

Conference of 17 IIMs debates public policy, sports and data science at USI, Delhi

Gen VK Singh (Retd) at the Conference

Education Policy

Gen VK Singh, Haryana CM Khattar attend Meet of 17 IIMs on public policy, sports & data science

December 17, 2019 The ID Staff

New Delhi: The 7th Pan-IIM World Management Conference was organised by the Indian Institute of Management (IIM) Rohtak, in collaboration with the Ministry of Human Resource development (HRD) at United Service Institution of India, New Delhi, from 11 to 14 December. The theme for the conference was 'Public Policy & Management: Emerging Issues', which will aid in practical application of management thinking, evidence-based and analytical solutions to achieve result-oriented policy formulation.

The conference touched upon a multitude of topics related to critical burning issues in public policy that can be researched and solved under managerial education. The conference witnessed over 1,400 papers presented on public policy from 11 different countries.

The slowing economic growth of India in the last few quarters and the policies that can be implemented to put India back on the high growth rate path were discussed by panels.

IIM Rohtak partnered with 7 journals for the publication of select papers and cases in their regular or special issues. These journals are European Journal of International Management (EJIM), Emerging Economies Case Journal (EEJ), International Journal of Society Systems Science (IJSSS), International journal of Information Systems and Social Change (IJISSC), International Journal of

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Management Practice (IJMP), International Journal of Global Business and Competitiveness (IJGBC) and Journal of Indian Business Research (JIBR).

The conference witnessed discussion about the sports policy in India and questioned the viability of the Sports Ministry to bring in a paradigm change needed in the sports culture. The Haryana model of sports development which has put many athletes on the world map was studied.

Citing policies of countries such as the US and China which are the best performers in the Olympics, the Conference highlighted the sharp contrast between the two models adopted by these countries. From a solution-oriented perspective, the panel suggested ending political interference and reiterated the need for independence of sports in the nation.

Experts agreed that citizens need to involve themselves in public policy as owners and not as customers, stating that the concept of customer centricity can be incorporated in public policy, as citizen participation is the quintessence of public policy execution.

The panel recalled how, during the Cold War, Western nations used media to influence the public imagination in communist countries that ultimately led to the fall of communism. The panel observed that with the advent of the internet, the role and influence of social media have increased manifold, and it is now so overwhelmed by marketing companies that consumer sovereignty has become a myth in the present world. The role of the marketer has become so pervasive in defining the product and services that it violates the privacy of individuals, the conference participants remarked.

Elaborating on the predicament of a sports authority, the conference pointed out how the inefficiency of the sports culture in India is an issue of mindset stemming from a bureaucratic structure spread across sports federations. Sports is a state subject and thus Centre control becomes a Constitutional issue, the conference noted, observing that the status of 'second class citizens' accorded to athletes and sports players in comparison to mainstream sports has also been one of the reasons for the lack of athletic culture in India.


The role of data and analytics in public policy formulation and implementation was also highlighted at the conference. The panels talked about the role that data science can play in development of public policy science, and stated that data can help in developing a deeper understanding of the problems entrenched in the policy domain.

Directors from 17 IIMs joined this conference and discussed the role of IIMs in public policy and the various initiatives taken up by all IIMs to help the Government. This includes initiatives like training CRPF by IIM Rohtak and school of public policy by IIM Ahmedabad.


Subramanian Swamy, Captain Abhimanyu, Hemant Dua, Vivek Agnihotri, Arvind Saxena (UPSC Chairman) and other persons attended the conference. The chief

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Prime Minister Narendra Modi: Together, we can set an example to the world, and contribute to a healthier planet.

guest for the closing ceremony was Chief Minister of Haryana, Manohar Lal Khattar.

In his closing address, Khattar highlighted the need for the educational institutions to rise up to the challenge and conduct research in the field of public policy that serves the local needs. The pan-IIM World Management was able to invigorate the debate on role of management in public policy formulation. General V. K. Singh (Retd), Minister of State (MoS) for Road Transport & Highways, attended the valediction and award ceremony.

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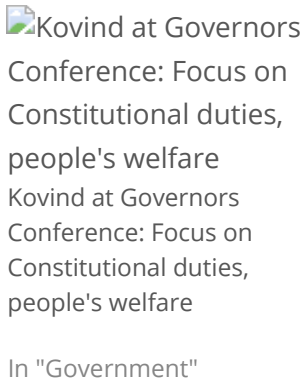
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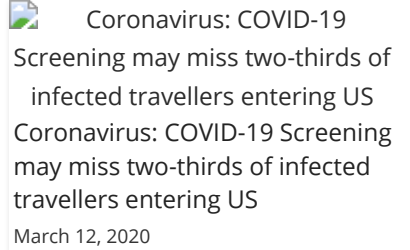
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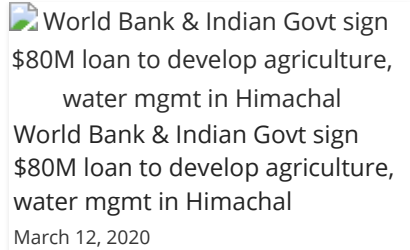
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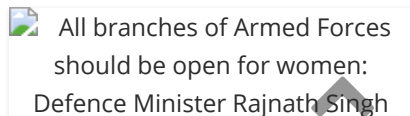
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