

**REPORT
OF**

**GUJARAT TECHNOLOGICAL
UNIVERSITY (GTU) INITIATED -
INTERNATIONAL EXPERIENCE
PROGRAM (IEP) – 2018**

AT

**VARNA UNIVERSITY OF
MANAGEMENT, DOBRICH CAMPUS,
BULGARIA**

14TH JUNE 2018 TO 24TH JUNE 2018

INTRODUCTION

International Experience Program abbreviated as IEP is a step forward from GTU in the direction of becoming an “International Innovative University”. The program was initiated in 2011. Currently IEP is one of the largest student mobility programs offered by the technological universities of India. Since the inception of the program, more than 1500 students have been benefited through IEP. GTU has signed the Memorandum of Understanding (MoU) with more than 30 renowned universities of USA, Canada, Europe, Russia, Asia and Africa. GTU students go for studies to the foreign universities for 6 to 8 weeks during the summer.

The students of Master of Business Administration (MBA) went to the Varna University of Management (VUM) in the year 2018. Varna University of Management is situated in Bulgaria, an Eastern Europe country.



The educational trip began on 14th June 2018 with 47 students from GTU, Ahmedabad (India) to VUM, Dobrich (Bulgaria) with a supporting and encouraging mentor **Dr. Sarika Srivastava**.

The departure of first group of 30 students along with mentor was scheduled on 14th June 2018 from Ahmedabad to Sofia via Doha. The journey took around 9 hours by air. Then we travelled by a luxury bus from Sofia to Dobrich which took approx. 7 hours.

The departure of second group of 17 students was scheduled on 17th June 2018 from Mumbai to Varna via Istanbul. It took approx. 40 minutes to reach to Dobrich campus from Varna airport.

DOBRICH, BULGARIA



Dobrich is the eighth most populated city in Bulgaria, the administrative centre of Dobrich Province and the capital of the region of Southern Dobrudzha. It is located in the northeastern part of the country, 30 km west of the Bulgarian Black Sea Coast, not far from resorts such as Albena, Balchik, and Golden Sands. In January 2012, Dobrich was inhabited by 90,375 people within the city limits. The city is named after the Bulgarian medieval lord of the surrounding region - Dobrotitsa. Agriculture is the most developed branch of the economy.

Weather is very pleasant in Dobrich, the temperature varies between 10 degree to 32 degree Celsius and rain is unexpected, so we always keep umbrella and raincoat with us.

ACCOMODATION

Accommodation was provided in the dormitory situated in the heart of the Dobrich city in a double occupancy room with attached bathroom. The stay was for 35 days with sufficient facilities and comfortable surroundings. Accommodation was in the centre of city. Market and shopping malls were near to the dormitory. Wi-Fi facility is provided by the dormitory as well as university.



FOOD

We found healthy food in Dobrich. They use more vegetables and sea foods. They hardly have any spices in the food. People have dinner before 7 pm. They usually have juice in all the meals. The waiters and the cook serve food in large quantity, which is not seen in India. Various restaurants and café are available nearby only with variety of foods. Indian food material and some of the spices were available in central mall and Billa market (Supermarket near College campus).



VARNA UNIVERSITY OF MANAGEMENT

We are required to study two subjects in Varna University of Management– International Business and Strategic Management. Apart from two subjects, we are also going to complete Summer Internship Project (SIP) which will be based on our industrial visits.



The lectures were combination of case study analysis, group discussion and poster making activity. First lecture was purely focused on the orientation and introduction to the assessment pattern of the subject.

The classroom session was started by the GTU song. All VUM team and GTU students were present while playing the GTU song at VUM.



EXPLORING THE PLACES

We went to a city park ‘St. George’. The City Park St. George or the city garden as known among people of Dobrich is the most visited place in Dobrich by its citizens and visitors.

The municipal Green System Plan examines the status of the existing urban and suburban green areas, as well as the variety of the plant species. The Green System includes the following categories of green areas: public parks and gardens, special



parks and gardens, sanitary/protective greening, transportation greening (streets and roads), and limited-usage greening.

