

ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS (AIMS)

First Southern Region Council Meeting

Held on 13th October 2018 at WeSchool, Koramangala, Bengaluru

Minutes

PRESENT

Dr Jitendra K Mishra	RVP-South .. Council Chairman
Dr Rattan Sharma	President
Dr Anil Rao Paila	Immediate Past President
Prof P Narayana Reddy	Treasurer (ex-officio)
Prof S S Prasada Rao	Member-South (ex-officio)
Prof Shrinivas Acharya T	Member-South (ex-officio)
Dr C Manohar	Member-South (ex-officio)
Dr S P Ravindra	AP Chapter Chairman (ex-officio)
Prof G S Rao	Telangana Chapter Chairman (ex-officio)
Dr K Maran	Tamil Nadu Chapter Chairman (ex-officio)
Mr Krishnan	ISME representing Dr Nitin Garg, Chairman, K&K

Special Invitees

Mr M Venkateshwarlu	Executive Secretary
Dr Kiran Reddy	CEO & Principal, AIMS Institute of Higher Education
Mr Srinivasan	ISME
Mr Swarup Reddy	ISME

Welcome to Members:

Presiding over the Meeting, Dr J K Mishra, Regional Vice President, South, has welcomed all the Members present, and specially the new President, Dr Rattan Sharma.

Governance Structure of PGDM Institutions:

Dr Rattan Sharma has initiated the discussion on the invitation received by him from AICTE for a presentation of our views/suggestions in the matter of "Governance Structure of PGDM Institutions" before the Janak Shah Committee on 26th October 2018 at AICTE Headquarters and invited quick suggestions from the members attending the Meeting. In addition to the governance structure, the Committee may look into various aspects like the credibility of the PGDM in the context of even IIMs awarding an MBA, definition of equivalence to MBA, etc., and keeping all these things in mind, AIMS needs to suggest a suitable structure.

- Constitution of the institution – Society, Board of Governors, Faculty Council and so on.
- Dr S P Ravindra mentioned that they have a Board of Governors, headed by Prof M R Rao as Chairman, Advisory Board, Academic Committee, Faculty Council, etc.
- The main objective is to have a structure with a mix of academia and industry and not just promoters having a say in all matters.
- Presently, non-MBAs are not eligible to teach MBA classes even if they are
- Ph Ds or IAS, etc.
- Depending on the age of institution, there could be some classification of institutions – e.g., A grade for 20 years, B grade for 15 years and C grade 10 years.
- CEO's of industry with an experience of 20 years or 15 years should be treated on par with Ph Ds and also should be made eligible to head a management institution and/or teach MBA courses.
- Wherever management studies is part of a University or Engineering College, the Director/Dean has second level treatment.
- Undergraduate courses should have four-year duration and not three years and should have recognition by AICTE and MHRD. BBA or BBA (hons) and similar courses should have a four-year curriculum from now onwards to facilitate recognition of the course for higher studies abroad.
- AIMS should also get a statutory position like pharmacy council.

Dr J K Mishra then invited Chapter Chairs to explain their plans of actions for each region.

Dr S P Ravindra, Chairman, AP Chapter of AIMS has explained that the Andhra Pradesh Chapter had two meetings and discussed various programmes and plans of action on promotion of AIMS and ATMA. He has stated that they requested Prof M R Rao to be an Advisor for the Andhra Pradesh Chapter and he had kindly agreed to do so.

Andhra Pradesh has very few PGDM Schools and many schools have been closed. The Chapter is going to encourage management institutions in other cities like Machilipatnam, Vijayawada, Tirupati, Nellore, etc., to become members and also bring in awareness about AIMS activities and ATMA promotion. Many of the schools accept mostly ICET as they are affiliated to different universities; similar is the case in Telangana.

According to Dr S P Ravindra, the following members have also joined the Chapter:

Dr Murali Krishna HoD, Dept of Management, Samata College;

Mr Teja Mutyam Director, CMT, Visakhapatnam; and
Dr Vijaya Rudraraju Director, IIAM, Visakhapatnam

At the Meeting held on 8th October, it was resolved to:

- invite all the Heads of Business Schools for various activities relating to Faculty and Student Development;
- promote ATMA among the Business Schools and sensitization of the students of various colleges about ATMA;
- organise FDPs and Student Development Programmes and workshops in the following locations:
 - a. Visakhapatnam
 - b. Kakinada
 - c. Rajahmundry
 - d. Vijayawada
 - e. Nellore
 - f. Tirupathi
 - g. Krishna University
 - h. JNTU – K
- and conduct AIMS regional conference, tentatively on 21st& 22nd December 2018.

