

MTC- GLOBAL: LEADERSHIP IS ALL PERVASIVE

Prof. Bholanath Dutta

Management Teachers Consortium, primarily, a Google Group, was created on 29.06.2010 by Prof. Bholanath Dutta. His aim was to create a common platform for management teachers across the world for knowledge exploration and knowledge sharing using the available technology.

Prof. Dutta is a very humble, down-to-earth and modest teacher. He felt that enormous amount of knowledge is locked and redundant within the faculty members due to various reasons like: absence of opportunity, fear of expression, geographical distance, artificial distance created by B-school through ranking/certification, inertia, so on and so forth. At the same time, many faculty members don't get access to information regarding seminar/conference/workshop because may be they don't have their own professional network or maybe they are far from cities.

Prof. Dutta understood the difficulty. He knew there are many management professional associations already existing and he himself is a member of 8 professional associations. But teachers are not able to take the benefits to the fullest from these associations. There was another dimension; people joining teaching profession for the first time have to face lot of difficulties in understanding the academic process and different aspects of teaching throughout.

He felt the necessity to do something simple but creative which will enable every faculty members in developing knowledge and social capital. Finally, on 29th Jun 2010, he created the Google Group and named it Management Teachers Consortium.

He was the only one member at that point. He was very much worried; how to get more teachers to join the group? He explains about the group to his colleagues and they got convinced very next day. On 30.06.2010, there were total 6 members.

Gradually, he started sending invitation to his friends working in other colleges. Few joined and many directly declined. But, he didn't lose hope. The next challenge was, how to get mail ids to send invitation? He browsed through the websites of all the B-schools / University (MBA Dept) across the world country wise and started sending invitation. Slowly, faculty members started joining group.

He started intensive discussion on the group and started posting news on seminar/conferences/workshops. Members got interested as they could see the benefits of the group. Later on these members further took the message to their own friends/colleagues and consortium grew strength to strength.

Executives from corporate also came forward to participate in the discussion and immediately it was opened up for corporate also for more intensive and in-depth discussion. Based on member's opinion, the name "Management Teachers Consortium" was changed to "Management Teachers Consortium, Global (MTC Global).

The journey was not very pleasant and smooth. Many professors from premier b-schools called up Professor Dutta and cautioned him for sending the invitation and started considering the invitation as SPAM mail. There was a time when Prof. Dutta was completely broken, but he didn't lose the hope. He had the faith and confidence that teachers will join the group and few people can't decide the fate.

Today, MTC Global has 5000+ professors/corporate executives across the world. It has a proper organisation structure like advisory board, chapter heads, country heads, core committee and working committee. He himself is the convener for the group. The logo and website were developed voluntarily by its own members. Website: www.mtcglobal.org

At present it is growing at rapid speed and time is not far when the entire management fraternity across the world will be part of it. Chapter Meets are happening across the world. Chapter Heads along with members are taking initiatives to hold chapter meet and discuss various issues related to management education. Expenses are borne by the members for their chapter. Not a single penny has been collected from any member.

MTC Global is not a commercial set-up. Its mantra is "Educate, Empower, Elevate"—this is an empowerment model. It has become a common name in management fraternity across the world. Every member is a leader in MTC Global, contributing his/her best in the growth of organisation. Everyone feels proud to be associated with it and does every possible thing in the growth of MTC Global. This is a set-up where everyone is a LEADER. MTC Global conducted its first successful global annual convention 'Sankalp-2011' at Red Hills, FAPPCI, Hyderabad.

Question for Discussions:

- (i) This case talks about what kind of leadership theory? Does this leadership theory resemble with any existing leadership theories? Explain.
- (ii) "An organisation where everyone is a leader"--- Do you think it is possible to create such organisation? If yes, then what kind of management orientation is required? If no, justify.
- (iii) What lesson corporate can learn from the evolution and development of MTC Global?
- (iv) "MTC Global is not a commercial set up but an empowerment model"--- Explain.
- (v) How do you foresee the future of MTC Global?
- (vi) Would you like to suggest anything to MTC Global Team Members?