We also visited the old Dobrich. The ethnographic museum “The Old Dobrich” preserves and represents the traditional Dobrudzha crafts from the end of the 19th and the first half of the 20th century. In the renovated old city charshiya craftsmen continue a tradition from many centuries.

Using old hand technologies and with original instruments, in more than 30 workshops created are traditional items of pottery, blacksmith, embroidery,



weaving, cooperage, homespun, goldsmith and others. In the center of the complex restored is the old clock tower built in the 18th century – a symbol of the Bulgarian renaissance spirit of the town.



YOGA DAY CELEBRATION

We celebrated 4th International Yoga Day with the students as well as **Dr. Stanislav Ivanov, Vice Rector** and **Ms. Christina, Director, International office**, Varna University of Management on June 21st 2018.



The event was on grand level with the local Dobrich media coverage. Our Colleague Ms. Stuti Pandya, Oakbrook Business School demonstrated yoga steps and all participants followed the same.



Our mentor **Dr. Sarika Srivastava** inaugurated the event with a speech, which was followed by 3 video – About Yoga Day, Speech of Hon’ble Prime Minister of India- Shri Narendra Modi and Yoga session. All appreciated the initiative taken by us and were pleased by the discipline maintained by students. The Gujarat Technological University students presented the cooperation and enthusiasm for yoga.

INDUSTRY VISIT TO SAVIMEX LIMITED

SAVIMEX LTD is the leading manufacturer of pasta products, bakery products, confectionary and other food products in Bulgaria. The factory unit was clean and spacious as compared to Indian factories. It was fully automated and we observed less labor requirement in the company.

We learned the whole manufacturing process of crackers and spaghetti. The process was continuous, which consists of various fully automated machines. The factory people provided us boxes of savisticks as gratitude.



EXCURSION VISIT TO CAPE KALIAKRA & BALCHIK

Cape Kaliakra is one of the most beautiful and historic Capes in Europe. Situated close to the Romanian border, it is a favorite stop for tourists looking for pretty sights and interesting historic places to visit north of Varna. The fortress was successively used by Thracians, Romans, Byzantines and Bulgarians.



Cape Kaliakra is a long rocky headland that juts out into the Black Sea from the coast of northern Bulgaria. Located in the region of Southern Dobruja – not far from the Romanian border – it's a popular spot for sightseeing and picnics, as well as featuring golf courses and a nature reserve. Beautiful as it may appear however, Cape Kaliakra nevertheless conceals a brutal history of suicide, siege and warfare.

Balchik is a Black Sea coastal town and seaside resort in the Southern Dobruja area of northeastern Bulgaria. It is located in Dobrich Province and is 42 km northeast of Varna. The town sprawls scenically along hilly terraces descending from the Dobruja plateau to the sea. Balchik is situated on the sea shore, in a region with moderate continental climate. The average temperature in July is 22 degrees Celsius, and the temperature of the sea water during the summer reaches 24 degrees Celsius. The sea resort of Albena is situated in close proximity to Balchik. The two destinations are connected by a sea shore alley called Dambata. It begins from the yacht port, passes by the Palace and reaches Albena, as its total length is 7300 meters.

VISIT OF RANI PALACE



VISIT OF BOTANICAL GARDEN



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25TH JUNE, 2018 to 01ST JULY, 2018

MONDAY 25TH JUNE,2018 (REGULAR LECTURE)

On Monday we had our regular lectures, we had our breakfast at 8:30 AM where we are daily served with fresh fruits, hot/cold milk, juices, salads etc.

As soon as we finished our breakfasts we moved to our classes where our lectures were scheduled at 10:00 AM, we completed our entire course of '**International Business**' and were given guidelines to be followed for our final examination which was scheduled on the very next day.

We were given refreshment breaks in between the lectures followed by a lunch break at 12:30 PM, Soon after our lunch we continued with our lectures for another few hours after which we were given free time to prepare for the examination.

TUESDAY 26TH JUNE,2018 (EXTERNAL EXAM)

On Tuesday we had our external exam (**International Business**) of two hours which was scheduled at 10:00 AM after which we had our lunch and in the following hours we were given guidelines about our presentation and project work which were scheduled on the day after tomorrow. Dr. Sarika Srivastava was present along with Prof. Violina for invigilation.

