

CONSULTING MASTERCLASS - CHRIST Consulting regulations and its relevance to NAAC

Date: 24 September 2022

Day: Saturday

Venue: CHRIST Deemed to be University, Central Campus

Time: 11:30 am to 12:30 pm

Facilitators: Professor J. Subramanian

| SI No | CONTENT | Page no |
|--------------|-------------------------------------|----------------|
| 1. | Schedule | 3 |
| 2. | Details of Training Sessions | 4 |
| 3. | Details of Facilitators | 6 |
| 4. | Participants List | 7 |
| 5. | Photographs | 9 |

SCHEDULE

| Particulars | Time |
|--------------------|---------------------|
| Welcome Address | 11:30 am - 11:40 am |
| Training Session | 11:40 am - 12:25 pm |
| Vote of thanks | 12:25 pm - 12:30 pm |

DETAILS OF THE TRAINING SESSION:

- Introduction: Refreshing memory of what a masterclass entails. It could be a training session of anything ranging from business diagnostics, project proposals, personal branding and live projects, to innovative mindsets and disruptive ideas.
- Introduction of speaker: Professor J Subramanian
- Introduction of module: Explanation of the difference between knowledge sharing and knowledge imparting. Knowledge sharing works both ways, where both parties exchange knowledge. Knowledge imparting is what happens in a classroom- one sided.
- Knowledge sharing is need based and should be above the status of academicians. But, many teachers are reserved when it comes to practical aspects of business and are unable to solve real life problems. It is important to understand the reason for this disparity.
- Consultancy and its significance:
 - Consultants solve issues that clients have. This is what is expected from a consultant.
 - Consultancy is the provision of independent, specialist advice and/or implementation support to organizations across industries.
 - Practice of providing a third party with expertise in exchange of a fee.
 - It merges the gap between theory and practice.
 - Consultants act as a change agent for businesses.
 - It's important that Consultants concentrate on the area of expertise to provide the best services.
 - First, the process and problems of the client should be understood, and then it can be converted into a consultancy proposition.
 - Knowledge sharing is a process, and for this, awareness should be created, and a rapport needs to be built with the client.
- Value of Consultancy in the teaching profession:
 - Value of research is seen in Consultancy.
 - The application of studies is essential for academics.
 - It teaches the people in the profession how to use their knowledge for their benefit.
 - Encourages independent thinking, innovation and new research.
 - Pushes them beyond theoretical exponents.
 - Makes them a comprehensive expert.

- Importance of Consultancy from the University Perspective:
 - Not in a business mode as it's from a college.
 - Creating awareness for the academic community.
 - Creates brand image.
 - Makes the university a knowledge application expert.
 - Credibility of a university depends on how it is accepted by the stakeholders.
- Consultancy and NAAC
 - NAAC recognised consultancy as an important activity to co-exist with teaching.
 - It is covered in criteria 3 of the NAAC guidelines.
 - Research, innovations and extension awards 250 points in total.
 - It requires proof of encouragement and consulting.
 - Revenue should be generated from consultancy and corporate training.
- Consultancy regulation of the University:
 - Choose consulting projects according to the department the faculty is from.
 - Collaboration with different departments.
 - Outside consultancy is not allowed without University's approval.
- Functions of CHRIST Consulting:
 - Strategic planning and budgeting for consultancy
 - Consultancy marketing and sales promotion
 - Consultancy documentation and execution
 - Consultancy workshops and seminars
 - Consultancy information
- Powers of CHRIST Consulting include an independent assessment of the competence of departments and centers, and allocation of consultancy budgets to different campuses, departments or centers.
- Types of Consultancy done by the University:
 - Extension based Consultancy: Extending knowledge through training with inputs on curriculum or pedagogy such as corporate training, training for competitive exams etc.
 - Functional Consultancy: Related to business or non business enterprises such as project reports, market survey, feasibility studies, software testing, validation of research methods etc.
 - Research based consultancy: Research studies on any specific or general areas of sciences or social sciences based on primary or secondary data or in combination duly following Standard Research Methods and Practices.
- Financial Aspects:
 - Costing and pricing for consultancy
 - Costing process for consultancy assignments
 - Man hour rates and earnings per man hour
 - Consultant remuneration

Details of the Facilitators:

Professor Subramanian Janardanan was the facilitator of the Masterclass held on 24th September 2022. His extensive experience in the field made him the best choice for the Masterclass. Professor J Subramanian finished his education from Government Victoria College and GPMHS. He has worked as a general manager in Caltex Oil (Tanzania) Ltd. from June 1990 to December 1993. He then went on to work as a Managing Director in National Oil (Tanzania) Ltd. from January 1994 to December 2003. After that, he moved on to join CHRIST (Deemed to be University) as a faculty. He held the position of Registrar and Dean during his tenure in the college, retiring in 2012.

