

**Managers**  
with Competence  
**Leaders**  
with Integrity



MARKETING

FINANCE

HR

OPERATIONS

SYSTEMS

# MBA ADMISSION 2013

## SELECTION PROCESS

Candidates seeking admission to Bharathidasan Institute of Management, Tiruchirappalli should have appeared for the Common Admission Test (CAT) conducted by Indian Institute of Management, Kozhikode between 11th October 2012 and 6th November 2012. It is the responsibility of the applicant to provide the correct details to CAT authorities so as to enable them to send the applicant's score to BIM's admission office. The Common Admission Test Registration Number should be incorporated in the BIM application form / online registration page in the space provided therein.

The selection process consists of the following stages:

1. Shortlisting of candidates based on CAT 2012 scores
2. Personal Interview and Group discussion for shortlisted candidates.

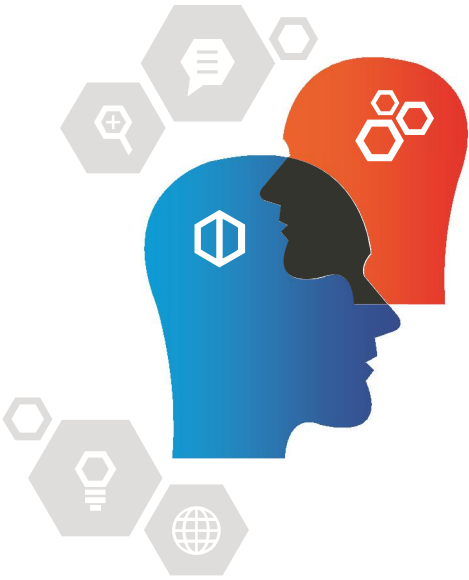
Candidates will be shortlisted for the second stage mentioned above based on CAT 2012 scores obtained by the applicant. The second stage will consist primarily of Personal Interview and Group Discussion. The Selection Process will be conducted at Bangalore, Hyderabad, Kolkata, Chennai, Delhi, Mumbai and Tiruchirappalli. Other centres may be added based on sufficient demand. Academic performance of the candidate at the school level and in the qualifying degree programme and relevant work experience are the other components which are verified and given weightage during the second stage of the selection process. The final selection for the MBA programme will be based on the performance of the candidate in all of the above five components.

## ELIGIBILITY

Applicants should hold a Bachelor's Degree (under 10+2+3 or 4 pattern) or a Post-Graduate Degree in any field including Arts, Science, Commerce, Engineering or Social Sciences. Candidates who possess ACA / ACWS qualification are also eligible to apply. Candidates should have secured a minimum of 50% marks either in their Graduate Degree or Master's Degree examination or in their professional qualification. Candidates appearing for the final Bachelor's or equivalent degree examination are also eligible to apply, provided they complete all the requirements for the qualifying examination by 30th June 2013. Their admission will, however, be provisional till they produce proof of having passed the examination with a minimum of 50% marks. Evidence of such a pass should be produced before 31st July, 2013 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 01st December 2012 which will have a bearing on or which will affect the selection process.*



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## From the Director's Desk



I take this opportunity to congratulate you for your first step towards pursuing the MBA programme at BIM !

BIM is a unique experiment in academia - industry collaboration. Three great men are credited with the vision behind BIM - Bharat Ratna Shri C Subramaniam, Dr. V Krishnamurthy, former Chairman of BHEL and Prof. P S Manisundaram, the first Vice Chancellor of Bharathidasan University. They envisioned BIM to be a Business School that would make a difference. Through the past 27 years, BIM has been living up to their vision and has been truly a School of Excellence of Bharathidasan University.

Padma Bhushan, Shri S Ramadorai, Chairman of the Board of Governors of BIM, the faculty and staff are all committed to sustain the high standards set by our founders.

Year after year, our graduates have achieved hundred percent placements. The competence, hard work and knowledge displayed by our students at the work place makes us proud and the corporate recruiters come back to BIM. Our Alumni are the Brand Ambassadors of BIM!

You will find the BIM Admission Process to be fair and transparent. All of us at BIM wish you success in CAT 2012 and in our Group Discussion (GD) / Personal Interview (PI) Process.

I look forward to welcoming you for commencement in July 2013 at the Institute!

**A. NAGARAJAN**  
Director

# Introducing BIM

## GENESIS

Bharathidasan Institute of Management is a School of Excellence of Bharathidasan University founded in the year 1984. In 1984, Bharat Ratna Shri. C. Subramaniam along with Prof. P. S. Mani Sundaram, the first Vice-Chancellor of Bharathidasan University chaired a Meeting of leading academicians and Industrialists and an idea was born... An idea that was a vision....



A vision of a Management Institute which would be grounded in strong theoretical inputs and would have the proactive partnership of a large Industrial Organisation providing its students with a real world learning experience. This vision culminated in the establishment of BIM in active partnership with BHEL, Trichy and the Bharathidasan University.

BIM offers one of the most coveted MBA programmes in India. Entry to this course is regulated through a rigorous selection process. BIM has an annual intake of 120 students. MBA graduates from BIM are widely placed in the Industry. The Programme has attracted people with diverse backgrounds, career interests and aspirations but who have one thing in common - an interest in learning and a desire to equip themselves for challenging managerial positions.

## PHILOSOPHY AND CULTURE

BIM is committed to excellence and this philosophy pervades every aspect of the Institute. The Institute maintains consistently high academic standards. The students are given an indepth exposure to all management disciplines, and close liaison with business and industry is incorporated into the curriculum. BIM provides the right ambience for the students to develop their personal and professional skills. The Institute lays great emphasis on grooming students to become responsible citizens, reflecting the core values of Indian tradition.

## GOALS OF BIM

Unlike many other business schools that run many programmes along with MBA, BIM focuses all its resources and energy only on the MBA programme. All other activities that are carried out by BIM like management development programmes, consultancy assignments, case development, research etc. are aimed at improving the quality of input given to the MBA students.

