I. INTRODUCTION

Association of Management Development Institutions in South Asia (AMDISA), a SAARC recognized regional apex professional association, was chartered in 1988 as a network of Management Education and Management Development Institutions in South Asia, with generous support from the Commonwealth Secretariat, and active involvement of leading Management Schools in the region. The most important purpose of AMDISA is to help ensure continuous improvement in quality of management education and management development. In less than two decades, AMDISA has emerged as a vibrant association, and has performed a synergistic role which would be difficult to accomplish by an individual institution in the region.

By available recent estimates, there are more than 1700 Management Institutions in India, 98 in Pakistan, 21 in Bangladesh, 20 in Sri Lanka, 5 in Nepal, and one each in Bhutan and Maldives. Most of them have been established during the past two decades. This growth has given rise to uneven quality of management education and management development, and has made the task of AMDISA more complex. Stakeholders of management education of South Asia are becoming increasingly critical of management education imparted by many institutions. Dealing with institutional and sub-regional heterogeneities and complexities and ensuring quality is a major challenge for AMDISA.

AMDISA, as of 2008-09, has a membership of about 207 leading Management Institutions in the region. These include institutional members such as Management and Business Schools, promoted by public agencies and private sector, imparting MBA and related Post Graduate qualifications, Management Development Institutions imparting executive education, and corporate members. Recently it has decided to offer individual membership to distinguished management professionals in the region. AMDISA has also reciprocal membership with several management development associations in other parts of the world.

AMDISA’s services to members include publications like the tri-annual AMDISA Newsletter, internationally refereed quarterly the South Asian Journal of Management (SAJM), and proceedings, books and monographs brought out from time to time. AMDISA also organizes the biennial South Asian Management Forum, and various regional workshops, seminars, conferences and colloquia, for the benefit of management and related academics and Deans and Directors in the region.

II. INTERACTIVE ACTIVITIES

AMDISA’s flagship biennial conference, the South Asian Management Forum (SAMF), is attended by 200 to 300 professionals from Member Institutions and invited colleagues from Academia, Industry and Government. Each SAMF has a distinctive theme of topical interest to the management community in the region. Apart from the Founding Conference in Hyderabad in 1988, nine such SAMFs have been organized at Hyderabad, Kathmandu, Dhaka (2), Colombo, Bhutan, Pune, Male and Lahore.
INTERACTIVE ACTIVITIES

AMDISA has also organized:

a) Twenty Regional Workshops for Faculty in frontier areas of management, at Dhaka (5), Hyderabad (4), Pune (3), Colombo (2), Delhi (2), Lahore (2), Kathmandu (1) and Mumbai (1).

b) Thirteen Regional Workshops for Deans and Directors on broader issues of Management Education, such as Quality Assurance and Institution Building, at Bangkok (1), Colombo (1), Dhaka (1), Kathmandu (1), Lahore (1), and eight in several cities in India.


d) Thirteen Regional SAQS Workshops on Quality Assurance for Heads of Management Schools and Senior Faculty to develop the South Asian Quality Assurance System (SAQS) and train Peer Reviewers, at Bangkok (1), Colombo (1), Dhaka (1), Gurgaon (1), Hyderabad (5), Lahore (3), and Lucknow (1).

e) One South Asian Workshop for NGO Managers to promote South Asian perspectives on grass roots development, at Hyderabad.

f) Project Management Programme at Male.

Through the above activities, AMDISA has addressed a variety of issues related to improvements in the quality of Management Education and Management Development at institutional and individual levels in the SAARC Region.

III. MEDIUM-TERM QUALITY INITIATIVES

Apart from the above short-term Management Forums and Workshops, AMDISA has embarked on two major medium-term programmes. These are designed to help improve the quality of research by selected individual management academics, and the quality of management education in interested institutions, both in South Asian perspectives.

AMDISA’s Regional Doctoral and Post Doctoral Fellowship Programme was launched in 2003. The Commonwealth Fund for Technical Cooperation has funded eight Fellowships. The AMDISA Regional Fellowship Committee has established norms and procedures for selection of Fellows, and for undertaking comparative studies in emerging areas of Management and related disciplines. These studies by South Asian scholars are to be based on field work in at least two South Asian countries. Eight Fellowships have so far been awarded to Doctoral and Post Doctoral scholars from Bangladesh (1), India (4), Pakistan (1), and Sri Lanka (2).

To more sharply focus on quality improvements at institutional levels in interested Management Faculty in the region, AMDISA launched its South Asian Quality Assurance and Accreditation System (SAQS) in 2003. This system has evolved through thirteen Regional SAQS Workshops for Deans and Directors of Management Schools. These Workshops have also developed a panel of 30 Regional Peer Reviewers and Mentors to operationalise the SAQS process. More such workshops are planned to develop more Peer Reviewers and Mentors. SAQS has been initially supported by the European Foundation for Management Development (EFMD) through the European Commission’s Asia Link Programme. Apart from the participation of representatives of
AMDISA NETWORKS

European Quality Improvement System (EQUIS) of EFMD, SAQS has also benefited from the involvement of representatives of the (American) Association to Advance Collegiate Schools of Business (AACSB). Within the broad framework and approaches of EQUIS-EFMD and AACSB, SAQS has taken into consideration South Asian realities for quality improvement in Management Schools in the region.

