



## “Workshop on Use of Computer Simulation at IIM Ahmedabad”



विकासिनीकोआदिकारण  
**I I M**  
AHMEDABAD

**WORKSHOP ON  
USES OF  
COMPUTER SIMULATION  
(JANUARY 21-24, 1970)  
at  
BOMBAY**

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COMPUTER SIMULATION IS BEING USED MORE AND MORE AS AN AID TO MAKING IMPORTANT DECISIONS. SIMULATION ANALYSIS PRETESTS PROPOSALS UNDER ALTERNATE CONTINGENCIES IN ADVANCE OF IMPLEMENTATION. TO A CERTAIN EXTENT, IT PROVIDES INSIGHT IN ADVANCE.

Simulation results of a new product introduction and consumer behaviour model will be presented for the first time in India. The model, developed during the last year, is entirely based on Indian data. Simulation runs showing the results of changes in advertising, demonstrations, packaging, etc., will be discussed.

A major problem for firms which use a variety of machines in producing a number of different products is the scheduling of additional capacity. Simulation of the manufacturing facility over the medium term future enables the firm to indentify the bottleneck operations under a variety of possible sales paths. Results of one such simulated case history will be presented.

Enterprises with wide distribution of their products usually use several levels of warehousing and distribution. Simulation of a model of such distribution systems allows us to test the operation of feasible alternate procedures without actually putting them into practice in the field. Results of such simulations, it will be shown, can be both surprising and revealing.

**FOR WHOM ?**

The Workshop is designed for the analyst and manager with an understanding of the goals of simulation modelling. No specific previous computer experience is required.

- \* Company analysts and economists
- \* Management service managers
- \* Production managers
- \* Accounting managers
- \* Marketing managers
- \* Senior management interested in knowing how the computer's analytic and logical power can be used.

**PROGRAMME CONTENT**

- \* Philosophy of Computer Simulation
- \* Fields where Computer Simulation can be used
- \* Limitations of Computer Simulation
- \* Examples of Specific Simulations Conducted at the IIMA

<p><b>FACULTY</b></p> <p>R, Balachandra Subhash Jain <b>J. G. Krishnappa</b> V. L. Mote J. K. Satia</p>	<p><b>FEE</b></p> <p>Rs. 300 per participant</p> <p><b>PLACE</b></p> <p>Bombay</p> <p><b>DATES</b></p> <p>January 21-24, 1970</p>	<p><b>APPLICATION</b></p> <p>Please send the enclosed application form to the Programmes Co-ordinator, Indian Institute of Management, Vastrapur, Ahmedabad 6, before January 15, 1970.</p>
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## “SOFTWARE DEVELOPMENT FOR CAM PROJECT”

### CAM PROJECT\*

In November 1983, the Government of India initiated a project to establish Computer Aided Management (CAM) Centres with funding support from UNDP. The objective of the project was to establish a resource base consisting of hardware, software and trained personnel to design application software for the Government and the industry. IIMA was one of the four CAM centres established in the country. The thrust of the IIMA CAM Centre was to design Decision Support Systems and to develop Computer Aided Instructional Packages. The project which was of 5 years, duration was completed recently. The UNDP evaluation team rated the project as very successful and has recommended a second phase for the project.

A unique feature of the project was to develop software in close consultation with the clients and to help the clients in implementing the software. Many interesting applications were developed and implemented to the utmost satisfaction of the endusers concerned. Many Faculty members from the Computer & Information Systems Group, Public Systems Group, Production & Quantitative Methods, and Finance & Accounting Areas participated in the first phase of the project. A few projects completed in the Phase I of the UNDP CAM Project are given below:

Professors T P Rama Rao and Nitin R. Patel worked on the Narmada Irrigation Project to develop a software which could be used to design a canal irrigation system. In designing a canal irrigation system, the engineers must work with two types of alignments-horizontal alignment to indicate the route the canal will take on the earth surface and the vertical alignment to indicate the places where the level of the canal bed will drop to maintain the necessary gradient. Consequently, the process of cost estimation is also very complex. The software developed by Prof. Rama Rao and Prof. Nitin Patel provides optimal alignments and an accurate estimation of costs. About 1500 kms of the canal alignment has been designed using the package with its excellent graphic features. A cost saving of 3 to 7percent has been reported so far.

