



**Jagannath International Management School
Kalkaji, New Delhi**



**Minutes of the XXXVIIIth Governing Body Meeting
Held on 20th July 2019**

The 38th meeting of the Governing Body of Jagannath International Management School, Kalkaji, New Delhi was held on 20th July 2019 at 1130 hours in Platinum 1 Conference Room, Hotel Suryaa, New Friends Colony, New Delhi .

1. The following members were present:

Chairman
Sh. Anil K Agarwal

JIMS Chairman
Dr. Amit Gupta

Members

Dr. Rajesh Agarwal

Mr. C.M. Krishna

Dr. Deepak Meheshwari

Mr. Anupam Datta

Mr. Subhash Bhaskar

Mr. Vijay Singh

Ms. Shivani Singh

JIMS

Dr. (Cdr.) Satish Seth

Dr. Rashmi Bhatia

Dr. J.K. Batra

Dr. Preeti Singh

2. Dr Devi Singh,, Dr Ramesh Behl, Mr Vijay Rai, Dr Sanjay Sehgal, Dr R.K. Mittal, Dr D.K. Banwet, Dr Lalit B. Singhal, Dr Poonam Verma, Mr Kamal Singh, Dr Simrit Kaur, and Mr Alok Bhattacharji expressed their inability to attend the meeting due to previous engagements.

3. Prof A K Sengupta commenced the proceedings by extending a very warm welcome to all the members present. Hon'ble Chairman, Governing Body, Mr. Anil Agarwal congratulated Chairman, Dr. Amit Gupta and the JIMS team for the sustained hard work put in by them to achieve this nationally noteworthy accreditation. Other members too applauded the team for this unique distinction.

4. Confirmation of Minutes of last meeting

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

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

Sr.No.	Item	Action/Info
6.1	<p><u>International Placements</u></p> <p>It was suggested that the institute should focus more on international placements in countries such as Kuwait and Bahrain. Mr. Anil Agarwal offered to assist in this regard</p>	<p>The institute had approached a number of overseas Companies for seeking final placement of students. However a positive response is awaited from them. These companies include:</p> <ul style="list-style-type: none">• Indicca.Com (Dubai, Oman, Abu Dhabi, UK)• Pine Labs (Singapore)• Square Yard (UK, Dubai, South Africa)• Better.com (USA)• MSX International (Sewell’s Group) (USA)
6.2	<p><u>Students’ Learning and Development</u></p> <p>Members suggested that students should be brought up to speed with new development taking place in industry</p> <p>Practical assignments and innovative teaching techniques used to keep students abreast with current happenings.</p>	<p>In order to ensure holistic development of student practical assignments and innovative teaching techniques used to keep students abreast with current happenings.</p> <p>The details are as below:</p> <p>a) Guest Lecture conducted on “Compassionate Leadership” by Mr</p>

		<p>Pranav Desai, Founder, VoSAP</p> <p>b) Ms Priyanka Bagaria, Topic: HUMAN VALUES & ETHICS IN THE LIFE OF YOUTH</p> <p>c) Ms Molika Garg, Topic: CORPORATE EXPECTATION</p> <p>d) Ms. Shilpi Nanda, Topic: Intellectual property Rights</p> <p>e) Dr. Amit Sharma, Vice President Abercrombie & Kent, Topic: “ Latest Marketing Strategies”</p>
6.3	<p><u>Feedback:</u></p> <p>A. Student’s Feedback</p> <p>a. Effective online delivery to ensure the curriculum coverage</p> <p>b. To ensure online webinars and workshops to facilitate holistic learning.</p> <p>c. More interactive ways to be adopted in order to make easy for the students to understand the working of the projects online.</p> <p><u>B. Teacher’s Feedback</u></p> <p>a. Effective online delivery to ensure the curriculum coverage</p>	<p>Faculty members were instructed to adopt new delivery mechanism in the online classroom which included more interactive sessions, activities involving discussions on the applicability of the topics, discussion over the case studies and effective applications were used to make it interesting for the students.</p> <p>1. Expert guest Lecture by Academic & corporate experts are being organized online for getting maximum exposure for students to current Industrial Practices also, Alumni working with different industries invited online to guide students on current industry practices.</p> <p>Teachers were asked to have frequent online meetings with the set of students that were assigned to them and guide them about the project and maintain their progress report.</p> <p>Faculty members were instructed to adopt new delivery mechanism in the online</p>