BIM's MBA programme is designed to produce skilled managers, effective leaders and responsible citizens capable of succeeding in all types of business organisations, large, small, private, public and non-profit. This is achieved through merit based admission of qualified and motivated students, and then by providing these students with the analytical skills, creativity, sensitivity and breadth of awareness necessary to be successful in diverse management situations. At BIM everyone constantly strives for excellence, i.e., "Perfection in Action", and this makes all the difference.

## STRENGTHS OF BIM

- \* Direct linkage with industry for acquiring practical skills of management.
- \* Diverse student body developed through a highly competitive admission process.
- \* Qualified full-time faculty with a blend of academic and Industrial Experience.
- \* Successful managers and business leaders as part-time / visiting faculty.
- \* Access to extensive facilities like well stocked library, 24 hours computer centre with 20 MBPS Internet facility.
- \* Flexible curriculum well-recognized for its breadth and depth.
- \* Career planning and placement leading to challenging management positions.
- \* Distinguished alumni recognized for their performance in the Industry.
- \* Leading Indian and foreign companies who participate in our campus recruitment regularly every year.
- \* Developing a sense of duty, professionalism, belonging and gratefulness.

## BIM Philosophy

In its prospective students, BIM seeks a high degree of commitment. A rigorous selection process chooses 120 out of a large number of candidates who apply for BIM each year. Group Discussions and Personal Interviews ensure that those selected have that 'Little Extra' which makes for an excellent management career.

Candidates with prior work experience are preferred but outstanding freshers are also encouraged. An aptitude for teamwork, the ability to lead and social responsiveness rate high in the selection process.

Each student is a latent source of knowledge and the programme at BIM is skewed to tap that knowledge. The courses offered place a lot of emphasis on interaction through a series of case analyses, seminars and team projects. The students are urged to work in groups and play a significant role in the design and modification of courses.

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. Student committees help manage the day-to-day activities in the Institute and every student is a member of one or more committees. This inculcates a spirit of enterprise and initiative in each and every student of BIM. This has helped BIM MBAs mould their personality and performance and has led BIM alumni reach senior levels in top-notch companies all over the world within a short span of time.

## ACCOLADES...

"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. Wish the Institute & the students all the very best."

**Shri Muthu Kumar Thanu**  
C.H.R.O. - 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, USA

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

**Prof. R. Ramanathan**  
Boston Consulting Group, Boston, USA

"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.ch 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 a 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 is globalized world collaboration is the most important issue. Jean was a great example."

**Shri 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 I.R.S**  
Commissioner of Income Tax, Trichy

# Infrastructure



## LOCATION

The Institute is located in sylvan surroundings within the BHEL complex, 16 kilometers east of Tiruchirapalli on the Tiruchirapalli - Tanjore highway. Tiruchirapalli is a town of historical and cultural significance. A town 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 township with a mix of people from all over the country living in the Campus. All accommodation, back-up and recreational facilities of the Institute are located in the BHEL Complex.



## CLASSROOMS



All classrooms are fully air-conditioned, and are equipped with advanced audio visual aids. Faculty and Students use laptops with multimedia facilities for classroom presentations, discussions and analysis. All class rooms are connected to internet to facilitate the use of vast online resources for better classroom interactions. The Institute also has access to a large centrally air-conditioned auditorium with a capacity to house more than 1500 people.



## VIDEO CONFERENCING FACILITY



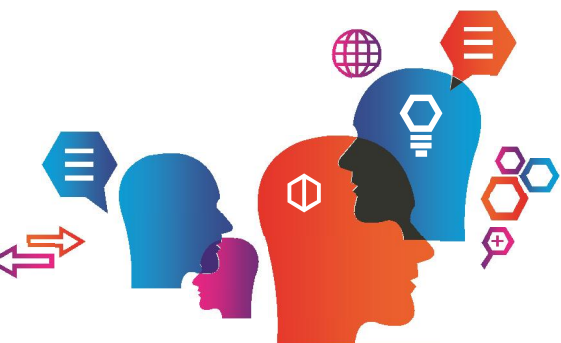
BIM has full fledged state of the art video conferencing facility to facilitate interaction with industry leaders in India and abroad.



## CLASSROOMS



BIM has a comprehensive computerized library with more than 15,400 volumes. The Library also subscribes to an extensive collection of over 95 International and Indian journals /magazines. We are also have 8 online databases. An impressive collection of over 500 Video Cassettes and CD ROMs on a wide range of managerial issues compliment the Library's resources. The students also have access to the Corporate Library at BHEL, Trichy and the Central Library at the Bharathidasan University. Students and faculty have access to 1,100 journals online including Harvard Business Review.





## COMPUTING FACILITIES



Our Computer Centre is kept open 24x7 to cater to the need of our students offering them highly flexible user timing. In general, this facility has computers that surpass the requirements of our courses. These client PCs are backed by four high end IBM Blade Servers. We have several softwares that support classroom learning. New softwares as and when necessitated are also installed in our CC to maintain up to date status.

## ONLINE DATABASES

EBSCO, IBID, CRISIL, INDIASTAT, CMIE (Prowess, Industry Analysis Service, Business Beacon), DEL NET, CAPITALINE PLUS, SCIENCE-DIRECT

## MICROSOFT CAMPUS AGREEMENT(OPEN VALUE SUBSCRIPTION)



BIM has recently registered for the Microsoft Campus Agreement(Open Value Subscription). This programme provides a complete, inexpensive solution to keep academic labs, faculty and students of BIM on the leading edge of technology.

### The numerous benefits that will be derived as part of this membership include:-

- \* Access to the latest set of Microsoft platforms, servers, and developer tools.
- \* License to install the software on any number of lab machines for instructional and research purposes.
- \* Four technical support incidents in addition to access to the managed newsgroups.
- \* Private newsgroups where faculty can ask technical and administrative questions, collaborate with each other, and talk with the Microsoft team.

### Comprehensive Web site that provides resources for faculty, including:

- \* Programme information and news.
- \* Projects, tutorials, academically focused articles, and curriculum.

## ORACLE ACADEMIC INITIATIVE



BIM has registered for the ORACLE Academic Initiative. This initiative will provide valuable benefits by way of access to the latest Oracle software, state-of-the-art Oracle curriculum, faculty training, certification resources and free membership to Oracle Technology Network (OTN).



