

**IPS Academy, Institute of Business Management and Research,  
Indore (M.P.)**

**Seminars & Workshops: Industry Academia Innovation Practices 2017-18**

S.No	Name of the Speaker	Topic of Seminar/Workshop	Event Description
1	Mr. Sunil Gupta- Top Management Consultant (29-08-2017)	Seminar on "Rural Marketing"	In the Indian context, the word 'RURAL' is so much associated with agriculture and farmers that rural marketing tends to be seen as a marketing of inputs or outputs related to agriculture. The speaker expressed his views on various issues like Finance analysis in Rural Areas, SHG Bank Linkage, Rural Consumer Behaviour and Innovative Rural Distribution and Channel Management.
2	Mr. Ambar Arondekar- Corporate Trainer (21-09-2017)	Seminar on "Impact of Industry-Academia Interface on Development of Management Colleges"	The speaker was of the opinion that a productive interface between industry and academia, in the present times of knowledge economy, is a critical requirement. Industry-academia interface brings to meet the industry's needs and expectations and the academic aspirations. Interactions between universities, research institutions and private industry are discussed in a growing body of different issues and collaborations. Collaboration remains dependent upon and shaped by the organizational and management characteristics of partners engaged in cooperative activity. 1. To go broad across the digital marketing toolbox, and not deep on a specific tool 2. To provide guiding principles that are lasting, and not more specific tactical advice 3 . To arm participants with relevant planning tools that they could take and put into action
3	Dr. Upinder Dhar- Vice Chancellor, Shri Vaishnav Vidyapeeth (27-11-2017)	Seminar on "Excellence in Higher Education: Challenges & Remedies"	Education is one of the ways to upward social mobility. Good education is seen as a stepping stone to ensure not only one's livelihood and but also quality of life. However, education system in India currently represents a great paradox. For instance, technical and professional education is given an edge over general-higher education. And in today's understanding of the knowledge economy; the latter does not find a place. Higher education in India is undergoing a paradigm shift especially after India undertook structural adjustment programme as a part of the larger process of liberalization initiatives undertaken in the early part of the 1990s. The catch word

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			has been excellence.
4	Dr. Vinay Goyal- IIM Raipur (13-01-2018)	Workshop on "Research Database"	The objective of this research workshop was to teach the students the basics of scientific research and a basic knowledge of the inner mechanics of in-memory databases. The seminar was focused on implementation concepts for columnar in-memory database systems on modern softwares.
5	Mr. Anurag Joshi- Leading Chartered Accountant (10/2/2018)	Seminar on "Union Budget- 2018"	Considering the importance of year 2018 budget IPS Academy, IBMR organized a Post Budget Seminar soon after the Union Budget 2018-19 in order to bring greater awareness about the new tax proposals and policy initiatives and to provide clarifications across the table to all stakeholders. Union Government in recent past has taken several landmark policy decisions. There are also significant changes in the global and domestic environment in terms of trade policy, bilateral and multilateral partnerships, technology disruptions which may have impact on Govt. policies.
6	Mr. Ashish Chansoria, V.P- Reliance Mutual Fund	Workshop on "Managing Credit and Debt"	The speaker said that maintaining a healthy credit score and controlling your debt has significant impacts on your financial health and well-being. Your net worth will significantly increase if you can manage your debt.
7	Mr. Aseem Shrivastav- Former MD & CEO- Kirloskar Pumps (14-03-2018)	"Seminar on Lean Human Resources"	In today's "Global Market", featuring vanishing borders and global competition, all industrial concerns should aim at new, higher Performance targets, in line with the "best of the class". As the ultimate secret to obtain high performance is "people", new ways of managing people and of organising and supervising them, as well as new ways of obtaining high levels of efficiency and effectiveness (performance) from people should be looked at. It comes down to what works best for the people within the team. Most organisations want their employees to

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			be involved, but employee engagement can range from a simple suggestion system to self-directed work teams. The essential problem is how to structure the involvement process.
8	Mr. N Raghuraman- State Editor, Dainik Bhaskar (17-04-2018)	Seminar on "Back to Roots"	The management guru emphasized on the point that 'One must live in the present. Living in the present leads to the generation of good and worthy thoughts which further leads to the generation of good ideas which ultimately will help you in scoring better. 'An Idea' which forms the base of any business or new venture is struck by living in present, as one has no control over the past, and the unpredictable future it is thereby necessary to live in the present.'
9	Mr. Pushpendra Singh Jadaon- Founder, Key Elements (23-05-2018)	Workshop on "Digital Marketing Strategies""	The focus of the session was providing a strategic foundation for planning digital marketing. The approach for this session was: 1. To go broad across the digital marketing toolbox, and not deep on a specific tool. 2. To provide guiding principles that are lasting, and not more specific tactical advice.

### **Photographs of the above Seminars and Workshops**

#### **1. Seminar on Rural Marketing by Mr. Sunil Gupta**



#### **2. Seminar on Impact of Industry-Academia Interface on Development of Management Colleges by Mr. Ambar Arondekar**



### **3. Seminar on Excellence in Higher Education: Challenges & Remedies by Dr. Upinder Dhar**



### **4. Workshop on Research Database by Mr. Vinay Goyal**



### **5. Seminar on "Union Budget- 2018" by Mr. Anurag Joshi**





**6. Workshop on Managing Credit and Debt by Mr. Ashish Chansoria**



## 7. Seminar on Lean Human Resources by Mr. Aseem Shrivastava



## 8. Seminar on "Back to Roots" by Mr. N. Raghuraman





## 9. Workshop on Digital Marketing Strategies by Mr.Pushpendra S. Jadaon