	<p><u>b.</u> To ensure online webinars and workshops to facilitate beside classroom teaching</p> <p><u>C. Employer’s Feedback</u></p> <p><u>a.</u> Effective online delivery to ensure the curriculum coverage</p> <p><u>b.</u> Curriculum should be more application based with focus on innovation.</p> <p><u>c.</u> Expertise in the specific areas</p> <p><u>D. Alumni Feedback</u></p> <p><u>a.</u> Curriculum should be more application based with focus on innovation.</p> <p><u>b.</u> More practical subject and skills-oriented courses should be added</p> <p><u>c.</u> Introduce module based smaller assignments which keeps students engaged in course material</p>	<p>classroom which included more interactive sessions, activities involving discussions on the applicability of the topics, discussion over the case studies and effective applications were used to make it interesting for the students.</p> <p>Expert guest Lecture by Academic & corporate experts are being organized online for getting maximum exposure for students to current Industrial Practices also, Alumni working with different industries invited online to guide students on current industry practices.</p> <p>Faculty members were instructed to adopt new delivery mechanism in the online classroom which included more interactive sessions, activities involving discussions on the applicability of the topics, discussion over the case studies and effective applications were used to make it interesting for the students.</p> <p>To arrange training programs both by Academicians and Industry experts Mock interview sessions are arranged for genuine placements</p> <p>More electives were offered to students so that they can choose and opt for their interest areas.</p> <p>To arrange training programs both by Academicians and Industry experts Mock interview sessions are arranged for genuine placements online.</p> <p>More focus on practical teaching is given, which included hands mini projects and case study-based learning online.</p> <p>Instructed to increase assignments covering all module to students</p>
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	<p><u>E. Parent's Feedback</u></p> <p>a. Kindly include more project works into curriculum in the online mechanism of delivery.</p> <p>b. More practical subject and skills-oriented courses should be added</p>	<p>Teachers were asked to have frequent online meetings with the set of students that were assigned to them and guide them about the project and maintain their progress report.</p> <p>More focus on practical teaching is given, which included hands on lab experiments, mini projects and case study-based learning</p>
6.4	<p><u>International Conference</u></p> <p>As one of the Conference themes is about saving the Planet aspects of green development relating to eco- friendly products such as Electric Vehicles (EVs) could be addressed during the Panel Discussions. Also the need for re-skilling labour to suit new jobs which may arise due to introduction of emerging/disruptive technologies</p>	<p>The JIMS – PHDCCI XVth International Conference is proposed to be held in Feb 2020. The topic for the Conference is Revisiting HR in the Digital Era: Impact of Critical shifts in Technology, People Analytics, Operations and Culture</p>
6.5	<p><u>Recognition of Toppers</u></p> <p>It was suggested that students who are overall toppers in examinations should be duly recognized and awarded Blazers during the Convocation Ceremony.</p>	<p>As suggested by members BBA & B.Com (H) Batch 2017-20 students who top their examinations will be awarded Blazers in the convocation scheduled in September this year.</p>

5. **Budget 2019-20**

The proposed budget for 2019-20 was circulated to members and was approved by them

B. **Major Activities conducted by the Institute during period under review**

6.1 **Conferences/ Workshops/Panel discussions**

- **XIVth International Conference on February 23, 2019**

JIMS, Kalkaji, New Delhi in collaboration with PHD Chamber of Commerce and Industry (PHDCCI), Konrad Adenauer Stiftung (KAS), Germany and Association of Management Development Institutions in South Asia (AMDISA), organized its XIVth International Conference on the topic: “Business Sustainability in the 21st Century: Managing People, Planet and Profit” at PHD House, New Delhi on Sat 23rd Feb 2019. The UN Global Compact Network India (UNGCNI) and the Association of Management Development Institutions for South Asia (AMDISA) were also Conference partners this year.

- **Inaugural Session**

The Conference Inaugural Session was presided over by Mr. Peter Max Rimmele, Resident Representative to India, and Konrad Adenauer Stiftung (KAS), Germany as the Chief Guest. The highlight of the Conference’s Inaugural Session was the release of a book comprising selected research papers contributed by eminent academicians and industry experts. The publishers were M/s. Bloomsbury.