At this stage, the following observations were made by the Council Chairman and the Treasurer:

- AIMS and its Chapters should aim at engagement of the existing institutions, extension and awareness aspects and also balancing of various types of events like seminars, workshops, round tables and also regional conferences and not just faculty development programmes.
- As far as regional conferences are concerned, they will be limited, but should cover the entire region.
- There should be an overall development of management domain and AIMS activities across all regions and chapters and there should be a balance in terms of number of programmes across each region, funding, etc; AIMS should not be over-burdened for funding by going in for only one kind of activity.
- Further, whatever chapters and regions do should not lead to deficit for AIMS and there should be sufficient funding of activities, along with the seed money available from AIMS.
- Chapter Chairs were advised to send the detailed structure of each programme including some events for the development of the students, to the Secretariat.

Dr Ravindra promised to look at the types of programmes and the content, etc., for the whole year at the next Chapter meeting and submit concrete proposals.

Dr G S Rao, Chairman of Telangana Chapter has explained that:

- they roped in representatives from three Universities, two leading B-Schools, and an industrialist; and had two meetings;
- identified forty institutions which would be encouraged to join AIMS;
- Institutes of cooperative management (20 of them across the country) are being persuaded to become members of AIMS;
- Chapter members are visiting Warangal and other places for enlisting new members;
- a sub-committee on industry interface has been created; they will help faculty in IT related aspects, which in turn will be helpful to students;
- the Chapter prepared a list of FDPs, seminars, workshops, regional conference, etc., including a programme for deans and principals of institutions over a period of two days; and
- in January 2019, the Chapter would like to conduct an international conference on tourism, where it is expected that the national level resource persons would also participate.

The Chapter has been requested to give detailed proposals on their plans for further discussion and looking into funding aspects.

Dr Srinivasan of ISME suggested that many institutions are spending quite substantial amounts on digital marketing and AIMS may think of having a portal of its own and getting institutions advertise through that portal. He had volunteered to help in this respect.

It was also felt that if AIMS concentrates only on getting membership, but do not offer value for it, members will not be happy and membership will not multiply.

Dr Maran stated that:

- he has already started talking to institutions for becoming members;
- their Chapter is planning to have some international and national level programmes in December and January; and
- the Chapter is planning to have a Regional Conference at Erode by Kongu; FDP at Coimbatore by GRG School of Management, and Spark Programme by Sai Ram and so on.

He strongly felt that AIMS may have to focus on private universities for ATMA and he is trying to get some universities accept it.

The Meeting noted that in the Southern states, ATMA may not be very successful as they have to follow their government admission tests.

Dr Krishnan from ISME, representing Dr Nitin Garg, Chairman, K & K has shared the information on Karnataka & Kerala. They have prepared a skeleton of what they are planning to do during the whole year and concretizing the proposals will take place after Dr Nitin's return from leave. The proposed FDP in Mysore will be somewhere in February and March 2019. It has been made clear to the Chapter that BNMT International Programme can be supported by AIMS, without any financial assistance.

Dr Mishra has explained that in the morning, there was a significant development in terms of IIMB and AIMS agreeing, in principle, to have a tie-up for conduct of Capacity Building and Quality Improvement programme, involving all the regions, with four key aspects being covered: student engagement and facilitation skills, content and delivery through IIMB MOOC, research and case development in Indian context. It will be on a much larger scale than what was initially thought of and depending on the availability of IIMB Faculty resources, the schedule will be finalized.

AIMS may have similar arrangements with other Associations like ISTD, NIPM with a view to propagate AIMS, but keeping the AIMS interests in focus.

Number of programmes of different types which are allowed Region-wise and Chapter-wise and the resources availability, etc., may be shared by the Secretariat for the benefit of all institutions concerned, before they go ahead and submit concrete plans for approval.

Region-wise programmes calendar should be kept on website of AIMS for giving full information to all Chapters; and if information can be shared through conference calls etc may be experimented. Chapter meetings may be held with full agenda, once in a month. Programmes may have members from other Chapters attending them. Further, standardization of content of each type of programme may be attempted. 3 FDPs, one Regional Conference and one Leadership Development for Students and one Leadership Programme for Deans and Directors with industry interface could be thought of in each Region.

Mr Venkateshwarlu, Executive Secretary has explained the minimum requirements for all the programmes and also gave vote thanks to the Chair as well as all those who participated in the Meeting and made it a great success.