

# P V Narsimha Rao International University

**GovNext India Foundation Initiative**



**Document presented to Ministry of Human Resources & Development, Government of India to establish international University to upgrade "capacity building" BY**  
**GOVNEXT INDIA FOUNDATION**

# INDIA

## ABOUT INDIA country of ORIGIN

The name **India** is derived from *Indus*, which is derived from the Old Persian word *Hindu*, from Sanskrit *Sindhu*, the historic local appellation for the Indus River. The Constitution of India and common usage recognise **Bharat**, as an official name; India is also recognized with equal status. A third name, *Hindustan* (Persian: *Land of the Hindus*) has been used since the twelfth century, although its contemporary use is unevenly applied.

**India**, officially the **Republic of India**, is a country in South Asia. It is the seventh-largest country by geographical area, the second most populous country, and the largest democracy in the world. India has a coastline of over seven thousand kilometres and borders Pakistan to the west; China, Nepal, and Bhutan to the north-east; and Bangladesh and Myanmar to the east. India is adjacent to the Indian Ocean island nation of Sri Lanka.

The legislature of India is the bicameral Parliament, which consists of the upper house called the Rajya Sabha (Council of States), and the lower house called the Lok Sabha (House of People). The 245-member Rajya Sabha is chosen indirectly through the state Legislative Assemblies, and has a staggered six-year term. Each state sends members to the Rajya Sabha in a proportion of its population. The 545-member Lok Sabha is directly elected (Some seats are reserved for Caste based system) by popular vote for a five-year term (except

two nominated Anglo-Indian members), and is the determinative constituent of political power and government formation. Universal adulthood suffrage is guaranteed by the Constitution for citizens above 18 years of age. The executive arm consists of the President, Vice-President, and the Council of Ministers (the Cabinet being its executive committee) headed by the Prime Minister. Any minister holding a portfolio must be a member of either house of parliament. In the Indian parliamentary system, the executive is subordinate to the legislature.



The Secretariat Building in New Delhi houses the Prime Minister's Office, the ministries of Defence, External Affairs and Finance and the Home Ministry

India's independent judiciary consists of the Supreme Court, headed by the Chief Justice of India. The Supreme Court has both original jurisdiction over disputes between states and the Centre, and appellate jurisdiction over the eighteen High Courts of India, and additionally, the power to declare Union and state laws null and void if in conflict with the Constitution.

### **Administrative divisions**

Administratively, India is divided into twenty-nine states (which are further subdivided into districts), and six union territories (or territories owned by the Central Government). All states and the union territories of Delhi and Puducherry have elected governments. The remaining union territories have centrally-appointed administrators. The states and territories are further divided into 602 districts.

### **Geography**

The territory of India constitutes a major portion of the Indian subcontinent, situated on the Indian Plate, the northerly portion of the Indo-Australian Plate, in southern Asia. India's northern and northeastern states are partially situated in the Himalayan Mountain Range. The rest of northern, central and eastern India consists of the fertile Indo-Gangetic plain. In the west, bordering southeast Pakistan, lies the Thar Desert. The southern Indian Peninsula is almost entirely composed of the Deccan plateau, which is flanked by two hilly coastal ranges, the Western Ghats and Eastern Ghats.

India is home to several major rivers, including the Ganga, Brahmaputra, Yamuna, Godavari, Kaveri, Narmada, and Krishna. India has three archipelagos – Lakshadweep off the southwest coast, the

Andaman and Nicobar Islands-volcanic island chain to the southeast, and the Sunderbans in the Gangetic delta in West Bengal.

Climate in India varies from tropical in the south to more temperate in the Himalayan north, with elevated regions in the north receiving sustained snowfall in winters. India's climate is strongly influenced by the Himalayas and the Thar Desert. The Himalayas, along with the Hindu Kush mountains in Pakistan, provide a barrier to the cold winds from Central Asia. This keeps most of the Indian subcontinent warmer than most locations in similar latitudes. The Thar Desert is responsible for attracting the moisture laden southwest monsoon winds that provide most of India's rainfall between June and September.



The Sanchi stupa in Sanchi, Madhya Pradesh built by emperor Ashoka in the 3rd century BC

## **Economy**

The economy of India is the fourth largest in the world as measured by purchasing power parity (PPP), with a GDP of US \$3.63 trillion. When measured in USD exchange-rate terms, it is the seventh largest in the world, with a GDP of \$1785.47 billion in 2015, as calculated by the World Bank. India is the second fastest growing major economy in the world, with a GDP growth rate of 7.3%, and annual Industrial production change of 12.4%, as of the first quarter of 2006. Wealth distribution in India, a developing country, is fairly uneven, with the top 10% of income groups earning 33% of all income. India's per capita income (PPP) of US\$ 4,400 is ranked 98<sup>nd</sup> in the world. It is calculated by the IMF that by 2007, the Indian economy will be ranked 3<sup>rd</sup> measured by PPP

For most of its independent history, India adhered to a *quasi*-socialist approach, with strict government control over private sector participation, foreign trade, and foreign direct investment. Starting from 1991, India has gradually opened up its markets through economic reforms by reducing government controls on foreign trade and investment. Privatisation of public-owned industries and some sectors to private and foreign players has continued amid political debate.

India has a labour force of 496.4 million of which 60% is employed in agriculture or agriculture-related industries which contributes to only about 22% of the GDP, 17% in mainstream industry and 23% in service industries. India's agricultural produce includes rice, wheat, oilseed, cotton, jute, tea, sugarcane, potatoes. Major industries include

textiles, chemicals, food processing, steel, transportation equipment, cement, mining, petroleum and machinery.

India's large English speaking middle-class has contributed to the country's growth in Business Process Outsourcing (BPO). It is becoming a major base for US tech companies for future targeted research & development, including the likes of Google, IBM, and Microsoft. All this has helped the services sector to increase its share of the economy to approximately 50%.

India is also a major exporter of financial, research and technology services. India's most important trading partners are the United States, China, UK, Singapore, Hong Kong, the United Arab Emirates, Switzerland and Belgium.

### **Demographics**

India is the second-most populous country in the world with an estimated 1.1 billion people in 2006. Language, caste and religion are determinants of social and political organisation within its diverse population. Although 81.5% of the people are Hindus, India is also home to the second-largest population of Muslims in the world (12.2%), after Indonesia. Other religious groups include Sikhs (2%), Christians (2.33%), Buddhists (0.76%), Jains (0.40%), Jews, Zoroastrians, Ahmadis, and Bahá'ís. The national average literacy rate is 64.4%(with males-75.6% and females-54.2%). The state of Kerala leads the country with a literacy rate of approximately 94%.

India's biggest metropolitan agglomerations are Mumbai (formerly *Bombay*), Delhi, Kolkata (formerly *Calcutta*), Chennai (formerly *Madras*), Bangalore and Hyderabad. The national sex ratio is 933 females per 1,000 males and median age is 24.66. India's birth rate is

22.32 births per 1,000. The total fertility rate (TFR) for India is above the world average; however the growth rate is showing signs of decrease in South India.

India is home to two major linguistic families: Indo-Aryan (spoken by about 74% of the population) and Dravidian (spoken by about 24%). Other languages spoken in India come from the Austro-Asiatic and Tibeto-Burman linguistic families. The Indian constitution recognises 23 official languages. Hindi and English are used by the Union Government of India for official purposes, wherein Hindi has a *de jure* priority. Sanskrit and Tamil enjoy classical language status in India. The number of dialects in India is as high as 1,652.

## **Culture**

India has a rich and unique Sanatan cultural heritage, and has managed to preserve its established traditions throughout history whilst absorbing customs, traditions and ideas from both invaders and immigrants. Many cultural practices, languages, customs and monuments are examples of this co-mingling over centuries.

Indian music is represented in a wide variety of forms. The two main forms of classical music are *Carnatic* from South India, and *Hindustani* from North India, each of which has several popular sub classes. Popular forms of music also prevail, the most notable being *Filmi* music. In addition to this are the diverse traditions of folk music from different parts of the country. Many classical dance forms exist, including the Bharatanatyam, Kathakali, Kathak, Kuchipudi, Odissi, and Manipuri. They often have a narrative form and are usually infused with devotional and spiritual elements.



The magnificent Brihadisvara Temple, built 1000 years ago.

