



BIM
ESTABLISHED 1984

MBA ADMISSIONS

2022-2024

influencing Tomorrow

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DIRECTOR'S MESSAGE



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Hearty Congratulations for taking the first step! There cannot be a better moment than this to do an MBA.

Algorithms and networks are defining today's fast-changing business order. We are now competing in the age of AI. Leaving behind the Covid-19 pandemic, India Inc. added 33 Unicorns this year, the highest so far in a decade, and this takes our tally of Unicorns to more than 70 as of date. This Unicorn phenomenon is not an exception to India alone, with the US and a few other nations witnessing an unprecedented rise in entrepreneurship in the last eighteen months. While the pundits would argue on the type of economic recovery- U, V or K shaped; I call this a magic of human potential, the rise of passion economy spurred by human aspiration, and enabled by digital technology. The traditional levers of competitive advantage are changing. The nature of jobs demands a different set of skills today to stay competitive. Are you ready?

We at BIM have studied the 'future of jobs' reports of World Economic Forum, McKinsey, Deloitte, and many others to arrive at a new program logic and curriculum backed by the best-in-class faculty members drawn from industry and academia. I assure you of a lifetime learning experience here.

Discover BIM. Find the new 'YOU.' It's your time now.

All the best!

Asit

THE BIM LEGACY

The Bharathidasan Institute of Management (BIM), Tiruchirappalli, Tamil Nadu was established in 1984 due to the efforts of former Union Minister, Bharat Ratna Late Shri C Subramaniam. He was motivated by the idea of starting a school of excellence in Management that would be organically linked with an industrial complex. His belief was that just as a medical school needed to be attached to a hospital to be effective as a teaching institution, a management school had to be linked with an enterprise or industry. Shri C Subramaniam, based on his familiarity and experience with the public sector, decided that the new school should be paired with an outstanding public sector enterprise. His experiences in the public sector had indicated to him that the most crucial element which determined the success of an enterprise was the nurturing of a management culture that promotes efficiency while relaxing constraints on performance. Linking the new school with an organization that had developed such a culture would, therefore, result in the educational institution's starting on the right note as far as developing an autonomous and excellence-oriented culture was concerned.

Shri C Subramaniam's search for a public sector partner ended with the Bharat Heavy Electricals Limited, which had by the early 1980s, developed a reputation as a sound and highly efficient venture. Under the leadership of Padma Vibhushan, Shri V. Krishnamurthy, BHEL established a network of four plants at Tiruchirappalli, Hyderabad, Bhopal, and Haridwar. Tiruchirappalli was chosen as the site for the school. One outstanding management professional from BHEL, professor Pyare Lal Arya, who was also a product of the Indian Institute of Management, joined as the first Director of BIM. The first Board of Governors of BIM included luminaries like Shri Dhirubhai Ambani; Dr. IG. Patel, former Director of IIM Ahmedabad and London School of Economics, and the former Governor of Reserve Bank of India; besides Shri V Krishnamurthy and C. S. Subramaniam.

ABOUT BHARATHIDASAN

A twentieth-century Tamil poet, Bharathidasan was born in Pudukcherry (earlier Pondicherry) as Kanaga Subburathinam. He was deeply influenced by the Tamil poet and freedom fighter Subramania Bharathiyar, who mentored him and hence named himself Bharathidasan. A participant in the Indian independence movement, he opposed the British and the French. He was imprisoned for voicing his views against the French Government that was ruling Pondicherry at that time. A poet in his own right, writing primarily on socio-political issues like caste, women's liberation and, rationalism, Bharathidasan was one of the key figures in the Dravidian rationalist movement. He was called 'Puratchi Kavingyar' by the great rationalist leader and social reformer, Periyar E. V. Ramaswami.

He remained a prolific writer and poet till he died in 1964. He was awarded the Sahitya Academy Award posthumously. One among his famous lines is 'அறிவை விரிவு செய், அகண்டமாக்கு,' transliterated as 'Arivai virivu sei, agandamakku' meaning 'Expand Knowledge-make it universal'. Named after this great poet, it has been BIM's endeavour to expand and universalize knowledge.

VISION, MISSION, PROGRAMS AT BIM

All programs of BIM centre around its vision and mission as follows:

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 the society
- Engage in meaningful research and share knowledge with community & industry

PROGRAMS AT BIM

- The two-year residential MBA program with a specialization in Marketing, Finance, Human Resources, Operations Management, and Digital Business and Analytics
- Ph. D
- Management Development Programs/ Faculty Development Programs

FIVE ANCHORS: WHAT DIFFERENTIATES BIM FROM OTHERS

1. RICH LEGACY AND FOCUS ON VALUES

Being one of the oldest B-Schools (founded in 1984) in the country, BIM always champions traditional human values. The same spirits continue to flow through its globally spread alumni, students, faculty, and staff. The affection and passion shown by its students and alumni towards their alma mater stand testimony to this with a very high NPS. Many of our staff members have been here for decades. The average tenure of the faculty members is one of the highest among all private B-Schools in India. Being under an independent, professionally managed trust and not owned by any individual or family, BIM always remains true to its purpose and vision.

2. GROOMING π SHAPED PROFESSIONALS FOR THE BUSINESS OF TOMORROW

BIM's new program architecture and carefully chosen network of its own, visiting and adjunct faculty with rich academic and practice backgrounds create a great learning experience. The objective is to transform students into π shaped professionals, ready to take on the new-age work front, riddled with uncertainties. BIM is perhaps the first B-School to apply this concept of π shaped professional while developing its program architecture. As a part of this, students are exposed to bleeding age competencies through our Real-Time Contextual Marketing Lab (RTCML), comprising a host of proprietary and open-source marketing and analytics tools; Artificial Intelligence/Machine Language Lab; and Financial Trading Lab, a Platform for Investor Experience.

3. HOLISTIC GROWTH OF STUDENTS

Specific activities through our practice schools such as the Personal Growth Lab (PGL), Outbound Leadership Lab (OLL), Social Immersion Program (SIP), Corporate Immersion Program (CIP), Effective Execution through Clubs (EEC), and Personality Enhancement through Sports (PES) help build character and strength to successfully face an adverse and uncertain situation in life, develop team spirits and build a strong personality. BIM is essentially an institute where students are the prime movers, having one of the highest numbers of clubs for students' participation. Each student has to participate at least in one of the clubs. Each student also needs to take up at least one of the sports (Tennis, Badminton, Basketball) to attain a certain level of proficiency. A gym with the latest equipment is available for the students to work on their fitness. Students don't just play sports or engage in club activities; as they do so, they earn academic credits in the process.

