

Dear Readers,

We hope this newsletter finds you in good health and spirit!

The pandemic has taught us a lesson that "we are all in this togetherand given us the opportunity and time to reflect on the basic meaning of lives and livelihoods and the interdependencies within the social institutions, economic drivers and the environment. More than ever before, we now feel the need to create socially responsible individuals and institutions- businesses with strong CSR commitment and universities with a robust social responsibility framework.

Social Responsibility is no longer confined to profitable companies and organizations, but also with non-profit organizations and higher educational institutions (HEIs) and Universities. In today's rapidly changing and increasingly interdependent world, no organisation (be it an educational institution or a business) can survive or sustain itself over the long term if it is not socially responsible and not collaborating.

It is thus important for the higher education institutions to recognize these shifting priorities for its students, and to engage with industry and society, to positively impact the world. Universities can lead by example by being socially conscious institutions themselves, whilst simultaneously nourishing and supporting the efforts of their students. It is important that a university views social responsibility as a core mission, both leading by example and encouraging similar efforts amongst its students.

Industry for its part, further needs to embed Social Responsibility deep into its organisational culture, its corporate ethos and into its very DNA so that both management and employees approach the concept of Social Responsibility in a much more holistic and integrated manner rather than the transactional and ad hoc way.

As the convergence of USR(University Social Responsibility), CSR(Corporate Social Responsibility) and ISR (Individual Social Responsibility) gathers momentum, what emerges is a new society shaped by socially responsible educational institutions, individuals, and corporates.

This edition of FICCI Eduwrap has looked into this extremely important dimension of social responsibility and has highlighted some of the good practices adopted by institutions towards creating an inclusive and sustainable community.

We hope you find this Eduwrap a useful read.

FICCI Education Team

Leader Speaks

Fostering Social Responsibility and Community Engagement in Academic Institutions



Dr. Rajesh Tandon
Founder-President, Participatory Research in Asia
UNESCO Chair in Community Based Research and Social
Responsibility in Higher Education



Ms. Niharika Kaul
Research Associate, Participatory
Research in Asia

The world today faces several crises; the Covid-19 pandemic is the most recent amongst others including the global climate crisis, cyber-terrorism, gender-based violence and rising inequalities which havehugely aggravated in intensity and form over the past decade. Higher education institutions (HEIs) can play a pivotal role in finding locally relevant, sustainable solutions for these global challenges, as envisaged in the United Nations 2030 agenda for sustainable development (UN General Assembly 2015). Community engagement in higher education institutions is a powerful vehicle to foster societal responsiveness of HEIs in addressing community needs. A mutually respectful and beneficial engagement with communities also enhances the HEIs' own quality of teaching and research, as they are better aware of real gaps that lie within the issue they are researching on.

A taskforce under FICCI Higher Education Committee in 2017 provided a framework for social outreach that moved away from the 'welfarist' orientation of community engagement towards a mutually empowering engagement between higher education institutions and communities. Engaged teaching involving learner-centric, contextually relevant teaching; engaged research that contributes to in-depth societal development; and engaged service wherein education triggers the passion for civic values embedded in active citizenship can pave the way for a real transformation in higher education in India.

Community engagement in higher education: recent experiments

Community engagement in higher education in India is gaining fresh momentum. In addressing the UN Sustainable Development Goals (SDGs), several forms of community engagement practices are being experimented with by HEIs and governmental bodies working in higher education in India. For instance, National Law Universities (NLUs) across the country have been contributing to achieving UN SDGs through Centres of Excellence for Research and Development, that facilitate social impact activities.

Another example is Dayalbagh Educational Institution in Agra, that has incorporated Gandhian principles towards an inclusive approach for reaching out to the "least, last, lowest and the lost" (Hall 2019). Mental and manual labour are blended together at the institution, by involving all students in farming, cleaning, and making practical items(Hall 2019). It has holistically integrated social, economic, environmental, and cultural dimensions of the local communities in its teaching and scholarship.

