

## **MINUTES OF MEETING OF CORPORATE ADVISORY COUNCIL HELD ON 13<sup>th</sup> DEC 2014**

In order to strengthen the industry-academia interface further, the 2<sup>nd</sup> meeting of Corporate Advisory Council comprising of faculty members of AIMT and eminent corporate executives with rich experiences from diverse background, was held at Conference Hall at AIMT, Greater Noida on Dec 13<sup>th</sup>, 2014. The meeting was chaired by Brig. Alok Raj, Brigadier Staff General (BGS) HQ, Delhi Area.

The meeting started at 10.00 am with welcome address by the Director AIMT. Prof. Shikha Bhardwaj initiated the discussion by sharing AIMT information, the First CAC updates, followed by CAC members' introduction. The meeting was focused upon two major themes

**Theme:** 1. Brand AIMT

**Sub Themes:** 1a. Marketing Strategies to reach out prospective students and Industry, increase visibility, Active on various medium

1b. Strategic Positioning – Affiliated to govt. agencies, sponsorship, CSR initiative

**Theme:** 2. Industry – Institute Association

**Sub Theme:** 2a. Institute Orientation- Exposure of faculty & Student to Industry, Current Industrial practices and their integration in education, Syllabus review, Infrastructure utilization.

2b. Industry Orientation – Industry participation in Joint research programmes, field studies and Consultancy. Academic intervention to solve problems

The meeting concluded with vote of thanks by Prof. Shalini Sharma, CRO followed by a campus tour and lunch session at 1.30 PM.

The following members attended the meeting

1. Brig. Alok Raj, BGS, Army HQ, Delhi Area
2. Dr. Pawan Gupta, Director, AIMT (Chairperson)
3. Mr. M. A. Mateen, VP-Finance, Berger Paints (Member)
4. Ms. Ranjana Dixit, Director-Flour Daniel (Member)
5. Mr. Vikas Swarnkar, V S Consultancy (Member)
6. Mr. Nalin Sachdeva, Project Head – GE (Member)
7. Mr. Sandeep Kumar, AVP- HR Sodexo India (Member)
8. Mr. Ajay Khanna, 5<sup>th</sup> Element Hospitality – founder (Member)
9. Mr. Vivek Katoch, Director- Business Development Reprise Media (Member)
10. Prof. Shalini Sharma, Asst. Professor & CRO, AIMT (Member)
11. Prof. Shikha Bhardwaj, Asst. Professor-HR, AIMT (Member)

12. Prof. Yaseen Khan, Asst. Professor-Marketing, AIMT (Member)
13. Dr. Preeti Kulshrestha, Associate Professor – Finance, AIMT
14. Dr. Parul Gupta, Associate Professor, AIMT
15. Prof. S Mohanty, Asst. Professor, AIMT

**(A) Issues that were deliberated, discussed and suggested by distinguished members are us under**

1. Strategies were discussed for Positioning of AIMT.
  - Institute must try to come in the top 15 ranking institutes.
  - Advertisement should be given in the news papers like Education Times. Institute must participate in the B-School surveys conducted by various business magazines.
  - Institute must create its own USP.
2. Drive the Institute by short term objectives to accomplish goals.
3. Alumni to be the Brand Ambassador of the institute thereby promoting the institute atleast twice a year specially the time nearing placements.
4. Alumni interaction must be strong. To make it more effective institute can divide the alumnus region wise /city wise. One alumnus can be assigned to take the responsibility to run the alumni association of AIMT.
5. Need to promote the faculty as the core strength of institute in the industry.
6. Invite eminent Career Counselors Praveen Malhotra or Jayanti Ghosh. to the institute so that they are aware of the brand for further counseling of the prospective students.
7. Place the posters of AIMT at the places like CSD canteens, Hospitals.
8. Create and organize MDP programs for corporate free of cost.
9. Faculties should be allowed to go to industry for some kind of practical exposure.
10. University syllabus is appropriate. However pedagogy needs to be more application oriented.
11. More industry interface opportunities must be given to the students while delivering the subjects.
12. Within army more avenues to be searched to give practical exposure to the students. For instance, logistics of CSD canteens.
13. Approach must be changed from sustainability to profitability.
14. Students joining before Summer Internship must be briefed about the industry expectations.
15. Two feedbacks must be given to CAC members before conducting next meeting.
16. Website to be more lively.
17. Institute environment to be more conducive as in terms of look after of the corporate guests.