

INTRODUCTION

Everyone has dreams but very few are able to convert them into a reality. This may be true because of the diversity in their background and approach and also the facilities available to them. But there is the fourth aspect also which has been identified as the most crucial factor for achieving any success, especially in corporate world, and that is, the high level competence in Soft Skills. It is true, the importance of communication skills in professional world was realized long back and as a result various technical and other professional institutes started offering courses to their students to equip them with appropriate communication skills. But globalization has ushered in further new opportunities and challenges in corporate world which demand not only good competence in communication skills but also in other aspects of soft skills.

The urgency of the need for inculcating good soft skills can be understood from various surveys conducted recently which concluded that presently only 15 to 20 percent of engineering and other graduates being churned out every year in India were employable in the IT industry. Sadly, of the large number most are unsuitable because of lack of soft skills.

Moreover, realizing the gravity of this situation, the Confederation of Indian Industries (CII) has taken some initiatives in this regard by starting dialogue between industries and academia leading to curriculum reforms. But there is a need to have a focused and sincere Academia-Industries interface to access the gap between the industries' demands and academia's existing practices regarding soft skills development strategies.

The international conference would serve as a meeting forum for the academicians, industrial personnel and the educational planners to deliberate upon the various aspects of soft skills that

are required to meet the emerging corporate challenges in the global world and to arrive at effective soft skills development strategies.

OBJECTIVES

- (i) To initiate and facilitate discussions among the academicians, industrial personnel and the educational planners on the existing practices and emerging challenges in soft skills development strategies;
- (ii) To ascertain suggestions for strengthening the soft skill development strategies in higher education institutions so as to meet the industry needs and improve the employability rate of graduates;
- (iii) To develop a new programme in soft skills to be offered at the national level and also to improve existing programmes.

RELATED ISSUES (from academia-industries perspective)

- Professional communication: Oral and Written
- Inter-personal & Inter-cultural communication skills
- Positive work attitude
- Interpreting non-verbal cues
- Lateral thinking and corporate world
- Group dynamics and team building
- Decision making
- Working with technological advancements
- Business Etiquettes
- Emotional Intelligence

PARTICIPATION

Faculty from technical and management institutions, Training and HR personnel from industries, and

representatives from UGC, AICTE, AIU and CII are invited to participate and make presentations.

CALL FOR PAPERS

Contributors are requested to submit the abstracts of papers through **e-mail by 25 April 2008**. The abstract should contain maximum 200 words excluding the title of the paper, the name(s) of author(s) and organization affiliation.

After the acceptance of paper a hard copy and a soft copy of the full paper may be sent by post / e-mail in the following format.

Paper Format: A4, not more than ten pages

Font Type and Size: Times New Roman-12 with 2 line spacing and 1.5 inches margin both sides

Paper Title: Centre and Bold

Authors Name and Affiliation: Centre

IMPORTANT DATES

Conference Date: **19-20 September 2008**

Submission of Abstract : **25 April 2008**

Intimation of Acceptance: **5 May 2008**

Last Date of Registration: **31 May 2008**

Submission of Full Paper: **15 July 2008**

REGISTRATION FEE

For Indian nationals: Rs. 1500/-

For Foreign nationals: \$ 200

Registration fee includes food, proceedings and delegate kit only. Accommodation will be arranged in the Institute's Guest House but the charges have to be borne by the delegate.

Accommodation Charges

In VFAST Hostel (Visiting Faculty and Students Hostel)

Twin sharing (Non A/C) Rs. 400/- per day

Twin sharing (A/C) Rs. 700/- per day

Triple sharing (A/C) Rs. 900/- Per day

THE INSTITUTE

Birla Institute of Technology and Science (BITS), Pilani, established in the year 1964 is an all-India Institute for Higher education deemed to be a university by the Government of India. BITS offers admission in three tiers: First Degree, Higher Degree and Doctoral Degree. Programmes are offered in various disciplines such as Engineering, Science, Management and Humanities. BITS has always been ranked as one of the top few educational institutions of its kind.

The Languages Group at BITS offers various courses pertaining to communication to the students of all programmes irrespective of their disciplines. Courses such as Technical Communication, Business Communication and Technical Report Writing are being offered to all students of the institute both on campus as well as off campus. Hence the faculty at the Languages Group have a rich experience of teaching these courses not only to the students of first degree and higher degree programmes but also to various professionals who register for distance learning programmes. Besides the prescribed courses, the group also offers short-term courses in Communicative English, GRE and TOEFL. Faculty members of the group are actively involved in research work and contribute significantly to research and other publications.

CLIMATE

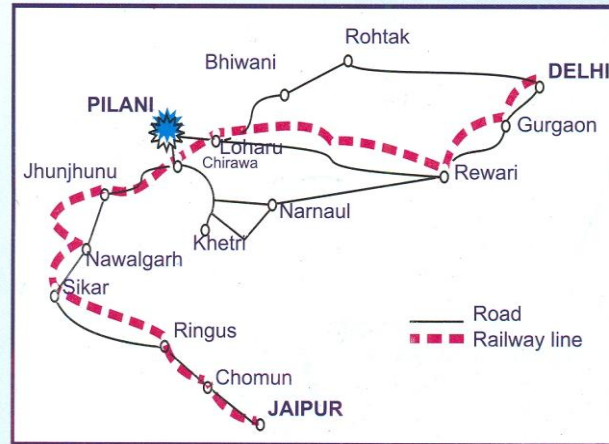
Climate at Pilani in the second/third week of September is normally pleasant with temperatures ranging between 30 and 35 degrees celsius.

HOW TO REACH PILANI

Pilani is located 200 km. west of Delhi and 220 km. north of Jaipur. Direct buses to Pilani are frequently available from Delhi (ISBT, Kashmiri Gate) and Jaipur (Rajasthan State Transport Corporation bus stop, Sindhi Camp). The nearby railway stations are Loharu, 25 km from Pilani (via Delhi route) and Chirawa, 16 km from Pilani (via Jaipur route). Meter

Gauge trains are available from Jaipur railway station and presently there are no train services from Delhi.

Approach map to Pilani



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Our website: <http://www.bits-pilani.ac.in>

Two-Day International Conference

on

SOFT SKILLS DEVELOPMENT STRATEGIES: CORPORATE AND ACADEMIA PERSPECTIVES

19-20 September 2008

ORGANISED BY



Languages Group

**BIRLA INSTITUTE OF TECHNOLOGY AND
SCIENCE, PILANI**

RAJASTHAN - 333 031, INDIA