## SPSS STATISTICS 18 IBM SPSS STATISTICS 18

BIM has acquired the SPSS Statistics 18 Package, which is widely used for data analysis

# Curriculum

BIM's curriculum is reviewed biannually and is updated to meet the needs of ever-changing business environment. Experienced professionals from the Industry and Academia take part in this exercise of restructuring. BIM follows a trimester pattern of evaluation. The first year of the course provides rigorous grounding in all fields of management. The second year operates on a cafeteria approach wherein the student is allowed to choose from a range of courses. As part of academics, students are given variety of case studies and project works to enhance their diagnostic and decision making skills.

## FIRST YEAR COURSES\* (\* SUBJECT TO REVISION)

### FIRST TRIMESTER

- \* Fundamentals of Management
- \* Mathematics and Statistics for Managers
- \* Financial Reporting & Performance Analysis Marketing I
- \* Information Technology for Management
- \* Organizational Behaviour I
- \* Economics for Managers I
- \* Business Communication I
- \* Operations Management

### SECOND TRIMESTER

- \* Cost Management Corporate Finance I
- \* Marketing II
- \* Economics for Managers II
- \* Organizational Behaviour II
- \* Business Research Methods
- \* Information Systems for Business
- \* Business Communication II
- \* General Business Knowledge

### THIRD TRIMESTER

- \* Operations Research
- \* Corporate Finance II
- \* Regulatory & Legal Aspects of Business
- \* Human Resources Management
- \* Spreadsheets for Management
- \* Business Communication III
- \* Ethics and Corporate Governance
- \* Environmental Management
- \* Business Government and Society

## SECOND YEAR COURSES\* (\* SUBJECT TO CHANGE)

### FOURTH TRIMESTER

Strategic Management - I  
+  
5 Electives

### FIFTH TRIMESTER

International Business  
+  
5 Electives

### SIXTH TRIMESTER

Strategic Management - II  
+  
5 Electives

## Areas of Specialisation

### HUMAN RESOURCES MANAGEMENT

Due to fundamental changes occurring in the business environment, the Human factor has moved from the wings to the centre stage in the organisational arena. In response to the increasing requirements for HR professionals in the industry, BIM offers a HRM package consisting of the following courses:

### ORGANIZATION DEVELOPMENT & CHANGE MANAGEMENT

OD functions as an enabler, establishing systems or removing obstacles to increase the organization's potential for effectiveness and success in achieving its desired outcomes. This course examines the sources and nature of change in organizations. We examine new challenges and opportunities the firms are facing, and the choices involved in designing a change initiative in response. Thus we discuss the change processes with awareness of what the real issues and interests are for all those who have a stake in how jobs are designed and how organizations operate. We turn to the theory of organizational change and development and develop an understanding of planned change interventions conducted at individual, group and systems levels. Students will develop their skills in "diagnosing" and implementing organizational change.

## TRAINING AND DEVELOPMENT

To provide an understanding of the systematic approach taken by the human resource development practitioners when instituting training interventions for individuals in modern organizations. Almost invariably the goal is to improve on-the-job performance so as to enhance the overall effectiveness of the organization and increase the likelihood of reaching organizational goals will be reached.

## OTHER ELECTIVES

Business Intelligence

Enterprise Resource Planning

Software Project Management

Knowledge Management

Business Process Re-engineering & Management

Technology Trends and Cloud Computing

IT Enabled Services Management

Information Security Management

Business Analysis & Development

Information Technology and Service Management

E Business

## SYSTEMS

The focus of this area is on managing Information Technology and developing IT as a source of competitive advantage. Some of the courses offered in this area are as follows:

## IT OPERATIONS MANAGEMENT

Businesses today are enabled through technologies to a large extent. Hence information technology is the core around which organizations operate and manage. This course focuses on the definition, delivery and management of IT services; the operational aspects and IT resources required to support the services.

## IT STRATEGY

Information Technology is one of the key drivers of all business organizations, which operate in an uncertain and complex environment. IT is an important source of competitive advantage and is closely intertwined with corporate strategy. IT creates business value by maintaining business operations, improving business results and providing strategic leadership in the marketplace for the enterprise.

This course helps students gain an understanding of how a dynamic IT strategy and superior IT governance can lead to improved business effectiveness. It also familiarizes them with the critical issues in IT management and provides them the right perspective to place technology in the overall business context.

## OTHER ELECTIVES

Compensation Management

Cross Cultural Management

Performance Management

Recruitment and Selection

Personal Growth Lab

International HRM

HR Analytics

Labour Laws

Strategic HRM

Leaders and Leadership

## MARKETING

### BRAND MANAGEMENT

The thrust is on the concept and practice of Brand Management in its totality. It addresses issues such as a brand's core identity, benchmarking, developing and sustaining successful brands, online branding, brand valuation and global branding.

### SALES AND DISTRIBUTION MANAGEMENT

The objective of this course is to provide the students with an understanding of Sales management, personal selling and management of distribution channels.

Retailing	Consumer Behavior
B2B Marketing	Rural Marketing
Strategic Marketing	Media Planning
Service Marketing	Digital Marketing
	Integrated Marketing Communication
	International Marketing

## FINANCE

### INTERNATIONAL FINANCIAL MANAGEMENT

As business are operating on an increasingly global scale, this course provides the students with the theoretical and analytical tools needed to make sound business decisions in an international arena and to specifically understand the nature of exchange rate risk and to learn how to effectively deal with this risk.

### MANAGING BANKS AND FINANCIAL INSTITUTIONS

Banks play a pivotal role in the Indian economy. This course focuses on banking theory and practice as applied to the unique conditions of this country. Students learn about the operational issues faced by banks.

Security Analysis & Portfolio Management	Applied Corporate Finance
Corporate Valuation	Financial modeling using spreadsheets
Fixed Income Securities & Derivatives	Private Equity Finance
Project Management and Infrastructure Finance	Insurance and Risk Management
Strategic Financial Management	New Generation Investment Products
	Business Analysis & Valuation

## OPERATIONS

The focus of this area is on the significant aspects of Operations Management, the recent developments and emerging trends in the practices of Operations Management. Some of the courses offered are:

## LEAN MANAGEMENT

The course dwells on theories including JIT production and purchasing / OPT, TQM philosophy, quality through design, process improvement and small group activities, ISO 9000 requirements, FMS Group Technology, Cellular Manufacturing and CAD / CAM.