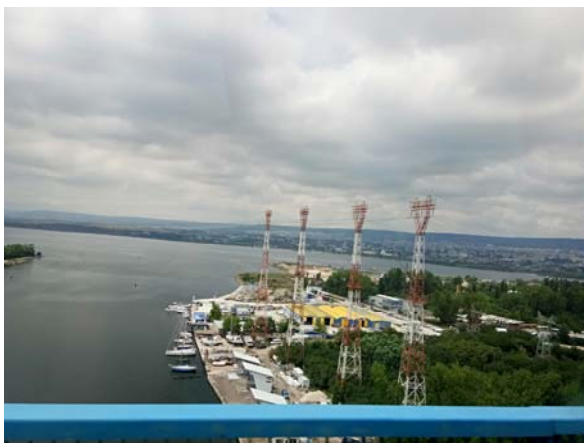
We were then given free time to explore new places and prepare our presentations.



WEDNESDAY 27TH JUNE, 2018 (INDUSTRY VISIT TO BELOSLAV GLASS PRODUCTION FACTORY)



We had a industrial visit to **Beloslav Glass Production Factory** on 27th June 2018 for which we left in second half after having lunch at University's restaurant, there we got an opportunity to explore a ancient industry of glass making where we learnt the procedures followed to manufacture different glasses, show pieces, and how they contributed to the European economy from the time of their commencement. Line demonstration of making various art pieces was given to us and all students were very happy and excited to see this. We were shown different, beautiful and mesmerizing art pieces. It took almost one hour to reach to Beloslav from Dobrich.



On the way to Glass Factory



Glass Factory



Students at factory



Demonstration by student



SIP Mentors



Live demonstration



outside view from factory



Live demonstration



Various Art Pieces



Students getting information

It was a very knowledge enriching visit. On our return from the industry we had a halt at the ‘Grand Mall’ at Varna where we all had spent almost 2 hours and purchased many items for our loved ones.



THURSDAY 28TH JUNE,2018 (PROJECT PRESENTATION)

Thursday was our final day with Dr. Violina Ratcheva our professor for the subject of International Business. All the students were well dressed and well prepared for the presentation and were assembled in the classroom by 10:00AM. Each group of 4 students made reports on Indian companies penetrating the globe. Our academic efforts and our attendance impressed the faculty members of Varna University of Management, Bulgaria.

We all submitted the hard copy of report and presentation to **Dr. Violina Ratcheva** and soft copy of the same to **Dr. Sarika Srivastava** as instructed by them.

Dr. Violina Ratcheva, Professor- VUM, **Ms. Christina**, Director, Department of International Cooperation, VUM and **Dr. Sarika Srivastava**, Assistant Professor, GTU were the penal members for evaluating the group reports and presentations.

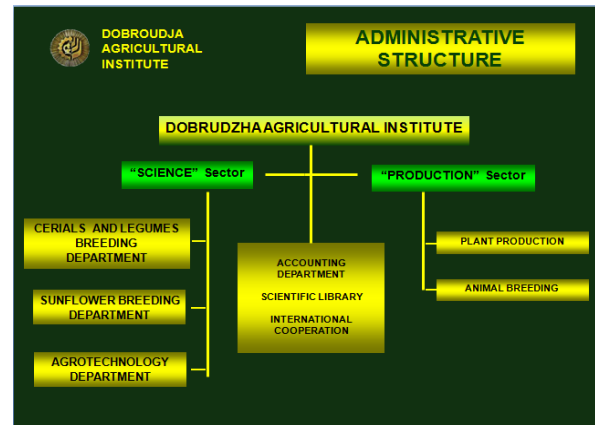
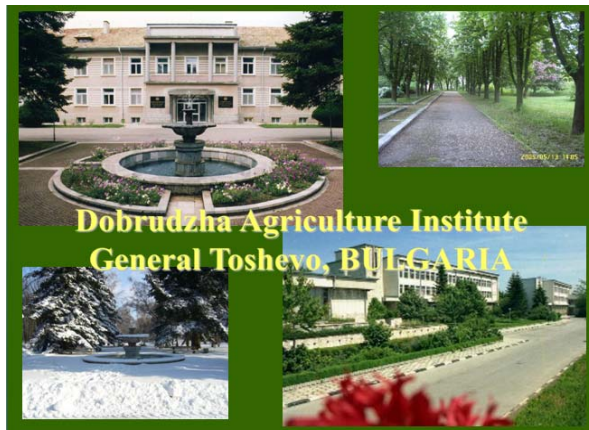


Dr. Sarika Srivastava expressed gratitude to Dr. Violina Ratcheva for being with GTU students for two weeks and completing their course content. As it was the last day of her subject (International Business) so students took group photograph with the faculty members.