- **Technical Sessions’ Speakers**

Speakers of various technical sessions included Mr. Sandeep Shrivastava, Head-Environment & Sustainability, Ambuja Cements Limited (Moderator), Ms. Meenakshi Batra, CEO, CAF India, Mr. Rishi Chawla, Director - Government, Public Affairs, Sustainability & CSR, Philips Lighting India Limited, Mr. Ritwik Bhaumik, General Manager-Sustainability, Jubilant Life Sciences Ltd., Mr. Anurag Krishna- Head CSR (North), Tata Consultancy Services(TCS), Ms. Ruchi Sharma, Deputy General Manager, Paharpur Business Centre

- **International Speakers**

The International Speakers who made presentations during the second technical session on “Impact of Economy, Entrepreneurship, Culture and Governance on Business Sustainability” included Mr. Ron McLuckie, Chairman & CEO, WIAL India Pvt. Ltd (Moderator), Mr. Ignace Hindrick, Director, DMH Business Advisors, Dr. Marja-Liisa Tenhunen, Professor, Shanghai University, China, Ms. Brigitte Wuethrich, Director, Swiss Kalpvriksh Education Pvt. Ltd., Dr. Susann Kowalski, Professor,

Cologne University of Applied Sciences, Germany and Dr. Spinder Dhaliwal, Reader in Entrepreneurship, University of Westminster, UK

- **Research Paper Presentation**

The conference was followed by the Research Paper Presentation Competition which had top academicians, research scholars and industry experts vying . Dr. Madhu Vij. Professor, FMS, Delhi University was Chairperson of the Jury which included, Director, JIMS, Dr. J.K.Batra, Professor Dr. Preeti Singh and Prof. Neelam Tandon

6.2 National Seminar

- **Marketing Seminar**

JIMS Kalkaji organized a National Seminar on “Experiential Marketing in India- Emerging Trends and Practices” on March 9th, 2019. Mr. Sujoy Choudhury, Director-CRM, Asia, Microsoft was the Chief Guest for the Inaugural Session. The sessions were conducted by Mr. Ranjan Paul, Management Consultant and Trainer on the topic “Brand Building through Experiential Marketing”, Mr. Anurag Sharma, General Manager, Clarks India on the topic “Experiential Marketing- A Paradigm of 21st Century” and Mr. Sumeet Pahwa, Brand, Digital & Media, Tata Docomo. Dr. (Cdr) Satish Seth, Director-General, JIMS Kalkaji delivered welcome address and Dr. J.K. Batra, Director, JIMS Kalkaji gave vote of thanks.

- **National Finance Seminar**

JIMS Kalkaji in collaboration with Indian Economic Association (IEA) convened its National Finance Seminar on the topic: ‘Industry 4.0: Emerging Opportunities and Challenges in India’s Financial Sector on March 30, 2019. Dr. Arun Kumar, Chair Professor, Malcolm S. Adiseshiah Chair, Institute of Social Sciences, New Delhi and Mr Mohd. Mateen, Senior VP, Finance and Accounting, British Paints presided as Guests of Honor. Mr Aditya Mittal, Associate Vice President, Langham Capital, Prof. (Dr.) Yamini Agarwal, Dean: (Research) and Professor of Finance, Indian Institute of Finance, Greater Noida, Mr. Eish Taneja CA, CPA, Partner Eish Taneja and Associates were the esteemed guest speakers for the technical sessions.

6.3 Workshop

Title of Workshop/Seminar	Name of the Dept.	Date(s)
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Workshops		
Workshop on "Meditation and Life Style" on 1st May 2019	BBA and B.Com (H)	01.05.2019
Workshop on yoga and Meditation	BBA and B.Com (H)	10.04.2019
Workshop- Sustainable development and environment	BBA and B.Com (H)	09.04.2019
Workshop on "Gender Sensitization and Equity"	BBA and B.Com (H)	03.04.2019
Workshop on "Intellectual Property (IP) an accelerated pathway to be an Unicorn":	BBA and B.Com (H)	02.04.2019
Workshop on Digital Marketing by Make Intern in collaboration with IIM Indore from 14th - 16th March 2019	BBA and B.Com (H)	14.03.2019-16.03.2019
Workshop-"Customer satisfaction for sales executives of Balaji marketing "	BBA and B.Com (H)	20.02.2019-22.02.2019
Workshop on Personal and Interpersonal Effectiveness	BBA and B.Com (H)	23.01.2019
Workshop-"CRM for sales executives "	BBA and B.Com (H)	31.12.2018-05.01.2019
Workshop-"Sales training for sales executives Surya air products pvt. Ltd."	BBA and B.Com (H)	17.12.2018-20.12.2018
Workshop-"Social and digital marketing"	BBA and B.Com (H)	14.11.2018-16.11.2018
Workshop-"Sales training that focuses on serving the customer"	BBA and B.Com (H)	24.09.2018-27.09.2018
workshop on "Innovation, Creativity & Team Building"	BBA and B.Com (H)	24.09.2018
Workshop on Campus to Corporate	BBA and B.Com (H)	10.08.2018
Workshop-"Sales effectiveness for sales executives of Haldiram's "	BBA and B.Com (H)	08.08.2018-10.08.2018

