



GUJARAT TECHNOLOGICAL UNIVERSITY
POST GRADUATE RESEARCH CENTRE FOR FINANCIAL SERVICES

A Report on
International Conference on
ROLE OF FINANCIAL INDUSTRY IN ACCELERATING ECONOMIC GROWTH
CCFS2014
September 26 & 27, 2014

GTU is continuously engaged in research and development activities with a cause for the upliftment of the society as a whole. As a part of this activity GTU's PG Research Centre – Centre for Financial Services had organized an International Conference on “*Role of Financial Industry in Accelerating Economic Growth*” (CCFS2014) at GTU, Chandkheda Campus, Ahmedabad.



For the very first time a GTU Conference was co-sponsored by many reputed National and International Universities and Institutions. Ural Federal University (Russia), Laurentian University (Canada), De Mont Fort University (United Kingdom), Entrepreneurship Institute of India (India) and S. P. Jain Institute of Management & Research (India) were among the official co-sponsors of the CCFS2014.

This was the first conference of its type, its organization being automated and the website of the conference (<http://ccfs.gtu.edu.in/>) was developed on a live platform. Each and every communication to the participants was done through automated emails and SMSs. From the ‘Registration’ to the final ‘Entry Pass’, all the processes were executed online. The review of the research papers was also done on the same web based platform. This was one of the unique feature of the conference.

The research papers for the conference were invited in the following five main themes;

Theme - I	:	Economic Development through Financial Services and Markets
Theme - II	:	Effect of Public Policies and Legislative Provisions on Economic Growth
Theme - III	:	International Finance and Economic Developments
Theme - IV	:	Corporate Project Finance and Economic Developments
Theme - V	:	Contemporary Issues in Finance and Economics

This conference got an enormous response from across the country. Apart from the state of Gujarat, participants from twelve other States of India contributed their unique research work and participated in the conference. There were 173 unique authors with 189 Abstracts and 139 Full Papers registered for conference participation. The full papers were peer reviewed and selected 52 papers were published in a book with **ISBN 978-81-9237-874-9**. 'SARANSH', a book of conference introduction was published with all the abstracts.

The researchers and other participants attended the conference in big numbers. Eminent speakers from Credit Information Bureau (India) Limited, India SME Reconstruction Company Limited, Societe Generale, MAS Financial Services delivered their key note speeches during the plenary sessions.

Day I – 26th September 2014

The eminent guests for the first day of the conference were;

- Shri M. V. Nair - Chairman, Credit Information Bureau (India) Limited, Mumbai
- Shri Rajendra Ganatra - Managing Director & Chief Executive Officer, India SME Reconstruction Company Limited, Mumbai,
- Shri D. C. Anjaria - Member, Board of Governors, GTU and Director, Indian Institute of Financial Solutions Private Limited, Ahmedabad
- Dr. Ashley Carreras - Principal Lecturer in Economics and Decision Analysis, Faculty of Business and Law, De Montfort University, U.K.
- Ms. Michelle David - Senior Lecturer, Department of Accounting & Finance, Faculty of Business and Law, De Montfort University, U.K.
- Dr. Pallavi Mody - Associate Professor, S.P. Jain Institute of Management, Mumbai
- Dr. S. O. Junare - Dean, Faculty of Management, GTU and Director, Shri Jairambhai Patel Institute of Management, Gandhinagar
- Dr. J. P. Joshipura - Director, Som Lalit Institute of Management, Ahmedabad
- Dr. Rajesh Khajuria - Director, C. K. Shah Vijapurwala Institute of Management, Vadodara
- Dr. Sarla Achuthan - Former Director, B. K. School of Management, Ahmedabad
- Dr. Ramakant Prusty - Director, B. P. Institute of Management, Gandhinagar
- Shri Arakhita Khandual - Ex-Director, IDBI Bank
- Shri Rajnikant Patel - Advisor, GTU, Ahmedabad

The day started with the formal registration of the participants. The conference was formally inaugurated by all the guests lightening the lamp and praying the almighty for its success.