Similarly the University Grants Commission (UGC) set up a Subject Expert Group on educational institutions' social responsibility in 2018 under Unnat Bharat Abhiyan (UBA), that emphasised the importance of socially relevant courses for students to understand India's rural society and contribute to its betterment, and provided for academic community engagement courses to be integrated into university curriculaConducting research with community to tackle problems facing the community is another tool of community engagement, as proven in the case of Kurukshetra University, Haryana that undertook a participatory research projectin collaboration with Participatory Research in Asia (PRIA) to understand the status of primary education among Scheduled Castes (SCs) in five districts of Haryana.

Diversity and social inclusion form an integral part of community engagement. Only when diverse knowledge systems in different languages from different cultures come together, can holistic learning take place. The 16th FICCI Higher Education Summit this year was hosted on this very theme of diversity and inclusion, where professor Sonajharia Minz, Vice Chancellor of Sido Kanhu Murmu University in Dumka, Jharkhand emphatically stated "diversity comes with respect and respect comes with knowledge of the other". Ensuring that teaching and learning for under-represented, groupstakes place in a sensitised, level-playing field; financial inclusion of vulnerable individuals; free pre and post admission counselling; and integrating local and indigenous language courses are positive steps that can tremendously enhance diversity and inclusion in higher education.

Higher education creating next generation of societally- sensitised individuals

Making higher education relevant to contemporary societal processes necessitates strengthening higher education's close linkages with society in a systematic manner. Academic curricula in HEIs require a fresh outlook, taking account of present contextual realities. The National Education Policy 2020 envisages 'quality' higher education in India that "enable personal accomplishment and enlightenment, constructive public engagement, and productive contribution to the society". Higher education institutions and government higher education bodies need a fresh outlook for placing community engagement within the wider higher education context, thereby understanding the inter- relatedness of constraints that it faces, and developing a bottoms up, inter-disciplinary assessment framework for community engagement.

More importantly building capacities of teachingstaff is crucial for the large scale success of community engagement in India. There is also a dire need to build an Indian alliance for community engaged scholarship, where like-minded active field experts can join hands in influencing and re-shaping community engagement processes in the country, as well as for sharing good practices for the same. Multidisciplinary approaches in curricula design and promoting credit-based courses for community engagement can also facilitate progress for such policies.

Internationally as well, community engagement is increasingly being seen as an integral element of social responsibility in higher education. The recently published book "Socially Responsible Higher Education: International Perspectives on Knowledge Democracy" provides evidence of the relevance and positive impacts of incorporating community engagement in the culture and policies of HEIs for becoming socially responsible, which in turn can fulfil the true potential of higher education (Hall and Tandon 2021, 4). Ultimately integrating empirical and theoretical knowledge of higher education institutions with authentic actionable knowledge of communities into one boundary-less learning process can make higher education a central force in preparing next generation of societally-sensitized empowered individuals.



Fostering Engagement, Empowering Communities

Ms. Nidhi Pundhir HCL Foundation

India has witnessed a culture of philanthropy since ancient times and this practice has been further sharpened by the Companies Act of 2013 (Corporate Social Responsibility Law). CSR is intrinsic to the culture of an organization and there has been a surge in participation from apex-leadership of well-meaning business houses. The 'leave no one behind' appeal of Sustainable Development Goals has contributed to the cause and invited more corporates and leaders to become a part of the positive social movement aimed at holistic community development.

Communities cannot be seen as a whole and need to be recognized as a function of several variable elements. Just like ecosystems, communities are also diverse! This calls for greater focus on the complex and diverse elements to reach and empower communities. Communities, in both rural and urban India, face several adverse challenges, which are influenced by different inequalities. Witnessed in the form of gender, caste, socio-economic status, colour, culture, language and living conditions, these inequalities deter communities from reaching their maximum potential to break the cycle of poverty.

Community Engagement - Backbone of Effective CSR

The backbone of true and impactful CSR is community engagement and participation from all stakeholders. Communities have the power to transform themselves and break free from the hardships. What they really need is a platform to realize their potential and utilize it to raise their standard of living. A bottom-up and community-led approach, is instrumental to understand the challenges and provide sustainable and innovative solutions. Meaningful and impact-oriented efforts require addressing disparities and inequalities that hinder holistic growth and development.

