

The Annual Quality Assurance Report (AQAR) of the IQAC 2012-13

Name of the Institution: Indian Institute of Foreign Trade

Name of the Head of the Institution: Dr. Surajit Mitra

Ph. No. Office: 011- 26853055, 26963880 Residence :

Mobile: 9810511661 e-mail : diroffice@iift.ac.in

Name of the IQAC Co-ordinator: Prof. R. M. Joshi

Ph. No. Office: 011-26965124 (Extn. 509) Residence:

Mobile: 09810791398 e-mail: rmjoshi@iift.ac.in

Year of Report: 2012-13

Part A: The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year.

Plan

- Streamlining all divisions of IIFT and its workforce.
- Strengthening of management education programmes, MDP's and International Capacity Building Programmes.
- Developing roadmap for India – China Centre.
- Ascertaining the infrastructure facility for IIFT community for both Delhi and Kolkata Campus.
- Improving the quality of management education and its students' placement

Outcome

- Sponsored and customised MDPs- 5 Sponsored MDPs conducted for Civil Service Officers including IAS, ITS, IPS and IFS officers. 16 MDPs conducted for Government bodies/PSUs including MMTC, Coir Board, SEEPZ, STC, ECGC, DAC, PEC, Power grid, DST, IMC and officers of the Nepal government.
- Africa Initiative- IIFT has been entrusted with the responsibility of setting up of India Africa Institute of Foreign Trade (AIFT) and conducting customised capacity

building programmes on International Business in various African Countries. IIFT has set up an International Projects Division to facilitate this process. Clear goals, timelines and responsibilities have been defined to ensure proper planning and implementation of high quality programmes.

- External Validation Committee- Recommendations of the External Validation Committees were discussed and incorporated by each of the discipline groups. These included balancing of credit weightages wherever required and introduction of contemporary new electives. For example based on the committee recommendations, it was decided to add four new electives to the Marketing portfolio- Digital Marketing, Bottom of Pyramid Marketing, Marketing Planning and Decision Making and Pricing strategy.

Part B:

1. Activities reflecting the goals and objectives of the Institution:

- The Academic Programme Calendar for each programme has been finalized and simultaneously the faculty workload for the academic year is worked out by the academic fraternity. Regular discipline group meetings to review existing courses and new developments in the field in addition to the external validation committee meeting.
- During 2012-13, IIFT carried out capacity Building Programmes in African countries such as Burkina Faso, Sudan, and Mauritius and in Delhi exclusively for African participants.
- The Institute continued to introduce new management development programmes (MDPs) during the year in the areas of Finance, Exports and Trade Operations, Stocks, Human Resources, IT and software Management. In addition the Institute conducted a series of programmes on Corporate Social responsibility, E-Governance, Special Economic Zones, etc. IIFT also focused on programmes for officers of central services including IFS, IAS, IES, IPS, IRS and ISS.
- The use of IEC; facilitation and support provided to faculty; collaboration with internationally known educational institution for their continued support in terms of education and research; constant interaction with industry and adding values to industry and policy makers; are imperative for institutional growth and simultaneously fulfilling the objectives and goals set by the institute.
- Continued focus on research oriented towards providing value added inputs to industry and policy makers in addition to academic papers and presentations at conferences.
- For the past five years, agencies such as Ministry of Commerce & Industry, Ministry of Agriculture, Ministry of Textiles, various State Governments, RBI, DSIR, APEDA etc. Other Prominent institutions of national and international repute

that have been consulting the Institute on issues related to research on international business include: FICCI, CII, FIEO, CID – Harvard University, Commonwealth Secretariat, European Union Office, FAO, German Development Institute, IFC – World Bank, International Trade Centre, UNCTAD, UNDP, UN-ESCAP, USAID, UNIDO and WTO.

2. New academic programmes initiated (PG):

- Certificate Programme in Export Management (Online- Hybrid programme)

3. Innovations in curricular design and transaction:

- The external validations committees had recommended certain pivotal points which were validated and accommodated by each of the discipline groups.
- The issues of providing weight age to different courses as well as floating new electives were deliberated and incorporated in respective programmes
- The committee had recommended adding few new electives in the area of Marketing, finance and strategy besides international trade and business.
- Online attendance were strictly adhered to in the classroom.
- The Handbook of information and Guidelines for the course coordinators were finalized by the committee.

