

31st Graduation Day



JANUARY 08, 2023

Courtyard by Marriott
Tiruchirappalli

**Nurturing
 π -shaped
Professionals**

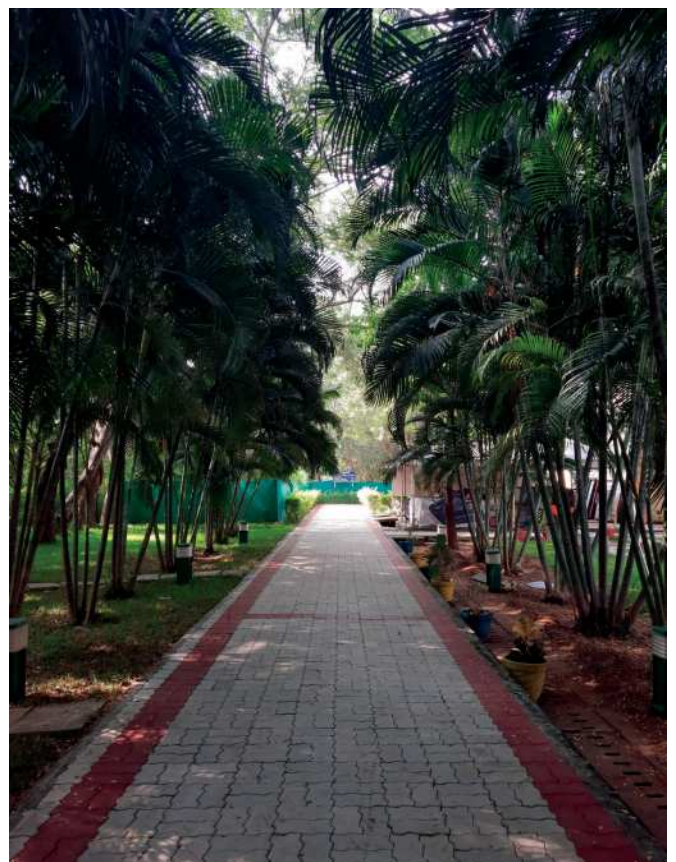
LIFE AT BIM



influencing tomorrow

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Board of Governors



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Managing Director,
Thiagarajar Mills Limited
MADURAI



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Appaswamy Real Estates Limited
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Finance Ministry of External Affairs,
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NEW DELHI



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Dr. N Kamakodi, (Member)
Managing Director & CEO,
City Union Bank Limited
KUMBAKONAM



Dr. Asit K Barma
Director & Member-Secretary,
Bharathidasan Institute of Management
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Management), the University of Texas
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Former Professor, IIM Ahmedabad
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Professor of Operations and Logistics
Management and Supply Chain at
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Professor, Faculty of Management
Studies, Delhi
Fulbright Scholar



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Senior Vice President and Head of New
Payment Flows, Asia Pacific Region - VISA
Distinguished Alumnus Awardee 2022
(BIM)



Mr. Vinod Kala
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Dr. Arnab Mitra
Executive Director, PwC Services LLP

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Area Chair & Associate
Professor
Finance and Economics
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DR. Satyanarayana Rentala
Area Chair & Associate Professor
BIM
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DR. S. N. Raghavendra
Area Chair & Associate Professor
BIM
TIRUCHIRAPPALLI



PROF. Mahalingam D
Assistant Professor, Member
Secretary to AC
BIM
TIRUCHIRAPPALLI



ARATHIDASAN INSTITUTE OF MANAGEMENT

VISION

To be an innovative, socially responsive, and inclusive institute of excellence in management education

MISSION

- Nurture socially responsible and competent leaders
- Foster innovative practices in curriculum, pedagogy, and industry engagement for holistic student development
- Provide access to quality management education for all sections of society
- Engage in meaningful research and share knowledge with the community and industry



CHIEF GUEST'S GRADUATION DAY ADDRESS

Dr. Arnab Mitra
Executive Director, PwC

Chairman and members of the board of Governors, Director of the Institute, Distinguished faculty, Graduating Students, Ladies and Gentlemen.

Thank you for inviting me and giving me this opportunity to be a part of this wonderful ceremony. I am honored to be here. As I rise to speak to you, my mind goes back decades ago when I was in your place in a different institute, trying to absorb all the environmental stimuli around me. I did my MBA from Department of Business Management, University of Calcutta – way back in the year 1993. Since then I remained a student of Business Studies not only for the love of the subject but also to remain relevant. Let me confess after spending more than 28 years –after remaining relevant in the industry for more than 28 years in multiple geographies – To be a student of MBA is a great privilege. A privilege to look at world with open mind and open heart. To develop a world view – to build perspectives not limited by cognitive bias.