Lamp Lihtina Ceremony



Dr. G. P. Vadodaria

The formal inauguration was followed with the welcome speech by **Dr. G. P. Vadodaria**, Registrar I/c, GTU. He welcomed all the researchers, guests, deans and participants at the conference. He introduced GTU, its PG Research Centres and their ongoing activities. He also shared that GTU is the largest University of the State with more than 5 lac students, around 500 colleges and 18000 faculty members. GTU and its PG Research Centres are continuously engaged organizing conferences and seminars on various emerging and key subjects to provide a platform for disseminating knowledge and experience for the participants. CCFS2014 is the fifth conference in the area of finance.



Following the welcome speech of Dr. Vadodaria, the Chief Guest of the day, **Shri M. V. Nair**, was invited for his key note speech. He is a very prominent personality in the area of financial services and particularly he has a very vast experience into the banking sector. Mr. Nair started his speech with the challenges and opportunities lying before the country. He shared a contradictory example that on one side India has the achievement of 'Mars Mission' and

on the other side due to certain policy issues the earlier allotted coal blocks were cancelled. He said that the generation of today is more informed, more capable of decision making, etc. He focused on three major points to be discussed; (1) How much growth our country should aspire for and why, (2) Even after 4-5 years of clear loss, is our country still aspiring to be recognized on the globe and (3) Future outlooks – challenges and opportunities.

Mr. Nair explained the above points with statistical information by which he justified that due to a policy paralysis the installed projects in the country are not in a working mode. If the leadership helps the country on the current implemented projects, the possibility of growth is always there and when the bank is able to reach to each and every citizen of the country and its savings that will help the growth story.



Mr. M. V. Nair

He even tried to highlight how the banking industry, particularly the public sector banks can contribute to the growth story of the country. There are certain limitations for any public sector unit to work as it has certain norms for recruiting people and taking any other independent decisions. He even suggested some thoughtful changes which can help these banks to operate in a competitive environment and can generate better results in terms of lowered NPAs.



The next keynote speaker, Guest of Honour for the day was **Shri Rajendra Ganatra**. He commenced his speech with GDP, the bottom line of any company is trade surplus. He shared and compared the statistics of GDP, GNP, etc. He compared the cost effectiveness of India with other countries with by sharing the example of 'Mars Mission'. Technology is one of the major source to improve the productivity and production operations. This is how India can be

a better destination as a manufacturing hub which helps industry to reduce the cost. He was also concerned about the NPAs of the banks, which are continuously increasing and affect the overall growth cycle of the country.

He told that 'Risk' is the term which is quite familiar to people but the actual understanding is missing. He suggested to the students that handling risk comes after understanding it. At the end he congratulated GTU for organizing such a conference and believed to shape students who are able to stand in the line of noble prize winners and management gurus.



Shri Rajendra Ganatra



Shri D. C. Anjaria

The next keynote speaker was **Shri D. C. Anjaria**, who is also the Member of Board of Governors at GTU. He contributed a lot in terms of advisory and sharing his knowledge towards the execution of the conference. He started his speech by welcoming the guests and the audience. He had also congratulated the speakers for sharing their valuable suggestions. He termed the finance as the 'Life Blood' of an organization and economy. Each and every activity requires some input source to carry out transactions and that input source is finance. The

role of finance is undoubtedly big, as he share the 2008 US housing crises example. The biggest complaint SMEs in India today have is the source of finance. How and from where the finance can be drawn. Actual finance is available from the various financial services.

The financial services contribution to total services sector contribution towards the GDP is around 40 per cent, which is very huge. So where do we go from here. Still the services sector has a big scope of growth, and amongst that financial services has an enormous scope of growth. This is because the population to be served in India is very huge. Financial sector or say services is one area which if ignored by the government will holdup economic growth and if duly given attestation can accelerate economic growth significantly. Indian households are savers, which means that huge capital is available to finance the growth. Corruption is one of the concerns which divert the savings from the productive to the unproductive usage of their funds.



