

**Minutes of the XXXVIth Governing Body Meeting**  
**Held on 21<sup>st</sup> July 2018**

The 36th meeting of the Governing Body of Jagannath International Management School, Kalkaji, New Delhi was held on **21st July 2018 at 1130 hours** in the campus Conference Room.

1. The following members were present:

**Chairman**  
**Sh. Anil K Agarwal**

**Vice Chairman**  
**Dr. T.N.Kapoor**

**JIMS Chairman**  
**Dr. Amit Gupta**

**Members**

**JIMS**

**Mr. Rajesh Agarwal**

**Mr. Subhash Bhaskar**

**Dr. (Cdr.) Satish Seth**

**Mr. C.M. Krishna**

**Mr. Anupam Datta**

**Dr. J.K. Batra**

**Dr. Deepak Meheshwari**

**Prof. G.K. Agarwal**

**Dr. Rashmi Bhatia**

**Dr. G.P. Rao**

**Dr. S.K. Chaudhuri**

**Dr. Preeti Singh**

**Mr. Kamal Singh**

**Dr. Simrit Kaur**

**Mr. R.K. Mehrishi**

2. Dr. Mahesh Gupta, Dr. Ramesh Behl, Dr. Lalit B. Singhal, , Dr. R.K. Mittal, Dr. D.K. Banwet, Mr. Vijay Rai, Mr. Alok Bhattacharji, Dr. Sanjay Sehgal, Dr. Poonam Verma, Mr. Kumar Abhinav (JIMS Alumnus), Mr. Vijay Singh (JIMS Alumnus), expressed their inability to attend the meeting due to previous engagement.

3. Prof A K Sengupta commenced the proceedings of the meeting by extending a very warm welcome to all the members present. He also warmly greeted new Gov. Body Member, Dr. Simrit Kaur, Principal SRCC, with an elaborate introduction. All members present also cordially greeted Dr. Simrit Kaur

4. **Confirmation of Minutes of the last meeting**

The draft minutes of the last meeting were circulated amongst the members for their observation. As no comments were received the minutes were taken to have been confirmed.

## 5. Action Taken on “New Points” Discussed During Last Meeting

S.No.	Items	Present Status
5.1	<p><b><u>Road Map/Vision Statement</u></b></p> <p>Prof. R.Behl briefed members on key aspects of the proposed Strategic Road Map which would enable JIMS to position itself amongst the top five B-Schools in Delhi – NCR by 2020. He also presented in brief the decisions taken by the Advisory Group, comprising Chairman Dr. Amit Gupta, Mr. G.P.Rao, Dr. G.K.Agarwal and Dr. (Cdr) Satish Seth, on the key aspects of the Strategic Road Map:</p> <ul style="list-style-type: none"> <li>a) The Strategic Road Map envisions JIMS to be amongst the top five B-Schools in Delhi-NCR by 2020.</li> <li>b) As a part of the strategic road map the following key areas will need to be strengthened during the next five years: <ul style="list-style-type: none"> <li>i. Research</li> <li>ii. Technology</li> <li>iii. MDP/Consultancy</li> <li>iv. Accreditations</li> </ul> </li> <li>c) In view of above it is necessary to augment the existing JIMS staff with eminent experts of national/international repute. A CEO with proven industry background alongwith four renowned Academicians (Professor Level) would need to be hired. Whilst the CEO would contribute to development of People, Technology and Processes (Ranking/Accreditations) the team of Professors would strengthen areas of Research, MDP/Consultancy and Industry linkages.</li> <li>d) In order to operationalise the suggested strategic road map it was proposed that a meeting of the  Advisory Group be held sometime in Jan 2018 with a view to formalize the draft map into a policy document and thereafter draw up an action plan, with start and completion dates, for executing the various activities.</li> </ul>	<p>The draft Strategic Road Map (2017-22) prepared by Prof. Ramesh Behl was discussed by the Advisory Group during meeting held in Jan 2018. The goals and objectives to be achieved, based on revised Vision and Mission statements, during five year period in each of the focus areas of People, Placement, Research, Academic Programme, External Relationships and Internal Processes were finalised for implementation by the Institute and approved by the Governing Body.</p>