Convocation. is a way of celebrating your success with a hope that you would create a positive impact in fields that you chose to work in near future. I have no doubt that you will positively impact thousands of lives over the course of your careers. I take this opportunity to Congratulate each one of you on your completion of your degrees. The journey that you had embarked a few years ago has come to an end with a promise to a new beginning. Needless to say that the journey was not easy. The challenges in the path did test your resolve. But if the mountain were not steep, the view would not be such an inspiration. Isn't it?

It's true that your academic effort has come to fruition. This is a mark of completion of one chapter of your life and another is about to begin. Many of you will chose to enter the real world with its usual ups and downs; some of you will chose to embark on another journey in academics for the attainment of the next level. The process of transition will need a lot of resilience and I am sure that the values and skills that you have acquired from the institute will help you face atrocities in life with confidence.

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While attending my first class in Management, I came across a pertinent question from one of my professors – “what is Management?” I tried to answer that question by depicting definition from book – lots of my friends tried to address that in their own way. Prof Rahman smiled and acknowledged all the answers and came up with his perspective of looking at it, jokingly, Management is Man Manage Men tactfully to achieve a desired outcome. Believe me – I could not find any practical response to that connotation till date. Management as it often said as the newest of the sciences and oldest of the arts. The significance of management revolves around human endeavor to achieve results.

There is no denial of the fact that we live in a world, which is complex and full of paradoxes.

German philosopher Georg Wilhelm Friedrich Hegel’s thoughts are often described by using the connotations thesis, antithesis, and synthesis. According to Hegel, to know the whole truth human mind need to draw a distinction which is derived from the paradoxical nature of human consciousness. The derived distinction is enriched with two opposite terms, which can be expressed through arguments and counter-arguments. Human consciousness can only focus on one of the elements of two extreme opposites. It creates a rationale for one element /argument and then keeps on creating rationales for others till it finally reaches to rest on the mere distinction. Hegel explains this as the process of alternation and rest as dialectic.

The notion – conflicting, stern opposites are the reasons for the historical movement or progress is the derivation of the dialectical method. A further decomposition of Hegel’s thoughts would lead to the categories of thesis, antithesis, and synthesis. The struggle between the potential and actual world has been derived from the concept of conflict of opposites, which is the essence of Hegel’s philosophy.

The real world is many times full of dichotomy. A simple single idea derived from a thesis represents a void in the system which can be fulfilled by another conflicting idea. The conflict gives rise to another point of view, which can be connoted by synthesis, and which depicts the truth amongst the opposites; the truth amongst the thesis and antithesis. Thus synthesis becomes the new thesis and which calls for another anti-thesis and their dynamic interplay goes on till the universal truth arrives.

In today’s competitive market, companies are under pressure as customers are more knowledgeable due to the information explosion. Mass customization is the key as this would cater to the specific needs. This is expected to be achieved through innovation. Gone are those days where the value of product or services was mainly judged by its price. Customers want cost arbitrage, with immaculate service which meets their requirements. As always, reducing cost and improving quality requires ongoing initiatives within every enterprise. Delivering higher value, whether within the value chain to partners and original equipment manufacturers or to the end user, has become more and more important.

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Today's business house operates in an environment, which is deeply influenced by change. It is important to be flexible so that agility can be demonstrated in response to external market stimuli. The change can be a planned change to address the predictable business scenario through business process re-engineering. The changes can also be unplanned as a result of unpredictable external stimuli of business environment. To manage unplanned change, organizations need to develop agility into its DNA, and that can only be possible by imbibing flexibility in its strategy, process and enablement initiatives. The organizations depend on their technology to react to market conditions by developing differentiators. It is observed that small sized organizations act more swiftly to address the unpredictable changes in the market. The bigger organizations take more time to respond. Big organizations have decomposed their structure in smaller entities to take the benefit of imbibing flexibility in their way of operations without diluting their advantage regarding their size and reach. These structural changes are attributable to the demands of the new age customers who have freedom of choice to exercise their options. As a result, the proliferation of technology dictates the course of business and in a way may determine customer behaviour. Decentralization can be treated as the key to be exercised. Large global organizations are reaching out to the new markets with the local face. Short shelf-life of the product has been the key driver of technological innovation. Delighting customers with quality service/product with faster response time is emerging as the key to succeed, which are the corollaries or the connotations of flexibility. The leaders of the world today thrive to minimize waste by imbibing efficiency within their value chain by practicing flexibility. To become flexible, an organization is supposed to identify and accept an element of change in the external and internal business environment along with continuity and then be responsive to that change nullifying the element of unpredictability across the system. The flowing stream strategy is a framework which deals with the confluence of continuity and change.

Consumers today are bombarded with information about several products and services. They are ushered with the options for a simple product. Customers with their felt deprivation backed up with purchasing power look for products and services which are specific to their need and expect organizations to reach out to them personally through one-to-one marketing. Mass customization through radical innovation is a key differentiator for the organizations which are trying to elevate themselves from practicing efficiency to achieve the state of flexibility. Customer profiling is the need of the hour as demonstrated by the Japanese business houses in the 80s by imbibing flexibility in their manufacturing process thereby delivering personalized products to each individual on time every time within budget and with immaculate quality.

