

## DIRECTOR'S REPORT

*P.F.X D'Lima*  
*Goa Institute of Management*

Mr Gopalakrishnan, Chairman

Mr Suresh Prabhu, our eminent Convocation speaker. Members of the Governing Board, Distinguished guests, members of our Faculty, and Visiting Faculty, members of our staff, Alumni of our Institute, graduating students and their parents and our first year students. It gives me great pleasure to welcome you to this Annual Convocation ceremony of students graduating from the Goa Institute of Management.

We are specially honoured by our Convocation speaker for the day Mr Suresh Prabhu, Former Union Cabinet Minister of Industry, Energy, Environment and Forests, Chemicals and Fertilisers, Heavy Industry and Public Enterprises. He graduated in Commerce and Law from the University of Mumbai and was later a rank holder in the chartered accountants exam. He was formerly Chairman of Saraswat Bank, has PhD from IFRI. He is also registered with the Freie University in Berlin for a PhD on the topic Climate Change issues in relation to Energy & Environment and in the Mumbai University Dept of Economics on State Public Finances. He travels extensively all over the world lecturing on subjects of his expertise.

Incidentally he is not a newcomer to the Goa Institute of Management. In the past we have invited him to give the keynote address to the AIMS Convention which was organized by GIM. He has come to GIM as a Ribandar Talks Speaker when he spoke on Chemicals, Fertilizers and the Environment. He has also, some years ago, taken a

full 3 credit course on the impact of Politics on Business in the Economics Area. In this effort he received an excellent student feedback. His wife Uma is a Ribandar girl and her mother still lives in the family house there, their son Ameya graduated recently from the eminent Management School from Barcelona.

Before I proceed further I recollect with regret the passing away from the close GIM family of two of our members during the last year. Prof Chandersen Mirchandhani had retired from GIM recently but was still on our rolls as a visiting faculty. He took ill during one of his courses at Ribandar and was rushed to the hospital where he succumbed to a heart failure. Our sincere condolences to his bereaved family. The second was the unfortunate motorcycle accident through which we lost one of the students who should have been passing out today, Salil Sharma who had fared well, secured a good placement and was all set to launch his personal life very soon when that unfortunate accident on Ribandar causeway took him away as he was going to Panjim to collect petrol to collect his colleague from the railway station. May I request everyone to stand and pray for a minute for both these members of our family.

Let me now present to you the Director's Report for the year.

### **1. NEW CAMPUS AT PORIEM IN SATTARI TALUKA.**

Last year I had reported to you that we had started work at the new campus and that despite the unseasonal rains in Sept 2009 we hoped to start soon and admit the new batch of students in June 2010.

I am glad to report to you, this year that although we were not quite ready in July 2010, we were able to admit 230 students in July last year and we have the campus largely completed at this moment. Only a few finishing works remain, mainly connected with the Multipurpose Hall, the break out rooms and the extensive landscaping which will continue for the next few years. Hostel No 5 is still under completion and it will be ready in all respects by April this year.

The new batch of 240 students is expected to be admitted on 10 June 2011 and with that the whole PGDM course would have shifted to Sanquelim. The part time course and the Centre for Economic Research Cell will continue to be at our Ribandar Campus where we hope to intensify our activities connected to MDPS and some specialized programmes especially in the area of insurance.

For the expeditious completion of the project I need to acknowledge the support of most members of the Board who have lent their support by way of donations, their valuable time as also their guidance. The later part of the project is usually critical when all the loose ends have to be tied. For this activity we owe a debt of gratitude to the President of our Board of Trustees Mr Pratapsingh Raoji Rane and Mr Raman Madhok who review the project every Tuesday at site and support us with ideas and with decisions. The Campus Development Committee with Mr Shrinivas Dempo, Mr Dean

Menezes, Mr Madhok and Ms Swati Salgaocar were always a support we could fall back on.

The architects Ms Somayya & Kallapa regularly visited the site and put up some impressive architecture. M/s Vascon Enginners were our main contractors in charge of all civil works and of interiors. M/s Sterling & Wilson executed the electricals and Ms Vigneshwar the HVAC. In the last phase we also brought in R K Electricals from Goa and Ms SHREEMANGUIRISH AIRCONDITIONING CO. for the air-conditioning of the Multipurpose Hall.

We must acknowledge the support of the local Panchayat, the Town and Country Planning Dept, and the Electricity and PWD and all the government departments who willingly helped us ensure that the project was not held up due to lack of approvals. We greatly appreciate the support we received from the Government of Goa and the Education Dept who have always been supportive of GIM and our activities.