4. SCHOLARSHIP, RESEARCH, AND INDUSTRY CONSULTING

Academic rigours in BIM are well established. Besides scholarship, BIM has a strong focus on research and knowledge capital with a strong practice orientation. Not a moon shot research, but research with immediate impact on industry and society.

5. INTEGRATION WITH SUSTAINABLE DEVELOPMENT GOAL (SDG)

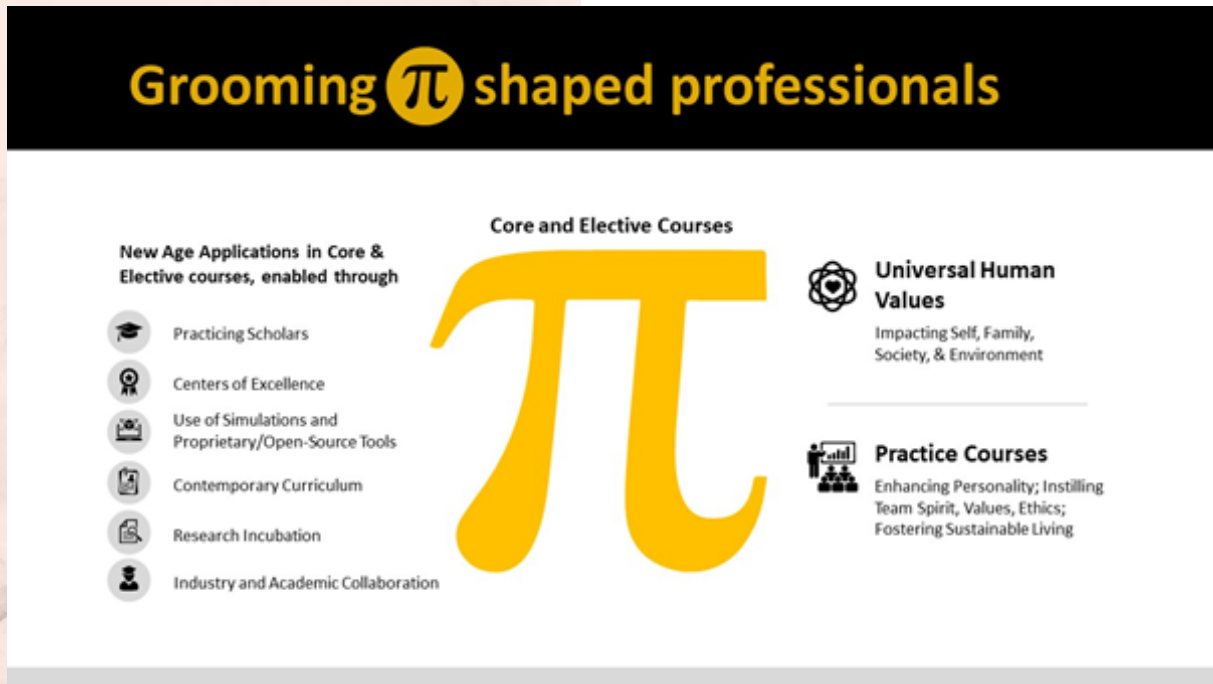
The social immersion program is an integral part of our Curriculum. BIM Centre for SDG is a unique initiative, not just creating photo opportunities as most often seen, but a platform for strategic interventions to advance the UN's Sustainable Development Goals. The experts guide the charter of this centre in this space drawn from organizations like KPMG Deloitte, PwC, UNDP, and other consulting organizations, and every year a few specific goals are chosen from the seventeen SDG to work on. In this program, students are sensitized to the community's problems and the challenges of underserved segments. Students are encouraged to build techno-economic viable, and sustainable solutions and measure the impact thereof.

BIM'S UNIQUE PROGRAM LOGIC: GROOMING π SHAPED PROFESSIONALS FOR THE BUSINESS OF TOMORROW

Through a well-crafted program architecture, we nurture π shaped professionals who are ready for the business of tomorrow. Uncertainties mark the business of tomorrow. New technology applications, new business rules, an entirely new set of consumers like Gen Z, and the onset of events like the pandemic outbreak make uncertainties the next normal for the future of work. At BIM, we have designed a unique program architecture to bulletproof you against these uncertainties. By making you a Pi-shaped professional. A pi is an irrational number and perhaps holds the key to combat the irrational world we live in today.

The top horizontal bar in Pi denotes the core and elective subjects to provide you with a spread of subject knowledge across various areas of specialization first to make you a strong generalist. The first vertical bar then denotes the specialization courses BIM offers in five areas, Viz, Marketing, Finance, Human Relations, and Digital Business & Analytics.

A plethora of new-age courses across each specialization, like Text Mining and Social Sentiment Analysis and Martech in Marketing; Fintech and Blockchain in Finance; HR Analytics in Supply Chain and Logistics Analytics in Operations, keep you updated with the emerging skills. Our various Centres of Excellence further ensure world-class research, scholastic, and consulting experience in the most contemporary areas and keep you future-ready. The use of simulation tools across courseware and our outstanding team of practising scholars help you apply theory to practice. The second vertical bar includes various practice courses and programs to build the 'self' and practice 'values' besides being an outstanding generalist or specialist in one area.



The MBA Curriculum proposed for 2021-23 and 2022-24 reflects this vision of BIM

COURSE STRUCTURE 2021-23, 2022-24

BIM's Curriculum is reviewed bi-annually and is updated to meet the needs of the ever-changing business environment. Experienced professionals from the Industry and Academia take part in this exercise of course restructuring for validation by the Board of Studies. BIM follows a trimester pattern. The first year of the course provides a rigorous grounding in all fields of Management. Students can choose their electives from a wide range of courses offered in the second year, based on their interests. As part of academics, students are given a variety of case studies and project works to enhance their diagnostic and decision-making skills.

