

PGP : Roll of Honour

<p>1966</p> <p>Diwan Arun Nanda C. K. Prahalad Lakshmi Prasad Vepa</p>	<p>1971</p> <p>Har Krishnan Lal Agrawal Pradeep Kumar Bhargava Arun P. Pande Aubrey Ignatius Rebello</p>	<p>1976</p> <p>Gautam Chakravarti Shrikant P Pande Rita Vachani Sudhir Krishnamurthi</p>	<p>1981</p> <p>Alok Agarwal Rajeev Kapoor Vijay Mahajan V. S. Sitaram</p>
<p>1967</p> <p>Vijay Bhargava Jayant Kumar Dey L. R. Bhandari</p>	<p>1972</p> <p>Vembakkam Srinivasan Krishnan R. Ramakrishnan T Umopathy Vijay Sagar</p>	<p>1977</p> <p>M.S. Banga Laxmi Chand Bhandari B. Ramasway Hemant Shah</p>	<p>1982</p> <p>Jaymohan Singh Reju Shashi Kant Sachdeva</p>
<p>1968</p> <p>John Caius Camillus Gramma Kasturi Jayaraman Biji K. Kurien Ravi V. Sarathy</p>	<p>1973</p> <p>Sudipto Bhattacharya Krishnanswamy Mohan Vilas Krishnarao Rajwade Utpal Sen Gupta</p>	<p>1978</p> <p>B. Anantaram Srikant Madhav Datar Vasant Prakash Gandhi Sandeep Mathur</p>	<p>1983</p> <p>Suresh Madan Prakash Mirchandani Ashish Nanda Ramkumar S.</p>
<p>1969</p> <p>Prithwi Nath Seth M. G. Subrahmanyam Venugopal s.</p>	<p>1974</p> <p>Rajiv Burman Janardhanmohan G Rao Ravi R. S. Ravichndran</p>	<p>1979</p> <p>K. Chandrasekhar Mehar Karan Singh Vijay Srirangan</p>	<p>1984</p> <p>Sunil Gulati Pappu Jagdish Rao</p>
<p>1970</p> <p>T. K. Balaji Bharatkumar Jayantilal Mehta Mampilly Paul Ashok Kevalchand Vora</p>	<p>1975</p> <p>R. Balagangadharan S. Balasubramaniam Raj Kumar Sah Sridhar S.</p>	<p>1980</p> <p>Sanjay Bhargava Vipul Prasad Jain Sridhar Seshadri</p>	<p>1985</p> <p>Harsha Lal Cadambi Parthasarathi Janardhan Srinath Mukherji</p>
			<p>1986</p> <p>Anil Ahuja Rajeev Ahuja Devina Mehta</p>

The two year Post-Graduate Programme, was, perhaps, the boldest of the Institute's pioneering educational plan, for, such a comprehensive educational scheme had never been tried in India before. The programme provides educational facilities for the younger generation to ensure continued replenishment of trained manpower resources for the managerial profession. Having completed 22 years of its existence, the programme has put out around 3000 graduates in the operating systems in India as well as abroad. Every year over 150 graduates pass out, with generally, four of them being awarded the IIMA medal for scholastic performance. In an effort to trace the activities and achievements of our PGP 'gold medalists' we did try to contact all of them, though the response has not been total. It would be nice if those who have not responded, get in touch with us. Following is a brief summation of the write-ups received from those, who so spontaneously and warmly responded.



Diwan Arun Nanda
(PGP 1966), Chief Executive, Rediffusion Advertising Ltd., Bombay

Soon after passing out from the Institute in 1966, Nanda joined Hindustan Lever Ltd. (HLL) as Management Trainee in the marketing division and as part of training worked in the Delhi Branch as Salesman, Field Supervisor and Area Sales Manager. After his training, he moved to the Head Office Marketing at Bombay as Promotions Manager in charge of all promotional activity (trade and consumer) for soaps and detergent group and then as Brand Manager handling Lux, Rexona and new products (Liril etc).

He left HLL in May 1972 to join MCM, an advertising agency as Accounts Director and serviced most of the major accounts in Bombay. Within a year he became manager of the Bombay branch. But by that time MCM was in deep financial trouble so in April 1973, Nanda left MCM and along with a few others promoted Rediffusion Advertising Ltd. (RAL). While initially operations were started only in Bombay, they were later expanded to Madras, Delhi and Calcutta. Currently, RAL is the third largest agency in India and was responsible for conceptualising and designing the congress (I) election manifesto and advertising campaign in 1984.

Nanda is also a Director in PSI Data Systems Ltd., KLAAS Equipment Pvt. Ltd. and the prestigious public sector corporation Air India.



Vijay Bhargava
(PGP-1967) Sr. Manager, (Special Projects), Bajaj Auto Ltd., Pune.