## **2. FACULTY –**

We have been increasing in our efforts to secure good faculty and part with those not quite suitable to our requirements. Although we have increased our numbers and our quality we shall continue to put in all efforts to start

the New Year with a strength of at least 36 full time faculty, and shall not cease our efforts till we reach a strength of 50 competent faculty.

As we increase the strength of our full time faculty, we need to reduce visiting faculty and restrict their numbers to areas where we do not have in-house expertise.

Here we need to express some of our joy in having some of our former faculty back and I particularly welcome all former faculty who have resigned from GIM to return to their Institute. We shall strive together to take GIM to even greater heights based on the excellent modern infrastructure set up so far. We are confident that from the base of our RFID systems, our water harvesting systems, our energy conservations systems our extensive sports facilities still under commissioning, we have the basic structure for an excellent campus. And our faculty will contribute to the improvement of the curriculum in our management learning under guidance of our Board and our Academic Council who have set ambitious targets to raise the level of our standards to being among the very best in India and with a cognizable world ranking as well.

The number of faculty are large and mentioning them individually at this convocation has already become a time consuming exercise. We request you to check our website for the fast changing position.

### **3. EVENTS ORGANISED BY THE INSTITUTE**

#### **3.1 SAMRIDDHI 2010**

The theme of the Samriddhi last year was Social media and was inaugurated by Mr Ivan Arthur the former Creative Director of J W Walter Thompson and acknowledged living legend of the advertising world in India. Eminent speakers from the active social media spoke and shared their experiences in the area of this very new and powerful medium that has contributed to very significant revolutions today.

Our students benefited very much from this Samriddhi and interacted closely with some of the speakers and other participants of this Samriddhi.

The samriddhi 2010 was held at local 5 star hotel Fortune Select Regina.

Samriddhi 2011 is being planned on a more extensive scale and is proposed to be held at the Sanquelim Campus.

**3.2 WIZ BIZ** – The WIZ BIZ contest was held this year at the Amphithetre of the Sanquelim campus and was an impressive affair with a large number of industry participants. The main sponsor of the event was Tata Motors and the prizes were extensive and more remunerative, then the former years since the expenses at our own campus were lower.

The Quiz master Avinash Mudaliar remarked that the new campus at Sanquelim was the best campus he has seen in India and

enquired whether he could come and take 2 years sabbatical and do his PGDM here!!

3.3 **GIM choir** – the GIM choir which was started last year by Prof Chirsto Fernandes received a big boost from the new batch of 230 students admitted to the first year of our PGDM programme in which we consciously attempted to alter the student profile from the large no of engineers to one with a wider variety of disciplines. We now have a full fledged choir whose performance you have just witnessed and who performed creditably on the 28<sup>th</sup> Feb at the Ravindra Bhavan, Margao.

- GIM choir was awarded a DISTINCTION with – 95% in the level 2 choir exam by the London college of Music, Thames Valley University, London U K.
- In the Individual Popular Music Vocals, 17 appeared.
  - 5 earned Distinction
  - 6 earned Merit
  - 6 earned Pass

Of these Lara Pinto earned a distinction with 85% at grade 4.

The GIM choir have been part of a new club interested in Art and Culture, Music and Dance and have started a new club that works on several extracurricular art related activities. In a programme titled INCEPTION, we invited professional jazz musicians who performed for the students and had some of them join in the performance.

3.4 **RIBANDAR TALKS** – we hosted a number of Ribandar Talk speakers on subjects ranging from media to Budget and all of them were most interesting.

Next year we hope to intensify this activity under the guidance of our faculty.

3.5 **SANGAMAM** – This is a festival of South Indian festivals in which all students participate.

#### **4. PAPERS PRESENTED BY FACULTY –**

As our faculty grows so does their research and papers published and it becomes more difficult to acknowledge them at this meeting but we will list them out on our website. To mention some of the highlights:

##### (1) The Centre for Economic Research

- Completed the Mid Term Appraisal of Goa’s Eleventh Five Year Plan: A study of Monitorable Indicators and Flagships Programmes Commissioned by the Planning Commission and submitted to them in Feb 2011.
- **Prof Amarendu Nandy** presented his work in progress on “ Study of Migrational Aspects “Study of Migration Aspects in Bilateral and Regional Trade and Investment Agreements of India” at the World Bank Technical Workshop on ‘Cross-Border Mobility and Remittances in South Asia’, December 2 - 3, **2010**, Jumeirah Emirates Towers, Dubai.
- **Prof Amarendu Nandy** presented “Singapore’s Pension System: Key Features, Challenges and Reform Issues” at ADB Conference Conference titled ‘Asian Pension Reform’at Seoul, November 21-24, **2010**
- **Prof Amarendu Nandy** was invited to a workshop on ““Cross Border Labor Mobility, Remittances and Economic Development in South Asia” on June 4, **2010**.