The earliest literary traditions in India were mostly oral, and were later transcribed. Most of these are represented by sacred works like the Vedas and the epics of the Mahabharata and Ramayana. Sangam literature from Tamil Nadu represents some of India's oldest traditions. There have been many notable modern Indian writers, both in Indian languages and in English. Millions of ancient handwritten manuscripts have been identified and classified. India's only Nobel laureate in

literature was the Bengali writer Rabindranath Tagore. India is the third largest newspaper market in Asia with an estimated circulation of at least 66 million copies daily in 2003.

The nation also produces the world's largest number of motion pictures every year. Most cinema production are based in Mumbai, Chennai and Hyderabad. Popular cinema industries are based on regional languages such as Hindi, Telugu, Tamil, Malayalam, Bengali, and Kannada languages.



Varanasi, the religious and cultural center of India for thousands of years is the oldest living city in the world and is considered as one of the most sacred places of pilgrimage for Hindus irrespective of denomination.

Religious practices of various faiths are an integral part of everyday life in society. Religion in India is a very public affair, with many practices imbued with pomp and vitality accompanying their underlying spiritual qualities. Education is highly regarded by members of every socio-economic stratum. Traditional Indian family values are highly respected, and considered sacred, although urban families have grown to prefer a nuclear family system, owing to the socio-economic constraints imposed by the traditional joint family system.

The cuisine of India is diverse, as ingredients, spices and cooking methods vary from region to region. Rice and wheat are the staple foods in the country. The country is notable for its wide variety of vegetarian and non-vegetarian cuisine. Spicy food and sweets are popular in India. Traditional dresses in India greatly vary across the regions in its colours and styles, and depend on various factors, including climate. Popular styles of dress include the traditional sari for women and the traditional dhoti for men.

India's national sport is field hockey, although cricket is now the *de facto* national game. In some states, particularly in the northeast, football (soccer) is the most popular sport and is widely watched. In recent times, tennis has gained popularity in India. Chess is also gaining popularity with the rise of the number of recognised grandmasters. The most commonly held view is that chess originated in India. Traditional indigenous sports include kabaddi, Kho Kho and gilli-danda, which are played in most parts of the country.

India is also known as a land of festivals. A melting pot of many religions, India has a rich diversity of festivals, many of which are celebrated irrespective of caste and creed. The most widely known and popular celebrations include the Hindu festivals of Diwali, Holi, Pongal

and Dussehra and the Muslim celebration of Eid. A number of festivals are common to most parts of India; however, they may be called by different names in the various parts of the country or may be celebrated in a different fashion and style.

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<b>Capital</b>	New Delhi 28°34'N 77°12'E
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<b>Largest city</b>	Mumbai
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<b>Official language(s)</b>	Hindi, Sanskrit, English, Assamese, Bengali, Bodo, Dogri, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Maithili, Manipuri, Marathi, Nepali, Oriya, Punjabi, Santali, Sindhi, Tamil, Telugu and Urdu
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<b>Government</b>	Federal republic
- President	Ram Nath Kovind
- Prime Minister	Narendra Modi

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<b>Independence</b>	From the UK
- Commonwealth	15 August 1947
- Republic	26 January 1950

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<b>Area</b>	
- Total	3,287,590 km <sup>2</sup> (7th)

(1,269,346 sq mi)

- Water (%) 9.56

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**Population**

- 2015 est. 1,203,371,000 (2nd)

- 2001 census 1,027,015,247

- Density 329/km<sup>2</sup> (31st)  
(852/sq mi)

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**GDP** (PPP) 2005 estimate

- Total \$3.633 trillion (4th)

- Per capita \$3,344 (122nd)

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**HDI** (2003) 0.602 (127th) – medium

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**Currency** Rupee (Rs.) (INR)

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**Time zone** IST (UTC+5:30)

- Summer (DST) not observed (UTC+5:30)

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**Internet TLD** .in

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**Calling code** +91

# Philosophy

Modern India and P V Narsimha Rao have a great synergy. As the name signifies about India is a center of learning from the historic times, specially Indian education is known worldwide for its culture, value and ethics. Since after post 90s era of liberalization under the able leadership of P V Narsimha Rao, former Prime Minister of India, the thought process of India and Indian Industry and academics have changed in variations. After pulling up thought of intellectuals and corporate both from India and abroad, P V Narsimha Rao International University has emerged.

## **Learning, Living, Working, and Discovering ... without Borders**

P V Narsimha Rao international University has a unique competitive advantage that no other international educational institute can offer their students. P V Narsimha Rao international University has created an educational theme “... **without borders**” that eliminates the barriers of entry to education, research, and employment. The “...**without borders**” strategy is an all inclusive international education solution providing the most current and applicable learning options available in the world.

## **Learning ... without Borders**

Online education eliminates the barriers of travel and availability for youth and adult learners. In both the domestic and foreign marketplace travel and time availability are roadblocks for students to obtain education. CTRC, with its partners offering online academic upgrading, concurrent education, and tutoring expands the possibilities for education. Literacy and education can be made accessible to youth and adult learners which raise educational standards domestically and internationally.

## **Living ... without Borders**

The student exchange program removes the barriers between countries. CTRC students have the opportunity to study abroad at any of the CTRC campuses across the world while still benefiting from Canadian standards in education. Students can study at the **Centres of Excellence** and take advantage of **Language Centres** at every campus. By eliminating the barrier of language, and creating the exchange opportunities P V Narsimha Rao international University is decreasing the borders between countries for education.

## **Working ... without Borders**

Upon graduation, students can participate in the P V Narsimha Rao international University **Employment Program** to find employment worldwide. Through P V Narsimha Rao international University extensive international network and partnership with an international recruitment firm, students will be provided employment in various countries across the globe including the Poland, UK, Switzerland, North America, Panama, India, the Middle East, and China.

P V Narsimha Rao international University also offers innovative custom tailored corporate training programs. Corporate training internationally is in high demand and CTRC has partnered with the following companies to offer upgrading, employee development and training: IBM, Dell, Microsoft, IIT, General Motors, Ontario Power Generation.

## **Discovering ... without Borders**

P V Narsimha Rao international University focuses on applied research to stimulate innovative and creative research in its laboratories. P V Narsimha Rao international University endeavors to contribute to the global scientific community through on campus discoveries and facilitate the transition from laboratory to market.

P V Narsimha Rao international University campus will feature a **Centre of Excellence**. A Centre of Excellence is a series of laboratories that focuses on the most cutting-edge research and development in a specific field.

P V Narsimha Rao international University also caters to the needs of domestic customers. Laboratories, professors, and graduate students will participate in research contracts established by P V Narsimha Rao international University. Contract research is both profit generating and an excellent learning opportunity for students

P V Narsimha Rao international University promotes the growth of intellectual property and provides an environment for new scientific discoveries and collaborative global research. Intellectual property and scientific discoveries, coupled with an on campus **Entrepreneurial Centre**, creates unlimited opportunities for the development of new products and services to be marketed internationally.

The P V Narsimha Rao international University **...without Borders** is original and innovative in global education, and the highest International standards within which it operates will pave the path of success to connected international education worldwide. P V Narsimha Rao international University is enthusiastic to be sharing tier one Indian education and services to deserving students internationally and looks forward to the formation of new partnerships.

## INSPIRARTION



**Pamulaparthi Venkata Narasimha Rao** ([28 June 1921](#) – [23 December 2004](#)) was the 12th [Prime Minister](#) of the Republic of [India](#). He led one of the most important administrations in India's modern history, overseeing a major economic transformation and several incidents affecting national security. Rao accelerated the dismantling of the license raj, work that originally initiated under the government of Rajiv Gandhi. Rao, also called the "Father of Indian Economic Reforms, is best remembered for launching India's [free market](#) reforms that rescued the almost bankrupt nation from economic collapse. He was also commonly referred to as the [Chanakya](#) of modern India for his ability to steer tough economic and political legislation through the parliament at a time when he headed a minority government.

- Rao's term as Prime Minister was an eventful one in India's history. Besides marking a paradigm shift from the socialist-based style of economy propagated by [Nehru](#) to a market driven one, his years as Prime Minister also saw the emergence of the [Bharatiya Janata Party](#), a major right-wing party, as an alternative to the [Indian National Congress](#) which had been governing India for most of its post-independence history.

### Early life

PV's father was P. V. Ranga Rao. He belonged to a wealthy [Telugu](#) Niyogi Brahmin family from a village called *Vangara (pedda)*, [Bheema Devara pally](#) mandal in the [Karimnagar district](#) of [Andhra Pradesh](#), India.

