

Knowledge Sharing in Liberalized Era.



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CHARACTERISTICS OF 21ST CENTURY

21st Century has following Distinct Characteristics :

- ◆ Knowledge and Information Based Society — Internet, E-mail, E-Commerce, Multi Media, Virtual Reality, Information Super Highways, etc.
- ◆ Global Networking.
- ◆ High Mobility of Population from Rural to Urban Areas.
- ◆ Increasing Productivity.
- ◆ Reliance on Innovation & Creativity.
- ◆ Conscious Society — Customer aware of his rights and obligations.

EMERGING TRENDS

- ◆ Emergence of Trade Blocks like EU/EC, SAARC, etc.
- ◆ Population Explosion
- ◆ Rapid Technological Changes
- ◆ Social Changes
- ◆ Literacy Levels
- ◆ Entire World as a Global Economic Village

- ◆ Transport Revolution
- ◆ Heavy Industrialization
- ◆ Fast Aging due to hectic life
- ◆ Fast Developing Political & Economic Changes in Eastern Europe
- ◆ Shift of Manufacturing bases to Nations like India, South East Asia, etc.
- ◆ Enhanced Medical Facilities
- ◆ Multi Media , Information Super Highways

MARKET SCENARIO

- ◆ The entire world is like a Boundryless Global Economic Village due to I.T., Telecom &Transport Revolution.
- ◆ Customer Needs, Wants, Desires, Values & Ethics are undergoing sea change.
- ◆ Customer wants more options & alternatives.
- ◆ There is a shift from "Sellers Market" to "Buyers Market".

- ◆ Organizations have to look for their Competitive Edge & develop on their Strengths & Explore New & New Opportunities
- ◆ LPG has brought leading MNCs of the World at India's door steps.
- ◆ Competition is increasing and, therefore, Innovation & Creativity is the Solution & not the Price Cutting which Leads to Price War.
- ◆ Organizations have to Offer Value Added Focused Services to attract customers.

◆ **Organizations, therefore, have to pursue :**

❖ **Excellence**

❖ **Gain Competitive Edge & Advantages**

❖ **Resort to BPR**

❖ **Have Mind set for TQM**

❖ **Down sizing by Air India by US\$45000**

Outsourcing - Make Vs. Buy Decisions

❖ **Employee Motivation**

❖ **Role of WTO**



Innovation & Creativity is the Hall Mark

HOW BIG IS THE INDIAN MARKET????

CATEGORY	2001-02	2005-06	%GROWTH	
Toilet Soap	6,021	11,291	13.40	▲
Body Talc Powder	793	2,292	23.65	▲
Toothpaste	1,441	4,140	23.50	▲
Cooking Medium (Oil)	15,377	25,806	10.91	▲
Tea	4,955	8,337	10.97	▲
Health Beverages	601	2,110	28.54	▲
Electric Bulbs	354	555	9.40	▲
Cigarettes	6,422	11,879	13.09	▲
Packaged Biscuits	1,323	1,837	6.79	▲
Hair Oil	179	689	30.85	▲

Source: NCAER

Figures in Rs. Crores

INNOVATIVE CLASSROOM STRATEGIES

Objective:

To encourage interactive forms of learning in students through active participation & integrative reasoning where the relationship of the teacher and the taught is very closer.

INNOVATIVE CLASSROOM STRATEGIES

Innovative Methods

Some of the non-conventional teaching methods can be:-

- Learning through active participation by the students through computer-assisted learning (CD-ROMs),
- Web-based learning (undergraduate projects),
- Virtual laboratories,
- Seminars,
- Audiovisual aids (video-based demonstrations),
- "Physioquiz."
- Industry Oriented assignments and exercises
- Creating self-awareness,
- Multicultural competency
- Ethical content for practice in order to prepare the students for the diverse situations that may arise in their professional careers

Areas of Concern to Industry

- **KNOWLEDGE LEVEL**
- **PERSONALITY TRAITS**

Objectives

- **MINIMIZE STRESS**
- **MAXIMIZE SUCCESS**

KNOWLEDGE TRAITS

- Full knowledge of the discipline & specializations
- Analytical mind
- Quick Decision making capabilities

INTERPERSONAL TRAITS

- **To able to work in a team / group**
- **Highly motivated**
- **Committed and dedicated to organizational mission, goals & objectives—Super Ordinate Goals**
- **High I Q**
- **Knowledge of Environment—PESTLE**

- **Problem Solving Capabilities**
- **High personal mission and objectives**
- **Leadership Qualities**
- **Be honest & have ethics and work to a value system????????????????????**
- **Success Oriented**
- **Be a think Tank**
- **Punctual & Disciplined**

- **Good at Communication with people at all levels & WITH IN teams.**
- **Be Patient**
- **Be Tolerant**
- **Able to work under stress.**
- **Always remain positive and not panic**

- **Constantly on the move and moving among the whole team**
- **Able to Understand the importance of change management**
- **Able to manage conflict**
- **Ability to assess needs**
- **Ability to create a vision**
- **Ability to focus the resources**
- **Ability to track and measure performance**

Thank
You!



Any Questions Please?