In my opinion, solutions for the issues faced by different communities arise from the individuals and groups within the communities themselves. The knowledge, in-depth understanding, wisdom, and experience of community members is essential to plan and implement all interventions. Transact walks, led by the gate-keepers and leaders of a community are said to be the entry point. However, CSR in its true sense is realized, when we go beyond the gate-keepers to understand the power dynamics and centers and implement programs benefitting the most vulnerable. True development work build agency of people, empowering them to diagnose the issues, treat them and achieve growth.

Approaches for Impactful CSR with Community Engagement at the Center

When we talk about various approaches that can be used on ground to carry out the efforts, the Integrated and Inclusive Community Development Approach, implemented through a convergence model, can be seen as an effective and participatory means to achieve the larger development goals. This approach aims to recognize the existing issues in a community and provide holistic solutions to address them at the grassroots level. Taking an example of urban slums, the community members struggle due to lack of education, awareness, access to quality healthcare, skilling & livelihood opportunities, hygiene conditions, environmental poverty and existing socio-mental blocks. In order to bring about a true impact, it is necessary to address all issues and not just focus on one. Development can only be witnessed when all sides of the problems are addressed. Another important aspect of this approach is convergence amongst all stakeholders. While the community itself should definitely participate, other stakeholders including government agencies, civil society organizations, volunteers and business-houses also play a vital role to engineer and implement source-code solutions. The diverse perspective and expertise of each stakeholder can help iron out discrepancies and address challenges.

Involvement of communities is key and various approaches can be put to use while inviting them to take part. Appreciative enquiry into the problem, through what we call participatory appraisal can help analyze the on-ground situation in a detailed manner. This helps in understanding the underlying issues that affect a local community. For instance, when we address environmental poverty in communities, we learn why and how they reached such a state of depletion, their indigenous wealth and what caused this state.

Public-Private Partnerships Hold the Key

Also fundamental to community engagement is Public-Private Partnership (PPP Model). While CSR is an external force that can be the catalyst, the equation between the state and its citizens defines the real development paradigm. Thus, CSRs play an enabling role to nurture and establish such partnerships at a community level, build solutions with technological rigor and induct a corporate pace and culture in social development.

Solutions That Should Matter

Talking about the solutions themselves, it is important to focus on long-term, sustainable, replicable, technology-led, innovation-guided and scientifically-sound interventions that become the source code to mitigate the challenges at the grassroots level. Solutions should also be adapted to meet the needs of further vulnerable and marginalized sections within a community. Inclusion, diversity and integration of people with special needs should be at the core of all mitigation efforts.

Such solutions can be achieved, when the community itself participates to build them. While inviting communities to participate in the exercise of change, their needs should be prioritized. To begin with, community involvement and participation at the need assessment and program design stage is not only necessary to understand the scenario but also helps individuals take ownership of the cause and look at the bigger picture.

In conclusion, Corporate Social Responsibility can provide opportunities for success and growth, however participation from communities is significant to achieve real development and witness deep impact.



Social Responsibility and Community Engagement

Br. Maheswara Chaitanya
Chairman (B.Tech Admissions), Dy. Controller of Exams
(Amritapuri campus) and Associate Director (ICPC Amritapuri Site)

We are living in dynamic times. On one hand, humankind is seeing unparalleled advancements in living standards today. Educational levels are skyrocketing; life expectancy is rising, and access to knowledge and engagement opportunities have exploded. These are significant advancements within our lifetimes; these improvements in global living standards are occurrences that have taken place during the last half of the century or less. Global air travel and even visits to space are now conceivable with ease, thanks to riches, technology, knowledge, skills, and institutions that older generations did not have or even dream about. Nonetheless, we live at a time where dissatisfaction is large and growing.

Within and across civilizations, there has been a pervasive rise in inequality; high-consumptive lifestyles have resulted in extensive environmental degradation and severe climate change; and violence against unprivileged, girls and women continue unabated. Higher Educational Institutions shoulder the responsibility as agents of knowledge creation, exchange, and dissemination to become more conscious of their importance and responsibility to society, to address and redefine their traditional roles, to review their perspectives on social responsibility, and to consider its implications, as these accelerated changes pose challenges to them. This will not be possible with a plain educational approach that is based on test scores.

