



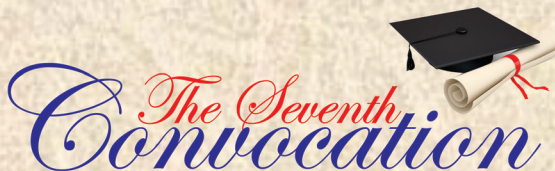
**The ICFAI Foundation for Higher Education (IFHE),  
Hyderabad**

(Declared as a Deemed-to-be-University under Section 3 of the UGC Act, 1956)

**Address by the Vice Chancellor**



**Prof. J. Mahender Reddy**  
Vice-Chancellor-IFHE

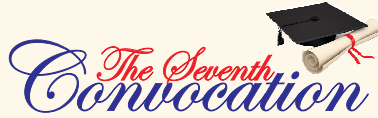


**October 10, 2017 at 3.30 pm**



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## Address by the Vice Chancellor **Prof J. Mahender Reddy**

Respected Chancellor Dr. C Rangarajan; Chief Guest Dr G Satheesh Reddy, Scientific Adviser to Raksha Mantri and Director General, Missiles and Strategic Systems; Human Rights Activist Prof Shantha Sinha; Innovator, Educationist and Social Entrepreneur Mr Sonam Wangchuk, Indian Sand Artist Mr Sudarsan Pattnaik; Chairperson of ICFAI Society Mrs. N. Sobharani Ysaswy; Mr V R Shankara, Mr E N Murthy, distinguished members of the Board of Management, the Academic Council, the Finance Committee, and the Planning and Monitoring Board; members of the faculty, staff, and graduating students, parents, members of the media, ladies and gentlemen.

On behalf of The ICFAI Foundation for Higher Education (IFHE) and on my own behalf, I extend a warm welcome to the Chancellor, Dr. C Rangarajan, to our distinguished Chief Guest, Dr G Satheesh Reddy. I also welcome Prof Shantha Sinha, Mr Sonam Wangchuk and Mr Sudarsan Pattnaik who will be receiving the Honorary Doctorate. I welcome all of you.

India's higher education system has been making a significant contribution to the economic and social change in the country. The future depends on its ability to create and disseminate knowledge and to develop people and institutions, to realize the demographic dividend. The health of the Universities will determine our success in this regard.

We need innovations in higher education to meet the changing needs and I am happy to note that our University has taken several steps in this direction in an endeavor to achieve quality higher education. Let me first say a few words about our University.



IFHE was established in the year 2008 as a Deemed-to-be-University under section 3 of the UGC Act, 1956, with ICFAI Business School (IBS) Hyderabad as the constituent unit. It now has three faculties consisting of Management (IBS), Science & Technology (ICFAI Tech School) and Law (ICFAI Law School). The University has a faculty strength of 244 and a student strength of 5029. The students come from all over India and girls form about 40 per cent of the student population. There is no management / NRI quota. All the students are admitted solely based on merit.

The Faculty of Management offers BBA, MBA, Executive MBA (Part-Time), PhD programs (Full-Time and Part-Time), and one certificate program. The Faculty of Science & Technology offers B Tech, M Tech, and PhD programs. The Faculty of Law offers five-year BBA-LLB (Hons) and BA-LLB (Hons) programs, the LLM program, the PhD program in Law, and seven certificate programs. Among our students who are registered for the PhD program in law are some High Court judges.

The quality of the programs offered in our University is ensured by five factors:

- Socially relevant curriculum including soft skills and focus on development of an entrepreneurial and innovative mindset
- Rigorous student-centric academic delivery with the faculty playing the role of a mentor
- Continuous evaluation and feedback
- Focus on applied research by the faculty
- Internship programs supported by a strong Alumni network

### **Accreditations and Rankings**

The University is a member of the Association of Indian Universities and a member of the London-based Association of Commonwealth Universities.

The University is accredited by NAAC with an 'A' Grade and a CGPA of 3.43 out of 4.00. ICFAI Business School (IBS), Hyderabad was one of

the first three business schools from South Asia to receive the SAQS accreditation from AMDISA (Association of Management Development Institutions of South Asia) in the year 2006. It has been reaccredited for another five years covering the period January 2013–January 2018.

We are making good progress towards accreditation with the Association to Advance Collegiate Schools of Business (AACSB), Tampa, Florida, USA. We submitted our first initial Self Evaluation Report (iSER) update to them and it was approved in August 2017. We will submit the second iSER update shortly.

Silicon India magazine ranked IFHE number one among private Universities in India for the year 2017.

The ICFAI Business School has been ranked 10th among private business schools by Careers 360; 12th under Private Business Schools by the Annual Business World B School Survey 2016, and 16th under All India Rankings by Business India. Education World Magazine ranked IBS Hyderabad 13th among India's Top Private B-Schools in India for the year 2017.

