

PROCEEDINGS OF PROGRAMME TITLED
“PROFESSIONAL DEVELOPMENT PROGRAMME ON
ENHANCING THE QUALITY OF UNIVERSITY EDUCATION”
DATED 24/03/2021.

Google Meet Link: meet.google.com/tyv-saac-fhc

The programme titled “Professional Development Programme on Enhancing the Quality of University Education” got commenced by 4:30 pm (IST) dated 24th march 2021. Master of the ceremony Ajeesh P R (MCom second-year student) initially requested everyone to rise up for the University Anthem. After the University Anthem, master of the ceremony invited Prof. Dr. T. Mallikarjunappa (HOD, Department of Commerce and International Business) for welcoming and the introduction of the guests. Prof. Dr. T. Mallikarjunappa warmly welcomed the Chief Guest Dr. Yelloji Rao K Mirajkar (Former Senior Technical Associate, Global Fragrance R&D Division, Colgate-Palmolive Company, USA; Convener – Global Indian Scientists and Technocrats Forum, USA; Member, Advisory Council, Hindu University of America, USA; Member of National Team, Hindu Swayamsevak Sangh, USA), Dr. M K Sridhar (Member, University Grants Commission, New Delhi; Member, National Educational Policy, Government of India; Member, Executive Council, Central University of Kerala), Prof Dr. V Balachandran (Dean, School of Business Studies, CUK), Prof Dr. M S John (Co-ordinator, NAAC, CUK), Dr. Rajesh R (Director, IQAC, CUK), Mr. Nagaraj Sharma, Guest Faculty MBA(TTM) and all the students and faculty members to the webinar. He explained the motive behind conducting such informative webinars and its relevance in the present era. He very precisely explained about the rich profile of the invitees

especially that of the resource person Dr. Yelloji Rao (Chief Guest). Finally, he requested all the students to make the best use of this opportunity to the best of their advantage.

Next the master of the ceremony Ajeesh P R (Second-year MCom student, Department of Commerce & International Business) welcomed Dr. M.K Sridhar, for delivering an inaugural speech. Dr. Sridhar expressed his gratitude and happiness for inviting him for inaugurating such a prestigious program. He said that learning is undergoing a phenomenal change today. He underlined a quote of Rig-Veda, “Let noble thoughts come from all sides”. He commented that National Educational Policy (NEP) will take our higher education to next level of quality and publication of quality mandates by UGC are concentrated more towards quality. Also, he wished that this program shall not only increase the quality in education but also it will add value to the quality of life. Through his valuable words Dr. M.K Sridhar inaugurated the ceremony.

For the felicitations, the master of the ceremony Sujith S (Mcom second-year student) firstly invited Prof Dr. V Balachandran (Dean, School of Business Studies, Central University of Kerala). He addressed all the dignitaries and he shared his point of view regarding the topic. He pointed out the relevance of quality in the corporate sector and he summarized the essence of quality by stating some points. Later he wished grand success for the program and concluded his words.

Then the master of the ceremony invited Prof Dr. M S John (Coordinator, NAAC, Central University of Kerala) for the felicitation. Dr. M S John addressed all the guests and welcomed all to the program and also congratulated Prof Dr. T Mallikarjunappa for initiating the program as it deals with a relevant topic. He also wished success to this program and concluded his words.