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Lead time has become cliché as the expectation of personalized distribution channel has been the in thing in their supply-chain relationships with the customers and best practices from their nodal distribution entities. Organizations with personalized offerings to their clients backed up with best practices are there to stay. Organizations failing to imbibe flexibility in their system may eventually lose their ground regarding creating differentiators and retaining their customers and will perish over time. Brand value nowadays is more of a derivative of the organization's ability to meet the expectation of the customers.

Inclination towards Reduction of waste or muda to generate cost arbitrage has given rise to Just-in-time (JIT) manufacturing practices. This calls for all the entities of the business ecosystem of a manufacturing organization to work seamlessly as partners in progress. Value co-creation may be the need of the hour by involving customers in product planning, designing and service execution process across the system. The suppliers in the eco-system are left with hardly any choice but to take more responsibility for ensuring quality. They have started even extending services to the extent of managing inventory of the manufacturing organization. The manufacturers are more inclined towards focusing on their core competencies by outsourcing support functions to several service organizations with stringent service level agreements. The objective is to deliver more value with less absorption of resources. The objective is to create differentiators regarding quality and also to create cost arbitrage by focusing on the reduction of waste.

Today's age is the age of information. And it is needless to say that information is power. Globalization has many facets, and one of such facet is information explosion. It has made the customer knowledgeable and has increased the reach of organizations transcending boundaries across the continents. The definition of the supply chain has changed. E- supply chain/e-stores have enabled customers to purchase products and services from business houses across the globe, thereby generating more options for them. It has given the transparency of the price which is much appreciated by global consumers. The increased visibility has propelled collaboration across the globe amongst the nodal entities of business eco-system. It is important to have a view of the political and tariff borders in the age of information explosion. Fewer political and tariff borders have helped organizations to enter in new markets transcending boundaries of countries. Emerged trading blocks such as NAFTA (North American Free Trade Agreement) and the EU (European Union), have acted as a positive catalyst to facilitate international trade. China's emergence as a manufacturing hub along with India's high consumption has given hope to the business environment of South-East Asia. The Internet has become a major facilitator of cross-border transaction in a way by which doing business across the globe has become relatively easy.

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The expectation of customers from the product/ service providers is linked with their exposure to global consumerism. This is heavily skewed towards high-wage countries. Low technology-intensive products/services manufacturers find it difficult to survive under the immense pressure of global consumers. Developed countries demand technology-intensive product/service providers; who need to do better knowledge management concerning the production process and other aspects of the business. However, low-waged countries usher opportunities for manufacturers/service providers with lesser technological competency. This depicts a perfect picture of a thesis in developing countries, which is anti-thesis for developed countries and truth prevails over the dynamic interplay between the two opposites, thereby, generating options for customers across the globe who represent the countries of the different geopolitical environment.

The fall out of innovation is cost arbitrage. It is quite imperative that innovation in technology calls for advanced technology at a cheaper rate. Manufacturers and service providers across the globe can use this technology to imbibe flexibility for increasing their agility in the marketplace. This allows them to restructure their plants – decentralize it to operate more effectively with flexible production mechanism. Complexity has paved the way to the simple manufacturing process by eliminating MRP II as their enablement option. Enterprise Resource Planning (ERP) software have started giving a complete integrated environment through a flexible approach to support agile manufacturing.

The organizations need to identify and accept elements of change in the business environment. It is also important to identify and acknowledge the core continuity factors of the organizations. It is needless to say that elements of change bring in unpredictability in the system, which leads to companies re-examining their business environments by fore-assessing opportunities and risks. A proper change management schedule is the need of the hour along with the exercise pertaining to cybernetics. A complex system can generate a lot of scenarios by executing what-if exercise to prepare for unpredictable change. It is also important that this exercise needs to be followed by an assessment of their tacit and explicit knowledge available in their respective organizational systems. A framework needs to be created to preserve this knowledge in a scientific manner so that this can be used repeatedly. The unpredictable change element in the business always takes charge of the business from the control perspective considering the effect of continuity. By focusing on delighting the customers is another way to reduce the influence of a change in the controlling aspect of the business. The customer wants quality products/services with the ultimate cost arbitrage on time every time. This calls for immaculate after sales support/service by reducing the response time to a large extent.

The Flexible enterprise can be characterized by its ability to plan its resources optimally. The other characteristic could be based on its ability to reduce its waste.

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This will lead to optimum utilization of capacity and resources leading to process excellence. The process of change management takes care of the human aspect of resources to develop expertise and effectiveness. Agile manufacturers work towards building a team and create an environment by which knowledge is shared in the process of innovation and foster cooperation across the organization.