6.4 FDP and Panel Discussion

Year	Title of the professional development programme organised for teaching staff
2019	Faculty Development Programme (FDP) on "E-Learning and Development of E-Content"
2019	Faculty Development Programme (FDP) on "Design Thinking in Management and Business Plan"
2018	Faculty Development Programme (FDP) on "E-Learning in Higher Education"

Post Budget Panel Discussion on February 12, 2019

Keeping in view the implications of the interim budget JIMS Kalkaji conducted 'Post Budget Panel Discussion' on February 12, 2019. The panel consisted of CA Mr Lohit Vatsa, Mr Bipin Singh Banker (Axis Bank) and Dr S.P. Sharma, Chief Economist, PHDCCI.

6.5. Educational Visits

- Relaxo Footwears Ltd. in Bahadurgarh on April 6, 2019.
- Industrial Visit to DTDC, Samalkha on April 11, 2019
- Yakult
- Thompson Press
- Coca Cola
- Celebi Delhi Cargo, IGI Airport

6.6 Students Activities and Achievements

- **Celebration of Earth Day**

JIMS Kalkaji in collaboration with Root Skills and Global Fighters celebrated Earth Day on April 9, 2019.

- **Indradhanush Scheme awareness**

On April 18, 2019, the members of Rotaract Club of JIMS, organized a street play for the awareness of "Indradhanush Scheme" launched by the government of India in 2014 for seeking 90 percent full immunization by 2020.

- **Workshop on Disaster Management and Desertification**

A workshop was conducted on April 8, 2019 at Govt Boys Sr Sec School, Kalkaji on the topic **Disaster Management and Desertification**. Our Rotaract club students performed a skit about Disaster management and Desertification which was followed by a quiz.

- **JIMS-SSCBS Debate on February 27, 2019**

JIMS Kalkaji and Shaheed Sukhdev Singh College of Business Studies organized an invigorating debate on the topic: ‘Globalization: Threat or Opportunity?’ on February 27, 2019 at the SSCBS campus. Participants from renowned colleges such as Zakir-Hussain, Jawaharlal Nehru University, Miranda House, Daulatram College, Mata Sundari College, Maharaja Agarsen, Kamla Nehru, Lady Sriram Ram, DCAC, Shaheed Bhagat Singh, Ramanujan, ARDS, PGDAV College, Amity, Lingaya’s. Sri Venkateshwar, Hansraj College and Jesus and Mary College won First, Second and Third Prize of Rs. 15000, Rs. 10000 and Rs. 8000 respectively. Additionally, Best Speaker Prize of Rs. 5000.

- **Students’ Achievements**
- **Annual JIMS Chess Competition**

The Annual Inter Campus Chess Competition was organized by JIMS Kalkaji on March 27, 2019. Priyanshu Dua, B.Tech, IInd Year, JIMS Greater Noida and Siddhant Saklani, B.Com (H), VI (E), JIMS Kalkaji won First and Second Prize respectively.

- **Inter-Campus Summer Training Project Report Presentation Competition**

An Inter-Campus Summer Training Project Report Presentation Competition was organized at JIMS Kalkaji on March 28, 2019. Mayank Sharma, B.Com (H), VI student, JIMS Kalkaji won First Prize which was followed by Naman Gauba, BBA, VI semester, JIMS Greater Noida for their excellent presentations.

6.7 Research Papers

	Department	No. of Publication
National	BBA	1
	BCOM(H)	0
International	BBA	10
	BCOM(H)	6

6.8 Cultural Extravaganza

Kshitiz, the Pop Star Nite of JIMS was held in Talkatora Stadium on January 31, 2019. The Punjabi Pop Singer-Guru Randhawa made the audience groove to his popular tunes.

6.9 CSR

To strengthen our commitment to community services, JIMS Kalkaji Rotaract Club, under the guidance of Dr. Rashmi Bhatia, Programme Director, and faculty In charge, Ms Arushi Grover & Ms Aditi Joshi, celebrated Lohri at The Institution for the Blinds, Amar Colony on 14 January 2019. Our 17 Rotaractors spent quality time with the visually impaired students

6.10 Sports Day

JIMS Kalkaji organized ‘Spardha 2019’ for the BBA & B.Com (H) students on 10th April 2019. The competition ‘Spardha’ for outdoor sports was held at Netaji Subhash Chandra Bose Sports Complex,

6.11 Farewell – B.Com(H) & BBA

JIMS, Kalkaji organized a Farewell Party to bid adieu to the outgoing students of 2016-19 batch on 15th April 2019 at Belmond Hotel, Chattarpur Mandir Road, New Delhi. The party ended with a DJ night and dinner.