As a concept, Community University Engagement entails mutually beneficial interactions between institutions and communities, as well as a bi-directional flow of information between the two. This collaboration between universities and communities can take place on a local, regional, national, or even virtual level, with the goal of co-creating knowledge that benefits society as a whole. Such engagement departs from traditional outreach/extension functions in favour of a more participatory strategy focused on knowledge co-creation and sharing. When the institution and the community work together on a project, it gives more depth and purpose while helping participants gain a sense of social responsibility at the same time.

The concept of imbibing social responsibility and engaging with the community is slowly but surely gaining traction in India. Policymakers are beginning to recognise the significance of this concept and its incorporation into mainstream academia. Higher educational institutions are making efforts to relate to their surrounding communities in more ways now. Universities and higher education institutes have gauged the significance and thus, set their core missions to teach, research and service the community and inculcate social responsibility in all students through the various functions included in all its curriculum. The engagement with communities is not limited to service alone and encompasses other areas of teaching and research as well. Engagement vis-à-vis higher education, signifies a mutual exchange of knowledge between universities and communities in an attempt to produce an output that is of benefit to society as a whole.

Such engagement is supported by the development of a well-structured curriculum with focus points and programs that revolve around community engagement and social responsibility. The institution emphasises the building of sustainable communities as part of its comprehensive framework for academic activity. Students are expected to acquire the necessary information, skills, and values to implement sustainable solutions in vulnerable and rural communities. Students can use their skills to help solve societal problems through programmes such as HuT and Live-In Labs. HuT has a long-established engineering research institute that uses robotics to solve societal issues.

For the future too, universitiesmust plan to indulge and expand its social responsibility and sustainable lifestyle approach in a way to ingrain these core values in students as deeply as possible. The all-round development of students and in turn the society has been the objective of a university's inception and must continue to be so.









6 LAKHS P.A. AVERAGE CTC



Special Sessions for 2021 Engineering Aspirants

Starts After Phase 3 Exams



A free certificate programme by the Office of Admissions & Outreach for engineering aspirants to lay the foundation of sciences in engineering.



Make an informed decision about your career with enlightening sessions by faculty from Amrita School of Engineering, Chennai.

Course Objectives



Application of Physics and
Harmanics in Engineering



Seeing the World from an Engineer's Perspective



Course Outcome



Application of Theories in Core **Engineering Subjects**



Understanding Phenomenons of Tech Advancement and Real-World Applications

Amrita Entrance Examination - Engineering (AEEE) 2021

AEEE PHASE 3 DATES 11-14 JULY 2021 05 JULY 2021

FLEXIBLE Admission Process

Apply with your best scores from

AEEE 2021

JEE Mains 2021

SAT

PUEE

amrita.edu/btech Apply Online

Helpline Number

+91 94437 97777

Education for Life. Education for Living.

Sectoral News

Policy, Regulations and Sectoral Updates

Cabinet Reshuffle: Dharmendra Pradhan becomes India's new Education Minister

Dharmendra Pradhan has been inducted as India's new Education Minister while Annapurna Devi, Subhas Sarkar and Rajkumar Ranjan Singh will be the new Ministers of State for Education.

https://bit.ly/2UBvQsK

IISc world's top research university in QS World Rankings, is 1st Indian varsity to score a 100

https://bit.ly/3qT5FKv

CBSE and AICTE jointly launch 'Innovation Ambassador Programme

https://bit.ly/3xjKseW

WhatsApp, NSDC launch Digital Skill Champions Programme

The partnership identifies two broad areas of collaboration - WhatsApp Digital Skills Academy, and Pradhan Mantri Kaushal Kendra (PMKK) and WhatsApp Business App Training sessions.

https://bit.ly/3jSaodC

Report of All India Survey on Higher Education (AISHE) 2019-20 released

https://bit.ly/3qZ5HjR

Ranjitsinh Disale, winner of the Global Teacher Prize 2020, has been appointed as the World Bank Education Advisor.

https://bit.ly/3qOLTQc

MEA, Gol to Launch 'Global Indian Students Portal' to Answer **Studying Abroad Queries**

