

WORKING GROUP'S RECOMMENDATIONS FROM THE PLANNING WORKSHOP HELD ON 8 MAY 2011

The Working Group considered the outcomes of the Workshop (attached). The following recommendations are submitted for IITaV Committee's approval and action.

1. Purpose of IITaV

IITaV will influence and contribute to businesses, academia and governments through the expertise, creativity and commitment of its members.

The Working Group accepted the proposed wording and added the last 5 words above to strengthen it.

2. Objectives

1. Establish and enhance IIT brand equity in Australia
2. Promote professional networking with business, academia and government
3. Promote and assist with professional development of members (mentoring)
4. Proceed with strengthening business, academic and political relationships between Australia and India
5. Develop and promote the welfare of its members
6. Promote social interaction between members

These objectives remain as tabled..

3. Actions to take IITaV forward

1. Develop database of skills/professional background of IITians. This knowledge will help to determine and grow effective interfaces with government, academia and industry through which IITaV can aim to influence strategy while also helping the professional development and welfare of IITians.
2. Increase visibility/brand of IIT through:
 - a. Newsletter
 - b. Television, radio and print media coverage which help to demonstrate the work, achievements and influence of IITaV and IITians.
3. Hold an annual high profile event, and targeted quality workshops.
4. Sponsor student projects and awards which satisfy appropriate criteria.
5. Strengthen the IITaV website as the prime vehicle for communications, both internal and external.
6. Increase efforts to grow membership of IITaV.

The Committee should consider teams to develop concrete actions for the items under 3 below for 2011-1012 and beyond. These teams should include the broader membership to encourage participation and achieve best outcomes.

ATTACHMENT
IITaV PLANNING WORKSHOP
Held on Sunday 8 May 2011 at Schneider Electric's office, Mount Waverley,

1. PURPOSE

The tabled Purpose statement (see Attachment A) was discussed and the following revised version was proposed at plenary:

IITaV will contribute to businesses, academia and governments through the expertise, creativity and commitment of its members.

2. OBJECTIVES

These were endorsed as tabled.

1. Establish and enhance IIT brand equity in Australia
2. Promote professional networking with business, academia and government
3. Promote and assist with professional development of members (mentoring)
4. Proceed with strengthening business, academic and political relationships between Australia and India
5. Develop and promote the welfare of its members
6. Promote social interaction between members

3. FOCUS GROUPS

Group A

Objectives 6, 5 and 3

- Promote **social interaction** between members
- Develop and promote the **welfare of members**
- Promote and assist with professional development of members (**mentoring**)

Feedback from the group:

		How?
1	Professional and family data base of the group	
2	Encourage new members	Using Print media, electronic media and SBS radio
3	Posting job opportunity on IITv website	
4	Mentoring in small group	Local group that can be easily accessible/close proximity (on monthly basis)
5	Strong and compelling message through media and newsletter (differentiating from others) to attract the new members	
6	Expert outcome form quarterly workshop on current business affair to pursue in the leading newspaper in Australia (Age, Financial review)	
7	Inviting top business or political delegation for addressing IIT group	Raise charity fund for social welfare

Group B

Objectives 4 and 2:

- Proceed with strengthening businesses, academia and political **relationships between Australia and India**

- Promote **professional networking** with business, academia and Government

Feedback from the group:

Proposed Actions:

This year (2011)-

Establish contact with universities: champions

- Expertise / Skill Set-develop matrix
- Final Year Project / Vacation student/ Research projects —Assist (exception)
- Award (annual) from IITAV—develop criterion
- Knowledge Sharing -- a workshop or sessions-match need and expertise especially for the industry which has presence in India
- Start dialogue with Victorian government
 - Give them a feel of IITs
- Spread the 60 Minute video as much possible-manage media
- Launch –IITAV as entity (deliver something first)
 - Approach a relevant minister from India
 - Offer propose scholarship in India

Next 2-3 years (2012-13)-

- Teaching
- Industry Contact
- Influence Policy Development –communiqué to offer to bridge the gap
- Invite known IITans – target

Longer term (2013-15)-

- ??