Having already worked with Gwalior Rayons for four years before joining the PGP in 1965, Bhargava joined the same organisation after graduation. As Administrative Incharge of the Gwalior Rayons captive power plant from 1967 to 1971, he applied the techniques learnt at IIMA in improving the overall efficiency of the power and steam plant. He then went on to work for a brief period of two years with a small unit in Pune called "Spica Plastic", manufacturing elastic tapes. He also co-ordinated the work of their other two small units.

From 1973-82, Bhargava worked with Hindustan Everest Tools, Delhi — the second largest hand tool manufacturing unit of India. The overall control of this unit was taken from 1974 onwards and its export was increased substantially through product modification, R & D and modernisation methods. He promoted an information management consultancy firm, Constellete Consultants (P) Ltd. in 1978. This firm represented some of the biggest technical data banks in the world and was one of the few organisations in the private sector of its kind.

Bhargava has chaired two Regional Directors' conferences of National Technical Information Service, USA; generally developed expertise in information management; and experimented with creating commercial data banks of Indian information as a part of TIM Ltd. (Murugappa Group). Though many data banks were developed, they could not achieve commercial success.

Working with Bajaj Auto since 1984 in Special Projects, Bhargava's nature of job is mainly strategic planning, including diversification.

Bhargava has been a member of the working group formulated by the Technology Policy Implementation Committee on preparing plans for National Technology Data Bank, and has also been a member of the Advisory Group on Information Technology to DGTD.

He has been associated for a long time with the Alumni Association as member of the Executive Committee, and Vice-President for one term.



Jayant K. Dey
(PGP 1967), Associate, Dey Associates, Madras (Management Consultants).

Starting with Union Carbide India Ltd. in 1967 as Senior Industrial Engineer and then as Chief Industrial Engineer, Dey joined Andrew Yule Group of Co-Transformer and Switchgear Ltd. As General Operations Manager, reporting to the Board, he doubled production, diversified product range, installed additional capacity and raised productivity.

Due to the nationalisation of Andrew Yule & Co., Dey moved over to the Administrative College of India as Senior Consultant. After two years he went on deputation to a Client Company - Southern Petrochemical Industries Corporation Ltd., Madras as Jt. General Manager (Management Services). He extended industrial management support to Automobile Products of India Ltd., Bombay, in areas like production planning and control, materials management, product upgrading and quality improvement.

The First Convocation Picture, 10th April 1966



The First Convocation, 10th April, 1966

Sitting Left to Right: Niranjan Mathur, Harsha Rawal, M.K. Subramanian (Admin. Officer), Douglas Ensminger (Ford Foundation), Ravi Matthai (Director), Mohammed Karim Chagla (Chief Guest), Prakash Tandon (Chairperson), Harry Hansen (Harvard Business School), Vikram Sarabhai (Founder), Dilnavaz Sidhwa, A. B. C. Raj

First Row (L to R): I.P. Bahri, Ranjit Balchandani, V. Sundaram,, Satindermath Sood, J. Javrilal, Rgsik Gandhi, Nanda Mishra, R. Narayanan, Om Batra, M.R. Rao, K. Bharathan, Jagdish Chandra Joshi,, Lakshmi Prasad Vepa, Vasudeva Sudhir,, V. S. Shankar,, Ashwini Kumar Sardana, Mukundchandra Purohit, Rohitkumar Gandhi, Inder Modi, Umesh Chandra Srivastava, Sarbatmal Bhandari

Second Row (L to R): C. K. Prahalad, Guilherme Lobo, Alok Chakrabarti, Gur Taneja, Oscar Monteiro, Subhash Bhave, Arvind Sheth, Som Bimbrakw, K.Natarajan,, T. R. Iyer, Raj Sikkh, Diwan Nanda, M. Dinesh, A. Ramanathan, Kevin Labouchardiere, M. Nageswara Rao, Dilip Shah

In the first convocation photograph taken in April 1966, **Diwan Arun Nanda** can be identified in the third row, positioned close to the wall. Counting from left to right (L → R), he is the 13th person in the row. Alternatively, when counted from right to left (R → L), he appears as the 6th person.

Funds from Alumni

During the year 2012-13 different batches and individual alumni have donated Rs.3 crore to the Institute. Major donors are:

Batch	Name (If Individual)	Amount in Rs. lakh
1966	Diwan Arun Nanda	16.50
1971	Batch	7.50
1975	Tandon Family Foundation	135.00
1985	Dipak Gupta	6.50
1989	Batch	15.50
1992	Pulak C. Prasad	10.00
1996	Batch	7.00
2001	Batch	37.31
1969	Marti G. Subrahmanyam	15.00

to senior level hiring. For alumni, benefits include connecting with potential recruiters for mid-career shifts. For current students, benefits include the ability to reach out to seniors and participate in career-specific discussion boards. For the Institute, benefits include an ability to continuously track the career progression of alumni and serve the dual purpose of having alumni-connect as well as migration to life-long career support from providing one-time campus placement service.