The B-School was also rated A\*\* and EB 2+ IN by CRISIL and ICRA respectively.

We are now working on Quacquarelli Symonds (QS) World University Rankings and Times Higher Education (THE) World University Rankings, both with headquarters in London.

## **Research**

During the year 2016-17, the faculty published 245 papers in professional journals of repute of which 25 were in A\*/A journals listed in the Australian Business Deans Council Journal Quality List, 14 in Web of Science, and 159 in Scopus listed journals. They presented 192 papers at conferences in India and 7 papers at international conferences held in the USA, Canada, Australia, and Bangladesh.

The University hosted 8 international conferences. In all, 487 papers were presented at these conferences, of which 59 were presented by our faculty members and doctoral students.

There were also regular weekly faculty seminars held in every department. In all, about 400 faculty seminars have been presented since the last Convocation.

### **The focus of the research for the year 2016-17 has been:**

**Economics:** Services Trade and India's Economic Growth, Trade Liberalization, FDI, India's Industrial Sector, Telangana and Andhra Pradesh Economies, and the Agrarian Crisis.

**Finance:** Initial Public Offerings, Stock Market Liquidity and Volatility, Corporate Governance, Market Microstructure, and Issues in Emerging Financial Markets.

**HR:** Psychological Capital, Employee Engagement, Work-life Balance, Employee Happiness and Well-being, Psychological Contract, Competency-Based HRM, Job Search Behavior, and Organizational Citizenship Behavior.

**Marketing:** Brand Management, Destination Marketing, CRM, Travel and Tourism Marketing, Green Marketing, and Digital Marketing.

**Operations & IT:** Closed Loop Supply Chain, Supply Chain Capability, Supply Chain Agility, Cloud Computing, Technology Attachment, and Information and Data Recovery.

**Soft Skills:** Negotiation Skills, Cross-Cultural Communication, and Effective Pedagogical Practices in Business Communication.

**Science and Technology:** Material Science, Computational and Mathematical Physics, Characterization of Metal Complexes, Cloud Computing, Image Processing, Wireless Networking and Communications, Pattern Recognition, Embedded and VLSI Design, Smart Grids, Slope Stability Analysis, Vibrations, Robotics, Composite Materials, and Optimization of Manufacturing Processes.

**Law:** Corporate Laws, Goods and Service Tax (GST), Consumer Protection Laws, Juvenile Justice, and Copyright Law under IPR.

The faculty members of the University are pursuing 21 research projects in the areas of Ethical Leadership, Pradhan Mantri Jan Dhan Yojana, Medical

Tourism, Graduate Employability and Skill Requirements, Mobile Health Applications, Consumer Protection, Farmers' Indebtedness and Agrarian Crisis, Non-Linear Algebra and Lie Algebroid Approaches to Quantum Field Theories and Numeric Problem on L-Series of Quadratic Field. Nineteen of these projects are funded by the University and the other two by the Department of Science and Technology.

### Case Research Center

1. The Business School of the University follows the case approach in its teaching. It has a globally renowned Case Research Center and is among the top three contributors (next only to Harvard and INSEAD) to the world's largest repository of management cases, The Case Centre, with offices in Cranfield University, UK, and Babson College, Massachusetts, USA. In fact, one of our faculty members, Debapratim Purkayastha, was declared as the **Number One** bestselling author of Management case studies by The Case Centre in 2016, a list dominated by Harvard, INSEAD, and IMD professors.
2. Thought Leadership Award: In recognition of the exemplary contribution made by The Case Research Center of the University in the area of case method and case teaching, the "Thought Leadership Award" was conferred on it on February 22, 2017, in London. The award was presented by Baroness Verma, Chairman of the Lords European External Affairs Committee & Member of the Lords EU Select Committee.
3. During the year 2017-18, we won the following Case Writing Awards:
  - i. EFMD Case Writing Award in the 'Family Business Category', organized by the European Foundation for Management Development (EFMD).
  - ii. Dark Side Case Award, organized by the Critical Management Studies Division of the Academy of Management (AOM), the preeminent association for Management professionals.

- iii. Two Nominated Case Awards in the Global Contest for China-focused cases, co-organized by the China Europe International Business School (CEIBS) located in Shanghai and the Shanghai MBA Case Development Sharing Platform.
- iv. The Second, Third and Runner-up prizes in the 2017 oikos Case Writing Competition, organized by oikos Foundation, Switzerland.

### **Management Development Programs**

The University has a strong industry interface through executive development programs for the public and private sectors and the government. To strengthen this interface, we offered 17 Management Development Programs (MDPs) consisting of 670 participant days during the year for several organizations including the Indian Railways, public and private sector banks, and IT companies.