## SUPPLY CHAIN MANAGEMENT

The course objectives are to define a supply chain and understand material, information and capital flows. It aims at understanding the major challenges involved in supply chain management, including variability, organisational silos, the Bullwhip Effect, and trade-offs. It aims at making the student recognize the importance of product design and manufacturing in the supply chain process. And last but not the least, learn the importance of metrics, including chain-wide metrics.

## REVENUE MANAGEMENT

This course provides a comprehensive introduction to both the theory and the practice of revenue management and pricing. Revenue management is an applied discipline its value derives from the business results it achieves and is grouped under some of the dominating factors like Forecast, optimization, dynamic pricing, bid prices etc. Students will learn to identify and exploit opportunities for revenue optimization in different business contexts.

\*Quality Management & Six Sigma

\*Services Operation Management

\* Logistics Management

## PERSONAL GROWTH LAB

Teamwork, and therefore groups, has been increasingly the focus of attention for a wide variety of reasons for quite sometime now. On one hand there is an increased realization that groups need to be the focal point of our attention and organisations require to harness the synergy available only in groups. On the other hand individuals require the group both to work in and work with for their (personal) growth and development. This trend towards individuals growing in groups is the focal point of this lab.

Students are therefore taken through a trimester module, along the lines of a workshop, focused on

\*Awareness of the self for personal effectiveness;

\*Awareness of the other for interpersonal effectiveness;

\*Awareness of the group for group effectiveness.

## CECMAR [Centre for Contemporary Management Research]

BIM is committed to excellence in providing Management Education. This philosophy pervades every aspect of the Institute. Management Development Programmes, Consultancy Assignments, and Management Research are carried out on a regular basis at BIM. One of the Institute's important milestones towards this is the genesis of the "Centre for Contemporary Management Research" [CECMAR].

## OBJECTIVE

Centre for Contemporary Management Research has the central purpose of identifying and analysing emerging issues in management and disseminating the knowledge to practitioners, researchers, and students of management.

## SCOPE OF CECMAR

CECMAR is involved in all the relevant activities related to research and diffusion of knowledge pertaining to contemporary management issues. In pursuit of this ideal objective, the centre is involved in:

- \* Active research under the guidance of eminent management scholars and thinkers, leading to research publications and degrees
- \* Publishing a quality peer reviewed bi-annual journal under the name “The Journal – Contemporary Management Research”
- \* Periodic conduct of Conferences, Workshops, Seminars, and Special Lectures by leading personalities to share the knowledge gained through rigorous research
- \* Encouraging students to take up management research in a systematic manner
- \* Build up knowledge networks with other research centres and create a research database.
- \* Providing assistance to industry and other institutions through research solutions.

## Athenaeum

Athenaeum is an annual management international research conference at BIM. This conference is a confluence of academicians, practitioners, researchers and students where varied topics on contemporary management issues are discussed and deliberated. The event showcases scholarly work from academia and industry on the same platform, providing a professional forum of idea exchange. It is for the sixth year in a row that Athenaeum will be conducted in August 2013. The conference attracts more than 200 research papers from about 15 countries. Each year, Athenaeum has seen a marked increase in the quality and quantity of research papers received from around the world. Much of the success was due to the participation and contributions of eminent scholars and practitioners from around the globe.



## JOCMAR [Journal of Contemporary Management Research]

True learning does not occur unless and until knowledge is shared. Therefore, a bi annual journal is published by the Centre. The journal publishes original research papers and articles from students and faculty on topics of contemporary management research. Articles from the corporate world and book review also form part of the journal.

The journal has been consistently presenting a bouquet of research papers since 2007. CECMAR has included The Journal in the EBSCO database and is in the process of including it in other leading database such as Cabell’s Directory and Scopus.

Industry Tie-ups: CECMAR had tied-up strategically with BHELSEA, TREC-STEP and Info-Dev [World Bank Project] in the past and some of the projects are ongoing.

## Placements

At BIM, Placements is a focused activity. Students are encouraged to discover their strengths and interests and accordingly apply for roles and organizations. BIM has achieved 100% placements since inception and enjoys a niche in the corporate sector that is unrivalled. Placement process is conducted under the leadership of placement chairperson and is assisted by faculty coordinators and students.

3M India Limited	HDFC Life Insurance	Religare Securities
ABP Pvt. Ltd.	HDFC Ltd.	Reserve Bank of India
Accenture Services	Hyundai Mobis	Royal Enfield
Aircel	ICICI Bank	Rural Electrification
Allegro Capital Advisors	IDBI Bank	SBI Capital Markets
Amba Research	Identiti Design	Standard Chartered Bank
Asian Paints	ICRA Ltd.,	Vedanta Group
Avery Denninson	ICRA Management Consulting	State Bank of India
Bajaj Auto Finance	IDFC	Symphony Services
Balmer Lawrie	i-Gate Patni	TAFE Limited
Berger Paints	i3 Consulting	TATA Motors
Bharti Realty	IMRB International	Titan Industries
Britannia Industries	India Infoline	TCS
CavinKare	Indian Bank	TCS e-Serve
Citibank	Indowind Energy	Thomas Cook
City Union Bank	Infosys Technologies	Thirumalai Chemicals Ltd.
Cognizant Technologies Solutions	ITW India	TTK Prestige
Cognizant - UBS	Suzlon Energy	Tamil Nadu News Print Ltd.
Crederity Info Services	JP Morgan Chase & Co.	TVS Group
CRISIL	Kotak Mahindra Bank	UCAL Fuel Systems
Dalmia Cements	Lakshmi Vilas Bank	UCO Bank
DeloitteTouche Tohmatsu	Lowe Lintas	Union Bank of India
Dell India	Madison Media	Ultramarine
Eicher Motors	Maverick Systems	VA Tech Wabag
EXIM Bank	McErricson	Vodafone Essar
Feedback Consulting	MindTree Consulting	Wealth Advisors India
Frontline Consulting Services	Murugappa Group	Wipro Consumer Care
Godrej & Boyce	NCDEX	Wipro Technologies
Goodlass Nerolac Paints	Neyveli Lignite Corporation	
HCL Technologies	Ogilvy & Mather	
IC Bank	Ramco Systems Ltd.	