The portal will be hosted on the NIC platform on the Website of the Ministry of External Affairs and will comply with government standards of website security. The Foreign Ministry has consulted the Ministry of Education, Health Ministry, Medical Council of India, Association of Indian Universities, and the University Grants Commission before going ahead with setting up of GISP. https://bit.ly/2VhYbF2

Govt Launches Project Esaksham To Train 5 Lakh Students, Educators

The Ministry of Education, All India Council for Technical Education (AICTE) CyberPeace Foundation (CPF) have jointly launched Project eSaksham. It is a digital training programme focusing on developing skills in the cybersecurity domain, exclusively for college students and teachers.

https://bit.ly/3qQ1Xky

Govt Launches 'YUVA', An Author Mentorship Programme To Train Young and **Budding Authors**

A national scheme YUVA: Prime Minister's Scheme For Mentoring Young Authors has been launched to empower young minds & creating a learning ecosystem that can nurture young learners for future leadership roles and also .commemorate India's 75 years of Independence.

https://bit.ly/36iNAvH

Launch of 'Innovation Ambassador Program' on July 16

The programme is in collaboration with Ministry of Education, CBSE and AICTE in which 50,000 school teachers will be trained as innovative ambassador.

https://cutt.ly/7mYxEyp

AICTE opens new applications for 2500 Virtual internships under TULIP programme

The council has opened up to accept new applications via the official site, Internship.aicte-india.org. The programme aims to provide internships of up to one year for freshers with stipend of about Rs.12000 per month based on the performance and productivity. This internships are offered in association with Whitehat Jr., An E-learning Venture.

https://bit.lv/3vxLqo0

Government launches YUVA - Prime Minister's Scheme For Mentoring Young Authors

Education Ministry launches YUVA- Prime Minister's Scheme For Mentoring Young Authors. It is an Author Mentorship programme to train young and budding authors below 30 years.

https://bit.ly/3wIBDA8

AICTE Launches YUVAK Scheme For Students To Understand Engineering Marvel Of Atal Tunnel

The YUVAK programme aims to provide first-hand knowledge and information about the latest techniques used in the construction of the tunnel and in particular about the New Austrian tunnelling method. Technical institutes can register here.

https://bit.ly/3jQLP0J

UGC launches academic jobs section for NET, SET, PhD qualified candidates

The University Grants Commission (UGC) has introduced an academic job portal for Doctor of Philosophy (PhD), National Eligibility Test (NET), Junior Research Fellowship and State Eligibility Test (SET) qualified candidates.

https://bit.ly/3qWBr9p

UGC introduces 123 new MOOC courses on the SWAYAM platform

The offered courses are ready for the July-October semester. https://bit.ly/3dSpP1Q

CBSE Class 12 board exams cancelled, results to be declared based on 'well-defined criteria'

The central government decided to cancel the Class 12 board exams conducted by the Central Board of Secondary Education (CBSE) due to the aggressive second wave of the Covid-19 pandemic.

https://bit.ly/2SSNjwp

Policy for Tabulation of Marks for Class XII Board Exams 2021

https://bit.ly/3hkK1eH

NEET PG 2021 deferred; AICTE issues calendar

JEE Main 2021 May session was also postponed, as was Assam SEBA Class 10 and HSLC Class 12 exams.

https://cutt.ly/5mYnivc

Prof CNR Rao wins Int'l Eni Award 2020, equivalent to Nobel in Energy Research

Prof Rao is the Honorary President and the Linus Pauling Research Professor at Jawaharlal Nehru Centre for Advanced Scientific Research (JNCASR) in Bengaluru. In the year 2014, he won the highest civilian award in India, Bharat Ratna.

https://bit.ly/36iSZ61

Union Minister of Education, Ramesh Pokhriyal Nishank receives 'International Invincible Gold Medal'

Dr. Nishank has been recognised for his extraordinary commitment and outstanding service to humanity through his writings, social and illustrious public life.

https://bit.ly/3hGolJb

Employment News: Premier government organisations where you can apply

https://bit.ly/3yzxidQ

British Council Announces New Scholarship For Indian Students, Young Professionals

Ten scholarships worth a total of over 149,000 pound are on offer for Indian students and young professionals to pursue postgraduate studies in the area of Culture Policy and Arts Management at four universities in the United Kingdom.