### **Panel Discussion on Quality of Doctoral Program**

As part of the Centenary Celebrations (1917-2017) of the Indian Economic Association, the University organized a Panel Discussion on April 20, 2017, on the topic “The Quality of Doctoral Program in Economics and Business”, chaired by the Chancellor, Dr C Rangarajan. The panelists included well-known experts from the academic world. It was attended by about 300 doctoral students and faculty from all over India. The panel concluded that selecting the right candidates and providing financial assistance to the scholars for four years; dedicated and motivating guides, two years of rigorous course work, a qualifying exam, a proper thesis topic, adequate literature review, publications in ranked journals, and a thesis suitable for publication by good publishing houses were essential for a quality doctoral program.

### **Special Lectures**

The Fifth N J Yasaswy Memorial Lecture was delivered by Dr. Sanjaya Baru, Distinguished Fellow, United Service Institute of India; Honorary Senior Fellow, Centre for Policy Research; and Consulting Fellow for India,



International Institute of Strategic Studies, London, on October 14, 2016, on the topic “The West and the Rest: The Geo-economics of a Multi-polar World”. It was presided over by the Chancellor of the University, Dr C Rangarajan.

A lecture on the occasion of the birth anniversary of Swami Vivekananda was delivered by Dr V K Saraswat, Member, NITI Aayog, New Delhi, on January 18, 2017.

The Seventh Foundation Day Lecture coinciding with the birthday of the Founder, Shri N J Yasaswy, was delivered by Shri Lakshmi Narayanan, Vice Chairman, Cognizant, on January 24, 2017. The topic was “Digital Way Forward”. It was presided over by the Chancellor of the University, Dr C Rangarajan.

### **Distinguished Visitors**

Several other distinguished personalities visited our campus to professionally enrich our students and faculty through their inspiring lectures. They include:

- Dr. M Govinda Rao, Emeritus Professor, National Institute of Public Finance and Policy, New Delhi, and former member, Prime Minister’s Economic Advisory Council
- Dr K L Krishna, Chairman, Madras Institute of Development Studies, and former Professor and Director, Delhi School of Economics;
- Dr. B V R Mohan Reddy, Founder and Executive Chairman, Cyient Limited;
- Prof. S. Mahendra Dev, Director and Vice Chancellor, IGIDR, Mumbai;
- Prof. R.K. Shevgoankar, Former Director, IIT, Delhi, and presently Professor at IIT Bombay;
- Prof. Rajat Moona, Director, IIT, Bhilai, and Former Director General of the Centre for Development of Advanced Computing (C-DAC), Pune;
- Hon’ble Justice Balbir Singh Chauhan, Chairman, Law Commission of India;

- Hon'ble Justice NV Ramana, Judge, Supreme Court of India;
- Hon'ble Justice L. Nageswara Rao, Judge, Supreme Court of India;  
and
- Hon'ble Justice Ramesh Ranganathan, Acting Chief Justice, High Court of Judicature at Hyderabad for Andhra Pradesh and Telangana. Several other High Court judges have also visited the campus.

## **The Center for Entrepreneurship Development**

IFHE believes that entrepreneurship is not just about starting companies – it is also a pathway to India's socio-economic development. More than a dozen start-ups were launched by the students of this University during 2016-17 in the areas of Creative designing, Online travel portal, Online process tracking interface, App-based agricultural products, etc. All of them are successfully running in the areas specified.

An Industry Analysis Session was organized on August 26, 2016, wherein students spoke about 8 different industries – Food, Hospitality, IT, e-Commerce, Advertising, Healthcare, Manufacturing, and Finance. The session helped them understand how to start a business in these sectors.

A team of two students from B Tech II year entered the final round of an Entrepreneurship summit at IIT Madras held from April 6-10, 2017. They were one of the 25 teams shortlisted out of 350 teams across the country. The innovative App, developed for enabling farmers in the villages to market their products attracted two investors from the summit.

On October 24, 2016, Mr. Fred H. Walti II, President and Chief Executive Officer of The Los Angeles Clean Tech Incubator, USA, delivered a guest lecture on the topic "Innovation and Incubation of Clean Tech Market". The event was organized in association with the US Consulate General, Hyderabad. The students came to know how to incubate a new technology by assembling executive teams, securing customers and partners, developing technology, raising capital, etc.

The Center for Entrepreneurship Development and the Center for

Women Development of IFHE jointly organized an event “Role of women in entrepreneurship and development” on March 8, 2017. About 50 women from the neighboring villages participated. The ideas that were shared and discussed at the event gave the participants the confidence to start a small business or small scale enterprise in their villages.

## **Student Activities**

Student activities clearly remain at the core of the philosophy of education at IFHE. The University strongly believes in co-curricular and extra-curricular activities being very much a part of the day-to-day life of students.

The University has 35 student clubs which provide a platform to the students to continuously hone their leadership, managerial, and technical skills. In the last academic year alone, these clubs have conducted close to 1300 events and participated in numerous competitions.