4. Inter-disciplinary programmes started:

All Management programmes offered by IIFT are all interdisciplinary in nature

5. Examination reforms implemented:

Continuation of established system

6. Candidates qualified: NET/SLET/GATE etc.

Not Applicable

7. Initiative towards faculty development programme

Appropriate framing and implementation of the guidelines for faculty for participating in national and international training workshops and conferences.

8. Total number of seminars/workshops conducted/MDP: 36

9. Research projects

- **Newly implemented: 06** (in progress)
- **Completed: 06**

10. Patents generated, if any: Not applicable

11. New collaborative research programmes: Nil

12. Research grants received from various agencies: 277.41 Lakhs

13. Details of research scholars: 12

Sl. No	Name of the Student
1	Aman Dua
2	Amber Sayal
3	Ashish Masson
4	Garima Gupta
5	Goutam Das
6	Mansi Kedia Jaju
7	Mohan Lal Arora
8	Rakesh Kr. Mishra
9	Abhishek Roy
10	Ruhee Singh
11	Samrudha Yogananda Kaware
12	Vipul Jain

14. Citation index of faculty members and impact factor: NA

15. Honours/Awards to the faculty: 06

16. Internal resources generated: Rs 82,537

17. Details of departments getting SAP, COSIST(ASSIST)/DST. FIST, etc. Assistance/recognition: NA

18. Community services:

Students organize 'Koshish' and 'NGO interaction' internship by students. Activities included distribution of educational kits to girl students and organisation of blood donation camps in addition to the specific projects undertaken during the internship period.

19. Teachers and officers newly recruited:3

20. Teaching – Non-teaching staff ratio: 1:2.26

21. Improvements in the library services: NA

22. New books/journals subscribed and their cost:

Sl.No.	Items	Year 2012-13
1	Books	654
2	Journals	460

3	Databases	32
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Expenditure

Sl.No.	Items	Year 2011-12	Year 2012-13	Year 2013-14
1	Books	1,59,755.00	1,60,490.00	7,50,000.00
2	Journals	13,81,195.00	21,48,273.00	14,03,332.00
3	Databases	81,17,000.00	1,11,76,686.00	1,48,27,123.00

23. Courses in which student assessment of teachers is introduced and the action taken on student feedback:

Online Student Assessment of teachers introduced for all the Programmes

24. Unit cost of education:

Unit cost per student incl salary component is Rs 3.14 lakh

Without salary component it is Rs 1.87 lakh

25. Computerization of administration and the process of admissions and examination results, issue of certificates:

Continuation of automated processes introduced earlier

26. Increase in the infrastructural facilities:

Upgradation of desktop PCs in addition to the laptops provided to faculty.

Renovation of washrooms and classrooms in block 1.

27. Technology upgradation:

Development of online employee information system for easy access to information as well as for tracking and administrative reporting. This system is also designed to ensure on time updation and minimisation of errors.

28. Computer and internet access and training to teachers and students:

All full time students and faculty have laptops. Access to computer labs and internet is also available to all. Periodical training is given to both students and faculty & staffs by Computer Centre.

29. Financial aid to students:

Limited fellowships are given to Doctoral Students and following scholarships are given to Full time MBA Students:

The Institute operates Need Based Scholarship Scheme for those students whose family income is less than 4.5 lakhs per annum and who have taken bank loan for the fee. Under this scheme IIFT pays interest subsidy @ 9.5% on loan amount for the maximum period of 27 months starting from the time the student took the loan for enrolment in IIFT.