https://bit.ly/3qTbJTh

Research and Development

Excellence centre by IIT-Kanpur, FICCI in Noida soon

Three such centres are to be set up under the policy which will focus on research and development, incubation of technologies and allow incubation of ideas.

https://bit.ly/3ABRrSI

COVID Research Accelerator Launched: 1M dollars for research teams leveraging the COVID-19 Research Database

https://bit.ly/3yrhgCM

IIT Delhi announces a new "Centre for Optics & Photonics" to synergize and boost R&D activities in this area

The Optics and Photonics Centre, IIT Delhi will seek collaborations with establishments such as the DRDO, CSIR, DAE, ICMR and industry to undertake R&D in the areas of importance for them.

For details, write to Prof. Joby Joseph at joby@physics.iitd.ac.in. https://bit.lv/2VhPfzx

Technology and Innovation

IBM-IISc launch research lab to advance hybrid cloud, Al technology adoption

Technology major IBM has joined hands with the Indian Institute of Science (IISc), Bengaluru, to launch a lab to advance research and innovation in hybrid cloud and artificial intelligence (AI) technologies.

https://bit.ly/2ViRlcX

Upgrad buys online higher education start-up Impartus for 150 cr

https://bit.ly/3wlw7x9

Emeritus Expands into K12 through Acquisition of iD Tech Bringing Equitable STEM Education to Adults and Youth Globally

https://prn.to/3hIQ3F1

Byju's most valuable startup in India and 11th in the world with a valuation of \$16.5 billion

Byju's investors include Tencent Holdings, Lightspeed India Partners and Sequoia Capital India.

https://bit.ly/2THsTXy

Zupee Skilling Academy Launched to Improve Employability Skills, Promote Equal Opportunities

Zupee has joined hands with a leading NGO, NIIT Foundation, to launch a unique CSR vocational skill program for the underserved youth of Mumbai, enabling them to get entry-level jobs.

https://bit.ly/3hJRC5F

Edtech firm 2U is buying EdX for \$800 million

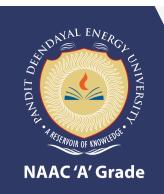
Combined, 2U and edX will offer more than 3,500 courses, serve more than 1,200 corporate clients and serve more than 185 nonprofit university partners globally.

https://bit.ly/2TIWLD2

Arvind Mafatlal Group makes foray into edtech space, launches offering for K12 schools

The new offering will for the first time provide schools the choice of integrating all their requirements for effective education services to K12 students with a single partner and focus on delivering quality education to students.

https://bit.ly/36gOuJ8











STATUS BY GOVERNMENT OF GUJARAT

State-of-the-art infrastructureExperienced Faculty

Choose PDEU to Excel

- Residential Facility
- International Exposure Program
- Innovation & Incubation Centre
- Strong Industry Connect
- Merit based Scholarships
- Merit cum Means Scholarships
- Travel Grant
- Student research funding
- Green and safe campus and much more...

Courses Offered:

B.Tech., B.Sc. (Hons), M.Tech., M.Sc.,BA/BBA (Hons), B.Com. (Hons), MA, MBA, PhD









PREPARING ENERGY SOLDIERS FOR TOMORROW

We welcome you as partners in the journey towards excellence

PDPU is now PDEU





Articles and International News

Cuomo: SUNY, CUNY students must get COVID-19 vaccines

https://bit.ly/3qT5gHL

U.S. Senate panel to take up technology research spending bill

The bipartisan "Endless Frontier" bill would authorise most of the money, \$100 billion, over five years to invest in basic and advanced research, commercialisation, and education and training programs in key technology areas, including artificial intelligence, semiconductors, quantum computing, advanced communications, biotechnology and advanced energy.

https://bit.ly/3jMz87g

Ukraine to Modernize Higher Education System with World Bank Support

https://bit.ly/3qTNLXV

Futures of Education: Learning to Become Initiative

https://bit.ly/3xnEji1

STEM Alliance – Dell PolicyHack[™] report: 8 recommendations to tackle education challenges in Europe

https://bit.ly/2SS3Q3I

UK Graduate route to open to international students on 1 July 2021

Students on the Graduate route will be able to work or look for work after their studies for a maximum period of 2 years, or 3 years for Doctoral students.