- **Prof Amarendu Nandy** submitted a paper titled “Study of Migration Aspects in Bilateral and Regional Trade and Investment Agreements of India”
  - **Prof Nandy** Co-authored a book with Prof Mukul G. Asher is titled .“Singapore’s Pension System: Key Features, Challenges and Reform Issues” **To be published by ADB by mid-2011.**
  - In addition there were several newspaper columns published in the Economic Times and Business Standard.
- (2) **Prof Arindam Das-Gupta** gave the opening remarks at the work shop on Govt expenditure initiated by the PMO.
- **Prof Arindam Das-Gupta** presented a paper entitled ‘A Preliminary Evaluation of the Revenue Impact of the State Level VAT in India’ has been *Presented at the Annual International Conference on Papers in Public Economics, organised by the National Institute of Public Finance and Policy, March 17-18, 2011, New Delhi. Prof Joy Chowdhury is the co-Author of this paper.*
- (3) **Prof Prabir Bandyopadhyay** together with Prof Sameek Ghosh and other faculty compiled the Draft Disaster Plan for Goa which is currently under finalization in consultation with the GoG.
- **Prof Prabir Bandyopadhyay** presented a paper on Developing an Optimization model for Coking Coal mix for Metallurgical Coke manufacturing at Optimum Cost : Mr. Sanjyot S. Borker (EMBA Student) and Prof. P K Bandyopadhyay \* at the 43<sup>rd</sup> Annual Convention of Operation Research Society of India & International Conferences on Operation Research for Urban and Rural Development, Madurai 15<sup>th</sup> to 17<sup>th</sup> Dec 2010.
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- (4) **Prof V Sukhthankar** –
- Appointed as the core member of “ Vision GOA 2035”, a committee setup by Goa Government under the chairmanship of Dr. Raghunath Mashelkar.

- Appointed for 3 years as core member of e-Governance committee under the chairmanship of Dr Vijay Bhatkar.
- Was member of a 2 member committee for “IT industries in Goa”.
- Presented a case study at the International case study conference by IMT, Nagpur.
- Presented a paper at the “4<sup>th</sup> IIMA conference on Marketing in Emerging Economies”, organized by IIM, Ahmedabad.

**(5) Prof Nirmalaya Bandyopadhyay –**

- Presented a paper titled “Developing Effective Distributors: The Role of Industrial Distributors in Strategic Implementation in Indian Industries” has been presented at the ISBM (Penn State University) Academic Conference hosted by Harvard Business School at HBS, Boston (USA) during August 2010.
- Presented a paper titled “Identification and Classification of quality attributes in a gymnasium’s service setting: A study conducted in the Indian context” – published in 2010.
- Submitted a paper titled ‘Pharmsat: A multiple item scale measuring satisfaction of health care professionals’ was presented at IIM Indore during June, 2010.
- Published Application of SERVQUAL and Kano’s model in determining Service Quality in health club services: A study of the health club services in an Indian metropolis’ has been published in *FOCUS*.

**(6) Prof Divya Singhal:**

- Published jointly her paper ““Intercultural competencies across cultures: Same or different?” Published by International Publisher - Edward Elgar Publishing, Cheltenham UK. in a book entitled ‘Managing Cultural Diversity in Asia’ released in June 2010
- Her paper entitled “Goa Experiments with an Innovative Approach in Health Sector” was published in *Management in Government*,-a Quarterly Journal of Department of Administrative Reforms & Public Grievances, Govt. of India. In July to Sept 2010.

- “EFQM Excellence model by European Foundation for Quality Management: An Introduction” published in Quality World, in 07 July 2010
- “Standards and Certification” in Quality World Issue September 2010
- “Educational Institution and Quality Management System” published in Quality Striving for Excellence by NCQM in June 2010,
- “Steps to Implement ISO 9001:2008 QMS without seeking consultant’s help”, published in Quality World, December 2010
- “International Social Standards for Organizations” in ASPEN News Letter April 2010
- Reviewed paper for forthcoming 9<sup>th</sup> International workshop EISTA 2011 and for IIM-A journal Vikalpa

**(7) Prof Christo Fernandes-**

- **Attended an International conference:** -“Global Transformation Technologiapes Limited (GTT); The saga of a Indo China collaboration” at the 8th workshop on International strategy and cross cultural management organized at Tubingen University, Germany held on October 8-9, 2010.
- **And published and International paper** - Marital Status, Management Level and Social Support Differential in Organizational Role Stress among Doctors. Accepted for publication: European Journal of Social Science, March 2011.