# Faculty

## FINANCE



**Prof. M. Sankaran** *B.Com, MBA*

He has 22 years of experience in academics, industry and administration. His teaching areas include Financial Management, Strategic Cost Management, Economics and International Finance. He is involved in active research in Behavioural Finance.



**Dr. V. P. Sriraman** *M.Sc., MBA, Ph.D*

He has 15 years of experience in both the industry and academia, and teaches core courses in the areas of Financial Reporting, Corporate Finance and Corporate Governance at BIM. His areas of interest include Global Financial Reporting, Corporate Governance, Forensic Accounting, Corporate Valuation, Entrepreneurship, Access to Finance and Rural Artisan Clusters.



**Dr.R. Subramanian** *M.B.A, FICWA, Ph.D.,*

He has 29 years of experience in academics and industry. His areas of specialization are Cost Management, Corporate Finance. Project Management and Strategic Management. He has presented research papers in various national and international conferences on Foreign Direct Investments, Security Markets and Corporate Finance.



**Prof. J. Murugavel** *B.Sc (Agri), M.Sc.,MBA*

He has around 10 years of experience in the banking industry where his last designation was as Assistant Vice President -Wholesale Banking with Kotak Mahindra. He also has around 4 years of teaching experience. He teaches Banking, Insurance, Risk Management and other select courses in Corporate Finance. His other areas of interest include Infrastructure Finance, Central Banking & Regulation, Project Management and Corporate Strategy.



**Dr. S. Satya Moorthi, MA, PGDBA, PhD**

This investment banker - turned - professor is into his second career, which is of teaching and research. He brings his practical knowledge and experience, of about fourteen years, in the areas of Financial Markets & Institutions to the classroom. He has been teaching select courses in Finance and Economics for the past three years. His research areas include Financial Sector Reforms, Central Banking & Policy Making.





**Prof. P. Srikanth**, B.Sc. (Physics), AMIE, MBA

He has 14 years of experience in the Ministry of Finance, Department of Revenue and in academics. His research interest includes Market Efficiency, Financial Markets, Behavioural Finance and Corporate Finance. He has published research papers in national and international journals.

**Shri K. K. Sekar**

Manager-Taxation, Ashok Leyland, Chennai

**Shri R. Venkatasubramanian** M.Sc., AICWA, ACS,  
Grad.O.R. Tax Consultant, Trichy

**Shri B. Venkatesh** CA,ICWA, CFA, CIPM, FRM,PRM,  
Managing Principal, Navera Consulting,  
Chennai

**Shri S. V. Vijayaraghavan** ACA, MBA (IIM-B) Chennai

**Dr.V. Nageswaran Retd.**

Professor  
Anna University, Chennai

**Shri P. B. Ramanujam** PGDM (IIM-A), AICWA

**Shri A. P. Vasanthakumar** BE, MBA  
Investment Principal,

**Dr Sheila Anand**

Professor  
Rajalakshmi College of Engg., Chennai

**Shri K. S. Ananthanarayanan** AVP,  
Microsoft Dynamics Practice,  
HCL Technologies, Chennai

**MARKETING**



**Dr. S. Sundar** B.Com., MBA, PhD

He has more than 25 years of industry and teaching experience. He teaches Marketing & Consumer Behaviour courses. His research interests are Retailing and E-Business. He has published papers in national and international conferences on these subjects.



**Prof. Abhishek Kumar B.Sc (Economics), MBA**

He has been a business and thought leader in his career so far of more than 12 years across Media, Telecom, Banking and Academia. His stint as business leader fetched him several accolades including his newspaper TTIS receiving the best newspaper in the World for Children Award by World Association of Newspapers, Paris and his branch in Yes bank being adjudged among the top 3 out of 150 branches in the bank on CSR activity. He currently teaches Leadership and Brand Management at BIM Trichy. He is also a guest faculty at a course of INSEAD Business School, France.

**Prof. T. N. Swaminathan** M.Sc., MBA (IIM-C), Chennai

**Shri Satheesh Krishnamurthy** M.Com, MBA (Temple University, USA), Chennai

**Dr. M. J. Xavier** B.Tech, M.Tech, Fellow (IIM-C), Chennai

**Shri R. Kasthuri** Rangan Consultant, Chennai

**Shri J. Sriram** B.Tech, PGDM (IIM-A), Chennai

**Shri K. Ramesh** Vice President R K SWAMY BBDO Pvt. Ltd

## HUMAN RESOURCES



**Dr. P. David Jawahar** BA (Corp Sec), MBA, PhD

He has more than 24 years of experience in academics/research and industry. He teaches Organizational Behaviour, Human Resource Management and other HR related subjects. He has avid interest in research and has published many papers. Currently, he is working on 'management of emotions in the workplace' and Employer Branding. He also heads the Centre for Contemporary Management Research (CECMAR) and is the Chief Editor of the Journal of Contemporary Management Research.



**Dr. S. N. Raghavendra** B.Com, MBA, PhD

He has more than 18 years of Corporate and Academic experience. He has worked with the IT, FMCG, Telecom, Chemical and ITES Industry in the field of Human Resource as a Consultant-Trainer. He specializes in designing and conducting competency and behaviour assessments and various OD interventions. He also trains in areas like Team Building, Leadership, Communication and interpersonal skills between individuals, within teams, projects and organizations. He has a proven record of helping people and organizations by managing their way through challenging issues. He teaches Organizational Development, Human Resource Management and other related areas. His research interests are in the area of emotional regulation at workplace.