Competition			
Case Study Competition	SIBM Pune	Yogesh Kumar	2 nd
GlaxoSmithKline's Last Man Standing	SIBM Pune	Shreyash Agarwal	2 nd
Consilium - a strategy-themed case competition	ISB	Avinash Shandilya, Ramil Sobti, Nishant Shekhar	2 nd
Paradigm, Strategy Case and Business Simulation	ISB	Chinar Gupta, Ramil Sobti, Pushpajit Singh Malik, Priya Juneja	3 rd
Most Innovative Product Line at Entrepid	IIM-I	Anshul Baranwal	1 st
Creative Writing Competition, Perspective '12	NIRMA	Anmol Chopra	2 nd
finQ	IIM Shillong	Prince Jain	1 st
Conquest	IIM Shillong	Romit Srivastava	2 nd
Nestle A+ Poster ad competition	IIM Shillong	S Venkata Ramanan	1 st
Emerge-Case Study	IIM Shillong	Ramanathan B, S Venkata Ramanan	2 nd
Chanakya	IIMC	Swati Jindal, Sweta Jain	2 nd
Community Connect Competition	Thomson Reuters'	Shreyash Agarwal	3 rd
Community Connect Competition	Thomson Reuters'	Sukhwinder Singh	2 nd
Tata Innovista'11(Innovation contest)	carbonbazaar.com	Anurag Kumar	Semi-Finalist
Sans Peril – Flagship Sales & Marketing Competition	MDI	Aritra Sengupta	1 st
Teach for India - A Case Study competition	MDI	S Venkata Ramanan	1 st
Mahindra War Room 2011	Mahindra & Mahindra	Arnav kapur	2 nd
Nirnay – Operations Event	XIMB	Ashis Jain	1 st
Mahindra Scorpion King Marketing Challenge 2012	Mahindra & Mahindra	Atul Kumar, Hitesh Yadav	2 nd
Strepsils case study competition	Reckitt Benckiser	Bhavna Verma, Swati Khurrana	2 nd
Cognizant Business Consulting Event	Cognizant	Bhavna Verma, Dipti Kumar	2 nd
Bizzare	SCMHRD	Sachet Ahuja	3 rd
Pidilite Industries' Event	SCMHRD	Bhavna Verma	3 rd
Ad-o-Holic	IMT Ghaziabad	Ramanathan B, S Venkata Ramanan	1 st
“Adrenaline Hike”	IMT-G	Bibaswan Banerjee, Swati Jain	2 nd
designing Print ad for Bougainvilla Hermitage	GIM	Gagandeep Kaur	2 nd
Operations Beer Simulation Game	GIM	Romit Srivastava	3 rd
Business simulation competition	GIM	Chinar Gupta, Pushpajit Singh Malik	2 nd
Brand Building Challenge	Brand Audit Group	Sachet Ahuja, mohit Saxena	2 nd
Brand Building Challenge	Brand Audit Group	Dhruba Jyoti Chatterjee, Sulabh Vij	1 st
Novus Visum	IIFT	Dhruba Jyoti Chatterjee	1 st

Murphy's Laugh-Digital Marketing competition	IIM Calcutta	V S Vamsi Kiran	2 nd
Strategy	Knolscape	Ramil Sobti	2 nd
Emblazon	KJ Somaiya	Pallavi Saxena	1 st
Avenues	SJSOM	Romit Srivastava	1 st
Mbryo	IIMK	Shashank Malhotra, Moksha Sharma	1 st
Case Challenge	SJSOM	Om Pashupati	1 st
Building Tomorrows Enterprise	Infosys	Nirjhar Bhattacharya	1 st
Moneyball - Branding strategy for OBC - Marketing World Cup 2012	IMT Ghaziabad	Akhila Kakani,Aneev Davis,Nikhil Mundra	1 st
REincarnation - Relaunch strategy for Bajaj RE60 - Marketing World Cup	IMT Ghaziabad	Nikhil Mundra,Sakthi Krishna,Tanu Kaushik	2 nd
Last Manager Standing, MICAnvas 2012	MICA	Nikhil Mundra	2 nd
Vardhushik- Finance event	IIM Raipur	Akhil Aggarwal	1 st
Arthsankalp- Economics event	IIM Raipur	Akhil Aggarwal,Sanket Sakpal	1 st
Mantra Case Files- Marketing event	IIM Raipur	Akhil Aggarwal,Sanket Sakpal	1 st
GOOGLY (2012-13) RUNNERS UP IN NATIONAL FINALS	NITIE	Charchita Biswas,Ritankar Roy	2 nd
National Runner ups in "Markediction" - at DMS IIT Delhi	IIT Delhi	Shanthi Ramagopal,Amanpreet Kalra	2 nd
Epoch, event organized by Strategy & Consulting club	IIFT	Amit Gupta	3 rd
Jack of All Trades	IIFT	Ankit Agarwal	2 nd
MARKOPEDIA	IIFT	Ashish Dhamija, Gagandeep Kaur	1 st
Consigliere, M&A based event	IIFT	Saurabh Vijay, Rachit Singla	3 rd
Consigliere, M&A based event	IIFT	Anmol Chopra, Ramil Sobti	1 st
Inceptum: B-Plan Competition	IIFT	Aritra Sengupta	1 st
Novus Visum, national-level negotiation competition	IIFT	Faisal Sharhan	2 nd
Srijan, Case Study Competition	IIFT	Gagandeep Kaur, Gaurav Kumar, Radhika Medritta	2 nd
Novus Visum, International Negotiations Competition	IIFT	Arnav Kapur, Dhruva Jyoti Chatterjee	1 st

