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The Scope of Industry-Academia Collaboration

Prof. Kanchan Luthra¹ & Prof. Trupti Mistry²

Ghanshyamdas Saraf College of Arts & Commerce

Devi Prasad Goenka Management College of Media Studies

Malad (west),

Mumbai

Email: Kanchan.Luthra@SarafCollege.org, Trupti.Mistry@dgmcms.org

Abstract

Connected Learning Initiatives (CLIX) uses simple digital techniques to teach most complex of subjects. CLIX supports school curricula and integrates it with technology. CLIX works in co-ordination with India's national goal of enhancing, and improving the quality of secondary education.

Massachusetts Institute of Technology (MIT) came out with an educational model of Edx platform (an online learning platform). In collaboration with Tata Trust and Tata Institute of Social Science. The initiative started by MIT and TISS intends to leverage new technologies, enrich professional development of teachers, and create an open ecosystem to foster collaboration for innovation. (News, 2016)

Currently, CLIX is being offered in over 15 modules in Mathematics, Science, and English. Digital Literacy is being offered in schools in which ICT labs have been activated. About 1,770 teachers had participated in Teacher Professional Development workshops and are on mobile-phone enabled Communities. (Aggarwal, 2018)

The objective of this research is to explore the scope of public-private sector partnership in the education sector, mostly focusing on one of the biggest collaboration that is, between Massachusetts Institute of Technology and Tata Trusts. The research

methodology will be exploratory in nature, taking the collaboration of MIT, TISS and Tata Trusts as the case study.

The purpose of this paper is to recognize the potential and scope of having such collaborations in the Indian education sector and to realise the needs of the budding students' category in rural India who aim to pursue their secondary and higher education.

Key Words: ICT, Collaboration, Education, teaching, Rural

1. Introduction:

India is a country of social ethnic groups that are divided from each other on the basis of language, religion and geographical location. Development over the centuries has clearly shown that only a few of these ethnic groups have flourished and made a mark for themselves. Majority of these groups are still undeveloped and are engulfed in social problem that not these region face but the country is also facing the same social problems.

The social scenario of India is primarily, rural. Looking at the development since Independence, majority of the rural sector has seen a persistent degradation. One of the most crucial of these social issues is illiteracy. Illiteracy in India is caused because of various reasons (Social Issues in India, 2017). Because of its unique set up, illiteracy is instigated



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Cultural Integration in Mergers & Acquisitions – A Case Study on Acquisition of Mind Tree by Larsen & Toubro and Emerging Horizons

Dr. Ameet Vora

Principal- Deviprasad Goenka Management College of Media Studies

Email: principal@dgmcms.org.in

Mobile: 9820007074

Abstract:

Mergers and Acquisitions (M& A) have become quite common since the 'Nineties in India. M& A creates a paradigm shift for the Acquirer while initiating the takeover or the acquisition over the target company. Acquisitions can be friendly as well as hostile. A friendly acquisition is identified when controlling group of the target company sells its shares to another group wilfully. A **hostile takeover** is the acquisition of one company (called the target company) by another (called the acquirer) that is accomplished by going directly to the company's shareholders or fighting to replace management to get the acquisition approved. There have been very few instances of hostile takeovers in the Indian corporate history.

In this case study, it is proposed to examine the recent acquisition of Mindtree(MT), a IT maverick by Larsen & Toubro (L&T), an engineering & infrastructure giant. The case study begins with profiles of the respective companies L&T and MT. In the second part the acquisition of MT by L& T is unfolded in a story form. Third part discusses the aspects of the cultural fit in the integration of the two companies L&T & MT. Our study concludes with the emerging horizons of the cultural integration and survival of the two corporate to prepare a plan for a 'strategy supportive culture'.

Key words: Hostile Merger, Cultural integration, Trigger point, Acquirer, Open Offer.

Introduction

Mergers and Acquisitions (M& A) are common and create a paradigm shift for the Acquirer while initiating the takeover or the acquisition over the target company. Acquisitions can be friendly as well as hostile. A friendly acquisition is identified when controlling group of the target company sells its shares to another group wilfully. A **hostile takeover** is the acquisition of one company (called the target company) by another (called the acquirer) that



Amet Vora



CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES OF BUSINESS ORGANIZATIONS AND CHANGING CONTOURS

Dr. (Ms.) Ameer Vora

Mumbai, India

ABSTRACT

CSR is an approach undertaken by large business organisations to achieve balance of environmental and social imperatives along with economic issues not only gain competitive advantage by improving brand image and reputation but also to enhance customer loyalty. It can help companies get easy access to capital and markets which helps in increasing sales and profits, operational cost savings, improved productivity and quality and efficient human resource base.

