



Bharatiya Vidya  
**Bhavan's**  
Harilal Bhagwati Institute of  
Communication & Management



Affiliated to Rajendra Prasad Institute of Communication and Management, Mumbai.

### Press Release

Bharatiya Vidya Bhavan's

#### **HB Institute of Communication and Management, HBICM Ahmedabad**

- Enters into MoUs with GESIA, Tivez Project and other industry and organisations for industry powered courses
- Industry-partnered, part-time, job-oriented courses will provide professional abilities to the students and a job-ready workforce for the industry

Launches New Courses in

**Digital Media:** For Journalism, Social Media, Content & Marketing profiles

**Hospital Management:** For Administrative and Managerial profiles

**Pharma Sales and Marketing:** For Sales and Marketing profiles

**Ahmedabad: January 7, 2021, Thursday**

Harilal Bhagwati Institute of Communication and Management (HBICM), is a pioneer in offering part-time professional courses in management and communication areas in Gujarat.

Keeping its tradition of providing job and skill-oriented courses to the youth, has launched new, industry partnered, part-time courses in Digital Media, Hospital Management and Pharmaceutical Sales and Marketing. The Institute has developed professional courses and has signed MoUs with leading industry organisations, industries and experts to launch new courses.

These courses will cater to the man-power requirements of the concerned sectors. Bhavan's HBICM has taken a novel initiative in roping in industries and industry organizations for delivering employer recognised courses to the students, which will give them an edge in getting well-paid jobs and placements.

The Institute has re-launched and is in the process of re-launching some of its highly popular courses for Materials Management, International Trade (Import-Export) and Journalism (Gujarati). A batch for the Industrial Relations and Personal Management (IRPM - HR) has already started. In spite of the Covid situation, the classes were conducted online for the convenience of students.





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### **For Social Media, Content Marketing and Media sectors**

Keeping the requirements of the industry in mind, Bhavan's HBICM has tied up with GESIA IT Association, which represents companies from Gujarat in sectors of IT, ITeS and Electronics. These companies have a perennial requirement of content writers. Agencies in digital marketing have also been roped in. Thus, entire scope of the digital media has been taken care of in the course.

These companies will help in periodically updating the curriculum to cater to the needs of industry. They will also suggest or help provide expert faculty, provide industrial training, enable internships and participate in campus placements. The course continues to have teaching content for traditional sectors like the print, television and radio as well, in addition to audio-video and text skills.

The Digital Media course, that includes skills for Journalism, Social Media, Content and Marketing, will ensure that the students get to learn multi-disciplinary skills that the post-COVID-19 Media Industry expects from them. The importance of digital media has grown by leaps and bounds in a very short period of time.

In addition to journalism and content writing, modules on marketing the content on the digital media in general and social media in specific, have also been incorporated in the curriculum. This will meet the growing need of media houses, freelancers and bloggers – now and in the future.

Digital Media skills are also critical for public relations, advertisements and marketing. It is highly influential in giving publicity to companies, marketing of products, and reputation management. The role of content writers and curators is also critical in these areas. The proposed course incorporates these aspects and helps prepare manpower for companies willing to have a strong presence in digital media.

### **For Hospital and Pharma Industry**

COVID-19 has completely changed the way hospitals and nursing homes deliver healthcare services. Keeping the latest developments in mind, Bhavan's HBICM has also launched a six-month Course in Hospital Management.





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Partnerships with leading hospitals, nursing homes and their associations will make the students passing this course highly employable. These partnerships will facilitate updation of curriculum, providing expert faculty, field training, internships as well as campus placements.

Another novel initiative is a six-month Certificate Course in Pharmaceutical Sales and Marketing, in partnership with Tivez Project, a consulting firm in pharmaceutical sales and marketing sector. The course will enable fresh graduates to get a relevant understanding of the task, pharmaceutical sector and working of pharmaceutical organisations.

### **MoUs and Industry Partnerships**

Chairman of the Board of Trustees of Bhavan's HBICM Shri Mukesh Patel says, "It was the foresight of the founders of HBICM, who felt the necessity, about 53 years ago, to provide professional training to the youth. Now with a paradigm shift in the way businesses function after Covid-19, we have modified existing courses and introduced new courses to meet the manpower requirements of media houses, hospitals and pharma industry."

Adding to this, honorary secretary of HBICM Shri Prakash Bhagwati says, "We have ensured that the fees stay affordable even for the students from economically weaker sections. But our curricula are such that they will bring them on par with the best professionals in the sector. For this reason, we have appointed a team of professionals with the best domain knowledge."

BVB Treasurer Shri Gaurav Shah also remained present.

Talking about the MoU, Chairman of GESIA IT Association, Tejinder Oberoi said, "Lot of work needs to be done for job readiness of college graduates. Building a program curriculum in association with the industry and getting faculty from the industry is the need of the day. We at GESIA are committed to support such initiatives. The industry also need trained manpower in futuristic sectors like Artificial Intelligence, Machine Learning and Blockchain, and needs good programs for these skills."





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Ajay Shah and Ronak Shah, co-founders of Tivez Project are the course coordinators of Pharma Sales and Marketing Course. They said, "So far as we know, this course has no parallel. The course will be very useful for the students and will give them an edge in getting a lucrative job in a promising sector.

We will provide seasoned faculty and experts from the industry to train the students. The role-play sessions will give them a realistic scenario of a working of a pharmaceutical company. They will have a better chance of getting a higher salary."

**Details for admissions can be had on Mobile No: 97272 72724 or from Bhavan's office at Khanpur, between 11 am and 6 pm.**

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Photo Caption 1

L-R: Shri Keyur Dhandeo, Marketing Consultant; Shrimati Meenaben Bhatia, Centre Coordinator; Shri Gaurav Shah, Treasurer; Shri Shyam Parekh, Director; Shri Prakash Bhagwati, Honorary Secretary; and Shri Mukesh Patel, Chairman of Board of Trustees (All Bhavan's HBICM); with Tejinder Oberoi, Chairman of GESIA, Shri Pranav Pandya, Vice Chairman of GESIA; and Satyarth Srivastava, Honorary Joint Secretary of GESIA.

Photo Caption 2

L-R: Shrimati Meenaben Bhatia, Centre Coordinator; Shri Shyam Parekh, Director; Shri Gaurav Shah, Treasurer; Shri Prakash Bhagwati, Honorary Secretary; and Shri Mukesh Patel, Chairman of Board of Trustees (All Bhavan's HBICM); with Shri Ajay Shah and Shri Ronak Shah, co-founders of Tivez Project and Shri Keyur Dhandeo, Marketing Consultant at HBICM.