Finally, the flexible firms propagate positivity by which collaboration could be fostered; to bring in more effectively within the business eco-system. Today's market is the market of the listeners, the organizations which listen to the customers more are powered with the knowledge of customer behaviour, and they are better equipped in terms of dealing with the dynamic change elements in the market. It is important for organizations to find its core competencies and outsource support functions to bring in more efficiency. This calls for partnerships and collaboration to arrive at a solution to a specific customer. There are several aspects to it – collaboration in the supply chain is one dimension of achieving excellence, the other could be sharing of knowledge. An organization thrives on creating differentiators by collaborating with partners, which might add value to their products and services.

“The system age is a synthesis of the Machine Age and its antithesis. The antithesis gives focus on synthesis rather than analysis and is governed by the doctrine of expansionism. It is looking the reality to be much more integrated and unified, as the organic systems once disassembled could not be fully reassembled. Thus, it looks at the system under consideration to be part of a larger whole called as 'suprasystem'. The containing whole is to be first identified and its properties are to be explained. Then the role or function of the system within the containing whole needs to be explained”.

The institute has given you knowledge, which is the facts, information, and skills acquired through education – It has enhanced your ability to process the theoretical or practical understanding of a subject. Your ability to deal with this ever changing world will largely depend on your willingness to apply your knowledge to deal with a situation in the real world, which is, believe me, quite hard at times. Believe me – you all have enormous potentials. My humble submission to all of you – please realize your potential. We always crib about not being lucky enough like others. Luck is opportunity coupled with preparedness. Prepare yourself to realize your potential. Identify the areas of your passion and go for it. Friends, pls do not hesitate to face the challenge. It is our response to the most difficult tasks that define us. It is the readiness to tackle them that makes a leader. I would like to end with the quote by American philosopher Ralph Waldo Emerson “The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well.”

Friends, I wish you all the best in your lives and careers. May you live so that your lives matter, and may you make the world a better place for having passed through it.



CHAIRMAN'S GRADUATION DAY ADDRESS

Shri T Kannan (Chairman)
Managing Director, Thiagarajar Mills Limited
MADURAI

Chairman's graduation address will be shared on the day of the graduation ceremony.

A brief profile of Mr. T. Kannan, Chairman, BoG:

Mr. T. Kannan has been passionately involved with a number of Organisations related to Industry, Education and Charity. He is the Chairman & Managing Director of Thiagarajar Mills (P) Limited and also the Chairman of VTM Limited. He has been actively involved in building the higher education ecosystem in Tamil Nadu. He is the President of Thiagarajar College, Madurai; Chairman & Correspondent of Thiagarajar College of Engineering, Thirupparankundram. He is a member of the BoG of the National Institute of Technology, Tiruchirappalli (TN). He was also a member of the Academic Council and Syndicate of Anna University, Chennai; the Senate of Madurai Kamaraj University; and was a member of the Tamil Nadu State Council for Higher Education. Mr. Kannan is a recipient of the Perunthalaivar Kamarajar Award 2014 by the Government of Tamil Nadu for his contribution to Education and Social Services.

He is a member in the High Level Advisory Committee to the Hindu Religious and Charitable Endowments Department, Govt. of Tamil Nadu. He is the Thakkar, Arulmigu Meenakshi Sundareswarar Thirukoil in Madurai.

He has been the past Chairman of a number of industry associations, like, Confederation of Indian Industry, Southern Region, Chennai; The Cotton Textiles Export Promotion Council, Mumbai; The Southern India Mills' Association. He was also a member of Tamil Nadu State Planning Commission and the Southern Regional Board of Industrial Development Bank of India, Madras.



DIRECTOR'S GRADUATION DAY ADDRESS

Dr. Asit K Barma
Director & Member-Secretary,
BIM TIRUCHIRAPPALLI

Dear Chief Guest at the event, Dr. Arnab Mitra; Chairman and Members of the Board of Governors; our distinguished Guests from industry, academia, and media; esteemed Faculty; Graduands and their family members; our Staff members, Ladies and Gentlemen, I extend a hearty welcome to you all to the 31st Graduation Day of BIM Trichy.

2022-23 has been a fascinating year for BIM. I just wanted to share some of our achievements in the last year. The Government of Tamil Nadu appointed BIM as the academic partner to conduct the prestigious two-year CM's Fellowship Program and the Internship Program in the Government of Tamil Nadu Finance Department.

I am delighted to inform you that we successfully conducted the highly rigorous nationwide entrance exam spread over 92 centers and published the results on time without any technical glitches while maintaining complete integrity without any complaints or escalations. The one-month induction program at Anna Administrative Staff College Chennai saw faculty members from BIM, IIT Madras, TISS & other prestigious schools, besides senior industry practitioners, members of TN State planning commission & bureaucrats from the Government taking sessions at the induction program. Our Board members, Dr. N. Kamakodi & Mr. N. Bala Bhaskar, also took sessions for the Fellows. This significantly enhanced our equity with the Government. This process also helped us expand our footprint in sustainable development space. Looking at the enormous opportunities for our graduates and faculty to work on consulting in the sustainability space, especially in the government sector, we have introduced a Centre for Sustainable Development. We have built competencies in functional areas like CSR impact analysis, implementing SDG at the grassroots, preparing district dashboards, economic viability analysis in urban development, reviewing city financial plans, and identifying economic growth areas. BIM is now credited with significant earnings through consultancy.