<p>5.2</p>	<p><b><u>Feedback:</u></b></p> <p><b><u>A. Student Feedback</u></b></p> <p><b><u>a.</u></b> Teaching Methodology to be enhanced</p> <p><b><u>b.</u></b> Conduct of more Workshop, Guest lecture, Seminar on the topics of the hour</p> <p><b><u>c.</u></b> For web browsing, emails social media etc. Students demanded enough bandwidth or Mbps</p> <p><b><u>B. Teacher's Feedback</u></b></p> <p><b><u>a.</u></b> Opportunities for conducting Research &amp; Project</p> <p><b><u>b.</u></b> Requirement to have a practical approach in delivery mechanism and also ensure more exposure to the industry through different activities.</p> <p><b><u>C. Employer's Feedback</u></b></p> <p><b><u>a.</u></b> Ensure the Personality development of the students through different activities</p> <p><b><u>b.</u></b> Conducting the training sessions for mock interviews and</p>	<p>To give students more real time applicability of the concepts in the various subjects, faculties were asked to submit their lesson plan before the commencement of the semester.</p> <p>Faculties were directed to conduct Workshop on current topics to be identified by them, Expert guest Lecture by Academic &amp; corporate experts /Industrial visit are being organized for getting maximum exposure for students to current Industrial Practices.</p> <p>The broadband speeds were increased by 100 Mbps providing high speed broadband &amp; internet connectivity to the students</p> <p>All the years of the courses have a credit assigned to project reports in the form of minor and major projects and Summer Internship Project. Each faculty were assigned students and were asked to guide them in their projects and submit a progress and completion report. More students were motivated to prepare a quantitative research project in the major project.</p> <p>To give students more real time applicability of the concepts in the various subjects, faculties were asked to submit their lesson plan before the commencement of the semester. Faculties were directed to conduct Workshop on current topics to be identified by them, Expert guest Lecture by Academic &amp; corporate experts /Industrial visit are being organized for getting maximum exposure for students to current Industrial Practices.</p> <p>Guest lectures/ talks by budding entrepreneurs will be conducted to</p>
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	<p>inviting more campus for the student placement.</p> <p><b>c.</b> Curriculum should be more focused towards practical industry exposure</p> <p><b><u>D. Alumni Feedback</u></b></p> <p><b>a.</b> Conducting the training sessions for mock interviews and inviting more campus for the student placement.</p> <p><b>b.</b> More practical subject and skills-oriented courses should be added</p> <p><b>c.</b> Introduce module based smaller assignments which keeps students engaged in course material</p> <p><b><u>E. Parent's Feedback</u></b></p> <p><b>a.</b> Kindly include more project works into curriculum</p> <p><b>b.</b> Improve the delivery mechanism in practical subject and skills-oriented courses should be enhanced</p> <p><b>c.</b> Improving the current mechanism where the progress of there is discussed with them</p>	<p>motivate the student</p> <p>To arrange training programs both by Academicians and Industry experts. Mock interview sessions are arranged for genuine placements</p> <p>Depending on the feasibility and time constraints, more technical/industrial visits will be conducted for at least 2 days for students to get a deeper understanding of the work and improving the skill set.</p> <p>To arrange training programs both by Academicians and Industry experts. Mock interview sessions are arranged for genuine placements</p> <p>More focus on practical teaching is given, which included hands on lab experiments, mini projects and case study-based learning</p> <p>Instructed to increase assignments covering all module to students</p> <p>Students are encouraged towards research-oriented learning.</p> <p>More focus on practical teaching is given, which included hands on lab experiments, mini projects and case study-based learning</p> <p>Asked the class coordinators to have a one-to-one conversation with the parents about their wards progress.</p>
5.3	<p><b><u>Westminster University</u></b></p> <p>As the introduction of the joint BA(H) programme in Business Administration has got unduly delayed it was suggested that JIMS should seek confirmation from Westminster University whether the course can be introduced in Sep 2018 or not.</p>	<p>As Westminster University has failed to respond to our reminder mail regarding joint conduct of BA(H) programme in "Business administration" it is presumed that</p>

		they do not wish to pursue the proposal further at this stage.
5.4	<p><b><u>Applied Research</u></b></p> <p>It was suggested that JIMS faculty should engage in research which would help solve problems being currently experienced by industry. As this would help JIMS in enhancing its reputation in industry the possibility of tie-ups with specific companies could be looked at.</p>	<p>A number of companies were approached and agreed, in principle, to our request to engage in collaborative research to solve problems in areas of Recruitment, Sales, Employee Retention, Customer Relations, Logistics, Brand Building etc. A few companies such as Amul, Sony, Clarks India etc have recently responded by highlighting some of the problems being experienced by them. These problems are being examined with regard to their amenability to research.</p>
5.5	<p><b><u>CSR and Sustainability</u></b></p> <p>As CSR and sustainability issue was gaining global importance at the UN and other international for a following suggestions were made by members:</p> <p>a) Establish consultancy cell in JIMS as there was adequate scope for undertaking projects with companies/NGOs in area of community development and CSR.</p>	<p>a) As a fore runner to establishing a CSR Consultancy Cell the institute has signed an MOU with an NGO, “Women Work &amp; Health Initiative”, with a view to engage in joint consultancy projects in area of community development. It is expected that with the experience gained it would be possible for the institute to independently design and execute similar consultancy projects.</p>
5.6	<p><b><u>JIMS-UNGC Joint Event</u></b></p> <p>Subsequent to the joint JIMS-UNGC Seminar on “Corporate Governance, Social Responsibility and Sustainability” held in</p>	<p>The institute will be organising its next International Conference in</p>