Narasimha Rao was popularly known as PV. PV studied at [Fergusson College](#) and at the Universities of [Mumbai](#) and [Nagpur](#) where he obtained [Bachelor's](#) and [Master's](#) degrees in law. He was a [polyglot](#) and could speak 13 [languages](#) including [Urdu](#), [Marathi](#), [Kannada](#), [Hindi](#), [Telugu](#) and [English](#) with a fluency akin to a native speaker. His mother tongue was Telugu. In addition to seven Indian languages, he spoke English, [French](#), [Arabic](#), [Spanish](#) and [Persian](#). Along with his cousin [Pamulaparthy Sadasiva Rao](#), PV edited a Telugu weekly magazine called *Kakatiya Patrika* from [1948](#) to [1955](#).

Narasimha Rao has three sons and five daughters. His eldest son P.V Rangarao was as an education minister in [Kotla Vijaya Bhaskar Reddy](#) cabinet and [M.L.A](#) from HanmaKonda Assembly Constituency for two terms. His second son P.V.Rajeshwar Rao was a [Member of Parliament](#) from [Secunderabad Lok Sabha](#) Constituency. Youngest son Prabhakar Rao is an Engineer and businessman by profession.

### **Political career**

Narasimha Rao was an active freedom fighter during the [Indian Independence movement](#) and joined full time politics after independence as a member of the [Indian National Congress](#). Narasimha Rao served brief stints in the Andhra Pradesh cabinet ([1962–1971](#)) and as Chief minister of the state of [Andhra Pradesh](#) ([1971–1973](#)).

### **Path to Prime Ministership**

When the Indian National Congress split in 1969 Rao stayed on the side of then Prime Minister [Indira Gandhi](#) and remained loyal to her during the [Emergency period](#) (1975 - 77). He rose to national prominence in 1972 for handling several diverse portfolios, most significantly Home, Defence and Foreign Affairs (1980-1984), in the cabinets of both Indira Gandhi and [Rajiv Gandhi](#). In fact it is speculated that he was in the running for the post of India's President along with [Zail Singh](#) in 1982.

Rao very nearly retired from politics in 1991. It was the assassination of the Congress President Rajiv Gandhi that made him make a comeback. As the Congress had won the largest number of seats in the [1991 elections](#), he got the opportunity to head the [minority government](#) as Prime Minister. He was the first person outside the [Nehru-Gandhi family](#) to serve as Prime Minister for five continuous

years, the first to hail from South India and also the first from the state of Andhra Pradesh. Since Rao had not contested the general elections, he then participated in a [by-election](#) to join the parliament. He was elected from Nandyal with a victory margin of a record 5 lakh (500,000) votes and his win was recorded in the [Guinness Book Of World Records](#). He also broke convention by appointing a non-political economist, [Manmohan Singh](#) as his finance minister.

### **Achievements** Economic reforms



[Manmohan Singh](#) who chiefly spearheaded Rao's economic reforms. Rao's major achievement generally considered to be the liberalization of the [Indian economy](#). The reforms were adopted to avert impending international [default](#) in 1991. The reforms progressed furthest in the areas of opening up to [foreign investment](#), reforming [capital markets](#), [deregulating](#) domestic business, and reforming the trade regime. Rao's government's goals were reducing the [fiscal deficit](#), [Privatization](#) of the public sector, and increasing investment in infrastructure. Trade reforms and changes in the regulation of [foreign direct investment](#) were introduced to open India to foreign trade while stabilizing external loans. Rao's finance minister, [Manmohan Singh](#), an acclaimed economist, played a central role in implementing these reforms.

Major reforms in India's capital markets led to an influx of foreign portfolio investment. The major economic policies adopted by Rao include:

- Abolishing in 1992 the Controller of Capital Issues which decided the prices and number of shares that firms could issue.
- Introducing the SEBI Act of 1992 and the Security Laws (Amendment) which gave [SEBI](#) the legal authority to register and regulate all security market intermediaries.

- Opening up in 1992 of India's [equity markets](#) to investment by foreign institutional investors and permitting Indian firms to raise capital on international markets by issuing [Global Depository Receipts](#) (GDRs).
- Starting in 1994 of the [National Stock Exchange](#) as a computer-based trading system which served as an instrument to leverage reforms of India's other stock exchanges. The NSE emerged as India's largest exchange by 1996.
- Reducing tariffs from an average of 85 percent to 25 percent, and rolling back quantitative controls. (The rupee was made convertible on trade account.)
- Encouraging foreign direct investment by increasing the maximum limit on share of foreign capital in joint ventures from 40 to 51 percent with 100 percent foreign equity permitted in priority sectors.
- Streamlining procedures for FDI approvals, and in at least 35 industries, automatically approving projects within the limits for foreign participation.

The impact of these reforms may be gauged from the fact that total foreign investment (including foreign direct investment, portfolio investment, and investment raised on international capital markets) in India grew from a minuscule US \$132 million in 1991-92 to \$5.3 billion in 1995-96.

Rao began industrial policy reforms with the manufacturing sector. He slashed industrial [licensing](#), leaving only 18 industries subject to licensing. Industrial regulation was rationalized.

### **Economic crisis and initiation of liberalization**

Rao decided that India, which in 1991 was on the brink of bankruptcy, would benefit from [liberalizing](#) its economy. He appointed an economist, Dr. [Manmohan Singh](#), a former governor of the [Reserve Bank of India](#), as Finance Minister to accomplish his goals. This liberalization was criticized by many socialist nationalists at that time.

## Legacy

- Rao picked conservative BJP leader [Atal Behari Vajpayee](#) to represent India in a debate on [disarmament](#) at the [United Nations](#). Although they were political opponents, Vajpayee's pro-nuclear stance was in accordance with Rao's own views. Vajpayee later became the Prime Minister.
- He was a cartoonists delight with his trademark pout being one of the focussed points.
- According to Vajpayee, when he became the PM in 1996 Rao handed him a piece of paper which simply stated '**Bomb is ready. You can go ahead.**' (referring to a nuclear device) and asked that it should not be made public. Vajpayee revealed this only after Rao's death.

## **Mission**

The Mission of P V Narsimha Rao International University is to educate leaders who make a difference in the world. The objective of PVNR-IU is to provide world class research and education facility GLOBALLY to prepare employable and productive population under PPP concept in higher education

Fundamentally PPP involves a contract between a public sector authority and a private party in which the private party provides a project and assumes substantial financial, technical and operational risk in the project and public sector basically monitors the project to save guard national interest.

The University:

- is committed to undergraduate and postgraduate teaching in a research environment, which draws on many different traditions, practices and methods in a wide variety of institutions, offering unsurpassed opportunities to students from all countries who are able to benefit from its courses so that they attain the highest academic standards and develop to the most exacting intellectual level;
- is dedicated to the prosecution of research across all fields of study at the highest international standards;
- seeks to contribute to the public welfare in the work of its graduates and its staff and in the results of its research, enriching and advancing culture, education, the humanities and social sciences, the performing and creative arts, science, engineering, technology, medicine and public affairs;
- by making its significant contribution to the economic, scientific and cultural life of the metropolis;

- seeks to represent nationally and internationally the highest standards and enduring values of the university tradition, including academic freedom, intellectual integrity and equality.

## **Introduction**

Since P V Narsimha Rao International University will come up with broad spectrum of programmes covering different verticals of each and every areas. The major emphasis is given on management, banking, finance, information technology, hotel management etc. The student will receive quality contents that have been prepared apart from reference material.

P V Narsimha Rao International University focuses on five-model approach.

1. Developing capable managers and professionals for global corporate community.
2. To develop ethics and values in business.
3. To enhance and enrich human resource capital.
4. Corporate Governance among faculty, students and the society.
5. Focusing on research and development activity.

P V Narsimha Rao International University will operate on three model approach, i.e., through online, distance learning and regular class mode, where each every student will be given personal attention and personality will be groomed through giving them exposure by a renowned academicians of the world, imparting professional education through case study model, dissertations, workshops, seminars, etc.

P V Narsimha Rao International University will give scholarship to meritorious candidate and will emphasize to create clubs different communities of the world, for examples, European club, Asian club, African Club, etc. The students will given admission on the basis of merit obtained in Entrance Examination, Group Discussion and Personal Interview. The University will focus only quality and job oriented education, even creating a sense of entrepreneurship and a leader within.