I TRIMESTER – Foundational and Functional Courses
 II TRIMESTER – Foundational and Functional Courses
 III TRIMESTER – Foundational and Functional Courses
 IV, V and VI TRIMESTER – Elective Courses from Finance, Marketing, Operations Management, Human Resources, Digital Business and Analytics, and General Management Area

COURSE STRUCTURE – 2021 – 2023

Sl. No.	Course code	Courses Title	Credits #
Pre-Foundation			
I	PREMBA	HBP Modules: Finance, Spreadsheet Modelling	
I TRIMESTER – Foundation and Core Courses			
1	MGT 38501	Universal Human Values ^{##} - Experiencing interconnectedness of self, family, society, and environment through workshop	0.5
2	MGT 38502	Liberal Arts and Aesthetics for Managers (U.H.V.)	2
3	OSC 38501	Quantitative Science for Managers	3
4	MGT 38503	Design thinking & Entrepreneurship	2
5	ITS 38501	Productivity I.T Tools for Managers	2
6	MGT 38504	Business Communication	2
7	HRM 38501	Organizational Behaviour-1	3
8	FIN 38501	Financial Reporting and Performance Analysis	3
9	MKT 38501	Marketing Management-1	3
10	FIN 38502	Economics for Managers	2
11	MGT 38507	Research Incubation (on supervised learning mode)	1
Practice School			
11	MGT 38505	Personal Growth Lab (UHV.)	2
12	MGT 38506	Learning Process and Tools	1
		TOTAL	26.5
II TRIMESTER – Foundation and Core Courses			
1	FIN 38503	Corporate Finance-1	3
2	MKT 38502	Marketing Management-2	3
3	HRM 38502	Organizational Behaviour-2	3
4	OSC 38502	Operations Research	3
5	OSC 38503	Operations Management	3
6	ITS 38502	Technology-Enabled Business Management	3
7	ITS 38503	Data Science Tools	2
8	MGT 38507	Research Incubation (on supervised learning mode)	1
Practice School			
10	MGT 38506	Outbound Leadership Program	1
11	MGT 38507	Social Immersion Program	2
		TOTAL	24

III TRIMESTER – Foundation and Core Courses			
1	FIN 38504	Cost Analysis and Management	3
2	FIN 38505	Macro-Economic Environment for Business	2
3	FIN 38506	Corporate Finance-2	3
4	MGT 38508	Regulatory & Legal Aspects of Business	2
5	HRM 38503	Human Resources Management	3
6	MGT 38509	Business Research Methods	3
7	ITS 38504	Digital Business Modelling	2
8	MGT 38510	Comprehensive Viva	1
	MGT 38507	Research Incubation (on supervised learning mode)	0.25
Practice School			
7	MGT 38511	Effective Execution (Club/Committee)	1
8	MGT 38512	Personality Enhancement through Sports	1
9	MGT 38513	Classroom to Corporate	1
		TOTAL	22.25
TOTAL CREDITS AT THE END OF PGP 1			72.75
IV TRIMESTER – Foundation and Core Courses			
1	MGT 38501	Reflection on UHV post summer internship	0.5
2	MGT 38507	Research Incubation (on supervised learning mode)	0.5
3	MGT 38601	Strategic Management (Capstone Course)	2
4	Electives	To be chosen from the Area-wise list	14-16
Practice School			
3	MGT 38602	Corporate Immersion Program (10 weeks)	3
V TRIMESTER – Foundation and Core Courses			
1	MGT 38507	Research Incubation (on supervised learning mode)	0.25
2	MGT 38604	Business Ethics, Environment, and Governance (UHV.)	2
	Electives	To be chosen from the Area-wise list	14-16
VI TRIMESTER – Foundation and Core Courses			
1	MGT 38606	Business Simulation	1
2	Electives	To be chosen from the Area-wise list	10-14

CREDIT STRUCTURE

Description	Credits
PGP I	
Foundation & Core Courses (Core)	61
Practice School	9
PGP II	
Practice School	3
Capstone Course (Core)	9
Elective Courses	38
Total credits	120

1 credit is equivalent to ten hours of direct classroom learning and thirty hours of self-directed learning.

Foundation and Core subjects are mandatory for all

Pre-Foundation certification is a must for all students

Practice School courses are compulsory for all

Supervised learning mode implies instructor-led supervised learning outside regularly scheduled classes for a deeper appreciation of the subject.

Additional two practice courses are Personality Enhancement through Sports (PES-one credit) and Effective Execution through Committees (EEC-one credit). These two courses will be scheduled separately to run throughout the first year.

All Practice Courses are mandatory for all.

BIM offers Universal Human Values as suggested by AICTE as a compendium of courses and workshops through Trimester 1 to Trimester 5, which includes

- Liberal Arts and Aesthetics for Managers (Trimester 1)
- Introductory Workshop (Trimester 1)
- PGL (Practice School – Trimester 1)
- Physical Wellness (Practice School – Trimester 3)
- Reflections on UHV post-CIP (Trimester 4)
- Business Ethics, Environment and Governance (Trimester 5)

Area	No. of courses offered			Total credits offered			Total Courses	Total Overall Credits
	Trim IV	Trim V	Trim VI	Trim IV	Trim V	Trim VI		
Marketing	6	6	6	14	12	12	18	38
Finance & Economics	5	5	5	13	12	11	15	36
Operations	4	5	4	10	13	10	13	33
Human Resources	4	4	4	11	10	9	12	30
Digital Business and Analytics	4	4	4	8	10	8	12	26
General-Elective	1	1	2	2	3	4	4	9
Grand Total	24	25	25	56	57	59	74	172

FINANCE

Sl. No	Course Title	Credits	Course Code
1	Managing Banks and Financial Institutions	3	FIN 38601
2	Portfolio Management Practices	3	FIN 38602
3	Business Valuation	3	FIN 38603
4	Financial Modeling using Spreadsheets	2	FIN 38604
5	Applied Econometrics	2	FIN 38605
6	Derivatives Risk Management	3	FIN 38606
7	Financial Technologies *	2	FIN 38607
8	Investment Banking	2	FIN 38608
9	International Financial Management	3	FIN 38609
10	Infrastructure Project Finance and Appraisal	2	FIN 38610
11	Financial Trading Lab	2	FIN 38611
12	Financial Planning and Wealth Management	3	FIN 38612
13	Behavioral Finance	2	FIN 38613
14	Corporate Restructuring, Insolvency, and Bankruptcy	2	FIN 38614
15	Financial Risk Analytics *	2	FIN 38615

MARKETING

Sl. No	Course Title	Credits	Course Code
1	Sales and Distribution Management	3	MKT 38601
2	B2B Marketing	2	MKT 38602
3	IT Sales and Marketing	2	MKT 38603
4	Brand Management	3	MKT 38604
5	Marketing Metrics and Analytics *	2	MKT 38605
6	Digital Marketing *	2	MKT 38606
7	Marketing of Financial Products and Services	2	MKT 38607
8	Social Media Marketing	2	MKT 38608
9	Retail Management	2	MKT 38609
10	Advanced Marketing Research	2	MKT 38610
11	Services Marketing	2	MKT 38611
12	Customer Relationship Management	2	MKT 38612
13	Strategic Marketing	2	MKT 38613
14	Marketing at the Bottom of the Pyramid	2	MKT 38614
15	Integrated Marketing Communications	2	MKT 38615
16	Consumer Behaviour	2	MKT 38616
17	Mobile Marketing	2	MKT 38617
18	AI in Marketing *	2	MKT 38618