**He has also published several international papers:**

- ”Expert Pharmacy: Providing meaningful health products to consumers” A Book of Selected Cases, Steel Authority of India Limited, Management Training Institute, Volume XV.pp-78-90.

- “The 'People's CEO; Managing Human Resources strategically at Daily Bread" presented in the Case Colloquium of the 13th Annual convention of the Strategic Management Forum at Indian Institute of Management (IIM) Lucknow, Noida Campus (May 27-29, 2010).
- “Managing a Nationalized bank branch differently; can it be strategic?" presented in the National Conference on Strategic Management at Institute of Public Enterprises (IPE), Hyderabad (June 24-25, 2010).
- Human Resource Management Strategy for Sales force and workers of ‘Magsons’ retail outlet Goa” presented in the National Conference on Strategic Management at Institute of Public Enterprises (IPE), Hyderabad (June 24-25, 2010).
- “Indian management education the road ahead” at the 63rd All India commerce Conference in the seminar session “Business Education at Cross Roads” held at Goa University, Goa on October 1-3, 2010.
- . ” Is Old always gold” International Case Conference, organized by Institute of Management Technology, Nagpur, Goa on November 16-18, 2010.
- “Mum’s Kitchen the story of the Human Resource function in the entrepreneurial journey; passion instead of specific industry qualification” International Case Conference, organized by Institute of Management Technology, Nagpur, Goa on November 16-18, 2010.

In addition Prof Christo Fernandes was awarded the Fellow of the London College of Music – Thames Valley University in November 2010.

## **5. MANAGEMENT DEVELOPMENT PROGRAMMES –**

These were restricted during this year mainly because of our preoccupation in moving the campus. However we carried out several in-house induction programmes for participants from Sesa Goa Ltd.

## **6. LANGUAGE CLASSES –**

We are glad to report a very significant demand during this year for 3<sup>rd</sup> language classes from our first year students. Almost a 100 students studied a full first course in German, French, Portuguese and Spanish and most successfully cleared the end term exam, many of them in good grades.

This is a welcome development that will contribute significantly to the globalization of our managers in the future.

Next year we plan to add Italian to the above and possibly also Chinese if possible.

## **7. DOING BUSINESS IN CHINA**

This year we launched the program “Doing business in China” and a delegate led by Prof Ajit Parulekar went to China and on their return presented their learning’s to our faculty and local industrialists who are familiar with doing business in China.

This initial experiment was most encouraging.

## **8. EXERCISE OF GOAN ACHIEVERS AWARDS BY NAVHING TIMES AND VIVA GOA**

We participated as the knowledge partner in the above awards and though this exercise is still on we believe we were able to contribute to the design and the transparent analysis of the voting forms

## **9. ADMISSIONS FOR THE NEW YEAR 2011 -13**

We received a significantly lower level of applications for 2011- 13- 6500 against the 13000 in previous years. However we believe that it fits into the classical economics studies that as the Country’s GDP makes rapid and real progress applications to the business schools fall sharply. The applications to the main XAT and CAT exams also fell sharply.

However, we have completed the personal interviews and are confident that we have a satisfactory standard of applicants and we believe we will have an even greater diversity of professions in our new class.

10.ACADEMIC SYLLABUS – Every year we the faculty have a retreat when we update our syllabus for the PGDM. This year we propose to make a more meaningful exercise of it taking into consideration the notification proposed by AICTE to standardize the structure on an all India basis but

also ensuring that GIM stays abreast of the economic and business changes in India and the world.

**11. PLACEMENT UPDATE –**

Consequent to the growth in the Country's economy we had a sharp rise in the salary package of our students placed. We also had large preplacement orders and most placements were completed with the first 2 days. The starting, max and average salaries were also very substantially higher.

The summer placements this year have been 100% and finalized much in advance of the year end. This is due to the economic growth on the one hand and due to having initiated the process much earlier this year.