This research paper explores the rationale of large business houses which are interested in investing their money in a variety of socially relevant projects /enterprises and the impact of CSR. The paper would examine the policy of Government of India its importance of CSR in encouraging the skill developmental initiatives for improving the employment generation, employability enhancement Public healthcare and improvement in overall business climate in the country. CSR needs to be embedded through the whole business, not merely mandatory philanthropic projects as required by the law. UNICEF, OECD and other global welfare organizations echo these concerns, arguing that an emphasis on corporate-charity partnerships is deflecting pressure on companies to change their business practices. The paper concludes with emerging contours of CSR practices by business organizations and public policy implications.

KEYWORDS: *Corporate Social Responsibility, Skill Development, Employment Generation, Social entrepreneurship, customer loyalty*

I. INTRODUCTION

Corporate Social Responsibility (CSR) refers to the efforts of the large corporate organizations undertaken to express social, environmental and ethical concerns in their business strategies through socially relevant projects / programmes. With CSR activities, the business organizations can be expected to achieve a balance of environmental and social imperatives along with economic issues organisation not only gain competitive advantages by improving brand image and reputation but also enhance customer loyalty. It can help companies get easy access to capital and markets which helps in increasing sales and profits, operational cost savings, improved productivity and quality and efficient human resource base. **Only CSR activities undertaken in India would be taken into consideration and activities meant exclusively for employees and their families would not qualify.** Large companies can implement its CSR activities through the following methods:

- i. Directly on its own
- ii. Through its own non-profit foundation constituted to facilitate this initiative

- iii. Through independently registered non-profit organisations that have a record of at least three years in similar activities
- iv. Through collaboration or pooling of resources with other companies.

CSR Provisions in India and the Global Experience

India is probably the only country to have enacted corporate social responsibility (CSR) into a law. The world over CSR is all about business models and not philanthropy. In the United Nations and Europe, much attention has been devoted to defining CSR. The definition of CSR includes the following: guidelines, codes of conduct, or pledges encompassing positive corporate action across dimensions such as economic, social and environmental value creation, stakeholder relations and voluntariness. Among the most globally influential CSR guidelines or standards are the Organisation for Economic Co-operation and Development (OECD) Guidelines for multinational enterprises and the goals embodied in the United Nations Global Compact. The OECD Guidelines, though intended to provide voluntary principles and standards, have been recognized by OECD "adhering countries" as well as other countries, as "recommendations



Ameer



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A study of consumer's perception towards fmcg advertisement

Dr. Khare Apama¹, Dr. Tripathi B.K.²

¹Asst. Professor, Deviprasad Goenka Management College of Media Studies, Mumbai, MH, India

²Professor, IIPS, DAVV Indore, Madhya Pradesh, India

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Abstract

Brands struggle to create image in the highly proliferated market. They also need to understand the perception of consumers towards brands. FMCG is the largest sector spending on advertising. A brand manager needs to know the key factors which determine consumer perception towards the FMCG advertisements. A lot of discussion has been done around the consumer's perception. The research took place in Indore district of Madhya Pradesh. A questionnaire was designed in order to find out the consumers perception towards FMCG advertisements. The results from this research indicate that there are various factors instrumental which determine the consumer perception.

Keywords

Consumer perception, FMCG, Advertisement, brands.

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A History of the State-Media Link in Kashmir

Dilnaz Boga*

Abstract

For decades, the media has been a powerful agency in presenting Kashmir and shaping views in the national and the international imaginations. Recognising the complex multiplexity of the influences on the media that report on Kashmir, this work is an endeavour to examine the history of the media's relationship with the state through Archival Research. Documents accessed from Srinagar's Civil Secretariat's media section of the archives unravel the state's attempts to establish a relationship with the media in the militarised region since the early 1950s. This research sheds light on the nature of the association between the media and the state, as this understanding is crucial in understanding any conflict region. Hence, it becomes necessary to uncover the trajectory of power, as well as the nuances of histo-political nature of the liaison between the two entities that have contoured the narrative on this region of conflict.

Keywords: Kashmir, Media, India, Borderland, State, Censorship, Hegemony, Conflict

1. Introduction

This paper delves into archival material to unravel the nature of the relationship between the Indian state and the media from 1950 to 1967, illustrating motives of the state in influencing the source of the narratives that emerged from Kashmir. The state's influence

* Deviprasad Goenka Management College of Media Studies, Mumbai, Maharashtra, India; dilnazb@outlook.com; dilnaz.boga@dgmcms.org.in



Dilnaz