



**Minutes of the**  
**3<sup>rd</sup> Meeting**  
**Board of Management**  
**Held on**  
**Friday, November 07, 2014**  
**At 11.00 am, Board Room, IIHMRU**

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**MINUTES**

The Third meeting of the Board of Management of the IIHMR University was held on November 7, 2014. The meeting was chaired by Shri M. L Mehta, the Chairperson of the University. The following persons attended the meeting:

1. Shri M. L. Mehta, Chair person,
2. Shri Anand Agarwal, Member
3. Shri Ashok Agarwal, Member
4. Shri Sudarshan Jain (On skype from Mumbai)
5. Shri S. D. Gupta, Member
6. Shri Bajrang Lal Sharma, Member Secretary

**Special Invitee:**

1. Dr. Vivek Bhandari
2. Dr. S. K. Puri

**The following members were granted leave of absence**

1. Dr. Malovika Pawar
2. Shri Shravan Sahani
3. Shri Hemant Kaul
4. Dr. Vivek Sawant
5. Dr. Ashok Pangaria
6. Dr. Anoop Khanna:
7. Dr. P. R. Sodani.

Shri M. L. Mehta, the chairperson extended warm welcome to the participating members and thanked them for sparing their valuable time to attend the meeting. After confirming the quorum of the meeting the agenda was taken up for discussion. The summary of discussions / decisions taken in the meeting is as under:

**1. Confirmation of the minutes of the Second meeting of the Board of Management held on July 28, 2014**

The Board confirmed the minutes of the Second meeting of the Board of Management.

**2. Review of Action taken on decisions of the second meeting.**

The report on the action taken on the decisions of the Second meeting of the Board was noted as mentioned in the notes on agenda with following observations on specific points:

- 3 (i) The matter may be pursued with the State Government for getting the Statutes approved.
- 3 (ii) The University may comply with the approved Accounting and Financial procedures in its day- to- day working.
- 3 (iii) The modified Personnel policy may be put to use and the University may prepare its new personnel policy before lapse of three years.
- 5 (ii) A document be prepared on viability and market needs for the new courses. The case for obtaining sanction from regulatory bodies to run Distance learning Courses may also be pursued.
- 5 (vi) There should be one alumni association of all the Schools of the University and such association be made functional and robust under the patronage of the President/ Dean of the University. The University may contribute annually a matching grant on the collections made by the association.

**3. Reporting and ratification items:**

**I. Confirmation of the Minutes of the Academic Council held on August 30, 2014**

Dr. S. D. Gupta, the President shared in brief with the Board about the deliberations and decisions of the Academic Council's second

meeting. The Board noted and approved the minutes of the second meeting of the council held on August 30, 2014.

**II. Admission process for the academic session 2015-16 commences.**

The Board noted the progress of the admission process of the academic session 2015-16 and expressed its satisfaction on the preparations.

**iii. Marketing strategies adopted for the academic courses.**

Dr. S. D. Gupta, the President informed the Board that Adfactor, a marketing company has been roped in for taking care of the marketing activities of the university. He also apprised that estimated expenditure on the marketing activities of the University in 2015-16 will be About Rs. 1.50 crores. Shri Anand agarwal emphasized on marketing through academic excellence. He was also of the view that the University should spend for highly efficient faculty and quality inputs. He emphatically stated that IIMR University has a history of excellence in academics and research therefore; the marketing should revolve around the strengths of the University.

Shri Ashok Agarwal shared the Johns Hopkins experience with the Board and contended that Johns Hopkins had excellence, name in the academia and state of the art infrastructure but the number of applications plummeted in these years. To counter this trend the JHU opted for well designed aggressive marketing strategies like search engine optimization etc. and could reverse the declining trend. He also cautioned that short term measures cannot lead the university to occupy a higher place therefore we should improve in our fundamental activities keeping in view the long term goal.

Dr. Vivek Bhandari responded that 10-15 % of the University faculty is required to be highly skilled who can generate excellence in academics and research. Dr. S. D. Gupta shared his experience and explained that in the last academic session about Rs.1.80 crores were

spent on marketing but the results did not commensurate with the investment made by the University.

Shri M. L. Mehta, the Chairman endorsed the views expressed by the members of the Board and concluded that IIHMR University is engaged only in post graduate education having research focus and the University has a rich legacy of high quality teaching, research and trainings. The following decisions were taken in this regard:

- (i) The University should induct skilled faculty/ Research Officers in each school.
  - (ii) Continuous efforts may be made to improve the quality of teaching, research and trainings based on independent feedback.
  - (iii) The University should ensure that the students acquire proficiency in communication, entrepreneurial and leadership skills during their course.
  - (iv) Adequate opportunities be made available to the students to have Interface with industry /community. Emphasis be also given to *in situ* learning.
  - (v) The Chairman/ President may review the marketing strategy periodically looking in to the prevailing circumstances.
- (iv) **MOU with Indira Gandhi Panchayati Raj Sansthan and State Institute of Rural Development (IGPRS-SIRD) and School of Rural Management, IIHMRU**

Dr. S. D. Gupta apprised the Board that a series of Meetings have been held in the month of September and October with Director General, IGPRS-SIRD and SRM faculty Members. On October 07, 2014 the Director General IGPRS visited the University Campus and also participated in a meeting with Dr. Ashok Agarwal and the SRM faculty. The MOU is likely to be signed between the two organizations. The Board noted the progress.