We are committed to contributing to the development of the local ecosystem. We have signed an MoU with TN Irrigation Management and Training Institute of the Ministry of Public Works Department of the Government of Tamil Nadu to bring management insights into water management.

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A few of our students have worked with International Centre for Clean Water at IIT Madras Research Park to construct a model in the water management space. BIM also signed MOU with the Institute of Design Thinking, Chennai, to promote design thinking at the grassroots level to develop better products and improve service delivery, thereby contributing to the local ecosystem's overall competitiveness. We are working with a few regional dairy and hatchery firms, conducting MDPs for BHEL and L&T, performing CSR impact analysis for City Union Bank and supporting several B Schools in the region through guest lectures and thought leadership input.

You will be happy to note that we are the only institute in Tamil Nadu to set up the Financial Trading and Analytics Centre with Bloomberg and NSE Smart Trading Simulation. Apart from cross-discipline research and project works, this center also helps students prepare for CMT and BMC certification. We have set up a Real-time Contextual Marketing Lab packed with open-source software tools, including Salesforce Social Studio, that only a few B Schools in India can claim to have. Our Centre for Operational Excellence is equipped with O-Nine solutions and Inchainge software applications for simulations in supply chain 4.0. Our idea is to open these facilities to students from other B-Schools in the region. We have signed an MOU with Chartered Market Technician Association to facilitate the CMT certification course. The course will help students be equipped with technical aspects of the financial market & investments, a part of new age market analysis.

I am happy to inform you that we have consistently achieved 100% admission and placement. This year, the average CTC of the BIM 38 batch stands at INR 12 Lakhs, with the highest salary being INR 20.5 Lakhs. We are perhaps one of the very few B-Schools in the country to get our placement data audited by CRISIL as per the Indian Placement Reporting Standard 2 introduced by IIM Ahmedabad and SPJIMR. BIM was also adjudged the Best B-School for Industry-Academia relations at the World Education Summit 2022 in Hyderabad.

We became a NIRF-ranked B School in 2022 and aim to be in the top fifty by 2025.

We concluded 2022 by receiving ISO21001:2018 certification, the first B-School in Tamil Nadu to receive this coveted international certification for our academic and administrative processes. We are in an advanced stage of NBA accreditation. We have also started working towards AACSB and AMBA accreditations.

Our BIM37 students got third in the global CAPSIM strategic management simulation contest in 2021, with the IIM Bangalore team coming fourth in the rank. Our BIM38 students got the second rank globally in the CAPSIM Foundation challenge in 2022.

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A team from the BIM 38 batch got the seventh position in the number one global supply chain competition by Inchainge. BIM students have consistently won various competitions conducted by the corporates and B Schools in the country.

Our alum, Mr. Kabir Ahmed Shakir, the CFO of Tata Communications and BIM 8 (1991-93) batch, received the coveted IMC Distinguished Alumnus Award 2022 from the former Honorable President of India, Shri Ramnath Kovind during the Indian Management Conclave at IIM Kozhikode.

BIM introduced its distinguished Alumnus award in 2022 & the first recipient of this award is Mr.T. Ramachandran, Senior Vice President, VISA, Singapore. This award was handed over by the Commissioner of Land Administration and Land Reform of TN Govt. Mr. S. Nagarajan, IAS. We also conferred the first Gokul Nath Gold Medal to Mr. S. Saravanan of the BIM 37 batch instituted by the alums of BIM17 during the 39th BIM Foundation Day 2022 celebration in Chennai.

From this year on, we instituted BIM Teacher's Day award to the faculty for the best IP & research contribution.

Our Prof. Dr. Jeayaram S., Assistant Professor in the OB/HR area, is the first recipient of this award for his paper in the International Journal of Contemporary Hospitality Management which is classified as an ABDC, A category journal.

This year we made significant progress in research contribution. We have introduced a comprehensive research policy to foster a vibrant academic research culture. This year our faculty published two ABDC-A category papers, one ABDC-B category paper, and two Scopus-indexed papers. Besides, we published six cases and presented four conference papers and one international conference paper. We have initiated two IP projects, and several other research initiatives are in the pipeline.

Our Assistant Professor in Finance & Economics, Dr. Sadrita Deb, won the Iconic Women Creating a Better World for all award at the Women Economic Forum, 2022, organized by WICCI in December 2022. I am happy to inform you that another faculty, Prof. D. Mahalingam, Assistant Professor, has been appointed as an Economic advisor to Chennai Metropolitan Development Authority.

We also conducted the first high-powered academic council meeting joined by distinguished leaders from industry & academia across the globe.