P V Narsimha Rao International University apart from it regular programmes, will emphasize on research and development, articles, management development programmes, workshops and seminars on the highly emerging issues, etc. The P V Narsimha Rao International University will establish its own University Press to encourage the talents to write their work on their area of specialization. The University will set up the awards and distinguish medals to the students for their extra-ordinary performance. The University will launch the evening programmes for senior professionals. The University will assess and locate students for their on-job training and final placement. The University will allocate funds to give grants for the research and development work in the field of women upliftment, entrepreneurship, developing capable population, enterprise building, waste management, etc.

## **Objective**

The primary objective of the P V Narsimha Rao International University is to graduate professional men and women in different functional area, who have been given certain skills, who have learned to consider problems from a broad journal management perspective, and who have acquired a heightened sense of the moral and social responsibilities that their future positions of authority will demand of them.

The P V Narsimha Rao International University will develop and prepare a capable population to drive the global economy, to create entrepreneurship and morally compatible. The University propose to open its gate of knowledge and infrastructure in a picturesque surrounding in xxx, INDIA / Europe under EEU zone , covering almost area of 500 acres which comprises of administrative, academic, research and development, yoga centre, hospital, library, computer centre, hostel facility for both men and women, golf course, equestrian, residential area for staff, theatre.

The P V Narsimha Rao International University will follow five model approach

- (1) The generalist prospective which helps the student and later the manager view and organization in its entirety and understand that organization's position in a larger context
- (2) Technical and functional skill which collective comprise professional literacy in the tools and functions of the business.

- (3) For upliftment of women and developing capacity building
- (4) Ethics and integrity which can be defined as a personal business ethics that are consistent with a conscientious and competent performance as a manager.
- (5) To encourage research activity among faculty members, to give financial assistance to the students of developing and underdeveloped countries.

The conviction of P V Narsimha Rao International University founder: late Shri P V Narsimha Rao is to define and sustain the well being of humanity.

P V Narsimha Rao International University will come up with 18 schools of its class

1. School of Business and Technology
2. School of Engineering
3. School of Medicine
4. School of Fine Arts
5. School of Law
6. School of Theology and oriental studies
7. School of Yoga, Naturopathy and Stress Management
8. School of Bio-informatics and Bio-technology
9. School of Education
10. School of Film Drama and Music
11. School of Environmental Studies
12. School of Mass Communication and Journalism
13. School of Hospitality Management, Tourism and Fashion Design
14. School of Energy Studies and Petroleum

15. School of Corporate Governance and Ethics
16. School of Economic Crime & Forensic Accounting
17. School of Rural Development & Agriculture Science
18. School of Sports Management

In addition to the above programmes and schools, the university offers Executive Programmes, Doctoral Programmes, Post Doctoral Programmes, which helps to develop outstanding scholars and citizens of India and abroad.

The P V Narsimha Rao International University proposes to enrich faculty in an extensive programme of intellectual innovation, which will generate hundreds of books, cases, articles, videos and software for use both by educators and business leaders. P V Narsimha Rao International University proposes to develop citizens as competent, confident and principled.

The P V Narsimha Rao International University proposes to support research project specially for developing and less developed countries focusing environmental issues waste management, etc.

The P V Narsimha Rao International University will operate with an objective to provide International education to the candidates in India and from abroad. The IIU will tie-up with Ivy league colleges in USA and Europe for their specialization. The IIU will propagate academic exchange as well as student exchange programme from renowned university abroad.

P V Narsimha Rao International University will commit to preserve national heritage and culture of INDIA and vibrant spirits of Poland.

## **Entertainment**

The students will be able to benefit from the facilities and events organised by the University. University will organise an extensive range of sporting and social events, which is universally recognised.

## **Libraries**

Every College of the University has its own excellent library facilities. In addition, the central libraries of the P V Narsimha Rao International University including the Senate House Library and the specialist Institute libraries, which contains major resource for the management, finance, information technology, knowledge Management, arts and the social sciences.

## **Sports**



The P V Narsimha Rao International University planned to develop high-quality facilities for most sports and can conduct and manage over 5,000 students involved in intercollegiate sports leagues.

## **Planning a Career**

The P V Narsimha Rao International University helps the students to plan their careers after completing their studies. It offers University-wide events, courses and fairs allowing the students to meet a huge range of employers in-campus.

## **Instructional Courseware**

Development of online products including multimedia, electronic cases, online tutorials, interactive exercises, and simulations.

The P V Narsimha Rao International University Intranet is a online resource that serves as information central for faculty, staff, and students. The P V Narsimha Rao International University Intranet is widely used daily by the faculty, staff, and students to access a nearly endless range of information and services, including:

- Calendars and schedules
- Policy, service, and employment information
- Student, staff, and faculty directories
- Online ordering for media services, office supplies, and more
- News from and about P V Narsimha Rao International University
- Technical information and support
- Student-run sites for clubs, government, sports, news, and social activities

The Intranet expands almost daily with new information, services, and tools.

## **Research Computing**

Comprehensive personalized data services, including methodological and statistical consulting, programming, research software support, and subject pool administration.

## **Methodological and Statistical Consultation**

- survey and research design
- choosing analytical methods
- interpretation of statistical data
- reviewing papers
- investigating reviewers' comments

## **Data Services**

- retrieving, transferring, merging and editing data to build custom databases from existing data, external data sources, or self-collected data
- performing a full-range of quantitative analyses, including advanced statistical techniques
- providing access, support and instruction for research databases (e.g., WRDS)
- maintaining and supporting a Unix research server (aka polaris) for access to research databases, running programs, and storing research data

## **Research Software Support**

- providing advice, acquisition, and license management for research software
- informal training and troubleshooting.

## **Programming**

- programming for specialized projects related to your research, including computer experiments and database interfaces
- web-based programming including advanced research-related web-based surveys

## **Subject Pool Administration**

- recruiting, scheduling, and tracking participants for your on-campus research
- cash and receipts prepared for payments charged to research accounts

In addition, we provide guidance for doctoral students and Research Associates to help them be successful in supporting faculty research.

## **Financial Assistance**

Land Requirement	500 Acres
Fund Requirement:	(US\$ 100m ) – Phase One
Phase of Project:	Two
Type of Financial Assistance:	Equity participation/on revolving fund basis

## **Fixed Capital Expenditure**

<b>Sl.No.</b>	<b>Description</b>	<b>Expenditure Rs</b>
1.	<b>Land (100 acres)</b>  1. School of Business and Technology 2. School of Engineering 3. School of Medicine 4. School of Fine Arts 5. School of Law 6. School of Theology and oriental studies 7. School of Yoga, Naturopathy and Stress Management 8. School of Bio-informatics and Bio-technology 9. School of Education 10. School of Film Drama and Music 11. School of Environmental Studies 12. School of Mass Communication and Journalism 13. School of Hospitality Management, Tourism and Fashion Design 14. School of Energy Studies and Petroleum 15. School of Corporate Governance and Ethics 16. School of Economic Crime & Forensic Accounting 17. School of Rural Development & Agriculture Science 18. School of Sport Management	

2. **Building – Academic & Administrative Block**

- (a) Director's Chamber & Office - 18
- (b) Registrar's Chamber & Office - 18
- (c) Faculty Rooms - 200
- (d) Secretariat - 18
- (e) Reception - 18
- (f) Conference Room - 18
- (g) Seminar Room - 18
- (h) Recreation Room - 18
- (i) Library - 18
- (j) Computer Labs – 18
- (k) Class Rooms – 180
- (l) Record Room – 18
- (m) Store Rooms – 36
- (n) Cafeteria – 18
- (o) Guest House – 18
- (p) Hospital – 1
- (q) Security Room
- (r) Parking Place – Basement
- (s) Accounts Department – 18
- (t) Auditorium – 5
- (u) Power Sub-station
- (v) Bank
- (w) Connected Roads
- (x) Super Market
- (y) Residential Blocks (Faculty & Staff)
- (z) Hostels (Boys & Girls)
- (aa) Health Resort