Another interesting software was developed by Professor Subhash C. Bhatnagar to plan the development of infrastructural facilities in the rural areas and to monitor rural development programmes. The package displays the map of the region along with key cartographic information like roads, location of village, etc. The software allows the user to construct a data base on the existing resources in each village and the demographic data about each village. The software enables a planner to identify potential locations for creating new facilities. This software was used in a CAM project experiment in which a computer was installed in Surendranagar district of Gujarat. The applications developed in this project are being transported to other districts in Gujarat by the Gujarat Government.

Source: IIMA Alumnus January 1990, IIMA Archives

## “Centre for Electronic Governance (CEG)”

### IIMA AND INFORMATION TECHNOLOGY\*

IIMA has always been quick to respond to new ideas and changes. The IT revolution saw the Institute gearing up to address itself to new developments. Besides mounting new courses relating to IT in the PGP and MDPs, the Institute has gone through the process of modernization of computer and telephone facilities, and made considerable progress.

#### Teaching, Research and Consulting

The academic activities related to information technology and information systems at the Institute are largely handled by the faculty members of the Computer and Information Systems Group (CISG). The CISG is an interdisciplinary faculty, set up in the late seventies to focus on applied research in the area of computers and information systems. Since then, the group has been involved in identifying, designing, and implementing IT applications in government, public and private sector enterprises. The group's activities span teaching IT related courses in the Post-Graduate and Fellow Programmes, conducting Management Development Programmes for the practicing management and systems professionals; research, and consulting in the areas of IT applications in management.

The CISG has seven primary and four secondary faculty members. The primary members of the group are:

Professors Subhash C Bhatnagar (currently on leave as e-government advisor to world bank), B.H. Jajoo, Rekha Jain, K.V.Ramani, T.P. Rama Rao (current chairman of the group), V.Venkata Rao, and Sanjay Verma. The secondary members of the group are Professors N. Ravichandran, Samir K Barua, Jayanth R. Verma, and T. Madhavan. Prof. Suresh Ankolekar is a visiting faculty till March 2001.

The academic programme in information systems for the post graduate students consists of two compulsory courses in the first year and six elective courses in the second year. The compulsory courses of the first year, IC (Introduction to Computers) and MIS (Management Information Systems), prepare all the management graduates to participate in the design, development and effective use of IT applications in management. Over the years, these courses have undergone significant changes, incorporating latest technological trends. With the availability of PCs in all dorm rooms and their connectivity to the central servers through a fiber optic backbone, most of the project submissions and presentations in the classroom are made electronically. In addition, most of the supplementary reading material is deployed to the students through electronic media. The students also have access to additional reading

material from the web through internet connectivity.

The first compulsory course, IC, prepares the management graduates to face the IT revolution and be good end-user application developers by equipping them with skills to develop decision support applications using the desk-top software systems such as spreadsheets, database management packages and programming languages that facilitate algorithm development, web-enablement and application integration. This is offered in the first year so that the students can use the IT tools in the analysis and discussion of cases in other courses. The second compulsory course, MIS, which is offered in the third term, addresses the enterprise wide applications of IT. Particularly, the course prepares students with skills, tools and techniques to identify information needs, develop strategies for analysis, design and implementation of information systems in organizations, understand packaged solutions for Enterprise Resource Planning, and computer networking options for the information needs of organizations. These two courses also prepare the students to use / study IT in organizations during their summer jobs.

The elective courses in the second year address contemporary issues of IT in detail. These courses give inputs

\*Alumnus wishes to thank Prof. T. P. Rama Rao, Prof. B.H. Jajoo and Ms. Monica Raina for preparing this report.

to the students to work with the emerging information and communication technologies in IT / software companies or to participate in steering large IT initiatives in organizations. The elective courses currently offered are - Business Data Networks, Planning and Implementation of IT Strategy, Decision Support Systems, Management of Software Projects, Internet Marketing and Electronic Commerce, and Enterprise Resource Planning Systems: Technology, Planning and Implementation. In addition to these, several project courses addressing more specific issues or deeper understanding of emerging information technologies, their applications, the emerging business models with these technologies, etc. are offered to the students of the post graduate programme.

