

PROMISING | START

■ Raghuram's message to new IIM centres: Think local, go global

IIM-B to continue mentorship for Vizag unit

DC CORRESPONDENT
VISAKHAPATNAM, MAY 26

At a time when the new IIMs across the country are buffeted with a range of disruptions, it was a promising start for the Indian Institute of Management-Visakhapatnam (IIM-V).

It has largely benefitted from the mentorship and cumulative experience of a world-class institution like IIM-Bangalore (IIM-B), which is amassed over the last 40 years of its existence.

In an interview to *Deccan Chronicle*, IIM-B director Dr G. Raghuram, who completed part of his edu-

cation in Kendriya Vidyalaya Malkapuram in Visakhapatnam when his father was working in Visakhapatnam in the early 1960s, said: "The new IIMs should start thinking locally to derive their own global identity. At a time when there have been 20 IIMs across the country, it can be a great opportunity for the new IIMs willing to tap into the true potential of that particular region or state. However, the quality should be global. For example, Andhra Pradesh has a long coastline. The IIM-V can plan on to groom students (prospective entrepreneurs) in coast-based activities, pil-

TEACHING INSTRUCTIONS



Dr. G. Raghuram

■ IIM-Visakhapatnam has been drawing faculty from the same pool of faculty at IIM-Bangalore.

■ IIM-Bangalore handhold the IIM-V on both institutional and instructional fronts from its inception.

grimage and tourism, etc. It can also set up a research centre for the same," said Dr Raghuram.

Dr Raghuram also explained how the students at IIM-V are offered

the same course content and 'international immersion programmes' alongside IIM-B students.

"The IIM-V students were also offered summer internships and campus

placements at par with IIM-B students. Our mentorship for the IIM-Visakhapatnam will go in the future. It's more or less replicating the bunch of activities of IIM-B at IIM-Visakhapatnam," added Dr Raghuram.

PGP chairperson, IIM-Visakhapatnam and a professor from IIM-Bangalore, Ganesh N. Prabhu, gave some insights into the pedagogy at the IIMs and said they are continually evolving to meet the changing industry needs.

"For the last 10 years, data analytics was part of our academic programmes. Faculty are free to update the syllabus. Our

main focus at the IIMs is to shape the mind of the young managers to solve the problems they encounter in the day-to-day operations of an organisation. About 41 of the 47 outgoing students were placed in different companies and the highest package was above ₹20 lakh," said Prof. Prabhu.

Dr Raghuram said that despite the automation and artificial intelligence making their way into everyday life, the people's consumption and needs will remain so.

"Equilibrium will also happen with the onset of technology," said Dr Raghuram.