vice Chancellor has invited Professor Bharat C. Dalal, founder professor of IIM Ahmedabad, to lead the Research Centre as its Honorary Director.

Centre for Financial Services_at GTU

The term *Financial Services* is a very *common term* for a *common man*, but there are lot of hurdles when it comes to the implementation part of any of the financial services. Looking from these various perspectives, GTU has in guidance of Hon. Vice Chancellor Dr. Akshai Aggrawal introduce a Post-Graduate Research Center named *"Center for Financial Services (CFS)"* which specifically focuses on the continuous research activity to be done for the betterment of education in the area of financial services. There will be an on-going study which will focus on the issues facing investors and professionals in financial market which will be helpful for development of position papers for professors and students of GTU for their research work.

The professional educational qualifications, content and academic research available with the educational and professional financial institutions or regulators in India and overseas will be monitored for further development and used by the GTU-CFS for students and professional education.

GTU-CFS will also coordinate with the external professional regulatory and examining bodies to integrate professional education qualifications with GTU management qualifications on an on-going basis. GTU-CFS will focus on job related needs of employers from financial services institutions which will provide a platform for employment to the management students of GTU.

GTU to introduce Professional Course on Financial Market Entrepreneurship

To provide professional training the centre has inaugurated a unique course on Post Graduate Diploma in Financial Markets Entrepreneurship (PGDFME) in collaboration with NSE, Mumbai.



PGDFME course was inaugurated on 9th March, 2013 at GTU, Chandkheda Campus. Many prominent dignitaries remained present during the function. Dr. Akshai Aggrawal, Hon. Vice Chancellor, GTU, Shri D.C. Anjaria, Director, International Financial Solutions Pvt. Ltd., Ahmedabad & Member, Board of Studies, GTU, Mr. Ravi Varanasi, Sr. VP, NSE, Mumbai, Mr. Arup Mukherjee, VP, NSE, Mumbai, Mr. Hari K., VP, NSE, Mumbai, Ms. Bhawika Wanchoo, Branch Manager, NSE, Ahmedabad.

It is proposed as one year part time specialized evening course aiming to prepare young graduates as

entrepreneurs in different financial market segments – on their own or with market participants. This course will offer real time experience in trading at the GTU Technology Lab and a two-month internship in the final phase of Post Graduate Diploma in Financial Markets Entrepreneurship.



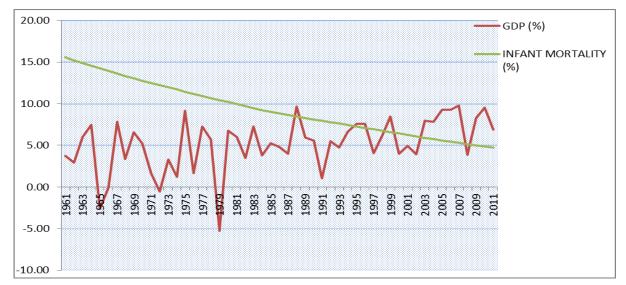
GTU's collaboration with Finance Market Leaders

Gujarat Technological University has signed MoU with MCX - SX, Mumbai, National Stock Exchange of India Ltd., Mumbai, International Financial Solutions Pvt. Ltd., Ahmedabad and BSE Institute Limited, Mumbai to make the finance market education best in GTU. The objective of these MoUs is to provide quality education to the students/professionals who are seeking career in the Financial Services Industry. The simulation software by financial institutions will provide the practical training to the students pursuing courses on financial services. The combination of University education and practical exposure of financial institutions will help to gain students theoretical as well as real time knowledge.

"If economic reforms in India would have been done 10 years earlier......"

On October 21, 2009 Swaminathan S. Anklesaria Aiyar, described that if economic reforms in India would have been done 10 years earlier, 14.5 million more children would have been survived, 261 million more Indians would have become literate and 109 million more people would have been raised about the poverty line in his paper titled "Socialism Kills". ^[1]Referring to the same Mr. Vikrant Vala, Research Associate at CFS had initiated to study the correlation between Childhood Mortality and GDP Growth Rate post-recession (2008) period in India.

During the study a negative correlation between GDP growth rate and childhood mortality was observed. It means when there is an increase in GDP growth rate, childhood mortality rate decreases. However, the level of elasticity is comparatively low, i.e. when there is 10% increase in GDP rate there will be only 4.5 to 5 percent decrease in mortality rate (1961-2011). It shows there is imperfect negative correlation between the two variables.



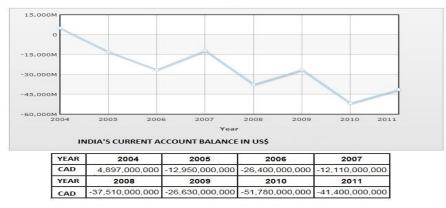
Note: Ideally Infant Mortality figure is written per 1000 infants but here it is converted to percentage for calculation.

Reference: http://databank.worldbank.org/data/views/reports/tableview.aspx as on 22.03.2013



"Current Account Deficit – hurdle in economic development for India"

India is facing high Current Account Deficit (CAD) which is reported by the Reserve Bank of India. Historically, from 1949 until 2012, CAD reached an all-time high of 7.36 USD Billion in March of 2004 and a record low of -32.63 USD Billion in December of 2012. Main reasons for this are high import of Crude and Gold and less Export due to recession in various parts of the world.



Reference: http:// www.indexmundi.com/g/ g.aspx?c=in&v=145 as of 3rd June, 2013

The impact of CAD is clearly shown to the Indian Rupee which depreciates to US Dollar. Here there is the history of US dollar to Indian Rupee currency exchange rate.