3.	<b>Sports Complex</b> (a) Football, Baseball ground (b)Tennis Court (c) Squash Court (d)Billiards Rooms (e)Swimming Pool (f) Badminton Court (g)Basketball Court	
4.	<b>Computer Labs (Hardware, Software, Networking, etc.)</b>	
5.	<b>Library (Books, Journals, Periodical, CDs)</b>	
6.	<b>Vehicles</b>	
7.	<b>Office Equipments</b>	
	a. Laptops – 1000 (for Students and Faculty)	
	b. Computers – 1500 & Networking	
	c. Printers – 500 (for Director, Registrar, Faculty, Staff, & Students)	
	d. Photocopiers - 100	
	e. LCD Projectors - 100	
	f. Mobiles & Telephones – 500	
	g. Office Furniture	
	h. Class Infra-structure	
8.	<b>Video Conferencing Facilities + secretarial support – 4</b>	
9.	<b>Printing Press for the Institute – 1</b>	
10.	<b>Centrally Air-conditioner – 18</b>	
11.	<b>Generators – 18</b>	
	<b>TOTAL</b>	

**B.**

**Variable Cost**

<b>Serial No.</b>	<b>Description</b>	<b>Expenditure Rs.</b>
1	<b>Salaries</b>	
	a. Director – 18	
	b. Faculty – 200	
	c. Research Assistant – 200	
	d. Registrar – 17	
	e. Administrative Staff – 500	
	f. Accounts Officer – 17	
	g. Library Staff (Librarian - 17, Assistant Librarian - 34)	
	h. Gardeners, Office Assistant - 100	
2.	<b>Traveling Expenses</b>	
	a. Academic Exchange Programmes: Travel Trips Abroad	
	b. Local Traveling	
3.	<b>Advertisement</b>	
4.	<b>Working Capital</b>	
5.	<b>Visiting Guest faculty/Experts of national and international repute</b>	
6.	<b>Miscellaneous Expenses</b>	
	<b>TOTAL</b>	

**TOTAL (A + B)**

## **Proposed Research & Development Activities**

The following activities are proposed in P V Narsimha Rao International University for Research & Development.

- Provide world-class Research and International Education in developing countries emphasizing on programs, in the field of WTO, Environmental management, Information technology, Medicine, and many more
- To provide education research innovative to non-profit organizations, charities, grassroots and community groups, educational and research institutions.
- Provide research grant for Biotechnology, Genetic Engineering.
- Provide extensive training programs around the globe for the generation of employment and entrepreneurship.
- Promote and create zero-waste society. Provide financial assistance for educational research programs for the upliftment of Women in the society in the developing and less developed countries.
- Promote social and technological research and to provide research assistance to capable population.
- Promote awareness and educate the population on HIV/AIDS in countries like Africa and Asia

- Provide assistance to the developing and less developing countries for poverty elevation.
- Provide financial and technical support to developing and less developing countries for rural upliftment.
- Promote awareness in education among children above five years of age in developing countries.
- Provide financial and technical support to developing and less developing countries for the information technology projects.

## **INTRODUCTION**

In today's globalised world the concept of market transformation is most dynamic. The concept of ONE MARKET is becoming a reality with faster communication and transportation means. The economies are much more interdependent in today's world in comparison to past. The commodities and services are crossing global boundaries more rapidly in today's highly competitive world. In this scenario the role of World Trade Organisation has become very important.

With about 150 countries now the member of this organization, the importance of the working of WTO is becoming essential for further growth of globalised trade .It has been observed that the gap between the developing and developed countries is becoming wider, as the negotiations at various meetings collapsing, with both developed and developing countries trying to project their own economic interests.

The issues like agriculture, environment, labour etc have brought the developed and developing countries dialogue to standstill. It is very important that the myths and false assumption between the two has to be removed and the deadlock should be brought to an end.

## **Proposed Plan**

The following strategy will be adopted by the proposed WTO CENTRE at various location in the globe

1. **Location & Concept:** The proposed location will be

.....

- The objective of PVNR-VALESA IU is to provide world class research and education facility in Poland to prepare employable and productive population under PPP concept in higher education.

1. Fundamentally PPP involves a contract between a public sector authority and a private party in which the private party provides a project and assumes substantial financial, technical and operational risk in the project. In the above set up the OVERSEAS Council forms a Special Purpose Vehicle to facilitate, develop, maintain and launch the university with strategic tie up from GOVNEXT FOUNDATION and involving respective Government as third entity with the holding of 10% equity for maintaining the heritage and goodwill of the university. the equity sharing between the OVERSEAS Council and GOVNEXT FOUNDATION for the balance will be on equal basis for the period of 15 years. Since the project is turn-key hence after 3 years the OVERSEAS council will surrender 35% stake to the GOVNEXT FOUNDATION and will enjoy member status in the project.

2. **Seminars/Workshop/Discussions:** It has been observed that there is lack of proper flow of information to various effected parties like agriculturist/industry/exporters etc. Hence it will be the

primary duty of the centre to see that the developed countries point of view is put in front of the developing countries community, so that there is mutual trust and confidence is generate across the table.

3. **Educational Programmes:** It is also proposed that for dissemination of knowledge about WTO and related fields, the centre will develop and run its own short term and long term courses for students/industry and researchers etc. The course material will be made as per the development in the overall economic scenario and will be upgraded from time to time. It will consist of Distance Learning Programmes / Regular classes and e-class rooms (thru mobile vans) in Hindi, English and other vernacular languages.
4. **Coordination with WTO HQ in Geneva and G-77 Countries.**  
The Centre will work in close coordination with the WTO headquarter in Geneva so that there is free and fair flow of information about the rules/regulation/problems/strategies etc between the developing and developed countries. For this purpose their will be exchange of experts between the two organization. If the need arises the a small office will be opened in Geneva for better functioning of the centre.
5. **Arbitration Centre:** An Arbitration centre is also proposed within the campus, which will look after the cases of disputes between the exporter/importer etc. It has been also observed that there is substantial increase in antidumping duties cases between developed and developing countries. The arbitration centre will help the parties to amicably settle the dispute and also help the industry for

better functioning between the international trading communities by proper guidance about the international laws and treaties.

6. **Future Centers:** Once the functioning of the Indian Centre will be smoothen, it is proposed that 2-3 more centre will be opened in OVERSEAS DESTINATION in different cities like Dubai, Singapore, Mauritius, since they are the prominent business centre in Poland and lot of international trade is generated from these centers.

It is also proposed that few more International Centre will be opened in cities like Brussels (EU- HQ), Melbourne (Australia), Sao Paulo (Brazil) and Shanghai (China) etc, as they will be the major market and economic power in future.

7. **Library:** The centre will have its own well equipped library which will not only have the latest books, periodicals, journal Of national and international level but also will be totally web-based. The library will have its own internet connection which will be available round the clock.
8. **Video Conferencing Facilities:** The Centre will have its own Video Conferencing facility, which will be an integral part of follow up activities of both foreign trips and local trips. The video conferencing will also help the centre for holding seminar /workshops of international standards. It will also help the faster flow of information between the various organization-centre-consumer.
9. **Faculty/Human Resource:** For successful implementation of the project, the best professionals will be hired and employed .The person with high successful academic and industrial track record will be on the guest faculty list. Their will be guest lecture series of

these International experts, including experts from WTO- Geneva itself.

10. **Other Related Issues:** Since the various area under WTO needs constant improving and up gradation from time to time, various new issues would be included with necessary approval.

## **Centre for Environment Management & Research**

### **Objectives of the Centre:**

BIOLOGICAL TREATMENT OF DOMESTIC WASTE WATER USING LOW-COST 'ROOT-ZONE TECHNOLOGY'

- (i) To promote conservation practice of water in the region.
- (ii) To effectively treat domestic wastewater so as to make it fit for irrigation.
- (iii) To generate revenue through farmers in the region willing to utilize treated domestic water for irrigation.
- (iv) To run the project after 3 years on its own cost by way of the money generated through farmers.

### **Study Area:**

The proposed area of study is located in and around .....Dubai.

### **Main Issue:**

Preservation of environment shall be our main objective The domestic wastewater can be very aggressive to the environment when improperly managed due to high BOD, COD, high contents of suspended and dissolved organic matter and nutrients.

## **Treatment Option : A brief introduction.**

'Biofilm - Rootzone' based Constructed Wetlands ( BRCW ) have been a hot topic worldwide for the past 12 years. They provide simple robust treatment for wastewater from rural population to small towns and cities including industrial sewage water. The treatment of the wastewater is at a cost much lower than conventional technology in capital and operating cost terms. They are also popular with the Environmental Pressure Group because they provide natural and hence Eco-friendly or Green Treatment Technology.