6.12 Annual Movie-Faculty and Staff

JIMS screened Block Buster movie ‘Bharat’ for its Faculty and Staff at Inox, Satyam Cineplexes on June 5, 2019. The story which is based on a man’s sacrifices to fulfill the promise he made to his father was highly appreciated by all. The popcorn and coke added fun to the thrilling movie.


7. New Points

Sr.No.	Item	Action/Info
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1	<p><u>JIMS-ANDC Instart Incubator</u></p> <p>It was suggested that in order to make a success of the incubator JIMS should involve more people from different sectors of industry. To this end it should also associate with IIT Delhi which was running a very successful incubator.</p>	<p>DG to liaise with IIT and explore possibility of associating more people with JIMS incubator. Progress to be intimated by 15 Aug 2019.</p>
2	<p><u>Foreign Collaborations</u></p> <p>JIMS should review its current international partnerships an in addition to student and faculty exchanges it should strive for dual degree programmes with reputed foreign universities in Europe, UK etc. As regards UK Universities JIMS could approach University of London (UOL) which awards degrees for courses conducted by a number of colleges such as LSE. Such courses are attractive and would lead to enhanced branding of the institute.</p>	<p>DG to identify and approach suitable Universities in Europe/UK. Progress report to be submitted by 31 Aug 2019.</p>
3	<p><u>Faculty and Student Development</u></p> <p>Faculty and students learning should be diverse and should cover a wide range of topics in areas such as Economics, Technology and Environment. To this end they should study annual reports of Indian/International Companies, Industry Analysis Reports, Govt Budget etc. Specifically reports released by companies such as ITC, WIPRO, Bill Gates Foundation etc. should also be read and discussed with students.</p>	<p>Director to initiate necessary action in this regard.</p>
4	<p><u>Elective Courses</u></p> <p>Modi Govt. is focused on introducing a number of policy initiatives in sectors such as Water, Health and Environment. This will result in rapid changes in the next five years and create a variety of jobs in banking, auto,</p>	<p>Director to examine and forward suggestions by 10 Aug 2019.</p>

	health and other sectors of industry. JIMS should consider introducing elective courses in Logistics, Manufacturing, Waste Management IPR, IBC etc.	
5	<p><u>Guest Lecture/Workshops</u></p> <p>As a part of their overall development students should be encouraged to organize various activities such as Guest Lectures, Workshops etc. This would not only help to develop their planning and execution skills but also build their confidence level.</p>	Director to initiate action and ensure wide participation of students.
6	<p><u>Social Entrepreneurship</u></p> <p>As companies are increasingly getting involved in social, cultural and environmental issues as a part of their mandatory CSR commitments it would be appropriate for JIMS to introduce an elective in Social Entrepreneurship. This would help students to understand the connect between business and society and gain insights into use of ethical practices such as impact investing and conscious consumerism.</p>	Director to explore possibility of introducing elective and submit report by 20 Aug 2019
7	<p><u>Environment Friendly Campus</u></p> <p>Members suggested that Kalkaji Campus should consider introducing environment friendly equipment. In addition to the existing Solar Energy equipment STP and Rain Water Harvesting equipments should also be installed.</p>	DG to initiate necessary action for installing suggested equipment at an early date
8	<p><u>Short Term Certificate Courses</u></p> <p>a) It was suggested that JIMS should introduce short term certificate courses of three to six months duration for business executives. These could be in areas of Entrepreneurship, Strategy, Finance, Law, Family Business Management etc.</p> <p>b) JIMS should also consider organizing short term</p>	DG to initiate action and submit progress report by 15 Sep 2019.

	<p>courses for Students in partnership with Govt. Departments. Possibility of conducting courses relating to Companies Act, Competition Act, MRTP, IBC etc. with Ministry of Corporate Affairs could also be explored. Such professional courses could help in better placement of students.</p>	
9	<p><u>National Economic Policy (NEP)</u></p> <p>The NEP is an important document which students should read, analyse and offer comments on. Class Discussion should be organized to enable students to make presentations and engage group discussion.</p>	<p>Director to initiate necessary action</p>
10	<p><u>Industry Visit</u></p> <p>NGOs such as Akshay Patra and Goonj had made laudable contributions to society at the state and national levels through use of innovative technology, smart engineering and good management. Students should visit these NGOs and learn from their noble achievements.</p>	<p>Director to organize visits to NGOs during current trimester</p>



Dr. Amit Gupta
Chairman