FRIDAY 29TH JUNE, 2018 (INDUSTRY VISIT)

Our third industrial visit was scheduled on 29th June 2018. We visited **Dobrudzha Agriculture Institute**, General Toshevo, Bulgaria. On the way to our industry we enjoyed mesmerizing and serene scenes of sunflowers, barley etc.



IEP mentor and students with Professor



IEP students at institute





Group of IEP students

On reaching the industry we were very warmly welcomed and were taken to an auditorium where one professor gave us the presentation on how



they make new hybrids and cultivate new spices which are



not only high in quality but are also resistant to pests and other abnormalities.

While returning from the industry we enjoyed the rains in Bulgaria.



Students during presentation

SATURDAY 30TH JUNE (EXCURSION - RAVADINOVO CASTLE AND NESSEBAR ISLAND)

Saturday was an excursion organized for us by the Varna University of Management. We started our journey early in the morning as we had to cover a long distance of 200 Km. to the Nessebar Island. First we visited Ravadinovo Castle where we enjoyed the beauty of a castle which did not have any ancient history and was built as a point of tourist attraction taking people back to the fairy tales.

RAVADINOVO CASTLE



Just a couple of kilometers from Sozopol stands the newest spectacular attraction on the Black sea - the Castle of Ravadinovo. The Castle of Ravadinovo combines various building and decorating styles and materials and it is definitely interesting to see what some ancient castles must have looked like when they were new. Many visitors perceive The

Castle of Ravadinovo as an utterly mystical and romantic place, for others, it is the closest to a Disneyland or fairy tale adventure which they can experience in this part of the Balkans. We spent quality time there by clicking pictures, and embracing the serenity.





NESSEBAR ISLAND

We moved on to Nessebar Island from there. There we witnessed the beautiful ancient architecture enhanced with the beaches and greenery. We were given an hour to explore the market place and the beaches. It was a very beautiful and mind boggling excursion trip for all students.



The ancient town of Nessebar is situated on a romantic rocky peninsula connected to the mainland by a narrow causeway. The peninsula is 850 meters long and 300 meters wide. The town has a century-old history and it has preserved architectural monuments from all periods in its thousand year old existence. Nessebar is the cultural treasury of Bulgaria. In 1956 it was declared “a museum-town, an archaeological and architectural reserve”. Because of its unique

historic color it was listed as a **World Cultural Heritage Monument** in 1983.



SUNDAY 1ST JULY (FREE DAY)

Sunday was a free day for the students. Students continued with the activities planned by them to explore new places, marketplaces and spend some quality time with other students including those from different countries.

Many visited places, many enjoyed the football match in the lobby and many experienced different delicacies of the country.

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2ND JULY, 2018 TO 8TH JULY, 2018

MONDAY 2nd JULY,2018 (EXCURSION TO VARNA CITY)

ABOUT VARNA

Varna is the third largest city in Bulgaria and the largest city and seaside resort on the Bulgarian Black Sea Coast. Situated strategically in the Gulf of Varna, the city has been a major economic, social and cultural center for almost three millennia. Varna, historically known as Odessos, grew from a Thracian seaside settlement to a major seaport on the Black Sea. Varna is an important center for business, transportation, education, tourism, entertainment, and healthcare. The city is referred to as the maritime capital of Bulgaria and headquarters the Bulgarian Navy and merchant marine. In 2008, Varna was designated seat of the Black Sea Euro-Region by the Council of Europe. In 2014, Varna was awarded the title of European Youth Capital 2017. The journey from Dobrich to Varna takes around 40 min. by road.