https://bit.ly/36jmDlm

IDP will acquire 100% of British Council's India IELTS business for £130 million

The IELTS, is the world's most popular English language test for study and migration and is trusted by more than 10,000 organisations around the world as a secure and reliable indicator of English language proficiency.

https://bit.ly/3hNpG0V

U.S Department of Education Releases COVID-19 Handbook Volume 3: Strategies for Safe Operation and Addressing the Impact of COVID-19 on Higher Education Students, Faculty, and Staff

https://bit.ly/3ADwZ3x





Welcomgroup Graduate School of Hotel Administration (WGSHA) is a constituent unit of Manipal Academy of Higher Education, Manipal, and was established in 1986 as a unit of Dr TMA Pai Foundation in partnership with the Hotels Division of ITC Ltd.

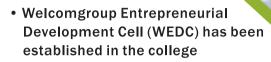
- Ranked # 26 In the world (CEOWORLD magazine, 2020) and ranked No.1 by GHRDC, No. 2 by India Today, The Week and Outlook magazine, 2020
- Partnered with ITC Hotels with brand support and expertise
- Accredited by Indian Federation of Culinary Associations (IFCA)
- Accredited by World Association of Chefs' Societies (WACS)
- Accredited by 'Hotel Schools of Distinction', USA. WGSHA is the first and only hospitality school in Asia-Pacific region to be accredited by HSD
- Accredited by India
 International Skill Centre
 (IISC) by National Skill
 Development Corporation
 (NSDC) under Ministry of Skill
 Development and
 Entrepreneurship (MSDE),
 Government of India
- Certified by Food Safety and Standards Authority of India (FSSAI) under Ministry of Health and Family Welfare, Government of India, as a licensed food business operator
- Bachelor of Hotel Management (BHM) 4 Years

 BA (Culinary Arts) 3 Years

 Master of Hotel Management (MHM) 2 Years

 MA (Indian Cuisine & Food Culture) 2 Years

 MSc (Dietetics and Applied Nutrition) 2 Years
- Annexed hotel Fortune Inn Valley View, member, ITC's Hotel Group
- International collaborations and flexible pathway options for students
- Recruiters from the top brands in India and overseas, including Fortune 500 companies
- Student-run restaurant 'Classic Café, student-run pastry shop 'Ministry of Bakery' (MOB), and a Gourmet Store of food products
- Public Private Partnership Student and Faculty Mobility Program with National Council for Hotel Management and Catering Technology (NCHMCT)
- The institute has academic partnerships and collaborations with George Brown College of Applied Arts & Technology, Canada, The SAGES Institute, International, Indonesia, Campus Etoile Academy, Italy, "INTRECCI – Alta formazione di Sala", Atiken Spence Sri Lanka, Alain Ducasse, Paris, France, etc.
- Curriculum Conclaves are held with all stakeholders Industry, Students, Faculty and Parents and new curriculum has been adopted
- Industry-Academia Interface Sessions between industry stalwarts with our faculty members



- Extensive Alumni Engagement and Worldwide Networking connecting our successful alumni globally with our students via Virtual Lecture Series
- Alumni have instituted endowment awards and conduct workshops and seminars. Celebrity Chef Vikas Khanna,
 'Distinguished Alumnus', WGSHA and 6-time Michelin Starred Indian Chef, has donated a Culinary Museum displaying antique utensils and tools worth \$ 2 million. The museum has been listed as India's first culinary museum being at WGSHA



- Simulations, Culinary Boot Camps, Food Enthusiasts Programmes, Wine Appreciation Programmes, Expert Sessions, Food Festivals, Hostel festivals etc. are conducted frequently
- Faculty and students are continuously engaged in publishing and research work, which is supported by large collection of digital learning resources
- Well-equipped, state-of-the-art

Kitchens and Bakeries for contemporary learning experience in culinary arts and bakery

- Front Office Training Lab for simulations and hands-on learning with hotel software and mock Guest Room for practical learning in housekeeping
- Student Training Restaurants and Unique Mock Bar for demonstrations and practical learning
- WGSHA library has a collection of over 12600 books, 700 CD-ROMs and other digital resources on hotel management and allied disciplines. It subscribes e-journals and several online databases