The Institute also offers a doctoral programme in information systems. Students joining this programme carry out research in the areas emerging out of developments in information technology, communications, networking, distributed computing, web technology, large scale software development, large packaged solutions such as enterprise resource planning, supply chain management, and customer relationship management, etc. Accordingly, the research students are offered courses in Computer Architecture and System Software, Online Transaction Processing and DBMS, Systems Analysis and Design, Algorithms and Data Structures, and Information Systems Frameworks. The institute has produced several Fellows who worked on information system related topics. Currently seven doctoral students are

in various stages of research in information systems.

The research areas in information systems addressed by the faculty are model based decision support systems, enterprise wide applications, software project management, computer network management, electronic governance, telecom policy, and algorithm development. During the eighties, the



Prof. M. R. Dixit taking a session on "Competing Through IT: A Programme for Chief Executives"

group had worked on a major project with the assistance of UNDP and Government of India to develop decision support systems for several key organizations in public and private sectors. In the nineties, the research focus was on computer networking, strategies for effective use of IT in organizations, marketing of information products and services, software productivity, software project management, telecom policy analysis and electronic governance. With the creation of Centre for Electronic Governance (CEG) in October 1999, with the support of Oracle, Compaq, Caldera (formerly SCO) and CMC, research efforts have been enhanced in the area of electronic governance. Through the CEG, the institute has so far developed a dairy portal and dairy information services kiosk for the benefit

of dairy farmers, and a citizen services portal for the benefit of rural masses.

In addition to e-governance, the current research thrust of the CISG is in the design of network architectures, distributed computing, business process modeling, enterprise wide applications, enterprise application integration, knowledge management, technol-

ogy enhanced learning, and telecom policy studies.

In the area of management training, the Institute offered (in late seventies and eighties) a long duration (three month) programme on computer based information systems, with the sponsorship of Department of Electronics. This programme trained several executives from public sector, government organizations, defence services, and private sector enterprises in the design and development of large management information systems. Subsequently, in the nineties, the Institute offered four week international programmes for the trainers of IT in Commonwealth countries. This programme was sponsored by Commonwealth secretariat and was attended by several faculty members

from institutions in Commonwealth countries. In addition to this, the Institute has been offering several short term programmes with duration ranging from three days to four weeks. These programmes addressed the contemporary issues such as micro computers for managers, database management systems, decision support systems, expert systems, software development methodologies and tools,

**“E-Governance Assessment Frameworks”**

**E-Governance  
Assessment Frameworks  
(EAF Version 2.0)**

Prepared By

Prof. T. P. Rama Rao,  
Prof. V. Venkata Rao,  
Prof. S. C. Bhatnagar,  
Center for Electronic Governance, IIM, Ahmedabad

And

Shri. J. Satyanarayana, CEO,  
National Institute for Smart Government (NISG), Hyderabad

For

E-Governance (Assessment & Replication) Division,  
E-Governance and E-Rural Group,

Department of Information Technology,  
Government of India

**May, 2004**

## “Workshop at IIMA on E-Governance”

### Two-day Workshop on e-Governance at IIM-A in Ahmedabad, India

By Elets News Network 27-February-2007



The Centre for e-Governance, Indian Institute of Management, Ahmedabad, (IIMA) India is organising a two-day workshop on 'Building Capacity for Impact Assessment of e-Government Projects' from February 26 to February 27, 2007.

The e-Governance workshop will be held at the International Management Development Centre of IIMA. The Department of Information Technology (DIT) and Government of India (GoI) are sponsoring the workshop. IT Secretaries from several states, academics, representatives of eleven market research agencies and programme managers from DIT, including Chandrashekhar, head of the National e-Governance Plan (NEGP) are participating in the programme. The workshop is based on the World Bank funded research project. As a part of programme, 22 mission mode projects would be implemented to make services to citizens and businesses easily available and to ensure efficiency, transparency and reliability.