VISIT TO ALADZHA MONASTERY (14 KM AWAY FROM VARNA)

Aladzha Monastery is the most famous medieval cave monastery on the Bulgarian Black Sea coast. It was inhabited by hermit monks during the XIII- XIV centuries. It was in the end of XIX century when the founders of the Bulgarian archaeology- Shkorpil brothers, Karel and Hermin, began to systematically study this Christian monument. In 1927, Aladzha Monastery was declared a public historical monument and in 1968 it was declared an architectural cultural monument of national significance.



VISIT AT VARNA UNIVERSITY OF MANAGEMENT, VARNA CAMPUS.

We visited Varna campus of VUM. There we saw the Culinary Arts Institute where training for cooking is given to the students.



VISIT OF GRAND MALL, VARNA

After the visit of Varna University of Management, we went to Grand Mall of Varna. All students purchased various gift items for friends and family members.



VISIT OF INDIAN RETAIL STORE

On the request of students, E-Tours arranged the visit of Indian retail store and we purchased Indian food items from there.



TUESDAY 3rd JULY, 2018 (LECTURES)

On Tuesday we had our regular lectures. Our second subject 'Strategic Management (STRATMAN)' started, Dr. Vesselin Blagoev, Vice Rector, VUM taught the subject in very interesting manner with lots of practical examples and discussed PESTEL Analysis and Porter's Five Forces Model.



WEDNESDAY 4TH JULY, 2018 (MID EXAM)

On this day we had a breakfast at 8:30 am, and then we had a mid exam of Strategic Management from 10:30 am to 12:30 pm. Again regular lecture started from 1:30 pm to 2:30 pm.

Then one of our IEP students, Pratik Kudiyanawala, made Indian food (PAV BHAJI AND BHAJI PULAV) in the kitchen of VUM with his friend Raj Mehta and other Chefs of University. All students enjoyed it very much.



THURSDAY 5TH JULY, 2018 (LECTURES)

On Thursday we had our regular lectures, we had our breakfast at 8:30 AM where they serve us fresh fruits, hot/cold milk, juices, salads etc. As soon as we finished our breakfasts, we moved to our classes where our lectures were scheduled at 10:00 AM. Our professor discussed various examples of different companies and countries. We were given refreshment breaks in between the lectures followed by a lunch break at 12:30 PM, Soon after our lunch we continued with our lectures for another few hours.

FRIDAY 6TH JULY,2018 (LECTURES)

On Friday we had our regular lectures; we discussed on the companies and their Red & Blue Ocean Strategy and gave presentation.

Students visited library and tried to find articles related to project report.



SATURDAY 7TH JULY,2018 (EXCURSION TO BUCHAREST AND CONSTANTA - ROMANIA)

We started our journey early in the morning as we had to cover a long distance of 250 Kms to the ROMANIA. We were provided breakfast in the bus and had stopped at the place where we enjoyed the beauty of the Palace of the Parliament in Bucharest. **Please note that your passport visa should include “multiple entries”, in order to be allowed to travel outside Bulgarian borders.**

BUCHAREST, ROMANIA

Romania's capital and the industrial and commercial centre of the country - Bucharest lies in the southeast of the country on the Dambovitza River. With a population of roughly 2.5 million and an urban area of only 226 square kilometers (87 sq mi), Bucharest has the dubious distinction of being the densest city per

capita in the EU. Easily the largest city in Romania, Bucharest is actually the 6th largest city in the EU by population.