Group C

Objective 1

- Establish and enhance IIT **brand equity** in Australia

Feedback from the group:

Why is there a need to establish the IIT Brand in Australia?

- Better career opportunities and advancement for IITans
- To help future IIT students or professional migrants with IIT qualifications
- Canvass Australian organisations to understand the quality and capabilities of IITans
- Improve the India brand in Australia in general

Why is the IIT Brand not well known in Australia compared to US?

- Scale and number of IITans
- Professional background of IITans in Australia
- Lack of emphasis on innovation
- Capability / skills of individuals – people who shine get recognition not necessarily IITans
- Street smart guys do well; good networking skills
- Limited engineering work; slotted in a role and limited growth opportunities
- IIT credibility in practical results vs pure research

Actions to strengthen the IIT Brand in Australia

Initial priorities:

- Skills data base; Newsletter
- Third party referencing - recommend each other's work using LinkedIn

- Organise an annual high-profile event to promote the IIT brand
- Opportunistic use of IIT faculty and other experts of note to address organisations in Australia

Followed by...

- Piggyback off existing initiatives e.g. Monash – IIT B collaboration
- Champion a local cause and use it to publicise IIT brand
- Program about IITans in a popular media channel e.g. SBS
- Encourage members to speak in professional forums
- Pass knowledge about Australian experiences back to India.

4. SUMMARY OF FOCUS GROUP OUTPUTS

1. Develop database of skills/professional background of IITians. This knowledge will help to determine and grow effective interfaces with government, academia and industry through which IITaV can aim to influence strategy while also helping to professional development and welfare of IITians.
2. Increase visibility/brand of IIT through:
 - a) Newsletter
 - b) Television, radio and print media coverage which help to demonstrate the work, achievements and influence of IITaV and IITians.
3. Hold an annual high profile event and targeted quality workshops.
4. Sponsor student projects and awards which satisfy appropriate criteria.
5. Strengthen the IITaV website as the prime vehicle for communications, both internal and external.
6. Increase efforts to grow membership of IITaV.

5. ACTIONS FROM WORKSHOP

1. Working group will collate information from the workshop and recommend next steps for consideration and endorsement by full Committee at its 5th June meeting. In developing the actions, the committee is encouraged to invite non-committee members to volunteer their assistance in the team/s to take forward the action plan.
2. Newsletter – Three/four workshop participants (names?) offered to help Yogendra V to take this forward and bring out the first issue.
3. The next meeting of the whole group will be held in about three months to review plan, progress and actions.
4. Participants will strengthen efforts to increase membership of IITaV.

ATTACHMENT A: Documentation at the Workshop by the Working Group

ATTACHMENT B: Workshop Participants

ATTACHMENT A

DOCUMENTATION TABLED AT THE WORKSHOP

Purpose

IITaV will be acknowledged as a leading influential organisation, which through the expertise, creativity and commitment of its members will influence the strategies of business, academia and governments.

- Have focus groups prioritise and report back to plenary on the milestones, deliverables, and strategy over say 1, 3 and 5 year time frames, so that we end up with a Roadmap for IITaV.

I suggest we have focus groups (will depend on the number of attendees) to :

Objectives

1. Establish and enhance IIT brand equity in Australia
 2. Promote professional networking with business, academia and government
 3. Promote and assist with professional development of members (mentoring)
 4. Proceed with strengthening business, academic and political relationships between Australia and India
 5. Develop and promote the welfare of its members
 6. Promote social interaction between members
- Develop action plans and timelines, milestones, deliverables and strategy so that we end up with a roadmap for the Association.
 - Recommend activities and action plan for year 1/2 and if possible to years 4/5, so that we have some wins and increased visibility in the short term while we pursue the bigger purpose.
 - Identify members who are willing to take forward and develop elements of the Roadmap into better defined programs as a follow up action from the workshop.