With more than 30 years of industrial experience, he has studied subjects like Chartered Accountancy, Cost Accountancy, Company Secretary, Law, Management and banking. Acting as a special officer consultant to us, he is a professional member of the All India Management Association among others, and has published multiple journals.

PARTICIPANTS

| Attendees list for 9th Master Class | | | | | |
|-------------------------------------|-----------------------------------|---|-------------------------|------------------------------|-------------------------|
| Sl no | School | Departments | No of Faculties Joining | Names of the Faculty Joining | Attendance |
| 1 | School of Arts & Humanities | English Studies | 1 | Dr Bhavani S | <i>B. S.</i> |
| | | Languages | 3 | Dr Mallika | <i>M. Mallika</i> |
| | | | | Dr Nagalakshmi | <i>N. Nagalakshmi</i> |
| | | Media Studies | 2 | Mr Nayan Jyoti Nath | <i>N. J. Nath</i> |
| | | Performing Arts, Theatre and Music | 1 | Ms Ritu Ravindran | <i>R. Ravindran</i> |
| 2 | School of Social Sciences | Education | 1 | Dr Prakasha G S | <i>P. G. S.</i> |
| | | Economics | 2 | Dr Namrata Singha Roy | <i>N. S. Roy</i> |
| | | | | Dr Subramanian | <i>S. Subramanian</i> |
| | | History | 1 | Dr Madumati Deshpande | <i>M. Deshpande</i> |
| | | Political Science and International Studies | | Dr. Anurag Tatal | <i>A. Tatal</i> |
| | | Psychology | 9 | Dr Smitha | <i>S. Smitha</i> |
| | | | | Dr Erin | <i>E. Erin</i> |
| | | | | Dr Sonia David | <i>S. David</i> |
| | | | | Dr Anjali | <i>A. Anjali</i> |
| | | | | Dr Sadanand | <i>S. Sadanand</i> |
| | | | | Dr Rajeshwari | <i>R. Rajeshwari</i> |
| | | | | Prof Miriam | <i>M. Miriam</i> |
| | | Sociology and Social Work | 4 | Prof Stephen | <i>S. Stephen</i> |
| Dr Anurekha | <i>A. Anurekha</i> | | | | |
| Dr Hemalatha | <i>H. Hemalatha</i> | | | | |
| Dr Rajeev | <i>R. Rajeev</i> | | | | |
| Dr Sudha | <i>S. Sudha</i> | | | | |
| Dr Amreesh | <i>A. Amreesh</i> | | | | |
| 3 | School of Sciences | Chemistry | 2 | Dr Vinod T P | <i>V. T. P.</i> |
| | | | | Dr Prasad Pralhad Pujar | <i>P. Pralhad Pujar</i> |
| | | Computer Science | 2 | Dr Kirubananda V. B. | <i>K. V. B.</i> |
| | | Life Sciences | 1 | Prof Nismon | <i>N. Nismon</i> |
| | | | | Dr Alok Malaviya | <i>A. Malaviya</i> |
| | | Mathematics | 2 | Dr Smitha S N | <i>S. S. N.</i> |
| | | Physics and Electronics | 2 | Dr Tabitha R | <i>T. R.</i> |
| | | | | Dr Manoj B | <i>M. B.</i> |
| Statistics | 3 | Dr Rohan Pascal Fernandes | <i>R. P. Fernandes</i> | | |
| | | Dr Nagaraja MS | <i>N. M. S.</i> | | |
| | | Dr Seena Thomas | <i>S. Thomas</i> | | |
| 4 | School of Business and Management | Management - Kengeri | 3 | Dr Rekha Aranha | <i>R. Aranha</i> |
| | | Management - Yeshwantpur | 1 | Dr Shrinivas | <i>S. Shrinivas</i> |
| | | Management - BGR | 1 | Dr Sumathi | <i>S. Sumathi</i> |
| | | Management - Central | 1 | Prof Suresh A S | <i>S. Suresh A S</i> |
| | | Hotel Management | 1 | Prof Sachin Wifred | <i>S. Wifred</i> |
| | | Hotel Management | + 1 | Prof Jonathan | <i>J. Jonathan</i> |

PHOTOGRAPHS