**Prof. M. Nagarani** MA (English Literature), MBA

A postgraduate in English Literature from Madras University and an MBA from Bharathidasan Institute of Management, she has more than 26 years of teaching, training and consulting experience in the area of Organizational Behaviour and Human Resources. She has executed consulting assignments in the areas of Training, Performance Management, Leadership Audit, Retention Strategies and Organizational Redesign with BHEL, World Health Organization, Royal Bank of Scotland and several SMEs. She frequently conducts MDPs in the areas of Cross-Cultural Management, Creativity & Innovation, Leadership, Emotional Intelligence and Work-Life Balance.

**Shri C. Mahalingam** Executive VP & Chief People Officer, Symphony Services

**Shri V Krishna** Consultant, Bangalore

**Shri A R Ramachandran** B.A., D.S.W., M.L.S., HRD Consultant, Trichy

**Shri Sasikumar** VP(HR), Ashok Leyland

## SYSTEMS



**Prof. R. Ruma Agnes, B.E. (IT), MBA, PGDM**

She has 7 years of experience in teaching and the IT industry. Her area of interest includes Electronic Customer Relations, Technology in Management, Lean Concepts and Enterprise Resource Planning. She has participated and presented papers in various national and international conferences and has published few articles in national journals. She has undergone SAP training organized by SAP India @ SCMHRD, Pune and has trained more than 100 students in the basic modules of SAP.

## OPERATIONS



**Dr. S. Jaya Krishna B.Sc., MBA, Ph.D**

He has 14 years of teaching, research and training experience. His areas of interest include Supply Chain Management (SCM), Marketing Management, Knowledge Management, E-Business, Lean & Quality Management, Micro-Franchising, Rural Development and other subjects of social, economic, environmental and national interest.



**Prof. P. Sabari Raghavendra B.Sc (Agri), MBA (BIM)**

He has more than five years of FMCG Industry experience with world-class companies such as Mars Inc., Wipro Consumer Care, and two plus years in academic Institutes such as Great Lakes Institute of Management. Currently he is pursuing his Doctoral degree from XLRI, Jamshedpur with a research focus on Green Supply Chain Management.

**Shri R. Jayapal** AGM, BHEL, Trichy

**Dr. T. V. Subramanian Fellow** (IIM-A), Management Consultant, Chennai

**Shri G. Ramakrishna** GM, BHEL, Trichy

**Shri U. Revishankaran** M.Tech., AGM, BHEL, Trichy

**Shri S. R. Govindarajan** AGM, BHEL, Trichy.

**Prof. K Kalyanaraman** Consultant, Chennai

**Shri J. Shankaran** AGM, BHEL, Trichy

**Shri T. J. Hari Krishnan** Emirates Airlines, Dubai

**Shri M. P. Jayakumar** AGM, BHEL, Ranipet

**Shri S. Nagarajan** AGM, BHEL, Trichy

**Prof. Richard Regis** Vellore

**Dr. N Chandrasekharan** Vice President - Corporate Affairs, TAKE Solutions (P) Ltd., Chennai

**Dr. R. Venkatesakumar** Pondicherry

## General Management

### **Shri N Balabaskar**

Secretary, Auroville Foundation,  
Auroville.

### **Dr. M. Ravichandran**

Dept. Head  
Environmental Management, BARD, Trichy

### **Shri R. Kumar**

Consultant, Chennai

### **Prof Dr. V. B. Athreya**

Advsior, M.S.Swaminathan Research Foundation, Chennai

### **Shri R. Venkatraman B.Sc, M.Sc (Logistics), PGDM (XLRI)**

Advisor, Bangalore

### **Prof V .G. Sarangan B.Com., MBA.,**

Dean, Chennai  
Chennai



## Interaction with Management Experts

World over, industry has emphasized the need for more proactive B-School and WITH Management Experts interactions, as that will help the business managers to sharpen their theoretical prowess with practical insights. This approach to management will help them become more hands-on-managers. At BIM we subscribe to this view completely, and every weekend, renowned captains from the industry & academia & consulting take part at length, in discussions on a vast array of contemporary business topics with the aspiring student managers, which are symbiotic in nature.

Over the course of the year, student managers at BIM have been addressed by eminent business leaders on a variety of topics ranging from corporate and business strategy to branding to information technology developments to HR best practices to economic and industrial scenario analysis and many other highly informative topics.

A few of the eminent personalities who have addressed BIM student's managers in the recent past are as follows:

- \* **Dr. Ram Kesavan Professor**, University of Detroit Mercy, Michigan.
- \* **Dr. Sundaram Janakiraman**, Head of Finance, School of Business, SIM University Singapore.
- \* **Dr. Partha Krishnamurthy Bauer Research Fellow**,  
Associate Professor of Mktg. Director, Institute of Healthcare Marketing, University of Houston, USA.
- \* **Dr. Prabakar Kothandaraman**, Professor / Marketing, Drexel University, USA.
- \* **Shri K. Vasudevan**, Principle Consultant, Golden Consulting Services, Golden, Colorado, USA.
- \* **Dr. Gunta Srinivas**, Associate Professor, IIM Indore.
- \* **Shri M. S. S. Varadan**, Om Consultant, Bangalore.
- \* **Shri Jayant Pendharkar**, Consulting Advisor, Tata Elxsi Ltd., Mumbai.