OPERATIONS

Sl. No	Course Title	Credits	Course Code
1	Advanced Logistics and Supply Chain Management	3	OSC 38601
2	Quality and Lean Six Sigma	3	OSC 38602
3	Service Operations Management	2	OSC 38603
4	Operations 4.0	2	OSC 38604
5	Supply Chain Analytics *	3	OSC 38605
6	Logistics Analysis Modelling and Management	3	OSC 38606
7	Service Process and Delivery Management	2	OSC 38607
8	Operations Analytics *	2	OSC 38608
9	Advanced Project Management	3	OSC 38609
10	Strategic Decisions in Operations	3	OSC 38610
11	Revenue Management	3	OSC 38611
12	Digital Supply Chain Management	2	OSC 38612
13	Enterprise Service Management	2	OSC 38613

HUMAN RESOURCES

Sl. No	Course Title	Credits	Course Code
1	Talent Acquisition	3	HRM 38601
2	HR Analytics *	2	HRM 38602
3	Training & Development	3	HRM 38603
4	Employee Relations & Labour Laws	3	HRM 38604
5	Performance Management	3	HRM 38605
6	Compensation Management	2	HRM 38606
7	Organizational Development & Change Management	3	HRM 38607
8	Management of Cross-Cultural Diversity	2	HRM 38608
9	Digital HR *	2	HRM 38609
10	Leaders and Leadership	2	HRM 38610
11	Managerial Counselling and Coaching	3	HRM 38611
12	Strategic HRM.	2	HRM 38612

DIGITAL BUSINESS AND ANALYTICS

Sl. No	Course Title	Credits	Course Code
1	Exponential Technology	2	ITS 38601
2	Data Management and Data Engineering	2	ITS 38602
3	Business Transformation Product Management	2	ITS 38603
4	Business Data Visualization using Tableau/Power BI.	2	ITS 38604
5	Digital Technology	3	ITS 38605
6	Text Mining and Social Sentiment Analytics *	2	ITS 38606
7	Artificial Intelligence and Machine Learning	3	ITS 38607
8	Blockchain for Business	2	ITS 38608
9	Advanced Predictive Analytics	2	ITS 38609
10	E-Commerce	2	ITS 38610
11	Robotic Process Automation	2	ITS 38611
12	Deep Learning for Business Application	2	ITS 38612

GENERAL MANAGEMENT			
Sl. No	Course Title	Credits	Course Code
1	Globalization and Emerging Markets	2	MGT 38603
2	Enterprise Risk Management	3	MGT 38605
3	Business Consulting	2	MGT 38607
4	SDG and ESG Frameworks in Practice *	2	MGT 38608

*Cross-Listed Courses

BIM CENTERS OF EXCELLENCE

BIM has significantly invested in building centres of excellence to promote scholastic pursuits, contemporary research, and industrial applications. BIM intends to create its extension centre at IIT Madras Research Park to build a proof of concepts, solve industry problems in new technology areas and encourage superior research, innovation, and patents.

Financial Trading and Analytics Center (FINTRAC)

We have a state-of-the-art innovative finance lab called Financial Trading and Analytics Centre (FINTRAC) with access to Bloomberg Terminal (second b-school in Tamil Nadu to have this license) and NSE Smart Trading Simulator. We offer a practice course through FINTRAC, where students learn investors' trading behaviour and decision-making process, how various market structures determine the interaction and outcomes of security transactions and analyze current market structures, trader-types, and the strategies they employ. By focusing on how market participants engage in trade, this lab course presents the foundation to understanding the practical implications of introducing new technologies in securities trading and the resultant economic opportunities. Students utilize the trading floor with specifically designed simulation software and professional trading applications. Using the simulated trading floor regularly, students gain hands-on experience in global financial trading. The trading floor also features Bloomberg Terminals that students use in class for homework tasks, assessment, and research.

Through our FINTRAC, students would:

- Enhance their understanding of how financial markets operate.
- Develop skills in interpreting and analyzing financial data.
- Gain exposure to the practical issues related to trading in financial securities and the daily activities of an actual trading room – Bloomberg Terminal.
- Obtain practical knowledge of trading strategies through the use of in-class market simulations.
- Obtain Bloomberg Market Concepts Certificate through a separate exam.

Real-Time Contextual Marketing Lab (RTCML)

Bharathidasan Institute of Management, Trichy, has established Real-time Contextual Marketing Lab (RTCML) using Social Studio from Salesforce.com and other open-source and proprietary software, perhaps the first B-School in South India to have the Social Studio Lab. The Real-Time Contextual Marketing Lab (RTCML) infrastructure enables valuable consumer insights drawn from offline and online consumer sentiments.

This facility blends various proprietary and open-source frameworks to measure audience sentiments, marketing analytics, CRM, and marketing automation processes. RTCML envisages bringing meaningful insights for brands and product/process innovation and ensures continuous engagement with all target stakeholders.

The Salesforce Social Studio Lab helps students acquire skills to gather market intelligence, learn from honest discussions and tune into consumer sentiments. Social Studio is Salesforce's answer for listening to and engaging with the most popular social media available globally. With Social Studio tools, it is possible to analyze the sentiments expressed by all the stakeholders.

At RTCML, the students get an opportunity to complete various certifications:

- 1) Google AdWords
- 2) Google Analytics
- 3) Hotspot Inbound Marketing
- 4) Hoot Suite Social Media Marketing
- 5) Social Studio from Salesforce.com
- 6) R, Python, Tableau
- 7) KNIME, Orange
- 8) CRM applications like Sugar CRM

Centre for Operations Excellence

This centre aims at providing a world-class scholastic, research, and consulting experience in the emerging areas of operations and supply chain management. Equipped with software including NVIVO, Minitab, Total Fresh Connection, and other Simulation tools, the centre makes learning exciting here.