IITaV PLANNING WORKSHOP

Sunday 8 May 2011, 2.30 to 6 PM

Venue: Schneider Electric, 87 Ricketts Road, Mt. Waverley

Agenda

2.30-2.45 PM Registration/Tea/coffee

2.45-3.15 PM Welcome / Introductions

Background/Setting the scene

3.15 Plenary session activity all attendees **(45 Min)**.

All participants get a minute each to suggest review and discuss to

- Get sign on by the participants to the purpose of IITaV and
- Prioritise objectives

4.00 Working groups (two/three) based on each of the 2/3 prioritised objectives (45 Min)

Working groups' activities:

Group 1: How do we influence business, academia and governments?

What are our specific target groups? Strategies to influence these groups?

Group 2: How do we strengthen the IIT brand in Australia? Considerations to include: Why the IIT brand? How are we different from/better than other well known universities and colleges? Strategies to increase our visibility in Australia?

Group 3: How do we grow membership and what can we do to ensure IITaV is an effective and vibrant organisation? Also address "what is in it for me" to take IITaV forward.

Group 1 to develop action plans, strategy and timelines, milestones, deliverables over 4/5 years and groups 2 and 3 over 1/2 year time frame, so that we end up with a Roadmap for the Association.

4.45 Afternoon tea (working)

5.00 Work groups report back on prioritised objectives and action plans.

Confirm Roadmap, timelines, deliverables and members to take this forward

5.40 Recommendations from the Workshop to the Committee

6.00 Close

Background material

Planning discussion:

- What do we want?
- How do we get there?
- Who will do it?
- Time lines?

Other priorities (survey)

- Establish an entrepreneurial cell for active participation by interested members
- Promote networking with other IIT associations in Australia and other countries.
- Drive common agendas. Organise events to relive memories of IIT days

Other ideas (survey)

- Consolidate data on contribution made by IITians in the development of Victoria/Australia
- Develop a communication plan for IIT brand name to be visible in print media, conferences, TV, Radio
- Provide / promote speakers from IIT for key events to improve
- Initiate / support projects which have visibility in the professional / business community. This will also provide developmental opportunities for members.

ATTACHMENT B**IITaV Planning Workshop participants**

Name	IIT	Degree	Year	Faculty
Ashok Kumar Sharma	Roorkee	M.Tech	1986	Civil
Brij Panwar	Delhi	B Tech	1982	
Chander Sudhir Vohra	Roorkee	B.Tech	1972	E&C
Dinesh Singh	Roorkee	B.Tech	1992	Chemical
Dr. Yogendra Vashishtha	Roorkee	B.Tech	1983	Electrical
Gopal Verma	Roorkee		1972	E&C
Madur Chand	Bombay	B.Tech	1985	Electrical
Mohan Krishnan	Madras	B.Tech	1975	
Ram Lal Garg	Kharagpur	B Tech	1967	Electrical
Vijay Susarla	Madras	M.Tech	1980	
Abaran Deep	Delhi	B Tech	1990	Chemical
Arun Kumar	Delhi	B. Tech	1968	Civil
Dr Raj Rajakumar	Bombay	B.Tech	1965	
Rajiv Lal	Delhi	B.Tech	1976	Chemical
Raman Singh	Kharagpur			
Ravi Singh	Roorkee	B.Tech	1983	Electrical
Surinder Lamba	Kanpur	B.Tech	1972	Chemical
Amar Garg	Kanpur		1966	Aeronautics
Devindar Singh Thethi	Roorkee	B Tech	1971	E&C
Prasad Inamdar	Kharagpur	M. Tech		
Venugopal Nair	Madras	M. Tech	1981	
Lokesh Choudhary	Madras	B.Tech	2009	

