

IIM graduates should help in creating and promoting brand Nagpur, says Gurnani

Vishvas Ganjpure
@timesgroup.com

Nagpur: The IIM students should learn to brand the city, said its board of governors (BOG) chairman BP Gurnani. Delivering the introductory speech during the seventh convocation of Indian Institute of Management (IIM), Gurnani, also the managing director of Tech Mahindra, said he mooted the idea during Friday's BOG meeting.

PEP TALK

"You students are permanent brand ambassadors of this premier institution. When I introduced the concept of branding of the city there were mixed reactions from the BOG members. I told them that the students can brand themselves along with the companies, societies and even the city they study. Artificial Intelligence (AI) cannot take up this job. Nagpur does not have an ecosystem for startups and entrepreneurship. We need to focus on how to get such initiatives here," he said.

One of the HCL Technologies founders Ajit Chowdhry and chief executive officer (CEO) of Oyo Hotels Ritesh Agarwal were guests of the ceremony. IIM director Bhimraya Metri and chief



MBA degrees were bestowed on 224 students of 2021-23 batch during the seventh convocation ceremony of IIM on Saturday



Institute to host global business meet on Dec 15-16

During the convocation function Gurnani declared that the IIM would host a global business summit on December 15 and 16. "The final decision regarding the same was taken during Thursday's board meeting. We are expecting over 1,500 delegates to participate in the summit. I want the students to mark the event in their diary and attend it. The topics are phenomenal, including Artificial Intelligence," Gurnani said. **new**

administrative officer Lt Col Makarand Altur (Retd) shared the data. Gurnani and Metri bestowed 234 MBA degrees to the 2021-23 batch. Anmol Agrawal won best all-round performance gold medal and Arpita Kumari was conferred with gold medal for the best scholastic performance.

Addressing the function virtually, Chowdhry exhorted the students to live their dreams. "Live your dreams, strive hard to fulfil them. Brush aside all the distractions and confusions to remain focused on your goal.

Be the knowledge seekers and try to gain more understanding about subjects beyond their core interests. Learning never stops," Chowdhry said.

Stressing that he had been pursuing the dream of creating an electronics manufacturing ecosystem in the country, Chowdhry pointed out that all Indian brands had vanished from the market. "China was doing exactly what the East India Company did to India during the pre-independence era," Chowdhry added.

In his speech, Agarwal sa-

id that India was truly in a unique position today, and was the only country witnessing interesting developments and new investments.

"While carving the path towards success, it is important to remain grounded and never forget the roots. No matter where you come from, take a big leap by focusing on where you want to go. Indians want to build big businesses in the world. Be a part of this success story," Agarwal said.

Appreciating the city's infrastructure, Agarwal said the roads and facilities here

make one feel like being in a Tier-1 city. "Understand the changes happening around. India wants to be a more dominant force in the world. Be a part of an aspirational India rather than a functional India," Agarwal added.

Listing out the IIM's achievements, Metri informed that the institution gained the reputation of fastest growing IIM. "Other than the flagship MBA program, IIM, Nagpur, had initiated the PhD executive programme and various short-term certificate courses for working executives," he said.