Centre for Sustainable Development Goal (SDG)

BIM Centre for SDG is a unique initiative that serves as a platform for strategic interventions to advance the UN's Sustainable Development Goals. The experts guide the charter of this centre in this space drawn from organizations like KPMG, Deloitte, PwC, UNDP, and other consulting organizations in this space, and every year a few specific goals are chosen from the seventeen SDGs to work on. The social immersion program is an integral part of our Curriculum. In this program, students are sensitized to the community's problems and the challenges of underserved segments. Students are encouraged to build techno-economically viable and sustainable solutions and measure the impact thereof. Some of the courses offered by the centre are Sustainable Development Goal (SDG) and Environmental, Social, Governance (ESG) Frameworks in practice, Public Policy and Management, Capacity Building, and impact analysis.

BIM Philosophy

BIM strongly believes in the philosophy of active student participation in campus activities. Apart from being academically strong, students at BIM demonstrate a spirit of teamwork and independence. This philosophy has helped BIM-MBAs mould their personality and performance and inculcate a spirit of enterprise and initiative. The outcome of this philosophy manifests through BIM alumni reaching senior leadership positions in top multinational organizations.

Candidates with prior work experience are preferred, but outstanding fresh undergraduates are equally encouraged. An aptitude for teamwork, leadership and social responsiveness are rated high in the selection process. Each student is a latent source of knowledge, and the program at BIM is oriented to tap that knowledge. The courses emphasized interaction through case analyses, seminars, simulations, team projects, village immersion programs, research projects, and corporate immersion programs. The students are urged to work in teams and play a significant role in designing and modifying courses.

Industry Engagement

BIM takes pride in its symbiotic relationship with the industry. Indeed, BIM was conceptualized within Bharat Heavy Electricals Limited (BHEL), India's leading public sector industrial undertakings. Over the years, our alumni have been the flag-bearers of BIM's learning and value system in the industry, both in India and abroad. BIM has also produced some of the leading entrepreneurs. BIM's alumni have been thought leaders and practitioners of managerial skills. The vast experience has been a significant factor in providing the perennial industry connect that BIM enjoys. Over the year, eminent business leaders have addressed student managers at BIM on various contemporary topics. Industry experts interact with the students regularly through different forums organized by the Institute and student clubs. They contribute to the course curriculum and teaching with a practical orientation. Students are placed on an internship through the Corporate Immersion Program (CIP), where they learn the real-life on-the-job application of skills learned in the classroom.

PLACEMENTS

BIM follows an engagement-driven placement policy. BIM encourages corporates to participate in curriculum design intimately and also sponsor and deliver some of the courses. We extensively engage with the corporates to offer courses in new technology areas such as Digital HR, Fintech, Blockchain applications, Derivative analytics, AI/ML, etc. This engagement model provides a platform for the recruiters to spot their future talents and plan their elective courses to make them productive from the first day of their work. This engagement model allows the candidates to reflect on the kind of work they would love to do. As a result of these engagement-driven placement initiatives, BIM students demonstrate a very high retention rate, resulting in recruiters' satisfaction. BIM enjoys a strong recruiter base, and very often, most of our students get placed even before we can churn out the placement brochure. From this year on,

we have started auditing our placement data by CRISIL, thereby BIM being the only select few B Schools in India to reflect the placement data correctly.

BIM consistently witnesses 100% placement of its graduates. BIM 37 batch (2020-22) is seeing a great start with its placement season, with 80% of the batch getting placed within two weeks of commencement of the recruitment process. As of date, the compensation details stand as follows.

Highest CTC (in INR Lakhs)	15.42
Mean	10.33
Median	9.65
Lowest	8.00

The placement team strives to provide students with an appropriate role that leverages the candidate's uniqueness and strengths. The PGP program is so structured that students can discover their strengths, develop areas of interest and convert their passion into a career. The placement process is in sync with the PGP program that begins with personality exploration, numerous counselling sessions, and gradual discovery of interests and expertise. The method includes Personality Growth Laboratory, a battery of Psychometric Tests, and frequent interaction with industry stalwarts to enable students to make informed choices.

SOME OF OUR RECRUITERS

3M India Limited
ABP Pvt. Ltd.
Accenture Services
ANZ. Bank
Ashok Leyland
Asian Paints
Avery Dennison India Pvt Ltd
AXIS Bank
Bajaj Allianz
Bajaj Auto Finance
Bajaj Electricals
B.N.Y. Mellon
Café Coffee Day
CAPGEMINI
CARE Ratings
CavinKare
Citicorp
City Union Bank
Cognizant Technology Solutions
CRISIL
CSS
Daimler India Comm. Vehicles
Dalmia Cements
De Shaw
Deloitte Touche Tohmatsu
Eicher Motors
Eveready Ltd
Exide Life Insurance
EXIM Bank
EY GDS
EY India
Federal Bank
Feedback Consulting
Ford Motor Company
Frost & Sullivan
Godrej Boyce & Mfg Co Ltd
H & R Johnson
H.C.L. Technologies

HDFC Bank
HDFC. Life Insurance
HDFC Ltd.
Hindustan Unilever Ltd
HSBC
Hyundai Motors
i3 Consulting
ICICI Bank
ICICI. Prudential
ICICI Securities
ICRA Ltd.,
IDBI Bank Ltd
IMRB International
IndianTerrain
Infosys Technologies
Kotak Infiniti
Kotak Mahindra Bank
L&T
Mahindra & Mahindra
McCann
Mentis
MindTree Consulting
Murugappa Group
Nerolac Paints
Nephroplus
Ninjakart
Nippon Paints
Ogilvy & Mather
Oracle
Photon InfoTech
Ponpure Chemicals
Ramco Systems Ltd.
Rane
Reliance Retail
Renault Nissan
Reserve Bank of India
Royal Enfield
Rural Electrification Corporation Ltd

SBI. Capital Markets
SBI. Life
Shell
Spark Capital
State Bank of India
Sterlite Industries (Vedanta)
Stovekraft
Sulekha
Sundaram Auto Components Ltd.
Sundaram Clayton Ltd.
Sundaram Fasteners
Sundaram Finance
TAFE Limited
TCS.
The Karur Vysya Bank
Thirumalai Chemicals Ltd.
Thomas Cook (India) Ltd
Thoughtworks
TI Cycles
Tiger Analytics
TTK. Healthcare
TTK. Prestige
TVS. & Sons
TVS. Credit Services Ltd
TVS. Motors Co Ltd
Unilever
Vedanta
WIPRO Consumer Care
WIPRO Technologies
Zoho Corporation

FACULTY

BIM has the best-in-class faculty resource with outstanding credentials across all areas drawn from industry and academia. BIM has very stringent faculty selection criteria, and you are always taught by the best! For more details, please refer to the URL <https://bim.edu/index/faculty/>

INFRASTRUCTURE

Location

The Institute is located in the sylvan surroundings within the BHEL complex, 21 kilometres East of Tiruchirappalli on the Tiruchirappalli-Tanjore highway. Tiruchirappalli is a town of historical and cultural significance. A city of temples, it has also been a major centre for learning in Tamil Nadu for the last 150 years producing outstanding stalwarts like Sir C.V. Raman, Sir Vishweswaraiya, and Dr A.P.J. Abdul Kalam. BHEL Complex is a peaceful, self-contained green township with a mix of people from all over the country living on the Campus. All accommodation and recreational facilities of the Institute are located within the BHEL Complex. BIM has recently acquired a 19-acre land on Trichy-Pudukottai highway, close to IIM Trichy, and a state-of-the-art second campus is expected to be complete in the next two years.