We have renewed our MoU with Anna Administrative Staff College, Chennai, to host executive and faculty development programs. This year, we partnered with SAP to introduce Post Graduate Certification in ERP (SAP). Besides the executives who want to train on SAP modules, our existing MBA students can join this certification program along with their regular coursework.

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BIM participated in Har Ghar Tiranga Campaign in 2022 to commemorate Azaadi Ka Amrit Mahotsav. We also organized a blood donation camp & more than seventy students, faculty & staff came forward to donate blood. Our welfare and sustainability club introduced a BIM Innovation in Sustainability Award this year. Our Board Members, Mr. N Bala Baskar and Mr. Anshul Mishra, IAS, Secretary of Chennai Metropolitan Development Agency, presented the first award to Bharat Soka Gakkai at an event in Chennai.

Our Pi-shaped program architecture receives wide applause from the academic community for its overall program execution outcome. Apart from scholastic rigor, many emphases are given to applications of new-age technology, appreciation of SDG, fitness, and practice of human values. We are also at an advanced level of signing MoU with four top-tier international B Schools for programs like student exchange, dual degree, research collaboration, and so on.

You will be happy to know we have started our work on building a new second campus of BIM on the Trichy-Pudukkottai highway and hope to complete the same by next year, 2024.

With the initiatives underway, active engagement of all stakeholders like faculty, staff, alumni, and students, and continuous guidance and support from the Board, BIM will live up to its axiom 'Influencing Tomorrow.' And you all will be incredibly proud of your alma mater.

To conclude, I would like to share a quote from Viktor Frankl's *Man's Search for Meaning*, a book chronicling his days at the Nazi concentration camp during World War II.

"Don't aim at success. The more you aim at it and make it a target, the more you miss it. Success, like happiness, cannot be pursued; it must ensue. It only does so as the unintended side effect of one's dedication to a cause greater than oneself or as the by-product of one's surrender to a person other than oneself. Happiness must happen, and the same holds for success: you must let it happen by not caring about it. Please listen to what your conscience commands you to do and go on to carry it out to the best of your knowledge. Then you will live to see that in the long run—in the long run, I say! — success will follow you precisely because you had forgotten to think about it".

Thank you, friends. All the best for all your endeavours.



ACCREDITATIONS / CERTIFICATIONS

MBA programme is affiliated to Bharathidasan University and approved by AICTE. BIM is in an advanced stage of obtaining NBA accreditation, having already submitted the SAR. BIM has received ISO 21001:2018 certification for its academic and administrative processes, the first B School in Tamil Nadu to have received this. We are actively working on AACSB and AMBA accreditations.

BIM is a NIRF-ranked B School. Per policy, BIM does not participate in any other ranking system, primarily those conducted by private agencies or publications, where the data is not publicly available for peer reviews. BIM believes only in the NIRF ranking system undertaken by the Ministry of Education, Government of India.

The placement report is audited by CRISIL as per IPRS2 standard, a practice initiated by IIM A and SPJIMR. BIM strongly believes in responsible public disclosure of data and is one of the very few completely self-financed B School to follow this in India.





TAMIL NADU CM's FELLOWSHIP PROGRAMME

Good governance is a hallmark of any prosperous state. Towards this objective, the Government of Tamil Nadu has introduced the “Tamil Nadu Chief Minister’s Fellowship Programme (TNCMFP),” starting from 2022-23. It aims to harness the energy and talent of young professionals to improve the governance processes and enhance the service delivery of various programs and policies in Tamil Nadu. TN CM’s Fellows’ role will be to monitor and evaluate, identify issues, and aid data-driven decision-making on the assigned programs to address the gaps in service delivery and optimize the same in line with global best practices. The Government of Tamil Nadu has appointed the Bharathidasan Institute of Management (BIM), Tiruchirappalli as its academic partner to conduct the fellowship program. The objective of this program is as follows–

- To create a pool of knowledgeable and action-oriented resources for the Government to work on policy efficacy, identify gaps, and build internationally referred benchmarks for policy and program outcomes.
- To evolve a ‘program structure’ with a combination of academic rigor drawn from international best practices of policy and governance for various sectors of Tamil Nadu.
- To conceive and implement a framework of monitoring and evaluation (M&E) to measure, monitor, and improve the Government's service delivery across different departments and sectors in Tamil Nadu.
- To develop the Key Performance Indicators (KPI) for service delivery and compare them against the global best practices.
- To develop and implement the measuring system for each KPI across various sectors and create a magic quadrant of different service delivery processes regarding their maturity and impact.
- To create a learning process for the Fellows and the Government to measure and evaluate policy outcomes, gaps, and course corrections.
- To enable the Fellowship resources to identify impact creation and scale up best practices.
- Understand the state economy, policy and economic activities link, and financial planning for higher value chain activities.

STUDENTS' ACHIEVEMENTS

BIM encourages its students to participate in various international and national competitions. Some of the students' achievements during 2021-22 are shared below.