Welcomgroup Graduate School of Hotel Administration

Fortune Inn Valley View, Manipal - 576 104, Karnataka, India. Ph: +91 9945670612, 7829371565 0820 2923226

admissions@manipal.edu | www.manipal.edu



FICCI Desk

Events held

- 1. OPSA_FICCI-PKC Innovation and Science@Bharat Series: Al in Agriculture, May 21, 2021
- 2. Webinar on 'Building Resilience: Supporting Mental Wellbeing on Campuses', May 31, 2021
- 3. Workshop on Psychological First Aid, June 17-18, and June 29-30, 2021
- 4. OPSA_FICCI-PKC Innovation and Science@Bharat Series: Al in Education', June 18,2021
- 5. 'India-LAC Cooperation in Edu 4.0': Virtual Exhibition and Meet, July 07-09,2021

Upcoming Events

- Innovation and Science @Bharat Series: 'Technology Solutions to convert Waste to Wealth', July 23, August 20, Sept 17, 2021
- Dubai Expo 2021

The India Pavilion will come up on a plot space of 4614 sqm with a display space of about 10000 sqm. It is envisaged to showcase the best of India-its current economic strengths across multiple sectors as well as its future potential as an economy and market. Scheduled from October 01, 2021 until March 31, 2022, the Expo will witness a participation of 192 countries.

The Education week at Dubai Expo is scheduled from December 12-18,2021 and the Indian Education sector will be showcased from December 10-23,2021. The Indian education delegation to Dubai Expo will be supported by the Ministry of Education and will showcase the best of Indian Education ,to the world. The 2-weeks program will entail focused sessions, keynote sessions, country pavilion visits, B2B meetings, site-visits to state-of-the-art institutions in Dubai and nearby vicinity.

Reach out to education@ficci.com for more details.







Only B-School Declared *Best in India

by all the National Apex Business Chambers of the Country and the AICTE, Govt. of India



Declared as the 1st and the Only Mentor B-school of India and Best in India for industry Linkages by the AICTE, Govt. of India, 3 years in a row



Declared Best in India for 'Excellence in Employability through Industry Engagement'-2021



Confederation of Indian Industry

Declared as the 1st and the only **Mentor B-school of India and Best** in India for industry Linkages & under 19 other parameters by the CII, 3 years in a row



Declared Best for Placements/Best in North India - 5 years in a row (2017 - 2021)

For Admissions To 10 Futuristic MBA Specializations Batch 2021-2023 Contact info@ndimdelhi.org 011-40111000, 08882468367, 09910695359 Toll Free: 1800 419 0606 50 (B&C), Tughlakabad Institutional Area, M.B. Road, New Delhi- 110062 | www.ndimdelhi.org | director@ndimdelhi.org

Branding and Advertisement Opportunities

Category	Offerings	Amount/Fee (Per edition)
Launch of a Program/Admission Announcements/Recruitments	Advertisement (half page/ full page)	Half Page Advertisment : INR 55,000 +GST Full Page Advertisment: INR 90,000+GST
Launch of a Program/ Admission Announcements/Recruitments	Full page Advertorial (write up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Announcement of Govt/Industry tie-up	Advertisement (half page/ full page)	Half Page Advertisment : INR 55,000 +GST Full Page Advertisment: INR 90,000+GST
Announcement of Govt/Industry tie-up	Full page Advertorial (write up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Announcement of International Tie-ups	Advertisement (half page/ full page)	Half Page Advertisment : INR 55,000 +GST Full Page Advertisment: INR 90,000+GST
Announcement of International Tie-ups	Full page Advertorial (write-up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Showcasing of Institutional Achievement	Advertisement (half page/ full page)	Half Page Advertisment : INR 55,000 +GST Full Page Advertisment: INR 90,000+GST
Showcasing of Institutional Achievement	Full page Advertorial (write up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Back cover advertisement*	Back cover advertisement*	Back cover advertisment:INR 1.5 lakhs + GST

^{*}subject to terms and conditions

Contact



Nidhi Jain

Sr Asst Director-Education



education@ficci.com 7838777088

Follow us: f in