Classrooms

BIM's learning infrastructure includes WiFi-enabled air-conditioned smart classrooms with seating layout enabling improved participation, high-tech computing facilities capable of running simulations and demonstrations, having software like MS Office, SPSS, Minitab, R Programming, MySQL, and Python installed in the instructor system. Our classroom designs facilitate online and offline classes simultaneously.

Computing Facilities

We have a 24/7 accessible secured WiFi-enabled campus (both college and hostel premises) with an internet speed of 100 Mbps. In addition, we have wired connectivity at classrooms and labs for the better conduct of classes and smooth functioning of labs. Our network is protected by the best firewall and antivirus applications to ensure secure access. Both are hard- and soft- infrastructure is constantly upgraded, considering the changing needs and emerging trends.

Students have access to the latest software and statistical computing tools, including smartPLS, Turnitin, Salesforce Studio, Bloomberg Terminal, NSE Trading Simulator, Minitab, AMOS, SPSS, Nvivo, R Programming, and Python, in addition to Office Automation Packages covering Microsoft 365, Project Professional and Visio Professional.

Library

The library at BIM acts as the main academic resource centre. It serves the academic community by providing up-to-date emerging information resources and services, thus becoming an imperative learning resource centre for students, researchers, and faculty members. The Institute's library houses a rich collection of books (more than 18,000 volumes), subscriptions to print journals, magazines, newspapers, and many other resources. Campus student's research project reports and their internship white papers. It provides users access to e-databases (like CMIE Prowess IQ, IndiaStat.Com) and e-journals (e.g., EBSCO Business Source Ultimate covering more than 2000 ABDC-ranked journals) and e-books through the Campus network with an additional remote-access facility. The library also offers students access to Harvard Business Publishing's cases (brief-, multimedia-, and pod-cases), simulations, and foundation courses

Language Labs

Interactive Language Software Suite (French, Spanish & German) have been installed in computers within the Computer Centre. This software is the most comprehensive language-learning software. It contains three programs designed to let novice to intermediate level learners take the provided course material into the environment they are most comfortable learning. It offers numerous lessons, interactive, immersion-style courses, a research-based vocabulary building system with over 2000 words and phrases, flashcards, pronunciation practice, learning games, and other engaging activities.

Gym and Sports facilities

BIM has a gym equipped with state-of-the-art equipment and facilities. In-house sports facilities include Basketball, Badminton, Table Tennis, Football, Volleyball. BIM accords tremendous importance to fitness and has introduced a mandatory practice course on Personality building through sports. Students must opt for one sport and regularly participate in that sport under the supervision of a sports coach.

CENTRE FOR CONTEMPORARY MANAGEMENT RESEARCH (CECMAR)

More than a decade ago, Bharathidasan Institute of Management (BIM) had embarked on an ambitious journey to foster meaningful research in the contemporary management space. This led to the genesis of the Centre for Contemporary Management Research (CECMAR) in November 2006. It was established to identify and analyze emerging issues in Management and disseminate the knowledge to practitioners, researchers, and students of Management. It also Management promotes the spirit of quality and contemporary research among management professionals both in academia and industry.

Since its inception, CECMAR has been providing a stage for scholarly work in a splendid plethora. It promotes research under the guidance of eminent management scholars and

thinkers, leading to research publications and degrees. The centre also assists in the ongoing research and publication activities carried on by the faculty and students. The centre also conducts Conferences, Workshops, and Seminars to share the knowledge gained through rigorous research and publishes a high-quality journal. It also helps the industry and other institutions through research solutions. The flagship pursuits of CECMAR are conducting ATHENAEUM, an Industry-Academia Research Conference, and publishing of JoCMAR, the peer-reviewed bi-annual high-quality journal.

ATHENAEUM



Athenaeum

ATHENAEUM is a biennial research conference organized by the Centre for Contemporary Management Research (CECMAR) to promote educational value in management practice. This conference is distinct from other typical academic conferences, as ATHENAEUM aims to take contemporary research into management practice and vice-versa. It involves high-profile panel discussions on various modern themes in different areas of Management. While management experts present the practically relevant contemporary research developments and insights, the industry experts highlight management issues that offer scope for future research. Each panel discussion will be moderated by an eminent chairperson either from academics or industry. As participation takes place from both, industry and academic worlds, ATHENAEUM strives to bridge management research and practice. The forum provides opportunities to the practitioners and researchers for value-added learning to address contemporary issues in Management. The edition of ATHENAEUM can be found at <http://athenaeum.bim.edu/>.

JOCMAR [The Journal of Contemporary Management Research]

Apart from promoting the spirit of contemporary and meaningful research amongst students and faculty members, the CECMAR has been publishing a quality journal on a bi-annual basis since January 2007. The Journal of Contemporary Management Research (JoCMAR) has been recognized by the Indian Citation Index (ICI), besides being indexed in renowned bibliographic databases such as EBSCO, PROQUEST, etc. It publishes original peer-reviewed, research-based articles, perspectives, cases on current issues, and book reviews in all contemporary areas of Management.

LIFE AT BIM

Life at BIM is a harmonious blend of education, learning, and recreation. The daily schedule is packed with demanding but enjoyable live case discussions, interactive classroom sessions, and debates on a vast array of current academic fields. BIM encourages its students to develop a good sense of camaraderie coupled with an ability to lead. It cultivates sharp business concern with a strong inclination towards principles and values. Living on such a vibrant campus can be a cultural change by itself.

THE "BEYOND ACADEMICS" THRUST

The environment of the Institute is a catalyst in the self-development of the students in realms beyond academics. Many co-curricular activities are structured for this purpose.