36. Activities of the Guidance and Counselling Cell :

- The Corporate Placement Assistance has conducted Career Counselling activities among its students on a personal need basis. CPA has been proactively been counselling the students in terms of career and company choice
- The Assessment and Development Centre (ADC) of IIFT is kept open for personal and professional counselling to all students in the campus.

37. Placement services provided to students:

- IIFT is very consistent in providing placement support to students. As usual IIFT has arranged 100 percent placement services to all students. The placement details are as follows

PLACEMENT DATA OF MBA(IB) 2011-13 BATCH		
S.No.	Company	No. of Students taken
1	ACG-Worldwide	1
2	Airtel	3
3	Amazon	1
4	Amrop India Consultants	1
5	AT Foods	1
6	Attero-Gobol	2
7	Bajaj	3
8	Britannia	1
9	CEB	1
10	Cipla	2
11	Citibank	4
12	Cognizant Business Consulting	7
13	Colgate Palmolive	2
14	Crisil	3
15	Dassault Systemes	1
16	DBS	1
17	Emami	1
18	Flipkart	5
19	GCPL	4
20	Glencore	1
21	Goldman Sachs	8
22	Google	6
23	HCL	15
24	HDFC	1
25	Hero MotoCorp	2
26	HSBC	3
27	ICICI Bank	2
28	IDC	1
29	Idea	1
30	IndianOil Corporation Ltd	5
31	Indus Valley Partners	1
32	Infosys	5
33	Interglobe	3
34	ITC	7
35	JSPL	2
36	KPIT Cummins	5
37	KPMG	1
38	Madura	2
39	Mahindra	1
40	Markets & Markets	1
41	Maruti Suzuki	2
42	Mass2Class	1
43	MMTC	4
44	Mogae Media Pvt. Ltd.	3

45	Nomura	4
46	P&G	1
47	PEC	2
48	PFC	1
49	Power Grid	1
50	PriceWaterhouseCoopers	1
51	Raymonds	1
52	Reckitt Benckiser	1
53	Rockfort Trading, Dubai	1
54	RPG	2
55	SabMiller	1
56	Sharaf Group, Dubai	5
57	Star Agri	2
58	STC	5
59	Stemcor	1
60	StockRiters	5
61	Swiss Singapore	1
62	Tata Advance Systems Ltd.	2
63	Tata Motors	2
64	Tata Steel	7
65	TCS	6
66	Technopak	2
67	Tecnova Consulting	1
68	Titan	3
69	Tricon Energy	2
70	Trident	2
71	Valency International	1
72	Vodafone	3
73	VVF	3
74	Wipro	4
	Total	200

38. Development programmes for non-teaching staff:

- Hindi workshops are conducted regularly for staffs on an annual basis.
- The staffs update their computer skills through regular workshops conducted by Computer Section.

39. Best practices of the institution:

- Discipline wise course review meetings are held once in a year with industry experts, external experts from the subject areas i.e., academia.
- Scrupulous scrutiny of all courses by the respective discipline group faculty
- Specialized courses are taught with the help of high end software
- ICT Portal facilitates online quizzes, evaluation of students' assignments, sharing of resources, besides online feedback
- The Annual conference in the area of international economics and trade adding value in classroom teaching
- Faculty members International exposure to faculty members through training and workshops
- One third of the course is generally taught by industry experts.

40. Linkages developed with National / International, academic /research bodies

IIFT has established / developed linkages with the following national, international, academic and research bodies.

- DGCIS Kolkata
- Ministry of External Affairs
- DC(Handicrafts), Ministry of Textiles
- Ministry of Agriculture
- Embassy of India, Iran

41. Any other relevant information: NA

Part C: Detail the plans of the Institution for the next year.

Name & Signature
of the Coordinator, IQAC

Name & Signature
of the Chairperson, IQAC