We would like to mention one such event, “ATHARVA 17”, conducted by IIM Indore in September 2017 wherein our students won first place in Finopoly – Finance Event, Vignette – Film Making Event, and Bailer – Dance Event.

IFHE takes pride in the fact that the students participate in various social service activities. As a part of these activities, they organized Blood Donation Camps and close to 350 units of blood were collected. A Tree Plantation drive was also organized by the University as part of ‘Haritha Haram’, a Telangana Government initiative, and 300 trees were planted.

The University also celebrated Independence Day, Engineers’ Day, Swami Vivekananda’s Birth Anniversary, Republic Day, and International Yoga Day with a lot of vigor.

The University also conducted various national level events such as Trishna – A Management Fest, Triti – An Undergraduate Fest, AAVEG – National B-School Sports Meet, and Model United Nations.

A national level law school competition LexKnot and Moot Court – in association with The Bar Council of India was also conducted. The

Chairman of the Law Commission of India, Hon'ble Justice Balbir Singh Chauhan, inaugurated the program and Supreme Court and High Court Judges graced the event.

'Swachhata Pakhwada' the fortnight-long UGC initiative under the 'Swachh Bharat Abhiyan', saw the students of IFHE undertake various activities like – Clean Campus Day, Clean Mess Day, Green Campus Day, Clean Hostel Day, and Clean Surroundings Day. The students enthusiastically visited surrounding villages, market places, public health centers, and public spaces like the railway station and bus stands to spread awareness about cleanliness. They also visited an orphanage and some old age homes, and brought smiles to the faces of the children and the elderly by engaging them in games and activities related to health and hygiene.

The culmination of a fortnight-long 'Swachhata Pakhwada' was meeting with the 'Swachh Bharat' Commissioner, Ms. Neetu Kumari Prasad, IAS, on September 18, 2017. She has applauded the work done and urged IFHE to continue with the Cleanliness drive.

### **Graduating Students**

In this Convocation, 1463 students – 537 of them girls – will be receiving their degrees. The details are as follows:

Ph.D	15
MBA	1078
MMS	4
LLM	1
BBA	218
B.Tech	131
BBA-LLB (Hons.)	16
	<b>1463</b>

### **Medals, Prizes and Awards**

It is gratifying to mention that Apollo Hospitals has instituted two awards – in the name of the Founder Shri N J Yyaswy – one for the Best Teacher

for overall excellence, carrying a citation and a cash award of Rs. 1,00,000, and one for the Best Student for overall excellence, carrying a cash prize of Rs. 50,000. In addition, six students will receive gold medals and five will receive silver medals.

To recognize excellence in teaching, the IBS Alumni Federation has constituted The Best Teacher Award and Institutional Development Award which are given to faculty members on Teachers' Day every year. This year, Dr. Vighneswara Swamy, Professor of Finance, was given the Best Teacher Award on September 6, 2017 and a cash reward was shared by Prof. Venugopal Rao and Prof Radha Mohan for their contribution to Institutional Development.

### **Placements**

We have a dedicated placement cell, which has placed about 95% of our MBA students. Placements for the undergraduate students are quite satisfactory.

### **Future Plans**

- Digitization of the campus by implementing 17 by 17 guidelines of MHRD
- Establishment of Centers of Excellence in selected areas where competencies have been established
- Instituting School of Planning and Design
- Starting School of Social Sciences and Humanities
- Commence BA (Hons.) Economics, Integrated B Tech-MBA, and B Tech-M.Sc (Financial Economics) courses
- Introduce PhD in Engineering
- Internationalization through foreign collaborations
- Focus on external funding of research projects
- NBA and ABET accreditations for Faculty of Science and Technology
- Greater focus on development of entrepreneurship.



We are honored by the presence of our Chancellor, Dr. C Rangarajan, and the distinguished Chief Guest, Dr G Satheesh Reddy, on this occasion. We look to our Chancellor as a source of inspiration in our pursuit of excellence. We are grateful to Dr G Satheesh Reddy for accepting our invitation to be here in spite of his very hectic schedule. We thank you.

I wish to place on record my gratitude to the Ministry of HRD and the University Grants Commission for their continued support in the management of our University.

I also wish to express my deep sense of gratitude for the tremendous support and cooperation we have received from the members of the Board of Management, Academic Council, Finance Committee, Planning & Monitoring Board, IQAC, and the Boards of Studies of various Faculties.

I would also like to make a special mention of the parents of our students who have graced this occasion with their presence. We value your presence immensely.

I take this opportunity to convey my sincere thanks to all the stakeholders of the University – teachers, staff, students, and alumni – for their unstinted cooperation. I hope in the years to come, their sense of commitment and quality contributions will enable this University to scale new heights of excellence.

Let me conclude by welcoming you all once again.

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