Funds from Alumni

During 2014-15, different batches and individual alumni contributed Rs.4.34 crore to the Institute. Some of the major donors are listed below:

	Batch	Amount (in Rs.lakh)		Batch	Amount (in Rs.lakh)
Chandrika Tandon	1975	302.00	Akshay Kumar	1985	6.22
Diwan Arun Nanda	1966	16.50	Arun Nagarajan	1993	5.00
Dinyar Devitre	1970	14.92	Sridhar Nishtala	2000	5.00
Ajay Banga and Ritu Banga	1981	9.96	Aayush Sonthalia	2000	5.00
Dipak Gupta	1985	6.50	Utsav Baijal	2000	5.00

Contributing to IIMA

Editorial Note: From this issue onwards we will be profiling select alumni who have contributed to the Institute. The Institute is grateful to these alumni (and others that we will also profile in ensuing issues) for their support that will help in enhancing and improving activities of the Institute.



Diwan Arun Nanda

Diwan Arun Nanda

With over forty years of intense experience in marketing and advertising to his credit, **Diwan Arun Nanda, PGP 1996**, has not only founded Rediff.com India Ltd, but also currently holds the position of

Managing Director and Chairman of the Board of Rediffusion Holdings Private Limited besides also occupying the prestigious position of Chairman of the Board of Rediffusion Dy&R and Co-Chairman of DY&R/ Impiric, Asia Pacific. While Rediffusion, fueled by firebrand idealism was co-founded by him in 1973, six years before this benchmark, Nanda began his marketing career with Hindustan Lever Ltd. His numerous accolades include his membership on the Air India Board of Directors and within the Jawaharlal Nehru Centenary Committee; a leader of the Indian delegation to the Asian Advertising Congress (Tokyo, 1993); President of the Advertising Agencies Association of India (1993-1995 and 1999-2000) and a Judge at the Cannes Film Festival. Nanda is the recipient of the AAAI Premnarayan Award for 'Outstanding Contribution to Advertising in India in 2002.' **Diwan Arun Nanda** holds a B.Com degree in Accountancy from Loyola College, Chennai University, and a Gold Medalist Post-Graduate Diploma in Business Management from the Indian Institute of Management, Ahmedabad.

Murthy R. Nuni

Murthy R. Nuni, PGP 1988, founded Marshal Funds in 1996 for equity research and management of investment mandates in the technology, media and telecom sectors which produced exceptional returns by 1999-2000. This led to the development of MarshalFunds as a global investment management business operating from London, Singapore, Mauritius and Mumbai.

An early investor at an early stage— Nuni played a vital role in game changing companies such as EXL Service (Nasdaq listed - EXLS) and Elance.com, the worlds leading platform for online employment both founded by IIMA and IITM dorm-mates. In 2000, MarshalFunds partnered with leading Singaporean serial entrepreneurs Koh Boon Hwee and Ng Cher Yew to set

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Appendix-IX

M.B.A. First Year Students (1964-65)

Mr. Bahri Indar Prakash	M.Sc. (Saugar), Dip. in German	Mr. Jodhawat Shiv Lal	B.Sc., M.A. (Raj.)
Mr. Balchandani Ranjit Gopal	B.Tex. (Delhi)	Mr. Joshi Jagdish Chandra N.	M.A. (Pilani)
Mr. Batra Om Prakash	B.Sc., (Raj.), LL.B., (Raj.)	Mr. Kevin A. Labouchardiere	B.Sc.
Mr. Basant A. Creeper Raj	B.A. (Hons.) (Madras), M.A. (Benares)	Miss Kangot Padmini	B.A. (Kerala)
Mr. Bhandari S. S.	B.Sc., (Raj.), B.Tex., (V.J.T.I.)	Mr. Krishnan Gopalan	B.E. (Tech.) (Madras)
Mr. Bharathan K.	B.Com., (Madras), M.Com., (Pilani)	Mr. Krishnan R. S.	M.A., (Delhi). M.D.P.A.
Mr. Bhawe Subhash Waman	M.A., (Jabalpur)	Mr. Lobo Guilherme Policarpo	B.A., B.L. (Bom.)
Mr. Bimbrahw Som Prakash	B.A., (Hons.) (Delhi)	Mr. Malik Dharam Bir	B.A. (Punjab), M.Sc., (Agra)
Mr. Chakraborty Alok Kumar	B.E., (Jadavpur)	Mr. Mathur N. J.	B.E. (Elec.) (Baroda)
Mr. Dinesh M.	B.Sc.	Mr. Mishra Nand Kishore	M.Com. (Gauhati) LL.B. (Gauhati)
Mr. Gandhi Rasik	B.E. (Mech.) (Gujarat)	Mr. Modi Indar Lal	B.Com. (Pilani)
Mr. Gandhi Rohitkumar Jayantilal	B.E. (Mech.) (Gujarat)	Mr. Mohan C. P.	B.A. (Delhi)
Mr. Gupta Naresh Chander	M.Com. (Agra)	Mr. Monteiro Oscar Dominic	B.A.
Mr. Javrilal J.	B.Com. (Madras)	<u>Mr. Nanda Diwan Arun</u>	B.Com. (Madras)
		Mr. Narang Chaman Lal	B.Sc., M.A. (Delhi)
		Mr. Narasimha Rao M. R.	B.A. (Andhra)
		Mr. Narayanan R. T.	B.A. (Calcutta)