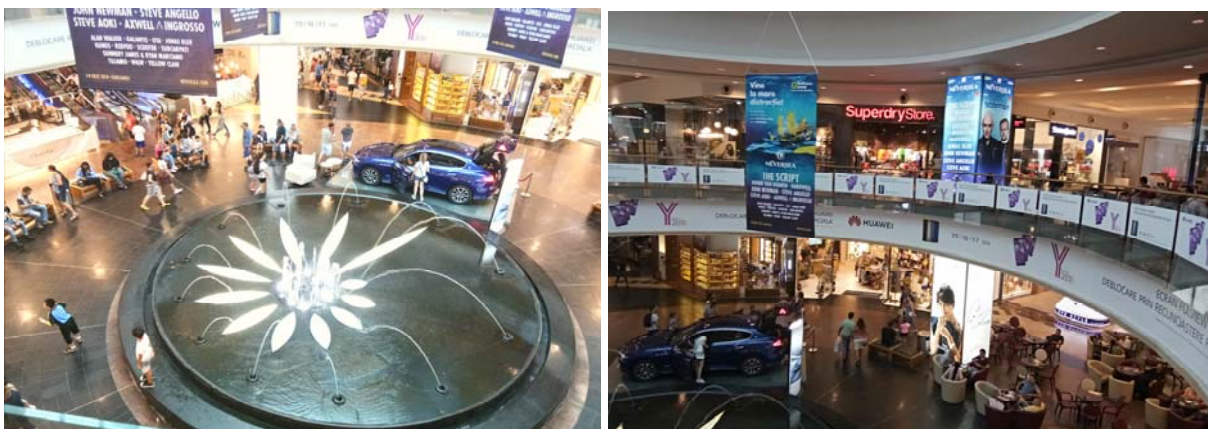
VISIT TO THE PALACE OF THE PARLIAMENT IN BUCHAREST

Palace of the Parliament: Built at the special request of Nicolae Ceausescu, leader of Romania's Communist Party, the colossal Parliament Palace formerly known as "People's House" (Casa Poporului) - is the world's second largest administrative building after the U. S. Pentagon. It took 20,000 workers and 700 architects to build this massive structure that boasts 12 stories, 1,100 rooms, a 350-ft.-long lobby and eight underground levels, including an enormous nuclear bunker.

The Palace of Parliament it is the world's second-largest office building (floor area) and the third largest in volume (after Cape Canaveral Space Centre in the U.S. and the Great Pyramid in Egypt).



KIEHL'S ROMANIA BUCURESTI SHOPPING CENTER



Then we all went to **KARISHMA (INDIAN RESTURANT)** for dinner.



Then we stayed at **IBIS Bucuresti Palatul Parlamentului (Hotel)**.



SUNDAY 8th JULY,2018 (EXCURSION)

On Sunday we started our journey again from IBIS hotel. We had a good healthy breakfast and we departed from hotel at 9:00 am.

MAMAIA

Mamaia is the largest and best known resort on Romanian Riviera. Located in the northern part of the seaside, Mamaia has a privileged position. The resort is attached to Constanta city and separates Lake Siutghiol of the Black Sea. The

preferred destination of tourists during summer, Mamaia has been the subject of an ample process of modernization, gaining a beautiful western air. The palm trees, spectacular fountains, fashionable events and sensational shows, restaurants and luxurious clubs, quite terraces, promenade areas, Water Park, telegondola and entertainment centers, all these facilities make Mamaia a resort of fine taste, entertainment and relaxation. We took the Cable car (Telegondola) for a sightseeing view of the summer resort Mamaia.



Mamaia resort was gifted with one of the largest beaches in the whole Europe. This stretches on a distance of almost 10 km, between Constanta and Navodari city, and its width reaches almost 200m. The beach is covered with fine sand, without excessive stones and shells, and the entry in the sea is done smoothly, the depth of the sea growing gradually on a rather long distance. For safety reasons, the protection and comfort of the tourists, there are lifeguard centers arranged on the beach, first aid tents, public toilets and sites of selective collection of waste. A large part of the beach is arranged with chaise longs and umbrellas which you can enjoy by paying a fee, but there are areas where you can enjoy them for free. The beach is crowded with beach bars and terraces, the perfect places where you can hide from the heat next to a cocktail or an ice coffee.

LUNCH AT RESTAURANT



CONSTANTA - ROMANIA

Situated at the crossroads of several commercial routes, Constanta lies on the western coast of the Black Sea, 185 miles from the Bosphorus Strait. An ancient metropolis and Romania's largest sea port, Constanta traces its history some 2,500 years. The third largest city in Romania, Constanta is now an important cultural



and economic centre, worth exploring for its archaeological treasures and the atmosphere of the old town centre. Its historical monuments, ancient ruins, grand Casino, museums and shops, and proximity to beach resorts make it the focal point of Black Sea coast tourism. Open-air restaurants, nightclubs and cabarets offer a wide variety of entertainment.

