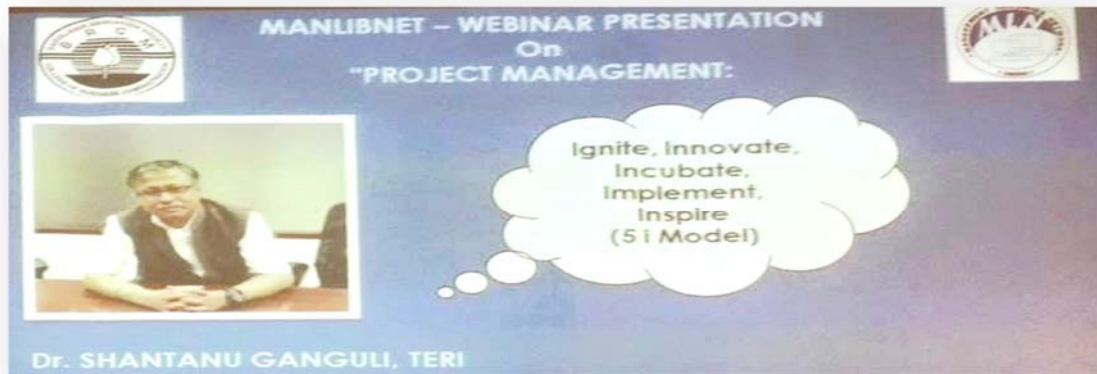




REPORT ON THE WEBINAR “PROJECT MANAGEMENT”



The webinar held on 16th January 2016, was the first of its kind where the students were given guidance on ‘**PROJECT MANAGEMENT**’. This webinar was attended by about 140 final year students of the BRCM College of Business Administration, Surat.

The programme commenced with an introduction of the keynote speaker **Dr. Shantanu Ganguli** by Dr. Meeta Rathod, Coordinator of this programme and Librarian with BRCM College of Business Administration.

Dr. Ganguly gave a brief on the topic and enlightened the students with the selected knowledge. The webinar covered a variety of sub-topics under the title. In order to facilitate the students, the webinar was organized around several topics:

- ✓ **MOST and SWOT analysis**
- ✓ **Proposal writing**
- ✓ **Idea generation**
- ✓ **Project life cycle model**
- ✓ **Project planning**
- ✓ **Project scheduling**
- ✓ **Time management**

For a project, one must initiate, plan, execute, monitor and control and lastly evaluate. This is a continuous process. This is possible only when one knows the strengths and weaknesses. Dr. Shantanu Ganguli highlighted on SWOT analysis. One must also know the direction of movement of the project. So, for this **MOST** i.e. **mission, objective, strategy and tactics** was also introduced by him to the students.

A project must highlight the interest of the person. For which the factors like success rate of the past project(s), accomplishments and expertise play a crucial role for the success of a project. The **SMART** approach must be adopted i.e. **specific, measurable, achievable, realistic and timed goals**. Further, he highlighted three important aspects of a project, i.e., Product, Process and People.

Dr. Shantanu suggested that one must explore vast resources and evaluate them. The evaluation of resources can be in terms of skills, expertise, time, availability, knowledge and interest. He also said that one can get a new idea of a project with the help of organisational websites, newspapers and databases.

The purpose of idea is not constrained to brainstorming; one must commit those ideas into paper into structured form to generate methodologies and action plan. It may happen that the idea may not be useful and ill-logical today but it may act as a yardstick in future.

A notable point was related to strategic move. The strategic move whereby competition, budget, sustainability of the project, team profile and capability statement of the project were mentioned.

Apart from this Dr. Shantanu stressed on the activity chart. A multi-activity project represents breaking down of various activities of the project. What matters is the core competency of an individual to execute this activity. In this way he explained the strategic role by the team leader. He also told about the importance of collaboration.

The format of a project is very important. Each activity performed must be clearly mentioned. Guidelines should be strictly followed. The precision in the planning stage of the project is helpful in the execution stage. Thus, in this way primary goals help to create milestones which are regularly monitored.

On asking to students about the webinar after the session, the responses were positive and they wished to have such sessions in future. One girl quoted that **“I would love to hear Dr. Shantanu Ganguli in future and gain more knowledge from him.”**

Dr. Jayesh Desai, Director Incharge, BRCM College of Business Administration, extended heartfelt thanks to MANLIBNET as well as to Dr. Shantanu, for such an important and enlightening presentation, which was really needed for the final year students, working on their project assignment as a part of their curriculum.

With smiles on the faces, the webinar which was of about one hour ended. There was a huge round of applause.

On behalf of MANLIBNET and BRCM, many thanks to the students, Mr. Jay Patel, for the arrangement of technical aspects and Ms. Raksha Rakecha for preparing this report.

Dr. Meeta Rathod
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