Source: IIMA's Second Annual Report -1963-1964.



Diwan Arun Nanda



Late C K Prahalad



Madan Mohan Mohanka



John C. Camillus



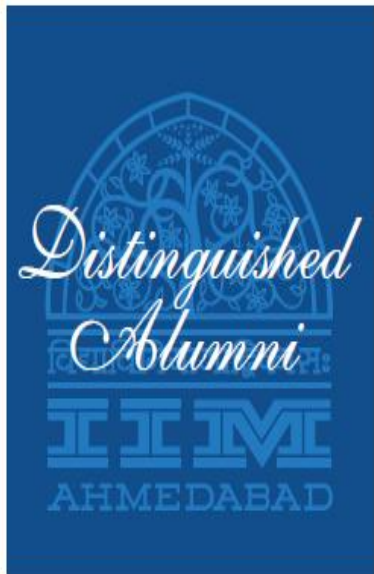
Kiran Karnik



Marti G Subrahmanyam



Ajit Rangnekar



O.P. Narang



K. Vaman Kamath



Kishor A. Chaukar



V Kasturi "Kash" Rangan



P M Telang



S. Ramakrishnan



S.B. Dangayach



Beheruz N Sethna



Jaithirth Rao



Kirit N Raval

Source: 49th Annual Report (2010-2011)

Golden Jubilee Celebrations

car. It's not the club you go to; that's not the measure of happiness in any way. It is what happiness you distribute, what level of peace your mind has, what is the mind power you have, to what extent you control your mind and what is the searching of your soul we saw last evening; which decides your success as an individual. Friends, you must learn to give, you must be merchants of peace. I request all of you if you take up that, you will make this place a better place to live. I have a video clip of people who are less fortunate; including a girl who is a world class player in table tennis and silver medalist, despite being in a wheel chair. These are people who are disabled, they have sensory impairment, but are still happy with their lives.

Diwan Arun Nanda (PGP-66) Founder, Rediffusion



I am from the grandfather batch of this Institute, the founding batch 1964-66. I told Prof. Atanu Ghosh that I don't deserve this honour, but he insisted. I will speak for a short time on behalf of Dr. Prahlad, who was our classmate and who is with us no more. You will be glad to know that of all the batches, the highest representation here today, possibly, is from the '66 batch. There are 10% of us present. We were 65 who joined and 48 who passed out. Mortality rate was very high in the first batch. When people come here, they are one type of person and when they leave, they are a different type; benefited in many ways – education, intellect, learning, relationships, competition, winning, sometimes losing but

remaining friends. This education system, apart from the specialization it gives, has stood for us in greatness throughout our lives. Lastly, it gives you a sense of self-worth and a value system. I think the value system that the professors at this Institute taught us – saying what you believe in, speaking out – is something which never leaves us. For that, all of us should be truly grateful.

Madan Mohan Mohanka (PGP-67) Chairman and MD, Tega Industries Limited

When I joined, there was no campus. We were staying in the Gujarat Housing Board houses and our classes in the first year were held in ATIRA. In the second year, we were staying in faculty houses. For the first day after inauguration, we were given three cases; one of these, Galveseries, ran into more than 100 pages. It was an accounting case and being a student of engineering, I could not understand head or tail of it; so my roommate told me to ask the Dean for some help. We decided to go and meet Dr. Mote. He went in and told Dr. Mote that I don't understand debit and credit; what do I do? He was told, "*We throw you in the sea, we don't ask you whether you know swimming or not. Get out of here.*" He came back and told me this; I didn't have the courage to go and meet him then.

I had also studied in Hindi medium and in the first week, I almost got a 'D' in class participation. So after a month, I told Dr. Mote that I was trying to speak, but find it extremely difficult. He told me to go buy a tape recorder and practice for two hours every day in the evening. I

