

Gujarat Technological University

WORKSHOP ON

STUDIES OF AFRICAN AND ASIAN COUNTRIES AT GTU

organized by GTU in association with CMAI Association of India

Date: 19th May 2013

Venue: GTU Chandkheda Campus

GTU has Initiated 12 PG research centres to promote and strengthen the technical institutes in their respective field of research. One of these PG research Centres is the **Centre for Global Business Studies**. In the Global MBA program, introduced in 2011-12, the students and faculties of MBA Institutes are preparing immersion studies and case studies in different subjects. One important new course is the GCSR (Global Country Study Report) program. This is a full year study program during the 3rd and the 4th semesters of MBA. GTU has decided to keep the prime focus on study of business relations of Gujarat/India with African and Asian countries.

To make the delivery of the program even better in 2013-14, GTU has established a Board of Advisers for GCSR on 25th April 2013. BOA committee includes, **Mr. N. K. Goyal** (President CMAI Association of India), **Mr. K. H. Patel** (Chairman, Non-Resident Gujaratis (NRG) Committee, Gujarat Chamber of Commerce & Industry (GCCII)) and a former ambassador and **Mr. Sunil Modi** (President, R B Mody & Co., BABU KAKKAL & Sons, having an experience of more than 30 years in business dealing with African Countries).

As a preparation for the GCSR 2013-14, GTU organized a **Workshop on Studies on African and Asian countries**, jointly with CMAI Association of India on 19th May 2013 at GTU Chandkheda Campus.

His Excellency Mr. Ndubuisi Vitus Amaku, the High Commissioner of Nigeria, graced the workshop as the Chief Guest.

The other dignitaries on the dais were Dr. Akshai Aggarwal, Hon'ble Vice chancellor GTU, Mrs. Shakuntala Aggarwal, Mr. Sunil Modi, Mr. N K Goyal, Mr. K H Patel, and Dr. Rajesh Khajuria, Director, CKSVIM, Vadodara.



In the audience, there were 90 participants, including Directors and GCSR coordinators from various Institutes of Gujarat.

The program began with felicitation of Guests and lamp lighting by all dignitaries.

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Dr. Akshai Aggarwal briefed the audience about the Vision of GTU about the Global MBA program and need of GCSR in today's scenario. He said that the business today requires knowledge to deal on global level. He shared some examples like the successful monopoly of China in the sale of **Halloween** dresses just before 31st October every year. This is possible due to its in-depth cultural and demographic knowledge of these countries.

India is still far behind in these studies. So it is very important to study country culture, business, industry & economy in today's business schools.



Dr. Rajesh Khajuria addressed the audience about the GCSR program. He shared his own experience of residing at different countries and how that experience helped him to grow in his personal life. He shared that how the vision for GCSR was given by the Hon'ble Vice Chancellor, Dr. Aggarwal in 2011. He informed the audience about the general guidelines and the system of GCSR. He also presented the new tab on GTU website - GTU International for all relevant information and previous year GCSR project reports.

Mr. Keyur Darji, Research Associate, Centre for Global Business Studies, introduced all BOA members to the audience. He said that GTU will provide all possible support to Institutes for making GCSR program even more effective and efficient with the help of the BOA committee.



His Excellency Mr. Ndubuisi Vitus Amaku was honoured by Dr. Aggarwal, Dr. Khajuria, Mr. Goyal, Mr. Modi and Mr. Patel by presenting a plaque.

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His Excellency Mr. Amaku shared insight on Indo – African relationships. His Excellency appreciated the initiative taken by GTU in the MBA program and said that when countries don't understand each other's cultures the mistakes happens while dealing with them. A program like GCSR can help to avoid such mistakes. His Excellency said that we must try to know the reality. African countries share many of the beliefs with India. Thus Africans believe in hospitality, culture, hard work and growth. His Excellency also said "My office will give whatever help is required by GTU students and faculty members for the study on Nigeria."



After the lunch break, Mr. Sunil Modi presented the business opportunities in African countries to the audience. He started very innovatively by showing the 100 years old idol of the tribal man of Africa made from mixed alloys. He presented a very informative data on almost all countries of Africa and also suggested for business purpose, which countries are best for GCSR studies. He also gave very useful information regarding the main business of each countries and Export –

Import Goods, which can be proved as a great input for faculties and students undergoing GCSR. Mr. Modi said that the GCSR is really an innovative idea to make the MBA students capable enough to work in any country of the world. This knowledge will definitely ensure a good job for them in any multinational company, if they work sincerely.

Mr. N K Goyal also shared his views on Asian countries and shared the business opportunities and growth in those countries. He also highlighted the business opportunities in some sectors like ICT, Mobile, Telecom, Education, Alternate Energy, Multimedia, Infrastructure and Education in Asian Countries. He assured to give all support for GCSR by his company.



After the technical sessions, the Participants interacted with panel members in open forum. As the GCSR 2013-14 countries were allocated to the Institutes, the faculties and GCSR coordinators discussed about their queries and doubts regarding the selection of specific country. The BOA members, Dr. Khajuriya and Dr. Chinnam Reddy, guided the faculties on their questions. Mr. K H Patel has guided the faculties on countries like Uganda, Rwanda and Burundi. They advised all institutes to work up to micro level to study specific product, service or company in part II of GCSR.

After the open discussion, the workshop adjourned with a vote of thanks and evening tea.

The participants appreciated the initiative to arrange such workshop and the overall management of event.

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Few Memories.....



(Welcome of Mr. Amaku at GTU entrance)



(Mrs. Shakuntala Aggarwal welcoming HE. Mr. Ndubuisi Vitus Amaku at VC office)



(Participants – In Technical Session)



(Mr. Mitesh Dadhania, Dept. Director, welcoming Dr. Chinnam Reddy)



(Group photograph: Dignitaries on Dias and Participants)