Constanta is the fourth largest port in Europe, ranked just after Rotterdam, Antwerp and Marseille. Constanta is more than just the entry point to the Black Sea coast. It is a place with a long and interesting past, attested by its

many Roman vestiges, historic buildings,



CONSTANTA CASINO

During the 1914 visit to Romania of the Russian Imperial Family, the casino was host to a royal gala. Despite the intended arrangement, Grand Duchess Olga refused the proposed marriage to Prince Carol II of Romania and the Russians sailed away. The Grand Duchess was later killed by the Bolsheviks along with the rest of her family.



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9th JULY 2018 to 17th JULY 2018

09th July 2018 Monday (Lectures)



On Monday we had our regular lectures of Strategic Management. Dr. Vesselin Blogoev discussed about how to do presentation in team and what contain should be included in Power point presentation.

10th July 2018 Tuesday (Presentation)

On Tuesday we had presentations. Each group presented on the topic of “Porter’s five force generic strategy model”. Students were supposed to make presentation and discuss about why should company use that and if they are using then why they are using that strategy generic model?

All groups performed very well and professor was impressed by the students.



11th July 2018 Wednesday (Lectures)

There were regular lectures. Students visited library and had discussion with Professor Vesselin Blogoev on various topics of Strategic Management.



12th July 2018 Thursday (Final Examination)



On this day we had a breakfast at 8:30 am and then we had a final exam Of Strategic Management from 10:00 am to 01:00 pm. Then everyone went to dormitory to prepare for Summer Internship Project (SIP). All students submitted SIP reports for review.

13th July 2018 Friday (Industry Visit)



We visited two industries on 13th July 2018. First we went to Albena JsCo which was five star resort situated at Albena.

They gave presentation to us and showed various parts of resort. All students enjoyed the visit of Albena JsCo.

Visit of Albena JsCo.



Visit of Agropolychim

We visited 5 industries during our IEP. The fifth one was visit to “Agropolychim”. Agropolychim is a leading manufacturer of Nitrogen fertilizers in South Eastern Europe and a leader in the manufacture of Phosphorus fertilizers on the Balkan Peninsula. It was incorporated in 1974 as a state-owned enterprise and in 1999 the Bulgarian Privatization Agency sold 63% of the capital of the Company.

Presentation was given to us to understand the functions and structure of the company.



14th July 2018 Saturday (Summer Internship Project Viva- Voce)

Summer Internship Project (SIP) viva-voce was scheduled on Saturday. All students presented the project report.

Prof. (Dr.) Silvena was external examiner from VUM and Dr. Sarika Srivastava was internal examiner from GTU.



16th July 2018 Monday (Certificate Distribution Ceremony & Cultural Day)

On July 16th students from Gujarat Technological University participating in Summer University of VUM received their certificates of successful completion of International Experience Program (IEP). They were awarded by the Rector – Assoc. Prof. Todor Radev. The students celebrated the event with traditional Indian dances and were congratulated with Bulgarian folk dances by the children from the summer gymnasium of “Raiko Tsonchev” High School – “Patilantsi Kingdom.

We started the certificate distribution ceremony with the Bulgarian national anthem and Indian National anthem which was followed by our GTU Song.

Then Dr. Sarika Srivastava gave speech about her journey of IEP and also gave vote of thanks to all the stakeholders of IEP. She proposed thanks to the Varna University of Management for great hospitality and excellently executing the IEP -2018, E-Tours agency for organizing wonderful excursion trips and industrial visits, students who decided to participate in IEP, parents for supporting financially and giving permission to their wards for joining IEP, Ms. Christina, Director and the staff members of International Department of VUM for coordination, Mr. Keyur Darji, Deputy Director and the staff members of Department of International Relations, GTU for successfully initiating and completing the IEP 2018 and Prof. (Dr.) Navin Sheth, Hon'ble Vice Chancellor, GTU and Prof. (Dr.) S.D. Panchal, Registrar, GTU for giving permission to organize such unique program and for providing all necessary support.

Then certificates were distributed to all students. The entire event was covered by local media of Dobrich, Bulgaria.





17th July 2018 Tuesday

17th July was our last day in Bulgaria and we spent time with the dormitory staff members and Bulgarian friends.



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