



# Royale International Management Centre (RIMaC)

## Vadodara: Knowledge City

Several studies including Vadodara: Knowledge City in January 2007 by CII-TEAM have established explosive growth of knowledge sector in Vadodara, Gujarat, India. University and Higher Education Institutions (HEIs) have been loudly emphasising urgent need for establishing University-Industry Partnerships, but most have not made remarkable progress, barring exceptions. CII and FGI in their recent meetings have discussed about Knowledge and Skill Shortages, where Dr Rajesh Khajuria of TEAM recommended conducting a Skills Survey and offering Skill Development Programs, apart from International level Education Courses. The Time has come to take actions now!

### Proposal

To establish Royale International Management Centre (RIMaC) at Vadodara: Knowledge City in private sector. The Centre will be housed at Royal International School of Excellence (RISE) rapidly coming up on 20 acre 120,000 SQFT Campus near Ajwa Lake.

The Centre of Excellence (CoE) shall be a part of larger plan to establish an International University over 100 acres by Y 2012.

### Mission of RIMaC

"Research, Educate and Train People in Enterprise Management & Development (EMD)".

### Partnerships Sought

RIMaC seeks partnership(s) with leading industry associations and institutions like CII, FGI, FICCI, SBI, Banks and the likes, who believe, work and care for scientific research, education and training in International Management to survive and thrive in 21st century.

Royale shall offer world-class infrastructure, while the industry body is expected to share or lend experts, participants and specify skill shortage areas needing specific education and training, targeted to SMEs, Mid-Corporates, Large Corporates, NGOs and Government. Part-funding the CoE or one of the proposed Chairs shall be the basis of joint name and/or collaboration.

It is planned to set up a few Centres of Excellence (CoEs) to address specific market segments namely Industry, Agriculture, Services, Infrastructure, Banking, NGO and Government, possibly with different partnerships.

Various programs shall be chalked out by Expert Groups to be formed by the proposed CoEs.

Knowledge Areas for CoEs



Some of the knowledge areas identified for conducting research and offering education and training in RIMaC are:

- International Trade
- International Finance
- International Business
- Cross-cultural Management
- e-Readiness of SMEs
- Enterprise Management & Development (EMD Program of ITC-WTO-UNCTAD, Geneva)
- Takeover, Mergers & Acquisitions
- Expansion/ Diversification/ Modernisation
- Fund-Raising
- Business Viability and Project Management
- Communication and Public Relations.

Functional Management areas of Strategic Management, Finance, Marketing, Production, HRM, Purchase and IT shall form the core of the Centre.

Other areas in which CoEs may be established with Industry Partnerships are:

- Information Technology Management
- BPO/ KPO Management
- Bio-Nano Technology Management
- Telecom Management
- Retail Management
- School Management
- Corporate Social Responsibility (CSR)
- Women Enterprise Management & Development
- Agri-Business and Farm Management
- SEZ Management
- Port Management
- Water Management
- Power Management
- Wind Power Management
- Infrastructure Management
- NGO Management
- Police & Security Management

Further areas may be added in future.

## Invitation

CII, FICCI, FGI, VCCI, SBI, Banks, Government of Gujarat and other industry / trade / Government bodies are cordially invited to send their ideas and desire to establish CoEs within 10 days of receipt of this concept paper to the following address:

Please respond with your questions or offer to:

**Dr Rajesh Khajuria©, Advisor**

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