Dr. Ashley Carreras

Dr. Ashley Carreras was the next key note speaker, he and his colleague had travelled from U.K. especially to participate and contribute in this conference. He started his speech by introducing De Montfort University and its courses. He focused his speech on dealing with the ‘Wicked’ problems. Wicked problems are the problem which involves many stakeholders with different values and priorities. He tried to explain the major issues faced by the organizations and what are the different ways to overcome these issues. Every bad or good

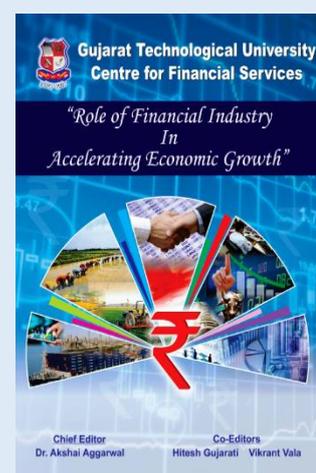
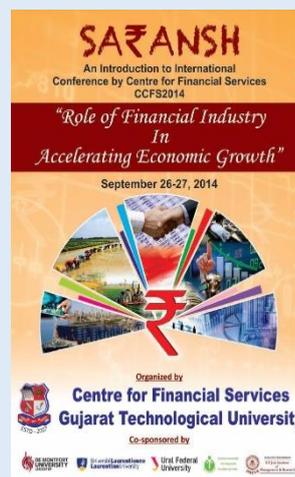
situation comes through the decision making process. The issues are to be focused and based on it, the decisions are to be taken. Some of the financial decisions are based on the issues of other factors like, corporate governance, human resources, etc.

He discussed four basic decision making processes, (1) Casual Mapping, (2) Soft Systems Methods- Human Activity Systems, (3) Strategic Choice Approach - Viable Decision Schemes and (4) Multi Criteria Decision Analysis - Value Functions and Weighted Criteria. At the end he concluded his speech with certain points; Strategies have to be flexible enough to allow for changing conditions over a period of time. Decisions made now will alter the business landscape which means future decisions may have to be deferred. An organization’s decisions are interrelated and should not be considered in isolation. Financial decisions need to be coherent with other strategies. Sometimes it is better to be roughly right rather than precisely wrong.

After the enlightened speeches of all the esteemed guests, the ‘Conference Book’ and the ‘Saransh’ were inaugurated the by the guests.



Book Inauguration



Cover Pages of Main Book and Saransh

The speeches were followed by the question and answer sessions.

Dr. J. P. Joshipura, Director, Som Lalit Institute of Management, Ahmedabad summarized the key learning of the plenary session. He was involved in the planning and execution of the conference right from the beginning. He presented his sincere thanks to the Hon'ble Vice Chancellor, Registrar, Conveners and other staff members of GTU for organizing this conference. He also thanked all the eminent guests and speakers for sparing their valuable time and sharing their experiences. At last but not least, he appreciatively thanked all the participants of the conference for their interest in the area of finance and financial services.



Dr. J. P. Joshipura

After the lunch break, the technical sessions for the participants of the first day were divided into four different halls at the University. The technical sessions were chaired by the renowned professors from the area of finance and its related specialization.

- Dr. Ashley Carreras - Principal Lecturer, De Montfort University, U.K.
- Ms. Michelle David - Senior Lecturer, De Montfort University, U.K.
- Dr. Pallavi Mody - Associate Professor, S. P. Jain Institute of Management & Research, Mumbai
- Dr. S. O. Junare – Dean, Faculty of Management, GTU and Director, Shri Jairambhai Patel Institute of Management, Gandhinagar
- Dr. Rajesh Khajuria - Director, C. K. Shah Vijapurwala Institute of Management, Vadodara
- Dr. Sarla Achuthan - Former Director, B. K. School of Management, Ahmedabad
- Dr. Ramakant Prusty - Director, B. P. Institute of Management, Gandhinagar
- Mr. Arakhita Khandual - Ex-Director, IDBI Bank

Day II – 27th September 2014

The second day of the Conference started immediately with the technical sessions. This day the technical sessions were chaired by the following professors;