RECENT COMPETITIONS WON BY BIM STUDENTS

BIM students enjoy generous grants to participate in national and international corporate or institutional competitions. BIM students consistently perform well in these competitions. Most notably, BIM students came third globally in the flagship CAPSIM SPRING 2021 challenge. Other finalists were Bar Ilan University of Israel; Georgia Institute of Technology (Georgia Tech); University of Georgia (UGA); and Indian Institute of Management, Bangalore. BIM is the only Indian B School to come in the top three.

Name of the Student	Place Secured	Event Name	Conducted by
Annamalai S & Christee J F	First Place	Snack Amor Snackathon	VANS Skilling & Advisory
Aravind Pramod Bhushanan & Cheshta Soni	Second Place	Yugma Case Study 2020	VANS Skilling & Advisory
Saravanan D & Ann Mary	Third Place	Crowdera	VANS Skilling & Advisory
Sanjana M & Saravanan K	Special Mention	Crowdera	VANS Skilling & Advisory
Aravind Pramod Bhushanan, Cheshta Soni & Dibya Priya Hazra	First Place	KnAwQs	I.I.M. Sirmaur
Fenit Jerald & Swaminathan	First Place	Asian Paints Cognoscenti - Hues of clues 2020	Asian Paints
Amritha Elangovan & Michael Iniyar Raj A	Third Place	Scribble Dribble 4.0	IIM Kashipur
Barath M, Rishika Reddy & Shivani D Patil	Third Place	BLOC Boardroom Challenge 2020	Business Line
Saravanan D, Sanjana M & KalyaniK	Third Place	Praxis - Nisadya 2020	DOMS, NIT Trichy
Hemavathi, Subbu Dheivarayan & Varshini Shailesh	First Place	S.A.N.C.H.A.Y. - Impelz 7.0	I.M.T., Hyderabad
Mugilnilavan K	Second Place	Inter MBA Photography Competition - 7 Lakes Fest	IIM Calcutta

Mugilnilavan K	First Place	Tasveer 21 - Genesis 21	Fore School of Management
Rajath R, Saravanan D & Suganya Lakshmi S M	First Place	Strategos 21	I.I.M. Sirmaur
Thilak S, Sathyan D & Ilayabharathi M	First Place	Pratidwandi	Nirma University
Sanjana M, Saravanan K & Ilayabharathi M	Second Place	Aahawan	Nirma University
Rishikesh M K, Srivanth Kumar M & Ilayabharathi M	First Place	E-World	I.I.M. Amritsar
Jefferson Goldwin J	First Place	Infinity - Chrysalis 3.0	LIBA
Jefferson Goldwin J, Saravanan K & Ilayabharathi M	Second Place	Meliora - Chrysalis 3.0	
Akhand Pratap Singh	Top 15	Best B-School Project Award 2020	Business Standard
Kishore Kumar A	Third Place	Annual Trading Simulation	I.I.M. Kashipur
Saravanan K Sudharsan V	First Place	Rocket Singh - Chrysalis 21	IIM Kozhikode
Harina Thamman, Moanish CS, Nithin Rajan, and Siva Subramanyam	Global 3rd	CAPSIM Spring 2021 challenge	Capsim
Aravind Kumar U	First Place	Pixelathon - IlluminatiX	XIMB.
Alvin Mathews R, Aparna Dinesh	First Place	Cognoscenti 21	Asian Paints
Sai Prajith T R, Keerthana L	Top 8	Wired 5.0	Flipkart
Vinoth Kanna P	Second Place	Best summer internship - Yugma	VANS Skilling & Advisory

FEE STRUCTURE FOR TWO-YEAR FULL-TIME RESIDENTIAL MBA PROGRAMME*

Batch 39 (2022-2024)			
S. No.	Particulars	I Year (Rs.)	II Year (Rs.)
1	Admission Fee	2750	0
2	Recognition fee **	1250	0
3	Tuition fee	586800	627900
4	Knowledge facilities	31600	31600
5	Welfare activities including Placement Assistance	20700	20700
6	Books and Course materials	20700	20700
7	Computer, Internet, Lab facility & Certification fee	28830	28830
8	Examination fee	20600	20600
9	Accommodation & Water Charges #	41800	41800
10	Caution Deposit	10000	0
11	Mess Deposit	7000	0
12	Subscription to MMA subscription	590	590
13	Insurance Policy	580	580
14	Special fee	1000	1000
15	Alumni Subscription	1000	0
Total		7,75,200	7,94,300

In addition, Mess charges will be extra, calculated on a sharing basis, and will be approximately Rs.5000 per month.

**Subject to modification*

***No Recognition Fee for graduates from Bharathidasan University*

#Based on Actual expenses incurred

"SBI. Scholar Loan Scheme" available to BIM students for an amount up to INR 20 Lakhs without collateral

SELECTION PROCESS - MBA ADMISSION 2022

Candidates seeking admission to Bharathidasan Institute of Management (BIM), Tiruchirappalli, should appear and score for either of the tests given below. The Common Admission Test (CAT) is to be conducted by the Indian Institute of Management, Ahmedabad, on November 28, 2021, with the XAT exam on January 02, 2022, and the GMAT exam between January 2020 and December 2021. The Registration Number of the test taken up by the candidate should be incorporated in the BIM online registration page in the space provided therein.

The selection process consists of the following stages:

- Shortlisting of candidates based on CAT 2021 scores, XAT 2022 scores & GMAT scores (Validity taken from Jan 2020 to Dec 2021).
- Personal Interview (PI) and Group Discussion (GD) for shortlisted candidates.

Candidates will be shortlisted for the second stage mentioned above based on the scores of any of the entrance exams of the applicants. The PI & GD will be conducted at Bengaluru, Chennai, Delhi, Hyderabad, Kochi, Kolkata, Mumbai, and Tiruchirappalli, subject to the availability of sufficient candidates for each of the centres. The candidate's academic performance in 10th standard, 12th standard, qualifying degree, and relevant work experience are the other components that are verified and given weightage during the second stage of the selection process. The final selection for the MBA program will be based on the candidate's performance in all the above components.

Eligibility

Applicants should hold a minimum of a bachelor's degree (under 10+2+3 or equivalent) recognized by UGC in any field, including Arts, Science, Commerce, Engineering, or Social Sciences. Candidates who possess ACA / ACWA / ACS qualifications are also eligible to apply. They should have secured a minimum of 50% marks in their Graduate/ Master's Degree examination. Candidates appearing for the final bachelor's or equivalent degree examination are also eligible to apply. However, their admission will be provisional until they produce proof of having passed the test with a minimum of 50% marks, and evidence of minimum required qualification should be produced before **July 31, 2022**, positively.