Source: <https://egov.eletsonline.com/2007/02/two-day-workshop-on-e-governance-at-iim-a-in-ahmedabad-india/>



## Business Standard

HOME PREMIUM LATEST E-PAPER MARKETS BLUEPRINT OPINION THE SMART INVESTOR INDULGENCE COMPANIES

### IIM-A workshop to discuss e-governance

BS Reporter | Mumbai/ Ahmedabad

Last Updated : Jan 29 2013 | 2:54 AM IST



With a view to get an idea of the nature of e-governance projects implemented by various governments, the Center for E-Governance at the Indian Institute of Management, Ahmedabad (IIM-A) and the Department of Information Technology (DIT), Government of India are jointly organising a two-day workshop on Impact Assessment of e-Government projects on November 19 and 20, 2008.

“The impact study is a part of the National e-Governance Program (NeGP), DIT, which includes a systematic study of mature e-government projects implemented by state and central agencies across India under the overall guidance and supervision of IIM, Ahmedabad,” said Subhash Bhatnagar, faculty of IIMA who led the study.

Source: [https://www.business-standard.com/article/management/iim-a-workshop-to-discuss-e-governance-108111901005\\_1.html](https://www.business-standard.com/article/management/iim-a-workshop-to-discuss-e-governance-108111901005_1.html)

## “Brij Disa Centre for Data Science and AI (CDSA)”

IIM- Ahmedabad | Aug 19, 2021 | INDIA

### IIM-A launches new centre for data science and AI

The centre, in collaboration with the industry, will take up challenging and crucial consultation projects

 Published By : IndiaAI



The Indian Institute of Management – Ahmedabad, the premier business institute in the country, has launched the Brij Disa Centre for Data Science and Artificial Intelligence (CDSA).

The CDSA will undertake ground-breaking research in data science and artificial intelligence (AI) that will contribute to businesses, governance, and policymaking.

## “Digital Governance”



MeitY | NeGD National e-Governance Division

Home About Us Projects Divisions

**Training Programme on  
Digital Transformation of the Organization & Economy**  
...: August 11-14, 2025 ...

Location: IIM Ahmedabad

### Capacity Building Programme on ‘Digital Transformation of the Organization & Economy’ at IIM Ahmedabad

Posted on August 18, 2025 | 1 min read

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MeitY under its Digital India Vision plans and implements its capacity building initiatives in Digital Governance. As part of this, a 4-day training programme on ‘Digital Transformation of the Organization & Economy’ has been organized at the Indian Institute of Management, Ahmedabad from August 11 – 14, 2025 by National e- Governance Division (NeGD), MeitY for the officials of Central and State Governments across the country. A total of 27 officers from various Central Line Ministries and States/UTs, including Andhra Pradesh, Bihar, New Delhi, Lakshadweep, Madhya Pradesh, Puducherry, Rajasthan, Telangana, Uttar Pradesh and West Bengal participated in the programme.

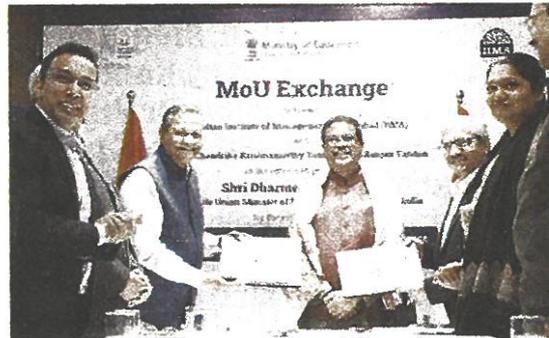
Source: [https://negd.gov.in/press\\_release/capacity-building-programme-on-digital-transformation-of-the-organization-economy-at-iim-ahmedabad/?utm\\_source=chatgpt.com](https://negd.gov.in/press_release/capacity-building-programme-on-digital-transformation-of-the-organization-economy-at-iim-ahmedabad/?utm_source=chatgpt.com)

“Krishnamurthy Tandon School of Artificial Intelligence”

# Krishnamurthy Tandon School of AI to be set up at IIMA

**T**he IIMA on Tuesday signed an MoU with Chandrika Krishnamurthy Tandon and Ranjan Tandon for establishment of Krishnamurthy Tandon School of Artificial Intelligence at the institute. The MoU was exchanged in the presence of Union Minister of Education Dharmendra Pradhan in New Delhi, while Ambassador Vinay Kwatra participated virtually from the United States.

