

INSTITUTIONAL BEST PRACTICES

Best Practice 1

Title of the practice:

International study tour for students to provide them global exposure and to learn the best of the industry practices

Objective of the practice:

The objective of the International study tour is to equip the students acquainted with International socio-economic and cultural environment and they get adapted to environment of local and Multinational companies (MNCs) abroad.

The Context:

The world is growing in its demand for global employees, and one of the best ways to achieve this is exploration. Participation in an international study tour enables students to build their personal and social competence and intercultural understanding, including language skills. GHS-IMR has been providing opportunities to its students to gain international exposure through foreign educational and industrial trips.

The Practice:

- The Students of PGDM second Year (Batch 2019-21) went to a 6 days study tour to Dubai (UAE) from March 8, 2021 to March 13, 2021. The visit to the capital city of Emirates Dubai, the city is known for its riches, its glitzy and innovative development and architecture, and its industries and retail markets.
- The industry visit include visit to Rashid Metallic Industries (RMI). The company specializes in manufacturing, moulding of metal structures.
- Students visited to world's tallest architecture Burj Khalifa and world's largest Mall the Dubai Mall, the main attraction in Dubai.
- Students visited Dubai Mall to understand the concepts of Retail management.
- Students attended seminar on Holistic Approach to Wellness: Energizing self by balancing Energy. The students learnt the basics of energizing mind and body that too in a scientific way.
- The visit ended with Desert Safari. Besides, students went for diverse entertainments like Camel rides, fire show, Tanura show, Belly dance, henna paintings and a BBQ dinner.
- The standard practice in International study tour to visit industries, interaction with alumni and to understand the socio cultural and economic aspect by visiting places of importance and attraction.

Evidence of Success:

The International study tour gave holistic experience to students. The study tour has helped students to see and perceive things in global perspective. Such an understanding of a nation which includes historical, cultural, social, geo-political and economic aspects, gives a fillip to international business acumen of aspiring managers. The trip was safe, informative, comfortable and memorable for every student in the group.

Problem encountered and Resource required:

More resources are needed to make the International study tour with larger duration and inclusion of more cities or countries as part of the study tour.



Best Practice 2

Title of the practice:

To help the institutions stakeholders to learn the best of the practices and wisdom from the best in industry, academia and other spheres of life through virtual platform.

Objective of the practice:

The objective is to deliver a series of Wisdom talk from experts across various field that encompasses industry leaders, Life and business Coach, Fitness and Yoga experts, academicians, wellness consultants to interact with various institute stakeholders.

The Context:

During the prevailing Covid scenario, virtual interaction and knowledge dissemination become order of the day. To productively use this unavoidable circumstance's, Wisdom talks have been initiated by the institute to give faculty, staff , students, alumni, other academic and non-academic institution a holistic perspective on various facets of industry practices,Life, Motivation, Global leadership thoughts etc.

The Practice:

Dr. Gaur Hari Singhania Institute of Management & Research (GHS-IMR) hosted a virtual wisdom talk series in 2020-21 where following experts from different fields participated in the event and shared their knowledge with the audience. The talk was immensely beneficial to pur current students, alumni, aspiring entrepreneurs, Managers, and society at large alike.

The experts who addressed the audience were:

- 1) Mr. Rajesh Srivastava , Head Marketing communications , Nissan Motors
- 2) Mr. Nischal Mahajan , Director , 3S Educare
- 3) Mr. Sumit Raghunath, GM, Jagran Prakashan LTD.
- 4) Dr. Alok Bajpai , Psychiatrist & Sr. Consultant
- 5) Mr. Mandeep Sodhi , Life & Business Coach Founder
- 6) Mr. Simon Mangos, CEO , Pulse Inspections & Audit
- 7) Dr. Vivek Singh , Head of the Department , MIT College of Management
- 8) Capt. Anubha Rathaur , Behavioral Trainer
- 9) Dr. Anupam Narula , Prof. Marketing , Amity University
- 10) Mr . Rahul Srivastava , Filmmaker
- 11) Ms. Nandita Mahadevia , Global Marketing Manager , Zee5
- 12) Mr. Shishir Chandra AGM Insecticides Ltd.
- 13) Dr. Bidya Roy , Ass. Profs. Burdwan University
- 14) Mr. Sudeep Goenka , Director Goldiee Group
- 15) Mr Vikas Mohan, COO, Dunken Kelvin Pvt. Ltd.

Evidence of Success:

The Wisdom talk series witnessed a series of speakers from various walks of life and delivered the session followed by interaction with faculty member. All the wisdom talk sessions were streamed live on Facebook and anchored by the student. The audience not only listens the wisdom talk live but post live streaming thousands witnessed the talk later on. The wisdom talks were widely appreciated by current and aspiring students and society at large.

Problem encountered and Resource required:

The wisdom talks were organised on weekends for an hour for the benefit of larger audience. Larger audience can be connected to listen the wisdom talk live but that requires more time and resources to reach audiences.

GHS-IMR | AICTE Approved, NAAC Accredited, CRIS, IIMed
Dr. Gaur Hari Singhania Institute of Management & Research

WISDOM TALK
GHS-IMR Expert Talk Series 2021
Sunday 9th May 2021 at 12:00 Noon
Rewriting Business post COVID
MR. SUMIT RAGHUNATH
General Manager
Revenues & Marketing Strategy,
Jagran Prakashan Ltd
(Dainik Jagran)

PGDM | Contact us: +91 9076 610 400 | www.ghsimr.ac.in | ghsimrkanpur