- \* **Shri Roger**, C. B. Pereira Roger Pereira Communications Pvt. Ltd., MUMBAI.
- \* **Shri H. Srinivasan**, Assistant Vice President, Star Health and Allied Insurance Co., Ltd., Chennai.
- \* **Prof. Nalini Ravishankar**, Professor & Undergrad, Director, Dept. of Statistics, University of Connecticut, USA.
- \* **Shri Sridhar Ramanujam**, CEO, Integrated Brand.Comm Pvt. Ltd, Bangalore.
- \* **Shri Prakash Singh**, Director-Marketing, Asia Pasific, Beldon.
- \* **Shri G. Dinesh**, Director, CTS, Chennai.
- \* **Dr. Lakshminarasimhan**, Professor / Dept. of Computer Science, East Carolina University, USA
- \* **Shri Pandiyan**, General Manager, Murugappa Group .
- \* **Shri Muthukumar Thanu**, CHRO, TAFE & TMTL
- \* **Mr. Anand Santhanam**, GM, Brand Mgmt – S&M, TAFE.
- \* **Shri Oommen Abraham**, Vice President, CavinKare, Chennai.
- \* **Dr. Olivier Crepin Leblond Chair**, ICANN's (Internet Corporation of Assigned Names of Numbers)
- \* **Mr. Madhu Menon**, Director, Standard Chartered Bank.
- \* **Shri T. Sasikumar** Vice President - HR, Ashok Leyland, Chennai
- \* **Shri C. Mahalingam**, Executive VP & Chief People Officer, Symphony Services
- \* **Shri P H Rao**, Former President, Crompton Greaves and CEO, Airtel (South India)
- \* **Mr. K. Ramakrishnan**, ED & Head (Investment Banking), Spark Capital Advisors (I) Pvt. Ltd.,
- \* **Shri G Srinivasan**, Sr. Vice President, Lister Technologies, Chennai.
- \* **Shri K Ramakrishnan**, President-Marketing, Café Coffe Day, Bangalore.
- \* **Ms. Kavitha Singh**, Head/HR, MAERSK International, Chennai
- \* **Shri S V Kaushik**, Sr Vice President-IT & IA, TI of India, (Murugappa Group), Chennai.
- \* **Shri Harikrishnan**, MD Avigo Capital Partners, Mumbai
- \* **Shri Derick Jose**, Director, Big Data Solutions, Bangalore
- \* **Shri Raveen Joseph**, Head-Institutional Sales, TAFE, Chennai
- \* **Shri Vijay Chander**, Head-Business Analytics, HDFC, Bangalore
- \* **Shri Suri**, Vice President & Head, (Corporate strategy Planning) Murugappa Group, Chennai.

Apart from the above, many more leading personalities from various facets of business and walks of corporate life have been a part of this unique interactive series and have acknowledged the students' quality and the Institute's proactive attitude towards the dynamic and competitive business environment engulfing the globe, of late.

## Seminars / Conventions

### CRESCITA 2011: CONFLUENCE OF BUSINESS MINDS

Crescita the flagship event of Bharathidasan Institute of Management took place at the Accord Metropolitan, Chennai on the 19th and 20th November 2011. The theme of Crescita 2011 is Praachamanyu, a Sanskrit phrase meaning "looking back to move forward". Crescita 2011 began with Dr. Anup K Pujari Director General of Foreign Trade, Ministry of Commerce and Industry giving an insightful speech about the Human Development Index and the kind of support any first time trader would get in today's environment. Mr.S.Krishnan, Chairman, Petroleum and Natural Gas Regulatory Board who graced the occasion spoke about the present scenario of Labor Market. Mr. Y. Rama Rao, Managing Director & CEO, Spark Capital during his speech on the topic of General Management, stressed the need for giving up on short term benefits and having long term focus in mind. Mr. Raghuvir Srinivasan, Deputy Editor, Business line, traced the evolution of media over time and reiterated that throughout this change, the objective of media

continued to remain the same - Reporting to the world about the world. Followed by that, the Corporate Quiz was hosted by Barry O'Brien. 34 teams from various corporate houses participated in the event from which 6 teams were shortlisted to proceed to the finals comprising 8 rounds. 'Broke and Brokers' emerged as winners and was awarded Rs. 25000, while the Team from Infosys took the second spot winning a cash prize of Rs. 15000.



The second day of the event witnessed the economic panel discussion on the recent economic crisis, inflationary problems and inclusive growth. The eminent speakers for this discussion were Dr. Venkatesh Athreya from MS Swaminathan Research foundation, Dr. M. Ramachandran, Head of Dept. of Economics, Pondicherry University and Mr. Manas Ranjan Das, AGM (Economist), State Bank of India Staff College, Hyderabad. Mr. Ramakrishnan K, President - Marketing, Cafe Coffee Day expressed that it's essential to look back to challenge old conventions, a must for selling any product in today's market. Mr. A. Balasubramanian, Senior Director – Project Finance, IDFC spoke in detail on the investment strategy of India, the issues in India and the cushioning that India enjoys in times of global financial meltdowns. The HR panel discussion on day two of Crescita was honored with the presence of Dr. K. SaiPrasanna, CFO of Mafoi Randstad, Mr. Gerard Selvam Augustine, Associate Director - Human Resources, from Computer Science Corporation, Mr. R Kumar an Independent Consultant, Mrs.M.Nagarani, Visiting Faculty, BIM.

The Valedictory session was presided by Dr.K.Meena, the Vice Chancellor, Bharathidasan University and chaired by Mr.Balabaskar, the Director, BIM, Trichy. The valedictory address was given by Mr.Rangarajan, General Manager, Indian Overseas Bank. Dr.K.Meena, in her speech appreciated BIM for attracting the best students from all over the country. The event culminated with vote of thanks delivered by Dr. S. Sundar, Placement Chairman, BIM and the event chairman for Crescita 2011. Crescita 2011 was an ISO 9001:2000 (TUV-SUD) certified event and was completely managed by students with support and encouragement from the faculty team.



## 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 class room 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



## The "Beyond Academics" Thrust

The environment of the Institute is a catalyst in the self-development of the students in realms beyond academics.

## Non-Teaching Staff

A small group of about 20 people look after the administrative, accounting, secretarial service and support functions at BIM. The credit for the smooth day to day functioning of the Institute goes to them. The competence and the sense of mission they bring into their work goes a long way in making BIM a special place.

## Competitions Participated and Won by BIM Students in 2011-2012:

- \* Netrah L of PGP-I stood second in Murugappa Young Professionals Launch Contest 2012, conducted by Murugappa group.
- \* Madhuja Mukherjee, Utsav Banerjee and Ashish Sharma of PGP-II emerged as the finalists of Gordian Knot 2012, IIM Indore
- \* Gopinath Ganesan of BIM 28 batch won national level competition and got selected as the Nissan Brand Manager 2012.
- \* G Anand Babu and Vignesh M of PGP2 won the Trichy edition of Tata Crucible Quiz with a cash prize of Rs 75000 and qualifying to the National level quiz. They represented in the National Finals conducted in Mumbai on April 8th 2012.
- \* Mohammed Gani of BIM 28 won the article writing competition on the March edition of "Reyansh", e-mouthpiece of Department of Management Studies, IIT, Delhi.
- \* Madhuja Mukherjee and Nikhil Kansari of BIM28 won the first place at "Caviars and Daydreams", an event conducted as a part of Paragana 2011, an annual management festival hosted by NMIMS Mumbai.
- \* Sreenivasan R, Sreejesh N and Dinesh Chinnasamy of PGP-II were the finalist in Pan India Business Plan competition in IIITM, Gwalior and Banaras Hindu University (BHU) and VJTI, Mumbai.
- \* Meha Anand & Shiva Adithya of PGP-II were the finalists in Tapmi B-School for a CSR based b-plan competition called "Sahayog" which was a CSR based competition.