Mr. Abinav S, Mr. Prasanna Venkatesh K, Mr. Prithviraj R, Mr. Rakesh Kumar S, and Mr. Sridhar M won the 2nd position globally in CAPSIM Foundation Spring 2022 Challenge.

Mr. Fenit Jerald B, Ms. Sankeerthana S, Mr. Surya P, and Mr. Swaminathan A achieved 7th position in the Global Student Challenge 2022 in Operations and Supply Chain Management organized by InChainge.

Mr. J Vishnu Prasad, Ms. Aishwarya G, and Ms. Kavya Priya S achieved 4th position in the 'Touchstone' – Marketing case competition conducted by IIM, Shillong.

Ms. Aishwarya G & Mr. Shuresh Vishag C won 3rd prize in 'Abhigyata' – A data analytics competition conducted by IIM, Amritsar.

Mr. Shuresh Vishag C & Mr. Sanjay S have won 2nd prize in the 'Let's Play Ops' – Operations Simulation Game Challenge organized by IIM, Raipur.

Mr. Shuresh Vishag C won 2nd prize in the 'Decipher 2.0' – Analytics and Business Intelligence Competition conducted by IFMR, Korea University.

Mr. Sanjay S and Mr. Kaviyarasan K R won 3rd prize in 'IGIDA' – Marketing competition conducted by LIBA, Chennai.

Mr. Devasenan B had won 1st prize in the 'Engroove' – A dance competition organized by NMIMS, Bangalore.

Mr. Devasenan B had won 1st prize in 'PraVah' – A dance competition organized by IIM, Bodh Gaya.

Mr. Devasenan B had won 2nd prize in 'Mystix' – A solo dance competition conducted by IIM, Ranchi.

Mr. Chanda, A., Ms. Aishwarya, A., and Dr. Deb, Sadrita. presented a paper "Unified Payments Interface (UPI): Digital Building Blocks for India Stack & Cashless Indian Economy" at ISDSI-Global 2022 Conference.





Mr. Kabir Ahmed Shakir, CFO of Tata Communications from Batch 8 (1991-93) received the 'IMC Distinguished Alumni Award 2022' from Hon'ble Shri Ram Nath Kovind, former President of India, in Indian Management Conclave at IIM Kozhikode on December 10, 2022.



FACULTY THOUGHT LEADERSHIP

Publications & Conferences (2021-22)

- Subramanian, J. "Understanding quondam commitments to retain employees: Insights from the case of flight attendants and pilots" has been accepted for publication in the International Journal of Contemporary Hospitality Management (ABDC 'A' category).
- Sultana, M. (2022). "Corporate Governance Parameters and Their Impact on Enterprise Performance" has been published in Corporate Ownership & Control (ABDC-'B').
- Hariharan, T. S. "Power Supply to Electric Vehicle Charging Stations in India: Justification of a Framework for a Dynamic and Adaptive Electricity Tariff Policy" has been accepted for publication in The Electricity Journal (Scopus Q1)
- Deb, Sadrita. "Does Managerial Remuneration Affect Corporate Frauds?" at Global Finance Conference, June 2022, held at the University of Minho, Portugal, in collaboration with California State University- Craig School of Business and Global Finance Journal.
- Sriraman, V.P. "Trends in the Financial Market- The exchange rate policies and relative advantage for Indian Money Market' and ME has been accepted for publication in the Academy of Strategic Management Journal (Scopus)
- Jayakrishna, S. "Impact of Culture on Humanitarian Operations: Review and Insights' in SCMS Journal of Indian Management, April-June 2021 (Scopus)
- Sultana, M. "Financial Development, Country Governance and Economic Growth: Evidence from BRICS Economies" accepted for publication in International Journal Services and Operations Management (Scopus)

- Dinesh, K.G. S. "Marketing to Manage Customer Experience: Case of Nykaa" accepted for publication by Sage
- Dinesh, K.G. S. "Yaantra the Reverse Commerce Electronic Market: Leveraging Customer Experience," accepted for publication by Sage
- Sultana, M. presented a case "Pentavalent Biosciences- Quest for Financing" at the 12th International Conference on Management Cases (ICMC) 2022, BIMTECH, Noida, 1-4 December 2022
- RAMNATH BABU, C.N.S., "Consumers' Purchase Intention For Store Brands: Examining The Influence Of Household Size On Consumer-Level Perceptual Factors" accepted for presentation at the 16th Great Lakes NASMEI Marketing Conference Hotel Radisson Blue, Mahabalipuram, 19th and 20th December 2022
- Deb, S., Mahalingam, D. and Barma, A.K. presented the paper "Fostering Sustainable Corporate Governance for Workforce Transitions in New-Age Technology Companies" at ISDSI-Global 2022 Conference.
- Sultana, M. and Barma, A.K. presented the paper "Digital Transformation of Business Models: Journey of Indian Companies" at ISDSI-Global 2022 Conference.
- RAMNATH BABU, C.N.S., KAMAKODI, N., and SOMASUNDARAM, L. "Convergence Approach Towards Sustainable Solid Waste Management In Society 5.0: Lessons From CSR Activity Of City Union Bank, Kumbakonam In Solid Waste Management" accepted for presentation at 20th AIMS International Conference on Management, IIM Kozhikode, 28th to 31st December 2022