**12. STUDENTS PARTICIPATION IN VARIOUS EVENTS –**

There are numerous events in which our students participated and won awards in May. The details will be put up on our website. However prominent among these are :

**Prem Sharma –**

- Won the : IIMK - Triology: Holistic Marketing Event
- Was in the final of Product design for mobile handset company targeting students.
- Semi Finalist for : Economic Times: Power of Ideas 2010
- Winner of : BOA-CASA Business Model Contest
- Regional Finalist: TATA Crucibles: The Business Quiz 2010
- Second Runner Up: Deloitte Maverick Competition 2010
- Finalist: IFMR's Abhyudaya Marketing Event 2009
- Participated in Queen's Entrepreneur's Competition 2011
- Wrote a paper on "MOVING TOWARDS CONVERGENCE

**Nitin C & Aditi Vidyarthi –**

- Won first place in Nakashee,-- The Ad Making Competition, (organized by Jamnalal Bajaj Institute of Management Sciences)

**Mansi Navlakha –**

- Was selected as the only HR specialization student selected nationally for the 3 day Leadership forum. This involved a Business Plan presentation to the Leadership Team and Executives at Novartis, Novartis Leadership BioCamp 2010, Hyderabad
- Won the Best summer Project:
- Awarded for the Best Summer Project at Johnson & Johnson Vision Care.

**Akhil Kamat-**

- Won the "Best Management Student" of the year 2010 award by Goa Management Association
- Won the J P Morgan Global Finance scholarship for being the "Best Student in the field of Finance"
- Founding member and moderator of GIMQuizzing, quizzing web-site used to promote the name of GIM in the quizzing circles and won several online quizzes organised by various b-schools ([www.gimquizzing.com](http://www.gimquizzing.com))
- Conducted market research for Bharat Petroleum Corp. Ltd. & survey for UCO Bank
- Secured the first position in the first year PGDM at GIM

**Dev Ashish Aneja -**

- Won the First Prize in National Level Business Plan competition held at IFMR on 26<sup>th</sup> Feb 2011.
- Came in Top 5 of the country in a Case Study Competition, “ Revamping of an NGO “ held at TAPMI in January 2011.

- Took an initiative to study the Business Problems being faced by Astra Metals Pvt Ltd ( A Sheet Metal manufacturing Goa based firm ) , currently working on providing them a feasible, quality driven and a cost effective solution.
- Worked on the market research for a product of Johnson & Johnson Medical India – Mentor Breast Implants and also, made a promotional plan for the same.
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- Scored 92% marks in the Financial Markets Certification from National Stock Exchange, India.
- Volunteered for the Education of Underprivileged Children at Room to Read, India ( International NGO)
- Made a promotional marketing Plan for a Start Up Venture [www.printbindaas.Com](http://www.printbindaas.Com)
- Made a Promotional Strategy for an E Commerce website [www.yebhi.com](http://www.yebhi.com)
- Participated in an Equity Research Competition at IFMR Chennai – Did the Technical Fundamental Analysis for SBI Stock.
- Participated in a National level B-Plan Competition at Symbiosis, Pune.

**Hosni Mubarak** and **Ramachandra M S** stood first in the Inter-Management Institute Presentation Contest, on Probity in Public Life organized by the Forum of Free Enterprise at Vasant Rao Dempo House, Goa and winning prize money of Rs 5000.

**Dev Ashish Aneja, Aseem Sharma, Deepika Agarwal** and **Colin Menezes** for standing second in YEF e-Posium (Young Entrepreneurs Forum) , a B-Plan competition organized by Goa Chamber of Commerce & Industry (GCCCI) and winning a prize money of Rs 30,000/- and free membership for one year to Connect Goa Business Club (CGBC) and publicity in India (Goa), US and UK .

Team **INOVACE** comprising of **Nitin C** and **Aditi Vidyarthi** stood first in the 'Upgrade Marketing Challenge Contest', a Marketing and Branding

competition organized by Kakode Trading LLP Goa and winning a prize money of Rs 10,000.

**Colin Menezes** and **Dev Ashish Aneja** stood first in PRARAMBH, a Social B-Plan competition for rural India organized by IFMR at Chennai and winning a prize money of Rs 20,000.

**Somaiah V** stood second in Ideas, a B-Plan competition organized by Mukesh Patel School Of Technology Management and Engineering under NMIMS and winning prize money of Rs 10,000.

GIM participated in the MICA sports Events and received a gold medal along with certificates from MICA.

The entire team of 18 students has also been awarded with the trophy of participation in the sports event. The team was able to reach semi-finals of some other sports events as well. The overall performance of GIM in the event was noticeable by all the other teams. Some of the teams participated include IIM Ahmedabad, IIM Indore, IMI Delhi, etc.