To date, five renowned Management Schools in the region, four from India (Management Development Institute, Gurgaon, ICFAI Business School, Hyderabad, Prin. L N Welingkar Institute of Management Development and Research, Mumbai, and Xavier Institute of Management, Bhubaneswar) and one from Pakistan (Suleman Dawood School of Business, Lahore University of Management Sciences, Lahore) have been SAQS-accredited. Eleven more Schools – seven from India, three from Pakistan and one from Bangladesh – are currently (2008-09) in various stages of the SAQS process.

IV. PUBLICATIONS

AMDISA has brought out over 20 Publications, including Proceedings of nine South Asian Management Forums and selected Regional Workshops, and Case Studies, Directories, Sponsored Studies, etc. It also publishes the quarterly South Asian Journal of Management and the four-monthly AMDISA Newsletter.

V. NETWORKING

AMDISA has helped establish National Associations of Management Development Institutions in Bangladesh (AMDIB), Nepal (AMDIN), Pakistan (AMDIP) and Sri Lanka (ASLIM). The Association of Indian Management Schools (AIMS) has close cooperation with AMDISA.

AMDISA has supported and partly sponsored Global Management Forums organized by INTERMAN (ILO Network of International Management Schools) at Montreal (1990), Barcelona (1994), Chicago (1998), Bangkok (2002), and Montreal (2004). Fourteen International Management Associations in other regions (USA, Southeast Asia, Asia-Pacific, UK, Eastern and Southern Africa, Australia and New Zealand, West Indies, Central Asia, Central and Eastern Europe, Canada, Latin America, EU, France, Russia and West Africa) have reciprocal relationships and are associated and network with AMDISA for exchange of mutually beneficial information. Collaborative projects with a few of them are in the pipeline.

VI. GOVERNANCE AND MANAGEMENT

AMUISA’s Governance Structure includes a General Assembly of members held every two years. It elects an Executive Board which meets twice a year. The Board has eleven members representing all the member nations. Apart from senior academic administrators like Vice-Chancellors and Deans/Directors of AMDISA member institutions as members, AMDISA’s Past Presidents are Invitees to the Board, as are the Presidents of National Associations, and Chairpersons of AMDISA Committees.

The biennial Presidencship rotates among the AMDISA-SAARC member countries. As per tradition the Vice-President is elected as President for the subsequent two-year term. Policy and major issues are handled by the President and the Executive Board.
GOVERNANCE AND MANAGEMENT

Local Management Committee (LMC) based in Hyderabad provides support to the Executive Board and the AMDISA Secretariat. The LMC is chaired by a local Executive Board member and includes a few other local Executive Board members and Special Invitees. It meets as frequently as needed.

Implementation, coordination, and follow-up of Executive Board’s decisions are the responsibilities of the permanent AMDISA Secretariat situated in Hyderabad. The Secretariat is ultimately accountable to the Executive Board and AMDISA stakeholders in all academic and financial matters. It is headed by an Executive Director. Other Secretariat personnel include Director, Academic, Executive Secretary, SAQS Secretary, and other support staff.

The various AMDISA Committees are:

a) Membership Committee.
b) SAQS Council.
c) SAQS Committee.
d) Accreditation Awarding Committee.
e) AJM Editorial Board.
f) Building Committee.
g) Regional Fellowship Committee.

VIII. SOURCES OF SUPPORT

AMDISA’s main sources of revenue are Membership Subscriptions, Journal Subscriptions, income from programmes and projects, and institutional donations/contributions.

Apart from receiving generous funding from the Commonwealth Secretariat for Institution Building, organizing South Asian Management Forums, and the Regional Fellowship Programme, AMDISA has also received financial support from:

- Canadian International Development Agency, Ottawa (1990-98)
- Asia-Pacific Development Centre, Kuala Lumpur (1992)
- Friedrich Ebert Stiftung, Bonn/ Delhi (1994 and 2006)

VIII. SECRETARIAT

AMDISA Secretariat is located on the University of Hyderabad campus on a 2-acre plot donated by the University. It houses a well-furnished Board-cum-Conference Room, Syndicate Rooms, Library, offices for its quality assurance, academic and publications activities.

Note: For more details and updates, please log on to www.amdisa.org
INVITATION
AMDISA invites Management Schools and Management Development Institutions in South Asia to join this network and contribute to and benefit from AMDISA’s Management Development activities.

AMDISA Secretariat

ASSOCIATION OF MANAGEMENT DEVELOPMENT INSTITUTIONS IN SOUTH ASIA
Dharni Sinha Bhavan, Adjacent School of Management Studies
University of Hyderabad Campus, Central University Post Office
Hyderabad - 500 046, (A.P), India
Phone: +91+(0)40-6454 3774, 6454 5226
Fax : +91+(0)40-2301-3346
Email: amdisa@amdisa.org, Website: http://www.amdisa.org
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