BRCW system can be defined as a man-made, engineered wetland area specifically designed for the purpose of treating wastewater by optimizing the physical, chemical & biological processes that occur in natural wetland ecosystems. This system can provide economical on-site wastewater treatment that is both effective and aesthetically pleasing.

### **Benefits:**

BRCW systems have proven to be highly effective at wastewater treatment. They can achieve stringent water quality standards with respect to BOD, COD, SS, TDS and other. Studies showed that this systems are effective in removing nutrients such as N, P and K. These systems are being used world wide ( developed countries ) to protect surface and ground water resources from the contaminated waste water. The simplicity of the design results in low operation and maintenance requirements. The wetland vegetation ( Reed grass ) used in these systems give them an appearance of flower garden, and the subsurface flow in the gravel bed minimize odor and mosquitoes

problems while eliminating contact with biofilms generated on gravels and root zones. The green and flowering areas of the wetlands provide a natural habitat for birds and other forms of wildlife by attracting worms and other small creatures, thus increasing the biodiversity in the dead area.

**Size and design :** A liner of heavy ( HDPE ) polythene will be covered in the bottom of each cell. This sealing will keep the wastewater completely away from leakage to underground and side ward. The sealing will also have a count ability of treatment to every drop of effluent entering into the gravel bed. Nursery raised Reed grass plants of special resistant variety will be planted, initially into the cell. Water level in the Cell will be maintained 10-20 mm below the gravel surface by adjusting the height of outgoing flexible flow pipes.

For standardization, inflowing and out flowing water samples in the cell will be monitored fortnightly/monthly for one year and analyzed for working efficiency.

### **Methodology**

- Identification of major flow area, low laying area available naturally for wetland construction, possibility of community involvement, waste water flow measurement, potential beneficiaries. This include the following:
- Identification of major flow area, low laying area available naturally for wetland construction
- waste water flow measurement

- Land allotment exercise
- Initial land preparation i.e. excavation, compaction etc.
- Construction Phase
- Commissioning phase
- Establishment Phase
- Operation and handing over

## **Centre for Knowledge Management & Artificial Intelligence**

### **Objective of the Centre**

The objective of the Centre is to create Knowledge Bank and provide connectivity in an easy mode to the first generation Entrepreneurs and to Small and Medium size Enterprises.

To give cost effective solutions to SMEs in order to increase their productivity and profitability.

To create capable people by imparting training sessions in this relevant area. The Centre will be responsible to develop its own ERP solutions for SMEs, Government Polytechnics, Training Institutions, etc. The Centre will develop Training institutes in Rural area.

Businesses today are increasingly organized, managed and automated around sets of processes. These processes include development and production of products and services, managing interaction with customers and supporting processes such as accounting and human resources. In coming times it will become increasingly unlikely for vendors to introduce major process automation applications without including significant Business Intelligence capabilities.

Information fuels the new economy and plays an essential role in developing and maintaining a sustainable competitive advantage. The demands on a business today - increased global competition, lower barriers to entry, lower profit margins - are creating an ever-increasing need for access to data. The ability to get the right

information to the right people at the right time is, therefore, more important than ever; however, the sheer volume of available data makes such a proposition more challenging than ever. Organizations that are the most successful at collecting, evaluating and applying information are consistently the leaders in their respective industries. The ability to act faster and more effectively than the competition can be the defining advantage in today's marketplace and the means for successfully managing customer relationships in the long run.

P V Narsimha Rao International University **focus to develop Business intelligence (BI) capabilities as well as specialty business intelligence tools and applications, which will help vendors automate the process and thus development of Manpower and the Society**

**Historically, Business Intelligence technologies were primarily used as part of data warehouse projects, which focused on post-operational (after-the-fact) analysis of highly aggregated data. Business Intelligence technologies are now used on data with varying degrees of latency, from real time to historical, and with varying degrees of aggregation, from the traditional highly aggregated data to individual transactions. The scope of Business Intelligence has significantly broadened in recent times.**

P V Narsimha Rao International University **focuses on development of Business Intelligence on two dimensions: time and data aggregation. Business Intelligence development will be used to monitor business processes and generate alerts, event notifications and thus enhance business capabilities and development of the Society**

**The goal of this research is to extend the spectrum of the "integration of knowledge management to the focus of business intelligence**

- Knowledge representation methods for BI
- Choice of methods in BI
- Customizing BI-methods
- Knowledge management-driven BI-modeling
- Model validation in BI
- Result interpretation of BI-models
- (case based) Representation of BI-application scenarios
- Generalizing BI-application scenarios
- Representation of process knowledge in BI
- Fields of application for software agents
- Fields of application for elearning and tutorial systems
- Incentive systems to activate the cooperation among method- and subject-specialists

## **IN THE PRESS**

### **Article in Business Standard**

Smart moves Leslie D`Monte /Mumbai August 29, 2006

New business intelligence tools are helping companies understand their customers better, and shoring up the bottom line. The services sector is exploding with over 150 million customers. Keeping them happy is a Herculean task. Consider the predicament of leading retail chain, Shoppers' Stop. Consumers who walk into its outlets want clothes of different sizes, styles and colours and tailor -made promotions and schemes, unique to their buying patterns. They expect the retailer to divine their needs.

"For this we need to understand how, when, where and in what combination the customer buys merchandise," says Unnikrishnan T M, customer care associate and chief technology officer (solutions and technology), Shoppers' Stop. Retailers in India broadly depend on three types of intelligence — merchandise (everything from product inventory to price and marketing); customer (knowing buying patterns to ensuring Customer loyalty); and operational (which ensures cost management and includes reducing retail shrinkage due to theft by employees, shoplifting by customers or vendor fraud).

In the case of Shoppers' Stop, it uses a combination of business intelligence (BI) solutions by companies such as Business Objects and SAS to decipher consumer behavior patterns. BI tools help retailers to, among other things, drill down to see how different styles, sizes and colours are selling. This, of course, is simply a case in point. BI solutions slice, dice and interpret the data for managers.

With today's BI tools, employees (not just the senior management) need not wait for the IT department to churn out reports. BI tools are being used by the banking and financial sectors, retail outlets, call centers, shipping companies and even hospitals to increase customer satisfaction, which, in turn, adds to the top and bottom lines.

## **FROM BI TO AI**

Experts predict that in the near future, call-center applications will be embedded with intelligent agents (read: Artificial Intelligence or AI) that will gauge the anger level of callers going through voice-response prompting systems. Moreover, systems would play subliminal messages to calm the caller while alerting call-center workers what to expect before they pick up the telephone.

AI has been around for the past 50 years, but extracting data from rudimentary databases has always been a challenge. AI got a boost from the concept of neural networks that are modelled on logical associations made by the human brain. Says K Chokshi, CEO, Intelligent Business Systems (IBS): "A neural network can recognize relationships and spot trends in huge amounts of data that wouldn't be apparent to humans. It's much easier and faster for a computer to determine, for instance, a pattern to security breaches of a company's computer system."

In 1998, the US-based Computer Associates was the first to commercialize neural networks in software called Neugents. Chokshi's company develops software systems that can learn from experience, acquire knowledge from data and adapt themselves to new

environments. "The combination of statistical, neural and fuzzy methods now enables direct quantitative and qualitative studies to be carried out," says Chokshi who has been working with, among others, the Cyprus government to create an AI-based software to provide risk management for the tourism industry.

Consider how HDFC Bank manages to keep its approximately 10 million customers satisfied. The bank can, for instance, select the profile of a high-end customer, have Unica (a marketing automation solution) search for matching profiles from the database and automatically send an email to such customers. Thus, marketing analytics enables the bank to measure the efficacy of the campaigns, experiment with creative, messages and media. The bank's vice-president and head, marketing, Ajay Kelkar, maintains that companies should have an "information-led" strategy and use information as a differentiator.

"In the Indian context, there has been a wealth of customer data in the past three or four years. You can address customers by name, understand their behaviour patterns and target them with focused promotions," he explains. "Nowadays, with marketers also interacting with CFOs [chief financial officers], measurability becomes a key factor. We can measure the result of a campaign through the sales it generates and the customers that are added. There is a clear return on investment [ROI]."