- Dr. Ashley Carreras - Principal Lecturer, De Montfort University, U.K.
- Ms. Michelle David - Senior Lecturer, De Montfort University, U.K.
- Dr. Pallavi Mody - Associate Professor, S. P. Jain Institute of Management & Research, Mumbai
- Dr. Chinnam Reddy - Dean, Faculty of Management, GTU and Director, Faculty of Management, Marwadi Group of Institutes, Rajkot
- Dr. Jagdish Joshipura - Director, Som Lalit Institute of Management, Ahmedabad
- Dr. Mamta Brahmabhatt - Associate Professor, Shri Jairambhai Patel Institute of Management, Gandhinagar
- Dr. Kaushal Bhatt - Assistant Professor, GTU, Ahmedabad
- Dr. Sarika Srivastava - Assistant Professor, GTU, Ahmedabad

Technical sessions were followed by lunch. Then the valedictory function started in the presence of the renowned guests. It was chaired by the Hon'ble Vice Chancellor of GTU, Dr. Akshai Aggarwal, the other guests were;

- Shri Milind Kulkarni - Director, Societe Generale, Mumbai
- Shri Kamlesh Gandhi - Managing Director, MAS Financial Services, Ahmedabad
- Ms. Michelle David - Senior Lecturer, Department of Accounting & Finance, Faculty of Business and Law, De Montfort University, U.K.
- Dr. Ashley Carreras - Principal Lecturer in Economics and Decision Analysis, Faculty of Business and Law, De Montfort University, U.K.
- Shri D. C. Anjaria - Member, Board of Governance, GTU and Director, Indian Institute of Financial Solutions Private Limited, Ahmedabad
- Dr. Pallavi Mody - Associate Professor, S. P. Jain Institute of Management & Research, Mumbai
- Dr. S. O. Junare - Dean, Faculty of Management, GTU Director, Shri Jairambhai Patel Institute of Management, Gandhinagar
- Dr. Chinnam Reddy - Dean, Faculty of Management, GT Director, Faculty of Management, Marwadi Foundation Group of Institutions, Rajkot
- Dr. J. P. Joshipura - Director, Som Lalit Institute of Management, Ahmedabad
- Dr. Rajesh Khajuria - Director, C. K. Shah Vijapurwala Institute of Management, Vadodara and
- Dr. Mamta Brahmabhatt - Associate Professor, Shri Jairambhai Patel Institute of Management, Gandhinagar



Shri Milind Kulkarni

The first key note speaker for the day was **Shri Milind Kulkarni**. His speech was as a practicing banker. He mentioned two critical factors which pay the nation; the first is to maintain the pace of economic growth and the second is of generation of employment. Reach the poorest of the poor. Complexity of the Indian economy is that agriculture and manufacturing contributes less compared to the financial service sector. Government has done a lot of work to normalize the general banking sector. One of the major concerns

raised by him was that, the bond market is not developed in the country compared to the capital market. There is no proper instrument or mechanism where an ordinary person can invest in bonds which can give real returns; which is higher than the inflation rate. There is other concern where an institutional mechanism is not established through which SMEs can borrow capital in an easy manner. Today the new central government has taken some steps to help such segments.

The economic growth will follow exploration of financial industry and the growth in financial industry will help economic growth. There should be an appropriate mechanism whereby the flow of credit to those who need it should be streamlined. The solution is entrepreneurial spirit which should be encouraged by the government and the banking sector, at the same time instruments should be divided in an easy to access way. Economic growth is paramount, without economic growth there is no financial growth. The focus needs to be given to those

who are less fortunate, living below poverty line, who are jobless in a rural area, require more attention and financial services can help at the ground level.



Shri Kamlesh Gandhi

growth, there are two distinct things to be done; first is to make the present system efficient and second is investment in human capital, in a way bringing financial literacy.

Using an integrated approach by bringing the unbanked people into the banking system, providing financial literacy to the layman, we can help bringing the sustained economic growth. The financial industry is not the instrument for economic growth, but it is the medium through which we can contribute towards the economic growth.



