



IIM Rohtak hosts PSU Heads to discuss growth strategies for Public Sector Units in India

Indian Institute of Management, Rohtak organized its first **PSU Summit**, on 8th of September 2018. Summit was graced by CMD's and Directors from various Public Sector Units of India, who discussed extensively on "**Growth strategies for Public Sector Units in India**". The discussion was focused on the challenges faced by the PSUs in the current economic environment and how the PSUs are planning to stay ahead of the curve.

Emphasising on the importance of PSUs in India, Director IIM Rohtak, Prof. Dheeraj Sharma said, "PSUs are one of the biggest contributors to the Indian economy. They employ some of the brightest talents of the country and hence are the growth engines of the country". He further added that the conclave should explore disinvestment of PSUs, talent management in PSUs, and employment of cutting edge technologies in their business model.

Speaking on talent management strategy in the hyper-competitive world, Col. D R Gogoi, Director Operations and Marketing, Broadcasting Engineering Consultants India said, "Teams which work under controlled disharmony are able to innovate and work better". He further added, "About 60 to 65% of the urban youth want to associate with the PSUs even today".

Mr. M. M. Joshi, Executive Officer, Bharat Electronics Ltd said, "Attrition rate in most PSUs today is about 1%. We hire entry level executives at attractive pay packages and groom them to take up more responsibilities with time".

Speaking on the changed perspective of management students on the public sector, Mr. P Udaykumar, Director –Planning & Marketing, National Small Industries Corporation said, "Earlier PSUs were not considered a good career option, but today we see a renewed vigour and interest among students for joining PSUs".

The summit was also attended by Mr. M. Ravi (CEO, Bhilai Steel Plant (Subsidiary of GAIL)), Dr. Asheesh Srivastava (Deputy General Manager HR, GAIL India Ltd), Ms. Gunjan Shukla (Additional General Manager – Corporate Learning & Development, BHEL) among other prominent leaders who shared their experiences of working in Public Sectors.

IIM Rohtak, the top management institute in the country is the only IIM in the Delhi-NCR region. IIM Rohtak is a benchmark of management education in India. The institute aims to build the leaders of tomorrow by organizing various events like these to polish the skills of the students and keep them updated about the current trends in the industry, hence bridging the gap between industry and academia.

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