Marketing analytics campaigns have reduced the cost of customer acquisition by 25-30 per cent in select campaigns, reduced customer attrition rates and increased the ticket-size spending of customers as a

result of focused communication. These campaigns also enable the bank to cross-sell to customers, thus increasing their product holdings and consequently, customer profitability.

### **IT - A business strategy**

Today, BI has become an inherent business strategy rather than a mere IT application. Frost & Sullivan estimates the total Indian BI market size in 2005-06 at a little over \$47 million. Major players include SAS, Business Objects, Actuate, Cognos, Hyperion, Microsoft, Oracle, SAP and Terradata. BI analysis can inspire companies to launch new business ventures or hive off a business division. BI tools find applications in any sector. Take the case of the Hinduja Hospital in Mumbai, for instance. Pramod H Lele, CEO, P D Hinduja National Hospital & Medical Research Centre, says BI can help doctors find out what kinds of diseases are on the rise.

Other tangible benefits cover issues like "Is the bill ready when the person is discharged" and "Did he get his laboratory reports on time". Adds Lele, "One can analyse the pattern of medical reports, find out which drugs are used most and during which season. This data can help doctors by increasing the stock of the required drugs during these seasons. Many such conclusions can be arrived at. This is where analytics helps us." It helps even in the shipping sector. Changes in oil prices, fluctuating exchange rates, different vendors, geographical locations, and products to be shipped all have huge impacts on shipping lines.

When Great Eastern Shipping decided to bring analytics on board, the first task was to make databases "talk" to each other. "Ships are moving targets. Our BI solutions has helped us forecast various

scenarios and have solutions in place beforehand,” says R P Dumasia, general manager, IT, Great Eastern Shipping. What’s needed It has been estimated that the amount of information in the world doubles every 20 months and the size and number of databases increase even faster.

Hence, properly integrating BI with operational applications remains a challenge. BI applications should also be compatible with the existing enterprise resource Planning, supply chain management and customer relationship management applications, failing which enterprise application integration tools and middleware applications can be brought in to resolve the issue and harvest the data into the data warehouse.

Second, BI solutions generally cost upwards of \$10,000. So, it’s best to clearly define the ROI even before you start. Outline what you expect to achieve, then do regular reality checks. The ROI depends on the application for which the BI is used: some areas pay rich dividends.

“Birthday mailers are sent to loyal customers and the response has been phenomenal. We also use BI during the festival season to increase traffic to the stores. Here, too, the results have been encouraging,” says Unnikrishnan.

Shoppers’ Stop uses the information and analysis from the BI tools to help it study the demographic details of the target markets and position merchandise in retail store locations. The organisation has also used various predictive methods and models to find out which of its customers are likely to buy again and how much.

This has helped create focused campaigns and incentives for its high-value customer base. An important point is that although the idea of BI for the masses has been talked about for several years, in most companies it is still deployed to only a small percentage of employees. Companies also need to understand the different ways people work and fit into office applications and e-mail. In a recent study by Ventana Research, e-mail was the most important means of information redistribution, cited by 74 per cent of those surveyed. Operational BI applications must be integrated with e-mail to facilitate joint management of goals, forecasts and plans. The most important ad hoc capability, cited by 81 per cent of those surveyed, was the ability to export to Excel (or a spreadsheet), notes Ventana.

One way to achieve this: deliver reports already in Excel formats to assure consistency of use and re-use. "BI is not magic. Nor is it a mathematical model.

It is getting the right information when you want. It's better to start small. BI is not instantaneous. And it's never over," cautions IT consultant Raj Chaudhuri.

"We use extensive qualitative and quantitative evaluation criteria. Every solution is graded on these criteria," emphasises Unnikrishnan. IDBI Bank has its own internally-developed framework for BI. The bank implemented BI in a phased manner by first studying the customer segments the bank wanted to target and then sifting the profitable customers from the database. It reportedly took IDBI around six to eight months to create the BI framework. BI can also help companies understand their customers better, which, in turn, can

help in better decision making. But there's no right strategy, as Dumasia puts it. "Two years ago, we had a centralised management information system. Now we have moved towards analytics. At the end of the day, analyses of data is not just a spreadsheet," he cautions.

Where previously, only the top management would use such tools, they believe that this is now filtering down to lower levels, such as information workers and managers. In a recent worldwide survey by market research firm IDC, some 70 per cent of firms polled say they plan to increase the number of internal users of BI tools over the next year. Let's hope companies can use that intelligence to retain existing consumers and new ones.

## **HOW TO GET BI RIGHT**

Define ROI clearly before you start. BI solutions generally cost upwards of \$10,000. Outline what you expect to achieve (live reports or will 90-day reports do?), then do a reality check every quarter or six months. BI vendors position technology ahead of management intent. That's wrong. Don't buy BI software because you think you need it. Deploy it with the idea that there are numbers out there that you need to find, and know roughly where they might be.

BI assumes clean data; take stock of the data you have and ensure it's clean. Spend time to analyze the data collection process and correct it if necessary. Train users effectively; ensure management commitment to make it happen.

## **Centre for Rural Development & Agri-Business**

### **Objective of the Centre:**

The Objective of the Centre is creating Rural Hubs and Agri-Business Clubs to disseminate information and technical skills to the villagers and people from rural background. The Centre will connect villages through Mobile Vans and give free training in the field of Agri-Business.

The Centre will also run its short-term certificate programmes through its distance-learning mode.

### **INTRODUCTION**

**Farming is a way of life for nearly half of the world's people.** In many developing countries and some formerly communist societies, rural families comprise a substantial majority of the population. For these families, land represents a fundamental asset: it is a primary source of income, security, and status. But almost half of these rural families—some 230 million households—either lack any access to land or a secure stake in the land they till. As a result, acute poverty, and related problems of hunger, social unrest, and environmental degradation persist.

## **Centre for Corporate Governance & Ethics**

### **Objectives of the Centre**

In today's world, the role of corporate governance is increasing day by day. In an order to propagate the concept of corporate governance and its practices it is a need of hour to impart education, research and training in corporate governance. The objective of the Centre is also to impart training in ethics and value system in business. Its aim will be to research in the field of corporate governance and ethics

### **INTRODUCTION**

"Corporate Governance is concerned with holding the balance between economic and social goals and between individual and communal goals. The corporate governance framework is there to encourage the efficient use of resources and equally to require accountability for the stewardship of those resources. The aim is to align as nearly as possible the interests of individuals, corporations and society" (Sir Adrian Cadbury in 'Global Corporate Governance Forum', World Bank, 2000)

Corporate governance is most often viewed as both the structure and the relationships, which determine corporate direction and performance. The board of directors is typically central to corporate governance. Its relationship to the other primary participants, typically shareholders and management, is critical. Additional participants include employees, customers, suppliers, and creditors. The corporate governance framework also depends on the legal, regulatory, institutional and ethical environment of the community. Whereas the

20th century might be viewed as the age of management, the early 21st century is predicted to be more focused on governance. Both terms address control of corporations but governance has always required an examination of underlying purpose and legitimacy. - - James McRitchie, 8/1999

Corporate governance is the relationship between corporate managers, directors and the providers of equity, people and institutions who save and invest their capital to earn a return. It ensures that the board of directors is accountable for the pursuit of corporate objectives and that the corporation itself conforms to the law and regulations.

- International Chamber of Commerce

Building competitive and sustainable cities means linking economic performance with social cohesion. It is therefore important not just to create competitive territories but also to reduce internal disparities inside the same territory. Today, many parts of cities and metropolitan areas do not share in the creation of wealth and well being for individuals and communities. In many cases they are not attractive enough for private investors, in spite of efforts made over many years by public policies targeting these areas. The stimulation of entrepreneurship through the formation and development of new commercial businesses and social enterprises can play a key role in employing underused resources in the distressed areas of our cities and metropolitan areas. Entrepreneurship and urban regeneration policy have traditionally been treated as separate fields.

P V Narsimha Rao International University **will focus explicitly on how policy can help regenerate inner cities and other areas of urban distress by stimulating entrepreneurship. It sets out research on recent policy developments cities in:**

- **Financing entrepreneurship.**
- **Providing advice, training and mentoring to entrepreneurs.**
- **Using special zones and area-based policies to grow new and small firms.**

**Supporting social enterprises.**

## **Centre for Economic Crime & Its Detection**

### **Objective of the Centre**

The objective of this Centre is to create awareness in the field of Economic Crime and the Centre will be responsible for education, research, and training in field of Forensic Accounting and Economic Crime. This centre will help and advice banks, investigating agency and government institutions in this relevant area.