	Sept 2017, Mr. Kamal Singh had agreed to holding of a joint second event with JIMS in 2018.	Feb 2019 on the theme of Sustainability. The Conference will be organised in collaboration with PHDCCI and the UN Global Compact Network India (UNCCNI). We deeply appreciate the continual and ready support by provided Mr. C.M.Krishna and Mr. .Kamal Singh for organising this mega event.
5.7	<p><b><u>Conference/Seminar Documentation</u></b></p> <p>Members suggested that papers presented at Conference/Seminars organised by JIMS should be duly published in the form of Book or as part of Conference Proceedings</p>	<p>As suggested by members a book on selected research papers by eminent academicians was released during the inaugural session of our International Conference on 13 Feb 2018. Some of the papers published were also presented during the “Research Paper Presentation Competition” which was conducted in the last technical session of the Conference. The book was published by M/s. Bloomsbury.</p>

## **6. Major Activities during the period under review**

### **International Conference**

#### **XIIIth International Conference on 10th Feb, 2018**

JIMS, in partnership with PHD Chamber and Konard Adenauer Stiftung (KAS), Germany organized an International Conference on “**Business 2025: Driving Growth through Strategic Innovation, Entrepreneurship and Digitization**”.

#### **Inaugural Session**

The Chief Guest on the occasion was Mr. Anil Khaitan( President , PHDCCI, Chairman , SNK Corp).

Other speakers included Mr. Sunil Sharma, (Jt. Secretary, Ministry of Health & Family Welfare GOI), Dr. Simrit Kaur, Principal, Shri Ram College of Commerce, Mr. Peter Max Rimmele,

(Resident Representative to India, KAS, Germany), Dr. (Cdr.) Satish Seth, Director General, JIMS and Mr. C M Krishna, Hony. Advisor, PHD Chamber.

### Technical Sessions

- “Entrepreneurship is the Future: Global Trends and Opportunities”,
- “Building the Business of Tomorrow: Leadership Challenges for Winning Organisations” and
- “Business 2025: Achieving Sustainability through Leveraging Strategic and Entrepreneurial Innovation and New Technologies”.

### Speakers

Dr. Vishnu Kirpalani, (Distinguished Prof. Emeritus Concordia University, Canada) , Dr. Jose Lam, (Memorial University of Newfoundland, Canada), Dr. Istvan Molnar, (Corvinus University, Budapest, Hungary), Dr. Greg Wood, (Memorial University of Newfoundland, Canada), Mr. Naveen Tandon, (Director- IEA, India, AT & T Commn. Services India Pvt. Ltd), and Mr. Manmohan Bhutani, (VP-HR) & Business Operations, American Cyber Systems). Technical Session II was chaired by Mr. Ron Mcluckie, (Chairman & CEO, WIAL India Pvt. Ltd) with eminent panelists being Mr. Ignace Hindrick, (Senior Consultant, India Consult), Dr. Hidekazu Sone, (Shizuoka University of Art & Culture Hamamatsu, Japan) and Mr. Kyosuke Yamanaka, (Director, Yamanaka Trading Company, Japan) and Dr. Animesh Saxena, CEO Neetee Apparel LLP.

### Research Paper Contest

“Research Paper Presentation” was Competition, chaired by Dr. Preeti Singh, (Professor, JIMS Kalkaji). Jury Chairperson was Dr. MadhuVij, (FMS, Delhi University), and Jury members were Dr. J K Batra (Director JIMS Kalkaji ). The first prize of Rs 10,000 was awarded for the best research paper followed by second prize of Rs. 5,000 and third prize of Rs. 3000 was awarded for the best case study.

### Launching of Book

A book titled “Business 2025: Driving Growth through Strategic Innovation, Entrepreneurship and Digitization”, a compendium of research contribution of academicians and industrial expertise comprising of 24 research papers and 4 case studies submitted from India, Japan and Canada published by Bloomsbury India was released at the Conference.