Disclaimer

BIM reserves the right to modify the selection process at any time. BIM will not be responsible for any statutory or regulatory developments that may happen after October 31, 2021, which will have a bearing on or affect the selection process.

DO YOU HAVE IT IN YOU?

Join the league of much famed BIM alumni. We have more than 4000 strong alumni base making a significant contribution to corporates and society globally, with many of them in CXO positions. Here is a snapshot of a few alumni who can perhaps inspire you to take the BIM journey.

S. No.	Name	Designation	Organization
1	Bala Kathiresan	President & CEO	BCNET
2	Venkataraman Mahadevan (Spidey)	Retail Bank Head Middle East	Citi
3	Siddharthan R	Manager Director	Accenture Consulting
4	T R Ramachandran	Country Manager	Visa
5	Anita Arjundas	Board of Management Member	KREA University
6	Usha Venkatesh	Founder	Talentboard
7	Haja Sheriff	Head- ISV Amazon Web Services	Amazon India
8	Ramakrishnan Kalyanaraman	Senior Managing Director - Strategic Relationships	Spark Capital Advisors (India) Pvt Ltd
9	Karthikeyan V T	Director	Citibank
10	CS (Ram) Mohan	Chief Operating Officer (COO)	Afilias
11	Vimal Parthasarathy	Chief Marketing Officer	Joven Global
12	Rama Rao Yechuri	MD & CEO	Spark Capital
13	Prabha Ramraj	Asia Leader	3M
14	Arun Gopal	International Business Head	Royal Enfield
15	K Ramakrishnan	Managing Director - South Asia	IMRB Kantar
16	Keerthana Ramakrishnan	Head - Marketing	Nike
17	Krishna MV	AVP branded format retail	JSW Steel Ltd
18	Supratim Sarkar	EVP & Group Head	SBI Capital
19	Arun Umopathy	Sr Director	Capgemini India Pvt Ltd
20	Balaji Prakash	Sr. Vice President	EID PARRY, MURUGAPPA GROUP
21	Chandra Kumar	Founder & CEO	WiselyWise
22	K. Ravichandran	Senior Vice President and Group Head-Corporate Ratings	ICRA Ltd
23	Raja R K	Vice President	Standard Chartered GBS
24	Rajarajan C P	GM - Sales	Wipro Consumer Care

25	Vinodha Jeyanthilal	Director, Strategy and Business Systems	Ford
26	Girija Sutar	Regional Director	Oracle
27	Manashi Guha	Director & Business Head - Consumer Products	L'Oreal
28	Murali Raj G R	CIO	HIL
29	Arvind R P	Director Marketing	McDonald's India
30	Radhakrishnan Angappan	Product Management Director	Oracle
31	Lavanya Mohan	Global Lead - Digital Talent Systems	Cognizant
32	Harikrishnan Selvakumar	Managing Partner	BlueLotus Capital
33	Vasanthakumar A P	Partner	Ascent Capital
34	Ashwin Padmanabhan	President Partnerships and Trading	GroupM media
35	Sivakumar TD	General Manager	EXIM Bank

APPRECIATION

"One of the most satisfying moments to interact with Young Professionals of tomorrow, I enjoyed the interaction, questions, and attentiveness. Best of Luck to BIM, its Vision, and the Leadership that is driving it".

Shri S. Ramadorai

V.C, TCS, Adviser to Prime Minister on Skill Development

"I was delighted to be at BIM, particularly to share my experiences with the young managers - who will become leaders of tomorrow. Many interesting questions came from them. I wish all success to BIM to become one of the top management institutions in India".

Padmashree Dr.A. Sivathanu Pillai

Distinguished Scientist, CCR&D, DRDO, New Delhi

"Excellent opportunity to have interacted with the students of BIM. Very enthusiastic and thirsty type. I wish the Institute and the students all the very best."

Shri Muthu Kumar Thanu

CHRO - TAFE Group, Chennai

"It was heartening to see the level of commitment and openness in the faculty. This will certainly inculcate good values in students."

Shri H. K. Mittal

Advisor, DST, New Delhi

"I had a nice time interacting with the students. They had a lot of questions & were a very eager group!"

Shri V.Jayaraman

Boston Consulting Group, Boston, U.S.A.

"It was an honour to interact with your wonderful students on US-India Trade. I hope to return."

Shri James Golsen

PCO – American Consulate, Chennai

"I interacted with a group of interacting and knowledgeable students."

Prof. R. Ramanathan

Boston Consulting Group, Boston, U.S.A.

"It was a privilege having had the opportunity to visit BIM as a guest student 20 years ago under Dean Pyare Lal Arya. BIM inspired me to get my own MBA at IMD, and it is now a bunching pleasure to get back to this inspiring institution. To hold the role of guest lecturer to the present students, sharing a few experiences and hopefully giving back part of what I owe to BIM".

Dr. Othmar B. Ulrich

Executive Director,OTC Foundation, Switzerland

"It was my pleasure to be here. I have heard about the Institute and have great respect and regard for C. Subramanian. Because I worked closely with him for the Green Revolution and White Revolution."

Shri Roger C. B. Pereira

Roger Pereira Communications, Mumbai

"It was a great experience to interact with the bright students at BIM."

Jayant V.Pendharkar

Tata Elxsi Limited, Mumbai

"I thoroughly enjoyed my lecture here. The students were extremely interactive and asked very penetrating questions. I am very impressed."

Sri Nalini Ravishankar

Professor of Statistics, University of Connecticut

"I enjoyed meeting the students and faculty. I hope my talk made sense, but I feel that collaboration is the most important issue in a globalized world. BIM was a great example."

Claude Arpi

Auroville, Puducherry

"I enjoyed interacting with a vibrant set of students. I hope to visit again and set up collaborative activities."

Shri V. L. Narasimhan

Department of Computer Science, East Carolina University

"It has been a privilege to be here amidst youngsters brimming with enthusiasm and intellect. I wish all the best for this esteemed institution.

Dr. R. K. Kakkar IRS.

Commissioner of Income Tax, Tiruchirappalli

"I enjoyed being with students of BIM. It was extremely interactive and energetic; very sharp minds. It was a pleasure to be with you".

Shri V Suri

Head-Strategy, Murugappa Group

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Managing Director & CEO
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NEW DELHI - 110 048

Shri S V Srinivasan

Executive Director
Bharat Heavy Electricals Limited,
TIRUCHIRAPPALLI - 620 014

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