The proposed school will be set up through Rs 100 crore endowment by Chandrika Krishnamurthy Tandon, an alumna of IIMA's Post Graduate



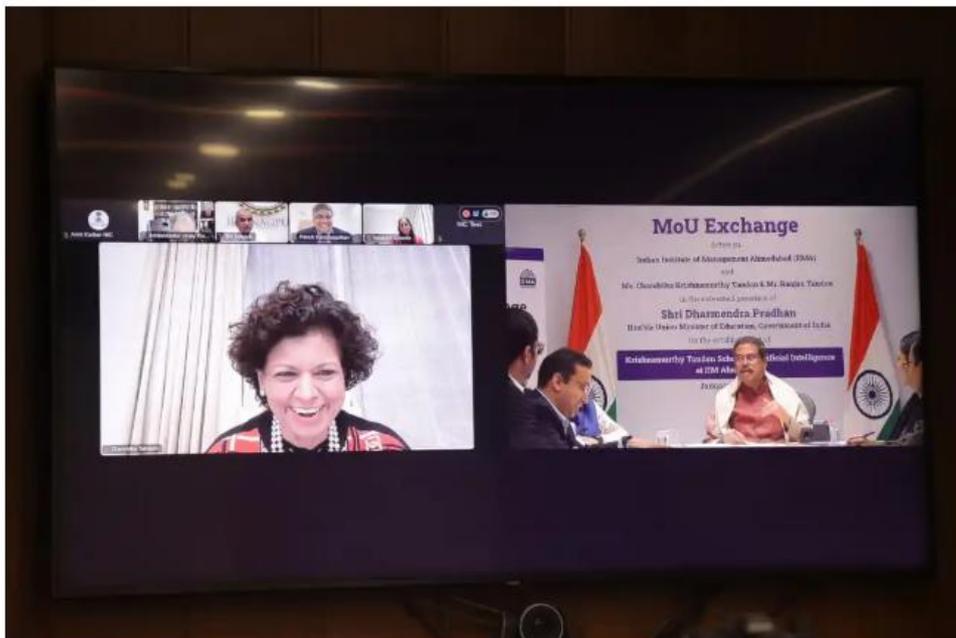
Programme (PGP) Class of 1975, and Ranjan Tandon.

The school will operate at the intersection of technology, management, and public impact, with a strong global outlook. **AM**

**AHMEDABAD MIRROR 30/01/2026 P. 05 AHMEDABAD**

The Indian Institute of Management Ahmedabad ([IIM Ahmedabad](#)) will establish the Krishnamurthy Tandon School of Artificial Intelligence at the campus. The new school will be established through an endowment of Rs 100 crore by Chandrika Krishnamurthy Tandon, an alumna of IIM Ahmedabad's PGP Class of 1975, and Ranjan Tandon. Chandrika Krishnamurthy Tandon is a Grammy-Award-winning musician.

A Memorandum of Understanding (MoU) in this regard was exchanged in the presence of Dharmendra Pradhan, Union Minister of Education, and Ambassador Vinay Kwatra virtually in the USA.



Chandrika Krishnamurthy Tandon and Dharmendra Pradhan during the MoU exchange

Dharmendra Pradhan expressed his happiness to witness the exchange of the MoU for setting up Krishnamurthy Tandon School of Artificial Intelligence at [IIM Ahmedabad](#). He said that the agreement is in the lead-up to the India-AI Impact Summit 2026. He also said that AI will be an enabler for powering people, progress, and planet.

Source: <https://indianexpress.com/article/education/iim-ahmedabad-new-krishnamurthy-tdandon-school-of-ai-receives-rs-100-crore-endowment-grammy-award-winner-10503167/>