### 7.Seminars, Workshops & Panel Discussion

Title of Workshop/Seminar	Name of the Dept.	Date(s)
<b>Workshops</b>		
Workshop-Digital marketing tools and techniques	BBA and	28.07.2018

	B.Com (H)	
Workshop- "Managing Professional and ethical behaviour "	BBA and B.Com (H)	25.06.2018-29.06.2018
Workshop-"Sales training" for sales executives of HAD Capital Advisors Private ltd.	BBA and B.Com (H)	04.06.2018-08.06.2018
Workshop-MS Excel	BBA and B.Com (H)	05.04.2018
Workshop-Road safety	BBA and B.Com (H)	27.03.2018
Workshop-"Customer satisfaction" for sales executives of royal motors	BBA and B.Com (H)	14.03.2018-16.03.2018
Post budget panel discussion -2018	BBA and B.Com (H)	07.02.2018
Workshop-"CRM for sales executives of s chand and company ltd. "	BBA and B.Com (H)	18.12.2017-23.12.2017
Workshop-"Sales Training for sales executives of royal motors"	BBA and B.Com (H)	11.12.2017-15.12.2017
Workshop-"Team building " for sales executives of royal motors	BBA and B.Com (H)	25.09.2017-27.09.2017
Workshop-"Sales training on customer relationship management " for sales executives of balaji marketing	BBA and B.Com (H)	21.08.2017-25.08.2017
<b>Seminars</b>		
National finance seminar - Impact of disruptive technological innovations on the financial landscape of India	BBA and B.Com (H)	24.03.2018
Marketing seminar on Relationship marketing in Emerging economies	BBA and B.Com (H)	03.02.2018
FIEO SEMINAR-"India's Exports role of MSMEs and impact of GST "	BBA and B.Com (H)	22.11.2017
National Seminar on "Corporate Governance, Social Responsibility and Sustainability"	BBA and B.Com (H)	16.09.2017
National Seminar on 'India's Changing Economic Landscape: Trends and Opportunities in Entrepreneurship"	BBA and B.Com (H)	12.08.2017

## 8. FDPs

Year	Title of the professional development programme organised for teaching staff
2017	FDP on "Case Study Method"
2018	FDP on "Research Methods & Data Analytics"
2017	FDP on "Use of Data Analytics to detect and prevent financial fraud"
2017	FDP on "Business 2025: Sustainable Business Strategies"

## 11. Industrial Visits

Students were taken to the following companies/organizations:

- a) Parle Biscuits plant on 30th January,2018



A guided tour of the factory. First-hand knowledge about the process of making Parle G biscuits starting from dough making till final packaging and chips manufacturing plant. .

**b) Thomson Press India Limited**

A visit was organized for the students on 19th January 2018 to Thomson Press India Limited.

The main objective behind the visit was to make the students aware of various processes of the press.

**c) Mother Dairy**

A visit was organized for the students to the Mother Dairy manufacturing plant in Patparganj on February 6, 2018.

**23. JIMS Rotaract Club Activities**

**a) Recycled Products Fair organized by Rotaract Club of JIMS Kalkaji**

Rotaract Club of JIMS, Kalkaji organized a recycled products fair on 19<sup>th</sup> March 2018 to spread awareness about the acronym “3Rs”.

**b) Nukkad Natak On “Women Empowerment” by Rotaract Team of JIMS Kalkaji**

A Nukkad Natak was organized by the Rotaract Club of JIMS, Kalkaji on 22nd March 2018 to educate people about issues relating to women and how they can be empowered. The Rotaractors reached Nehru Place market central area and started calling out to the crowd to attract its attention. Within a matter of few minutes, a huge crowd gathered and viewed the spectacular performance delivered by our confident Rotaractors. People of all ages were present in the audience and the Nukkad Natak received hearty applause at the conclusion.

**24. Budget 2018-19**

The budget for 2018-19 was approved by the Governing Body

**25. New Points**

Sr.No.	Item	Action/Info
1	<p><b><u>JIMS Incubation Centre</u></b></p> <p>It was suggested that JIMS should establish an Incubation Centre where groups of students could undertake projects on</p>	<p>Director General to initiate action at <b>Srls 1 to 8, 17</b> and submit progress report to Chairman by</p>