**(V) Management Development Programmes.**

The Board noted the activities relating to MDPs and trainings of the University. It was also suggested by shri Anand Agarwal that feedback may be taken from the participants of the MDPs through some independent agency and may also take support of marketing strategies for promotion of the MDPs.

**(VI) Research Projects undertaken by the University.**

The Board Noted the progress of research work.

**(VII) Launching Rural Schools Sanitation Programme.**

The Board noted the activity.

**(VIII) Constitution of Board of Studies.**

The Board noted the constitution of the Board of Studies.

**(IX) Introducing new Academic Programmes in Academic session 2015-16.**

Dr. S. D. Gupta informed the Board that three new courses are being launched by the University from the academic session 2015-16. The Courses are:

- (i) MBA in Health Economics, Finance and Insurance.  
(30 seats)
- (ii) MBA in Human Resource Management in Health and Hospitals.  
(30 seats)
- (iii) MBA in Logistics and Supply Chain Management in Health and Hospitals. (30 seats)

He further added that there have been meaningful and threadbare discussions on the issue of launching new courses with the faculty members. The senior faculty members have

suggested launching these programmes keeping in view of their viability, employability and market demand. Dr. Ashok Agarwal enquired that whether some study has been carried out on feasibility and market demand before taking this decision? Dr Gupta further clarified that campus recruitment trends; queries of the students and faculty viewpoints have been the basis of this decision. The Board approved the new courses and the Chairperson directed that a brief study/ survey relating to employability and demand of these new programmes may be carried out in next two months.

**(X) Organizing Pradanya, the annual conference.**

The Board noted the Activities held under Pradanya.

**(XI) Participation in Sanitation Drive under *Swachh Bharat Abhiyan***

The Board noted the endeavours of the University under the *Abhiyan*.

**(XII) Organizing National Workshop on Library Automation Softwares.**

The Board noted the activity.

**(XIII) Inaugural ceremony of the MPH cohort-2**

Dr. S. D. Gupta informed in the meeting that the Masters Programme in Public Health is being offered by the IIHMRU in collaboration with Bloomberg School of Public Health, Johns Hopkins University, and Baltimore, USA. In the current session 2014-16, some 160 students applied for the programme but owing to the complicated admission procedures only six students could finally join the programme. The inaugural ceremony of the MPH cohort-2 was held on October 27, 2014. Dr Ashok Agarwal, Trustee of the JHU was the Chief Guest of the ceremony. The newly admitted MPH students have already undergone Human Process Lab and familiarization processes

The Board noted the details of the programme and it was suggested in the meeting that the bottlenecks in the admission processes may be examined and redressed in consultation with JHU authorities.

**(XIV) Organizing Blood Donation Camp**

The matter was noted by the Board.

**(XV) Placements and Trainings**

The Board noted the progress of placements and the industry training of the students. The Chairman directed that demi official letters to Chief Secretaries of Rajasthan, Gujrat, Madhya pradesh, Bihar and Orissa may be written about the specialized MBA programmes of the University requesting them to participate in the campus placement processes.

**(4) Issues for Discussion and Decision:**

**(I) Strengthening of School of Rural Management (SRM)**

Dr. Vivek Bhandari informed in the meeting that in order to strengthen the SRM three meetings were held in last two months under the chairmanship of Shri M. L. Mehta, the Chairman of the University. He further added that feedback of the alumni has been taken which will be very helpful in designing the curricula of the Programme. He also shared with Board that after constitution of Board of studies, the Meeting of the Board of studies has also taken place on November 6, 2014.

The Board noted the initiatives taken for strengthening the SRM

**(II) Strengthening of School of Pharmaceutical Management (SPM)**

Dr. S. K. Puri, apprised the Board in the meeting about the declining trend in admissions in Pharmaceutical programme. He further stated that a detailed review meeting was held under the Chairmanship of Shri M. L. Mehta, Chairman of the University for strengthening of the SPM. Dr Sudarshan Jain (on Skype) informed



the Board that Abbot Pharma is keen to collaborate with IIHMRU for providing industrial interface and field training of the students. Dr. Puri also explained that intensive efforts are being made to increase the class size of the programme.

The Board noted the efforts made for strengthening of the SPM.

**(III) Road Safety and Injury centre in collaboration with Johns Hopkins University**

Dr. S. D. Gupta apprised in the meeting that a proposal with concept note on Road safety and injury centre has been submitted by the IIHMRU to the Bloomberg School of Public Health, Johns Hopkins University, and Baltimore, USA. Dr. Shivam Gupta from the Johns Hopkins University has already visited the University in this regard. The formal MOU is to be signed between the two organizations.

The Board noted the collaborative initiative of the University.

**(IV) Vision of the IIHMR University**

Dr. Vivek Bhandari explained that the IIHMR has been incorporated as a University by an act of state legislature in February, 2014. After its emergence as a research University, there will be significant shift in direction, volume and composition of the academic and research activities of the University. Consequently, now it ceases to be a domain specific institute. This transition in status will also require change in over all objectives, organizational architecture, various systems and processes of the University. He further added that he is working on the road map of the institutional transition of the University and will give a detailed presentation in the next Board Meeting.

The Board noted the developments.

The Meeting ended with thanks to the chair.