"NAREGA – High aim but low result"

MGNAREGA act was introduced with an aim of improving the purchasing power of the rural people, primarily semi or un-skilled work to people living in rural India, whether or not they are below the poverty line. In 2011, the program was widely criticised as no more effective than other poverty reduction programs in India. Despite its best intentions, MGNREGA is beset with controversy about corrupt officials, deficit financing as the source of funds, poor quality of infrastructure built under this program, and unintended destructive effect on poverty. The Comptroller and Auditor General (CAG) of India, in its performance audit of the implementation of MGNREGA have found "significant deficiencies" in the implementation of the act.

MGNREGA started with an initial outlay of \$2.5bn (Rs113 billion) in year 2006–07. The funding has considerably been increased as shown in the table below:

Year	Total Outlay(TO)	Wage Expenditure(Percent of TO)
2006–07	\$2.5bn	66
2007–08	\$2.6bn	68
2008–09	\$6.6bn	67
2009–10	\$8.68bn	70
2010–11	\$8.91bn	71

Reference: http://en.wikipedia.org/wiki/Mahatma_Gandhi_National_Rural_Employment_Guarantee_Act

Centre for Marketing Excellence at GTU

Research Center at GTU Center for Marketing Excellence (CME) is one of the Post Graduate Research Center which specifically focuses on the continuous research activity to be carried out for the betterment of Businesses, Industries, Universities, Hospitals, NGOs and Governments through right marketing practices. As part of its effort to update and upgrade its MBA curriculum, GTU has decided

to initiate introduction of specialist education related to the marketing in various businesses, Industries, Universities, Hospitals, NGOs and Governments. This centre would be a link, facilitator and helping hands for the society, which find out the potential for new opportunities for marketing effectively to the consumers, Marketers as well as country development

The Mission of the centres for Marketing Excellence is to educate future marketing professionals with the capability to understand business problems and opportunities and translate them into actionable I nformation needs. By combining resources from academics and industry, the CME's concentration will be to produce future marketing professionals who can gain superior insights from customer and marketplace perspective.

Centres for Marketing Excellence

 To learn right marketing practices followed by successful organizations around the globe.
 To study the different marketing practices followed by different product categories
 To investigate various marketing patterns suitable for various demographic profile of the selected product categories.
 To study the government rules and regulations related to marketing in developed countries as well as developing countries like India.
 To find out the potential for innovative and emerging practices in the field for achieving marketing excellence through efficient and effective marketing.



Unprecedented collaborative Research efforts BY GTU with 114 colleges for K-IAM Projects



World Marketing Summit (WMS) is an initiative of World's most influential Guru of Marketing - Professor Philip Kotler with the mission of 'Creating a Better World through Marketing'. Professor Kotler deliberated the concept of incubator and partnered renowned universities of the world across the world have taken this mammoth task of making the world better through marketing.

As India has been assigned 'Health' as a topic for incubation and establishing KCME, Gujarat Technological

University (GTU) has taken initiative for the same. GTU WITNESSES A HISTORICAL MOMENT. Kotler's Incubator Center for Ayurvedic Medicines was launched on 5th May, 2012 in the gracious presence of Shri. Jaynarayan Vyas, Hon. Cabinet Minister, Government of Gujarat and Dr. Akshai Aggrawal, Vice Chancellor of Gujarat Technological University, Ahmedabad. The incubation Center is meant to explore horizons of development for the great traditional wisdom – Ayurvedic Medicines of India.

Center for Technology Education, Public Policy and Universities of the 21st Century

Vice Chancellors & Registrars of Technological Universities $\$ at DSTU Meeting at GTU

GTU has been working on the research project of designing the Structure of Technology since 27th April 2011. The initial work was done by the GTU Skills Council for Human Resource Studies & Organizational Structures (GTU-CHRSOS). In April 2012 the Post-Graduate Research Centre for Governance Systems in Businesses, Industries, Universities, Hospitals, NGOs and Government were set up. This Skill Council and the two Centres took up the research project jointly through a DSTU Core Group. The fifth plenary meeting of the Research Project was held on 18th May 2013.

The Center for Technology Education, Public Policy and Universities of the 21st Century is an interdisciplinary center for innovation in higher education. It seeks to have a real-world impact on curriculum, students, faculty and programs. It works in tandem with campus administrators and faculty to identify, develop, and test new educational platforms and techniques. This center may be a leader in learning outcomes.

DSTU committee member adopted a strategy

for the DSTU research On the basis of this study and current structure of Gujarat Technological University, Committee members have prepared proposed structure for the GTU regional centers, schools and various GTU wings and they have to invited other technological University's Vice-Chancellors and registrar who contributed greatly to the field of technical education.

The objectives of this research project is To develop a system of Governance by which GTU is able to integrate education, training and research in its four disciplines namely Engineering, Pharmacy, Management and Computer Application at the level of Diploma, Degree, Post Graduation and Research. To identify these organizational components which are needed to pursue the objective of GTU to monitor the activities related to admission, education, training, research,

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industry interaction, inter institute collaboration and international collaborations. To sensitize the members in all the institution at all the level and to encourage them to put in their best efforts in making GTU a World Class Technological Institution.

In five meeting of this research project GTU have invited experts (Vice-Chancellors and Registrar of various technological University) who have given right directions to change and improve the system. But the first few steps of DSTU may prove to be of great importance since these may help the University set up the first structure from which it may progressively be able to evolve and serve its objectives. Visit <u>http://gtupgcenters.edu.in/Home.aspx?id=6</u> to know more about the project.

Proposed book of DSTU research project during the Journey of DSTU Research Project launched in the last meeting by DSTU committee members. This is the gist of the journey made by DSTU research project and the precious inputs received from the dignitaries who contributed whole heartedly during the interactive sessions of the project.

These inputs have been very useful in designing the structure for GTU-partially it has been implemented also.





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