AWARDS AND SCHOLARSHIPS



Gold Medal for Academic Excellence



Kavimmalar A

Certificate of Merit



Kavimmalar A



Preethi M



NaveenKumar M



Tejasvine G V



Charles Antony J

Graduating Students



AKHIL S



ANTHONY MERVIN V



ARAVINDASAMY M S



ARAVINDHAN V



ARCHANAA RAVEENDRAN



ARVINDHA RAAJAN T J



CHARLES ANTONY J



CHETAN SHEKHAWAT



CHIRANTHAN M M



DHILIP R



GADIRAJU PRADEEP RAJU



GATTUPALLI VENKATA
BHARGAV



GEETHA K



GURU SUKANTH
KRISHNA S



HARISAGAR P T



HEMANTHKUMAR K



JAIKANTH A



JEEVAGANTH B S



KAISER KIRTANIA



KAVEEN KUMAR C M



KAVYA K



MANOJ PRABHAKAR B



NANDAHARISH N



NAVEEN RAGUL B

Graduating Students



NAVEENA B S



NAVEENKUMAR M



OM PRABHU K



P MEGHA



PARITALA SIVAJI



PAVITHRA A P



PONSUNDARAM ALIAS
SUNDAR S



PRAGADEESH S



PRASANNA
VENKATESHWARAN P



PREMNATH A



PURVIKA M



RACHEL MARTHA
MATHEWS



RENUKA M



SACHIN VIGNESH G



SANGAVI A



SANKARA
SUBRAMANIAN D



SENTHIL KUMAR S



SHRIRANJANI D



SIDARTH K J



SIDDHARTH KRISHNA A B



SUDHAKAR G



SUNNY RAJAK



SURIYA PRASAATH E K



TEJASVINE G V

Graduating Students



THAJUDEEN SHAHEEN



THEERTHA
HARIHARAN D K



V HEMANT SARAN



VASANTH
VISWANATH S



VISHNU PRASATH K



MUKILAN D



VIGNESH P



RAM PRASATH P



CHANDRASEKAR S



SARASVATHY A



ABHISHEK B KRISHNA



ABHISHEK NEGI



AKSHAYASUDHA R K



ALAGAMMAI PL



AMIRTHA S



ARVINDH MANIVEL R



ASHIQUE AHAMED S



ATUL MALVIYA



BHAGWATKAR PRACHI PRADEEP



BOBBY WILSON THOMAS A



DHARMANANDH K



DHIVAHAR B



ISAM RASHAD T K



JAYASREE M

Graduating Students



JEYANTH J



KANNADHASAN M



KARTHICK S



KAVINMALAR A



KOMALA C



LALITH ASHWIN S



LOGESH N



MANI KANDAN S



MAYURI A



NAKUL B



NAVEEN V



PRANAVA KARTIKEYAN M S



RAHUL SAI APPIKATLA



SAI SWADHIKA S



SAIKAT KUNDU



SANDEEP B



SANGANITHI R



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SIVA K



SREYAS SAIRAM S



SRI VIDHYALAKSHMI S



SRIHARI V



SRIRAAM M

Graduating Students



SUBASREE P R



SWATI JOSHI



TEJESH G



THANGADURAI S



THINESH T



UPAMANYU GUHA



VANATHI K



VARDHARAJAN P



VARUN P



VICTOR SARKAR



VIGNESH S



VINOD KUMAR G M



VINOTH V



VISHAL R



YUGEASH KUMAR SM



GANESH BABU A R



PREETHI M



BRAHADEESH C N T



ARAVINTH M



CHRISTOPHER FRANKLIN J



SRIRAM S



SUJITH SACHIN PAUL S



BIM is one of the first B Schools in the country to be set up within an industrial complex, BHEL, in 1984, like how a Medical College originates around a medical hospital. Thanks to our founding chairman, Bharat Ratna C S Subramaniam, former Union Finance and Industry Minister, who envisioned BIM as a world-class B School in 1984. BIM enjoys an excellent perception in today's business ecosystem, with its 4500+ highly accomplished alum network profoundly impacting the business and society globally.

While BIM has the advantage of having a robust system and processes and an enduring culture and heritage built over four decades, it also enjoys the speed and agility of a start-up. We are shaping a new-age program architecture and pedagogy to nurture π -shaped professionals who are future-ready, mandating impactful research and patent creation. We also recognize that tomorrow's business order revolves around sustainable living. In line with this, we prepare our students to influence tomorrow with the most contemporary curriculum and pedagogy around new technology solutions and sustainability.

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