

# BREEDING GROUND FOR NEW AGE PROFESSIONALS

**DR. PRAMOD KUMAR** (PRESIDENT, INTERNATIONAL SCHOOL OF BUSINESS & MEDIA) STRESSES ON THE NEED FOR HANDS-ON EXPERIENCE AND PRACTICAL KNOW-HOW FOR STUDENTS TO GROW IN THEIR CAREERS, IN CONVERSATION WITH **SUSHMITA YADAV**

**D**r. Pramod Kumar, the founder and President of the International School of Business & Media (ISB&M), in the concluding part of his interview, emphasises the role of media courses and the alumni network. The institute has a strong alumni base all over the country as well as in different parts of the world. ISB&M alumni have built high-profile careers for themselves in the industry. Dr. Kumar has maintained a high standard of education and continuously strives to create a learning environment in order to promote great careers for the students at ISB&M.

**Q. You have dedicated your entire life to the education sector. What are the changes that you have seen in the education system?**

**MEGHNA DIXIT,**  
Batch 2002-04, Head HR,  
West Asia, First Advantage

**1** I had butterflies in my stomach on my first day at ISB&M. I had a great interaction with Dr. Pramod Kumar and was excited throughout the Orientation Programme. Dr. Kumar once told me, "As long as you have action to back that attitude, you will be tolerated." I completely agree with him. I get true happiness when my team members perform well under my leadership. I love it when they learn to fly.

**A.** I have noticed several changes. There is a growing recognition and demand for education in India, and now some of the great but conservative ones have also opened to growing. A big change is the belief that you can be big and also deliver high quality. Another change is excessive regulation and sometimes on trivial issues. I want regulators to drop their "most wise man and their cheating attitude". I want institutions to act with a sense of responsibility towards students and society at large. It is the irresponsible act of some which put others under stress. There is inadequate perspective in management education among all stakeholders, unlike medical education where formal training is a prerequisite for practice. You can be a great manager and entrepreneur without formal education. Therefore, seeking uniformity in standard across institutions is meaningless, especially, when there is no uniformity possible in careers. This has only raised cost of education, low-end careers and low compensation in employment. With latest regulations, size and quality of infrastructure has grown and feel good factor has increased, but quality is hard to monitor. Schools need to demonstrate commitment and work towards achieving quality.

**Q. ISB&M organises many extra-curricular activities. What is the importance of such activities in the life of a student?**

**A.** Extracurricular activities like Crescendo, HR Share, Media Plus and Forza are big events which are sponsored almost fully. Students learn to conceptual-

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**2** I entered ISB&M limping as I had fractured my leg. I was lost in my thoughts when I heard P.K. Sir say: "Observe yourself now and then at the time you leave the campus". Doing that, I found that I was not only limping physically, but also struggling with lot of other things. After two fruitful years at ISB&M, I now know that I will not limp ever again. If you want to go up in life, learn from everywhere possible.

ise, plan, mobilise resources and form and lead teams that deliver. planning, scheduling and selling the concept to a sponsor. As I see management education and business skill development, it involves information and theory, cognitive skills, behavioural and leadership skill development. Each of these events is an experience in learning this. You build leadership talent by creating experiences in action and responsibility.

**Q. You have an alumni meet every year. How does that help the present students and the alumni?**

**A.** Over 600 of them turned up for the alumni meet in Mumbai and over 400 in Delhi last year. First, it is a great pleasure for me and the faculty to meet them, see



them carrying fancy designations and working with fancy companies. Among themselves also, they feel proud to see each other doing well. They also offer us advice and ideas to for future.

**Q. Are there any expansion plans in the future for ISB&M?**

**A.** I think we need to consolidate first before expanding. We do want to grow, but with our standard and commitment to students and profession.

**Q. What future trends do you fore-**

**see in the education sector?**

**A.** I think good sense will prevail among all. There will be greater sector and job category focused education. There will be a growing demand for quality, and there will be greater seriousness among educators. I also see a new breed of young professionals who think about education differently, and a greater impact of technology and information in the coming years. **END**

*This interview is the concluding one of a two-part series.*

## ISB&M SCHOOL OF COMMUNICATION

ISB&M School of Communication is one of India's leading media and communication schools. With its state-of-the-art Wi-Fi campuses in Pune, Kolkata and Gurgaon, ISB&M offers a dual specialisation for two year post-graduate and three year undergraduate programmes in media and communication. The institute believes that media professional skills are best learnt by performing them. The courses are designed by incorporating media internships and hands-on projects. Students are encouraged to think independently in organising events and college festivals on par with industry standards. At ISB&M, the team of dedicated media trainers is highly qualified with advanced contemporary knowledge. With the best of brains from top class publishing houses, advertising agencies, public relations firms, production houses, broadcasting channels, radio stations and digital agencies, the team focuses on the latest e-learning resources along with intensive participative sessions and case studies blending both theory and hands-on learning. This offers a unique advantage to draw the best inputs from across the regions.