Ms. Michelle David

Shri Kamlesh Gandhi was the next key note speaker. His speech was focused on the fundamental of what financial industry is all about. The major role of financial industry is quality intermediation. The fact is that the economy across the world has grown at very good pace during the last fifty years and the major contributor is but obvious, the financial industry. There is still a vast opportunity for a financial industry to grow. For the financial industry to be a catalyst in the economic

The next key note address was given by **Ms. Michelle David**. She shared the information about her Institute, University and her Research Work. Once we reach at the level of accelerating growth where we will go then! As a person of finance we need to think on it that we always look for 'more', more profit, more shareholders wealth, more interest on deposits, etc. But have we ever wondered where will we get this 'more' from? The focus should be on balancing the sustainability and consumption.



Dr. Chinnam Reddy

Dr. Chinnam Reddy the Dean of GTU shared his view with some statistical information from some reputed reports. India needs USD 500 Billion for infrastructure development in coming years. He shared some facts and figures regarding the FDI and its requirements in India. There are some developing countries who have attracted more FDI than India. There are three major concerns for lower economic growth; (1) Size of economy, (2) More investment for less productive parts of the economy and (3) Poor allocation of funds.

After the speech of all the guests the session was opened for questions and answers. The audience raised their doubts to the guests and they were answered satisfactorily.

The Hon'ble Vice Chancellor of the University, **Dr. Akshai Aggarwal** initiated his speech by how the Management Program (MBA) across the country is losing its charm. If we take the example of Gujarat State, which is growing at around 8-9 percent since the last decade, it should require more number of MBA pass-out students when compared to what the Institutes are able to generate today. The reason behind this is that we have not understood the role of the MBA program, the program is supposed to transform our students. The students should become the change agents after joining the industry. To motivate and create this change among the students, every college should provide the right opportunity to improve their student's business acumen.

There should be a right mechanism at every institute, where the student can work with the industry and businesses. GTU sends MBA students to foreign countries during their summer vacations and they study there at industry and even invite people from industry for classroom sessions. This immersion part of the study is missing at our institutes. We even have to encourage the students to inculcate the habit of reading. Students should know the great people in their respective fields and their contribution towards the subject and the field. At GTU we have created such a syllabus where students can work on immersion study by going to some industry and prepare the report based on their visit and learning. Students can even select their own elective subject based on their interest. This type of flexibility is available nowhere in India because we believe in our teachers.



Dr. Akshai Aggarwal

The purpose of these conferences is to provide a platform for teachers. Apart from this the theme of the conference also helps to discuss the issues which need attention and it is inclined towards the development issues of our country. If GDP is to grow by 10 percent the financial industry has to grow by say 22 percent, this is what it has been shown in U.K., which is a big financial hub. The role of financial industry in India is very essential if the 'Make in India' campaign has to be successful. Whatever the Universities do, is very important to any country, as our ideas will help in giving the right direction to grow.

The very encouraging speeches ended with the distribution of memento to the esteemed guests by Mrs. Shankuntala Aggarwal as a gesture of love and respect from the University.



The next and the most awaited part of the valedictory program was the prize distribution to the winning participants of the Conference. There were five best papers awarded with a Trophy, Certificate and Rs.5000/- cash. The winning participants are as follows;

- Dr. Harshai Jariwala - Ganpat University, Mehsana
- Ms. Rashmi Banerjee & Dr. Riddhi Dave - Som Lalit Institute of Management, Ahmedabad
- Mr. Niraj Ramanuj & Dr. Chetna Parmar - R. K. University, Rajkot
- Mr. Mrunal Joshi & Dr. Jayesh Desai - B. R. C. M. College of Business Administration, Surat
- Dr. Pallavi Mody - S. P. Jain Institute of Management and Research, Mumbai



Dr. Harsha Jariwala



Ms. Rashmi Banerjee & Dr. Riddhi Dave



Mr. Niraj Ramanuj



Mr. Mrunal Joshi & Dr. Jayesh Desai



Dr. Pallavi Mody



Mr. Himanshu Trivedi and Mr. Sanjay Nalvaya

A special award was handed over to Mr. Himanshu Trivedi and Mr. Sanjay Nalvaya of GTU for their efforts in developing the web based platform application for the conference.

The Conference ended with the vote of thanks proposed by Dr. G. P. Vadodaria, Registrar I/c, GTU to all the guests, co-sponsoring institutes, researches, participants, and all GTU staff members.

Photo Gallery