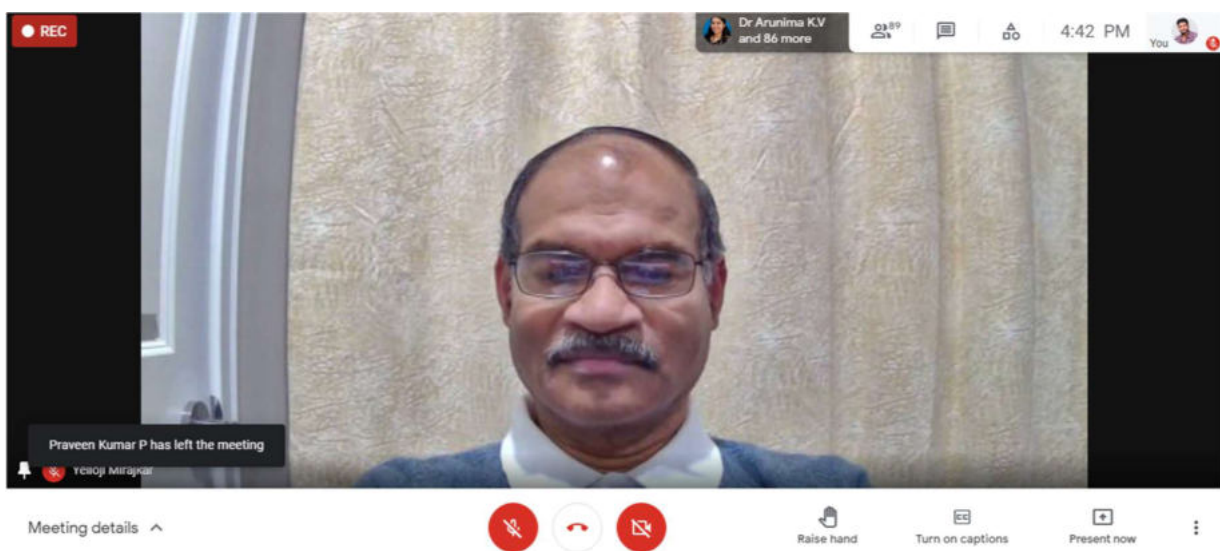
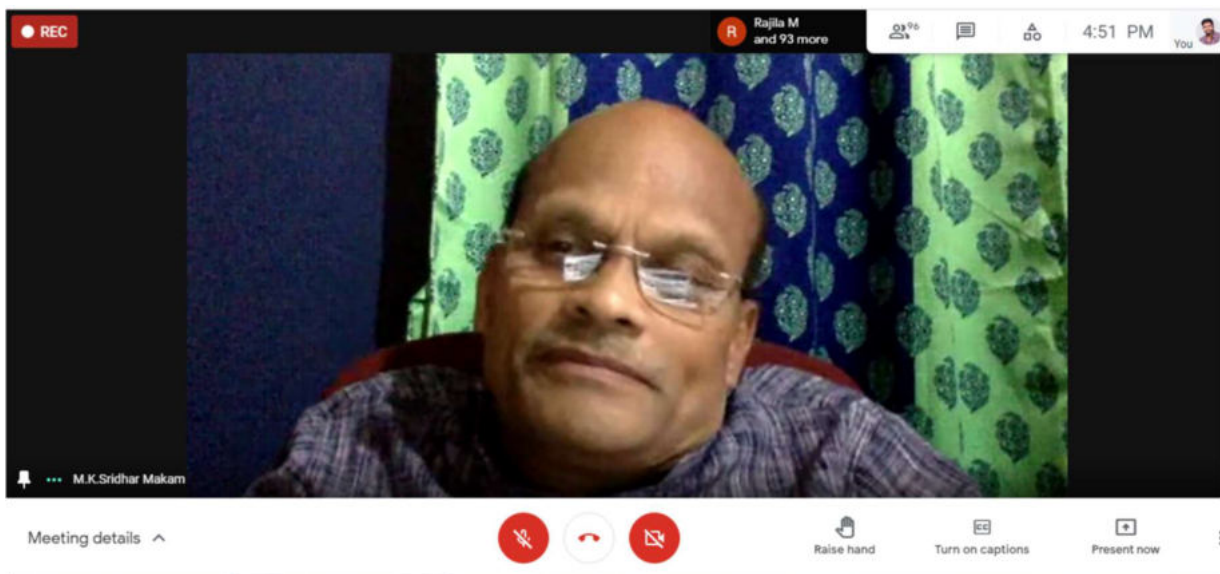
Next, the Master of the ceremony invited Dr. Rajesh (Director IQAC, CUK) for the felicitation. Dr. Rajesh. R expressed his happiness for being a part of a well-arranged programme by the Department of Commerce and International Business, Central University of Kerala once again. He said that Corporates have a major role to play in enhancing the quality of products and services. He pointed out various yardsticks that are used to measure the reliability of a corporate entity such as ISO, auditing etc. Recalling Dr. M. K Sridhar's words, he said that in the real-life, we have to learn many aspects from the outside world apart from textual knowledge. He also mentioned about implementing other quality measures for ensuring better standards of universities. He also conveyed his best wishes for this programme.

Next the master of the ceremony invited the chief guest, Dr. Yelloji rao. He expressed his sincere gratitude to Prof. T. Mallikarjunappa and all other dignitaries for inviting him to the event. By 5:10 pm, the resource person officially started his session by indicating the significant role of quality in ensuring safety. He then discussed about the evolution of corporations nineteenth, twentieth and twenty-first century and also gave a definition of quality, "Quality is an essential or distinctive characteristic, property or attribute". He pointed out that today's students are tomorrow's employees. He further added the necessity of similar programs to help students to become suitable individuals and to secure a good job in corporations. Later the resource person quoted the production strategy of Toyota which is just in time manufacturing system. He also explained about the mass production system adopted by Ford company, which was also adopted by many other companies. Then he elaborated the Keynesian economics theory. Consumer income stimulates demand which causes economic growth. He emphasized on the quality requirements to be adhered by the companies to meet the needs of the customers. He then elaborated the necessity of keeping the working environment safe in order to lessen