### **INTRODUCTION**

Beyond the garden variety methods of identity theft identified in the above studies, the modus operandi of criminals who are engaged in identity fraud has proven to be dynamic, technologically innovative, and focused on vulnerabilities of information systems. They have exploited the outermost perimeter of secure corporate and government systems where customers, vendors, and citizens seek services.

According to State Bureau of Diplomatic Security documents, passport fraud is often committed in connection with other crimes, including narcotics trafficking, organized crime, money laundering, and alien smuggling.

Since 2003, there has been a dramatic increase in the collection methods used by criminals to steal personal identifier information. These include key logging programs, phishing and pharming schemes, and a variety of methods to gain access to databases containing vast amounts of information. One study on key logging reports that this hacking activity has increased over 65% since 2004. VeriSign reports

that in 2005 there were 6,191 key loggers, as compared to 3,753 in 2004 and 300 in 2000. "Key loggers, silently installed programs that record a victim's keystrokes and sends them to hackers, put tens of millions of Internet users' finances, personal data and account information at risk. Largely distributed by organized cyber theft groups, they are typically packaged with phishing emails or spy ware - - malicious code that then tracks victims' online activity -- often eluding traditional security defenses like anti-virus software and firewalls"

Hackers use key logger programs to collect keystrokes from unsuspecting victims whose use of online chat rooms and instant messaging type programs makes them vulnerable. The hacker activates the program so that he can collect any information that the user has inputted online, including personal data used in online transactions.

While malware, viruses, and worms still pose problems, cyber criminals have become more sophisticated, organized, and clandestine in their Activities. While activists seek maximum public exposure to advance a political cause, fraud is all the more insidious because perpetrators and victims conspire to keep it hidden. This year promises to be the worst yet...Cyber criminals are making so much money - more than the illegal drug trade last year, according to the U.S. Treasury - that they've been doing their own R&D. That research is already bearing fruit. Experts worry that direct theft of data (as opposed to phishing...) is on the rise. Identity thieves are now able to target specific attacks against specific people or companies and they can select their targets based on factors like net worth (Sparks, 2006).

Cyber criminals, like any other criminals, are eager to stay at least one step ahead of law enforcement and the technological community. Any technological innovation presents an opportunity for them. The newest cellular technologies, including iPods and MP3 files, are vulnerable to key logger and other forms of spy ware. Organized crime groups are also using botnets to increase their efficiency in implementing denial of service attacks, spamming, and stealing personal information.

Because China's PCs don't generally run licensed versions of Microsoft's Windows, they're not eligible for the security patches Microsoft makes available to its legitimate users. Hackers have already taken control of the PCs of thousands of unsuspecting Chinese and used them as a platform from which to launch Spam attacks. These so-called botnets are routinely bought, sold and swapped in Internet chat rooms (Sparks, 2006). Cyber crime commerce is booming and negatively impacting legitimate commerce and national security.

Infact International University will focus its research activities into the following areas

- Current and emerging criminal groups that perpetrate identity fraud and theft with a focus on their modus operandi
- Value of information: societal and criminal calculus
- Review and analysis of emerging data on identity fraud and its relationship to criminal behavior
- Develop best practices for detecting, preventing, investigating, and prosecuting attacks from organized criminal groups, cyber criminals, and insiders.
- Evaluate technology as a problem and a solution

## **Managing Identity Fraud: Information Policy and Technology**

It is evident that focusing solely on identity fraud and theft is insufficient, because the phenomenon is part of a much broader and complex discussion. The identity fraud problem quickly morphs into several areas that impact on how organizations and individuals conduct business or accomplish their mission. Although collecting and matching personal identifying data presents a risk, it is key to providing customer service, maintaining a good reputation, ensuring trusted transactions, protecting against fraudulent applications, preventing terrorism, and locating sexual predators. Because personal identifier information is required to validate or authenticate identity, it is valuable and absolutely necessary. Its market value makes it increasingly vulnerable to crime. It can be stolen and used for immediate financial gain (creating an account and charging purchases) or as part of a batch of identities available for sale through carding websites. The challenge is to develop trusted and secure information-sharing environments that maximize the societal benefits of using this type of information and minimize the risks associated with it.

Corporations and governments that hold personal identifier information must:

- Evaluate and improve their information security practices to protect sensitive information;
- Prevent the potential loss of this data;
- Develop policies for use of information;
- Consider the privacy implications for the use and abuse of this information;

- Review and assess their identity authentication systems and background screening methods;
- Determine how information is being used to harm individuals and businesses and implement solutions to mitigate the harm;
- Find solutions to the impediments and risks of information sharing;
- determine how enabling technologies can facilitate information sharing and enhance privacy.

Consumers are faced with questions regarding:

- How they can prevent themselves from becoming an identity fraud victim;
- How to respond to breach notices;
- What to do if someone assumes their identity;
- how they can best manage and control their identity.

P V Narsimha Rao International University will conduct research in areas, *Study the use of data, its protection, and the role of enabling technologies to facilitate privacy and information sharing.*

- Impact of data breaches on the rate of identity theft
- Public perception studies to determine attitudes toward trust, information use, and policies
- Evaluation of privacy technologies that purport to enable enhanced privacy and facilitate information sharing
- Securing sensitive information: practices, methods, and policies

## **Identity Management Systems**

Identity management systems need strong identity authentication processes. Determining that a person who is claiming an identity is really the person whose identity is presented is a critical stage for commerce and security, both domestically and globally. The personal information an agency, institution, or corporation holds is an asset that must be protected in order to establish and maintain trust between the organization and its clients or customers. The risks and consequences of a security breach include impairment of reputation, financial losses, loss of customer confidence, failure to meet regulatory standards, and added costs. Strong identity management systems are necessary to assist in regulatory compliance, prevent fraud, improve security, promote customer confidence, and to enter into a trusted relationship transaction.

While efforts have been made to use risk-based methods to improve the identity authentication process, they have not been completely successful. Government programs such as CAPPs II have been cancelled because policy concerns over mission creep, audit, and redress have not been addressed to the satisfaction of congressional committees. The rash of disclosures about security breaches in 2005 made a big splash in the media. In reality, only a small percentage of the breached data caused any harm. This may be because in many cases the data was lost, not stolen. Attempts to use stolen data are often thwarted by fraud prevention and mitigation strategies that many institutions have in place.

However, the risk of stolen data being misused is still there. "Society's growing reliance on information technologies exacerbates both the threat posed by personal information in the wrong hands and the

dangers of poorly focused or excessive regulation intended to guard against that threat” must be developed and implemented. Best practice standards and technological systems must be put in place to secure identifying information and protect against security breaches for every organization – private or public – that processes, stores, and uses personal data.

P V Narsimha Rao International University will focus its research in Required Research areas such as

*Study how to improve identity authentication systems and protect identity information to reduce fraud and improper payments, and protect national security.*

- the evaluation of risk-based technology solutions
- The effectiveness of identity authentication systems
- Improving authentication methods of customers and citizens using business and government web-based systems

## **Centre for Entrepreneurship & Leadership**

### **Objective of the Centre**

The objective of the center is to help the entrepreneurs to fulfill their personal needs and contributions to economic development by entering into the new ventures. It will increase national income by creating new jobs, entrepreneurship acts as a positive force in economic growth by serving as the bridge between innovation and the marketplace. The entrepreneur generally lacks both technical and business skills, to serve as the major link in the process of innovation development, and economic growth and revitalization. The study of entrepreneurship and the education of potential entrepreneurs are essential parts of any attempt to strengthen this link so essential to a country's economic well-being.

### **INTRODUCTION**

Organizations worldwide are confronted with more dynamic and turbulent markets, more demanding shareholders, and more discerning customers. The quality of their leadership is paramount in making the organizational changes required in today's competitive environment.

P V Narsimha Rao International University explores the role of entrepreneurs, owners and managers in the creation and maintenance of dynamic competitive advantage. It explores the role of entrepreneurship and leadership in start-ups, turn around and change management. MIDS analyze the problems facing firms at different stages of their development and those from emergent and developed economies in entering and succeeding in the global economy are

explored. The possibilities provided by rapidly changing technologies, particularly the Internet, and venture capital for entrepreneurial activity in the global economy are also considered and attention will be paid to the phenomenon of 'born-global MNCs' and the skills required for global leaders.