- \* Elango Pugazhendhi of BIM28 was the DAILY WINNER for 3-Nov in "Bull's Eye", national online stock trading competition conducted by Finnacle, the finance club of IMT Ghaziabad, in association with Dalal Street magazine.
- \* Sujoy Biswas, Anshul Mishra, Namrata Singhal and Saikat Majumder emerged as the Winner in Udbhav, B-Plan event of Goa Institute of Management; Runners up in Finance League of Ahvan 2011 in IIM Indore; Finalists in Equinox, equity research event, in Prerana 2012 in NITIE, Mumbai
- \* Sreenivasan Rajendran of PGP II and Sreejesh Neelanath of PGP I emerge winners in the Business Modelling competition, 'Srijan' at Avenues 2011 conducted by SJMSoM, IIT Bombay.
- \* Karen Arethina of PGP II and Khadhir Iqbal of PGP I won 2nd prize in case study competition conducted as part of the HR Conclave at Loyola Institute of Business Administration (LIBA), Chennai.
- \* Anshul Mishra, Saikat Majumder and Shashank Hegde (Team SAPIens) of PGP II were WINNERS of SAP Dashboard Design Challenge - India.
- \* Utsav Banerjee of PGP I, representing BIM, emerged top 3 out of a total of 40 finalists at Ace of Spades, Flagship event of Passion 2011, annual management fest of Institute of Management Technology, Ghaziabad (IMT-G).
- \* BIM, represented by Kirubakaran.K and Arun Prakash.S of 27th batch, emerges 2nd runner-up in "Mulyankan", portfolio management game conducted by N.L.Dalmia Institute of Management Studies & Research, Mumbai.
- \* Mani Shanthavel of BIM27 wins 3rd PRIZE in Best Summer Project Competition conducted by Institute of Management Consultants India (IMCI), Mumbai chapter, for his summer project venture titled "Thamizh Nesi, Nool Vaasi".
- \* Arun Prakash.S of BIM27 wins 2nd prize for his article "Making Profits Even in Turbulent Times Using Open Range Breakout Trading System", published in the 3rd edition of INVESTOCRAFT, biannual magazine of the MBA-Capital Markets department of Narsee Monjee Institute of Management Studies (NMIMS), Mumbai.
- \* Madhav Kiran Chevuru and Nitin Varma.P of BIM27 are winners in Advertisement Abstract category of Nissan One Shot, ad making competition organized by Symbiosis Institute of Business Management, Bangalore (SIBM-B) for Nissan India.
- \* BIM27's Natesh Muthalan, Shyamkrishnan. B, Priti Jharia and Sreenivasan. R of Team Gamechangers secure 2nd place in "La Rascasse", flagship event of SAMANVAY 2011, annual management fest conducted by IIT Madras.
- \* Sekhar.S of BIM27 is runner-up in Radio Jingle competition of Mahindra Scorpio Marketing Challenge conducted by Shailesh J Mehta School of Management (SJMSOM), IIT Bombay.
- \* Nitin Varma of BIM27 is the **winner** of "Launch of OREO cookies in India", creative design contest of 'Markathon', monthly Marketing magazine of IIM Shillong.
- \* Mr.Natesh Muthalan and Miss.Priti Jharia of PGP I bagged the second prize in Nivesh 10 - Live Case Study on Piramal Health care competition conducted by IPE (Institute of Public Enterprise) Hyderabad. Six teams were shortlisted for the finals after two rounds of elimination and were judged by a panel of experts from the industry.



- \* G. Anand Babu of BIM 27 won the SECOND prize in Business Quiz conducted by The Department of Management Studies of Karpagam College, Coimbatore. The event saw participation from nearly 100 teams from various B-Schools.
- \* R.S.Ramya of BIM27 is lucky winner of crossword conducted by "Niveshak", monthly magazine published by Finance Club, IIM Shillong.
- \* Sekhar.S and Muthuraj. R of BIM27 win first prize in city level IPL Quiz organized by Tamil daily Dinamalar in association with Arun Icecreams in Chennai city on May 8, 2011.

## Fee Structure\*

Sl.No.	Particulars	30th Batch	
		I Year	II Year
		Rs.	Rs.
1	Admission Fee	2500	2750
2	Registration fee, Recognition fee	200**	0
3	Special fee	1000	1000
4	Tuition fee	270000	297000
5	Knowledge facilities	2500	2750
6	Welfare activities including Placement Assistance	12500	13750
7	Books and Course materials	12500	13750
8	Computer and Internet	15000	16500
9	Examination fee	Rs.700/- per paper	Rs.700/- per paper
10	Accommodation & Water Charges	15000	16500
11	Caution Deposit	10000	
12	Mess Deposit	5000	
13	Subscription to Alumni Association	1000	
14	Insurance Policy	270	270

\* subject to change

A. \*\*varies depending upon the College/State where the student studied previously.

B. Total Hostel Expenses estimated Rs.5000/- per month for 10 months (Tentative) per year.

# Board of Governors

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ADVISOR

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N L Dalmia Institute of Management Studies & Research  
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Bharat Heavy Electricals Limited NEW DELHI 110 049.

**Shri Ravi Appaswamy**

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CHENNAI - 600 017.

**Dr. B. K. Krishnaraj Vanavarayar**

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Managing Director & CEO

City Union Bank Limited, KUMBAKONAM - 612 001.

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Auroville—605 101.

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Former Vice Chancellor,

BARD CHENNAI 600 116.

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