the accidents. Then he spoke about the need to upgrade quality based on changes. He emphasized that the need to update quality with the change in the corporate world is impacted by the three major things: the bottom line of the company, its credibility and trust. To give more insights about this he pointed out the examples of Pfizer vaccine's terms to distribute vaccines to different countries, case study on Triclosan, an antibacterial agent present in consumer products like detergents, toothpaste, Chernobyl disaster and Bhopal gas tragedy. He also pointed out that quality and safety are one and the same and are closely associated. Further, he added that if impurities increases then safety will be reduced, as a result processing cost, material cost and manufacturing cost increase. At last, he said that we can go about the technology or not go about the technology and to accept the technology then the company should look into how the bottom line of company, credibility and trust will be getting affected. With this he concluded his presentation and the session was opened for question-answers.

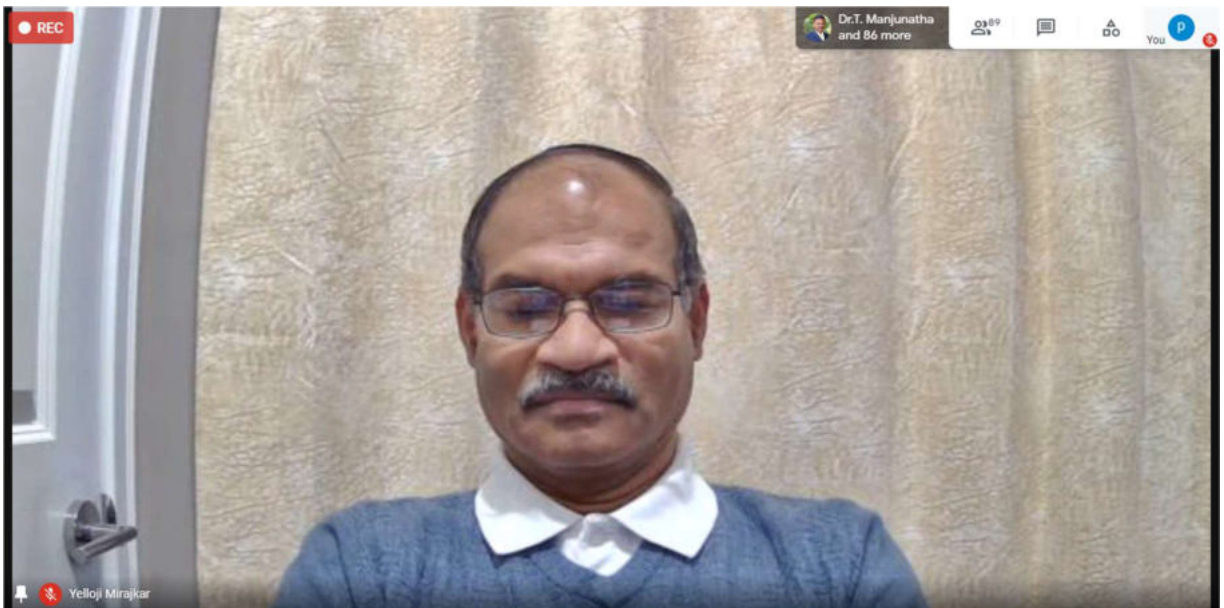
During the question-answer session, Prof. Dr. V Balachandran enquired about the operations of SSI's and how the companies are maintaining the qualities as mentioned in the standard in the lower price tags backed up by the statement of price indicating quality. As a response to this question, Dr. Yelloji Rao pointed out how much important is to maintain the volume of supplies and bringing the product with its own uniqueness and maintain the quality as offered by the companies in the international market by optimizing the cost element formula and the chemicals used in it. As a continuation to this session Prof. V Balachandran, pose a question of how these companies are adopting to these competitive environments and the strategies followed by them, and Dr. Yelloji Rao acknowledged by emphasizing on the use of minimum ingredients, computerized modeling and designing the equipment. With that the question & answer session came to an end.

Next, the Master of Ceremony invited Mr. Nagaraj Sharma (Guest faculty MBA Tourism) to deliver vote of thanks. The session reached to its end by 6.00 pm (IST).





Meeting details ^



Meeting details ^



REC

M.K.Sridhar Makam

Meeting details

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- amritha ky
- Anagha Pv
- Anagha Sharma
- Anaswara P
- anjali k nair
- Arshitha Benny
- Aswathi K
- Aswin KP Aswin

Meeting details

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5:12 PM

How Do Corporates Enhance Quality?
Some learning relevant for the Students, Faculty, and Administration

A Global perspective

Dr. Yelloji-Rao K. Mirajkar
 (Retired) Colgate-Palmolive Company, USA
 March 24, 2021

Yelloji Mirajkar

Meeting details

Yelloji Mirajkar is presenting

Raise hand Turn on captions