	<p>new products/services.</p> <p>SSCBS which is currently operating an Incubation Centre to be consulted on design and support resources necessary to establish an incubator.</p>	mid Sep 2018.
2	<p><b><u>Market Trends</u></b></p> <p>Members suggested that greater focus be given to areas such as Digital Marketing, Logistics, Business Analytics, Fintech etc as these would open more employment opportunities for students</p>	
3	<p><b><u>Research Centre</u></b></p> <p>a) JIMS should establish a Research Centre where projects from industry should be undertaken by faculty and students.</p> <p>b) Faculty should also engage in inter-disciplinary research projects in areas such as Water Management, Green Energy etc.</p> <p>The above initiatives would lead to enhanced visibility and image building for JIMS.</p>	
4	<p><b><u>Explore Opportunities Abroad</u></b></p> <p>In this connection Members suggested as follows:</p> <p>a) Israeli Universities and professional institutions may be considered as these offer a variety of short duration courses for international students in areas of Entrepreneurship , Environment, Cyber Security etc.</p> <p>b) Possibility of opening a campus abroad in countries such a Singapore, Dubai etc may also be explored.</p> <p>c) As new alliances between Western B-Schools and Chinese Universities such as Antai and Fudan are springing up many Asian B-Schools have begun to look towards China for similar tie-ups. JIMS may also consider tie-up with a suitable Chinese University for student and faculty exchange programmes</p>	

5	<p><b><u>SWOT Analysis</u></b></p> <p>JIMS like any progressive organisation should conduct a SWOT analysis with a view to identify its short comings/ gaps in critical areas. A time-bound strategic action plan to overcome these gaps should thereafter be drawn up in line with the institute's stated vision and mission objectives.</p>	
6	<p><b><u>Course in Rural Marketing</u></b></p> <p>As Rural Marketing has emerged as an important growth engine in the Indian economy it is necessary to expose students to this key area of Marketing Management. The possibility of including Rural Marketing elective subject to be considered.</p>	
7	<p><b><u>Tie-up with Indian B-Schools</u></b></p> <p>It was suggested that JIMS should explore possibility of tie-up with reputed Indian B-Schools such as IIM Rohtak for research as well faculty and students exchanges.</p>	
8	<p><b><u>Attraction of Faculty and Students From Abroad</u></b></p> <p>a) It was suggested that JIMS should develop links with Chicogo University's Delhi Centre. This could help to invite visiting faculty/students from abroad for Guest Lecture interactive sessions.</p> <p>b) It was further suggested that JIMS should design and conduct following programmes which are relevant and typical of India. This would help to attract students from foreign Universities to Undergo these courses:</p> <ul style="list-style-type: none"> <li>i. Doing Business in India</li> <li>ii. Doing Business in Emerging Markets</li> <li>iii. Rural Marketing</li> <li>iv. Low Cost innovation</li> </ul>	

9	<p><b><u>Workshops</u></b></p> <p>a) JIMS should organize workshops in areas such as GST, Insurance and Banking Code (IBC), Production 4.0 etc as these would enhance students knowledge and understanding of new business trends and Govt. Policy initiatives.</p> <p>b) It was also suggested that foreign faculty visiting JIMS in future may be requested to conduct a workshop in their area of expertise at the PHD Chamber. Time permitting it could be a half/full day workshop.</p>	Director to initiate action at <b>Srls 9 to 15</b> and submit progress report to Director General by mid-Sep 2018. Final report to be submitted to Chairman for consideration by 30 <sup>th</sup> Sep 2018
10	<p><b><u>Feedback Report</u></b></p> <p>On conclusion of visits abroad Faculty and Students should render a detailed report outlining the learning benefits as well as limitations of the tour.</p>	
11	<p><b><u>Alumni Engagement</u></b></p> <p>It was suggested that JIMS should endeavour to leverage its relationships with Alumni holding senior positions in top companies. The achievements of star Alumni should be highlighted and they should be celebrated at Alumni functions.</p>	
12	<p><b><u>Case Studies</u></b></p> <p>a) It was suggested that JIMS faculty should focus more on Indian case studies which are relevant in our business context as this would lead to better student appreciation and learning in class.</p> <p>b) Further as industry visits yielded great deal of information and insights on performance of companies these visits should result in development of case studies by faculty.</p>	
13	<p><b><u>The Management Hackathon</u></b></p> <p>JIMS faculty and students should participate in collaborative events such as Management 2.0 Hackathon which help to</p>	

	develop creative problem solving skills.	
14	<p><b><u>Short Term Certificate Courses</u></b></p> <p>JIMS faculty and students may consider undergoing following short term certificate courses:</p> <ul style="list-style-type: none"> <li>a) CDAC Conducts short term programmes in Cyber Security, EDP, Web application Development etc.</li> <li>b) ISI, Delhi also offers short term courses in SQC, Computer Programming etc.</li> </ul>	
15	<p><b><u>Outreach Programmes</u></b></p> <p>It was suggested that JIMS should organise Outreach Programme on issues such as “Women Empowerment”. These can also be conducted with participation of students.</p>	



**Dr. Amit Gupta**  
**Chairman**