

IIMA sets up the Kamla Chowdhry Communications Hub in honour of its first faculty member

Announced on Teacher's Day 2022, the Hub will help enhance the Institute's brand globally



September 5, 2022: On the occasion of Teacher's Day, the Indian Institute of Management Ahmedabad (IIMA), a premier global management Institute, announces the creation of the Kamla Chowdhry Communications Hub, named after its first faculty member, Professor Kamla Chowdhry, and her outstanding contribution to IIMA's growth and success.

Professor Kamla Chowdhry, an acknowledged academician was the first faculty member of IIMA. She was a member of the IIMA Society and the first faculty nominee to be appointed on the IIMA Board in 1962. She was a brilliant teacher and the author of the pioneering 3TP Senior Management Development Program that gave the IIMA a leading edge in executive education.

The Kamla Chowdhry Communications Hub will play a central role in consolidating IIMA's leadership in management education and research, as well as promoting the IIMA brand through a portfolio of communication and marketing engagements. The Hub will function as a unified unit serving the Institute's and all of its internal and external stakeholders' needs. One of its top priorities will be to significantly enhance the IIMA brand globally. Its mandate includes bringing in best practices and innovative ideas to assist the Institute in communicating, engaging, and influencing in the ever-changing digital world.

The Hub is taking shape thanks to the donation by IIMA alumni Roopa and Vivek Kudva. Making the announcement, **Professor Errol D' Souza, Director, IIMA**, said "I am delighted to announce the Kamla Chowdhry Communications Hub, an ambitious endeavour aptly named in honour of Professor Kamla Chowdhry, a pioneering management educationist and institution builder. The Hub would not have been possible without the support of Roopa and Vivek Kudva, who collaborated closely with us to curate this exceptional and visionary idea that will enable an important goal of promoting the IIMA brand globally."



Sharing their views on supporting the creation of the Communications Hub, **Roopa and Vivek Kudva, IIMA alumni**, said, “IIMA aspires to enhance its pre-eminence in management education and research globally. The establishment of the Kamla Chowdhry Communications Hub will support this endeavour by increasing investments in communications and marketing. As proud alumni of the institute, we feel privileged to support the hub. Naming the hub after Professor Chowdhry is an opportunity to recognise and honour her seminal and foundational contributions to the Institute.”

The Kamla Chowdhry Communications Hub is the latest in the series of pioneering initiatives undertaken by the IIMA in recent years. All of this has been made possible by the support of its alumni, distinguished individuals, and well-known institutions who share the Institute’s vision and have committed their time, efforts, and funds to its growth. Six decades on, the IIMA legacy continues to resonate in India and across the world. As it moves ahead, the Institute has clearly defined plans to underline its reputation as one of the top global management institutes

About IIM Ahmedabad:

The Indian Institute of Management Ahmedabad (IIMA) is a premier, global management Institute that is at the forefront of promoting excellence in the field of management education. Over the 60 years of its existence, it has been acknowledged for its exemplary contributions to scholarship, practice and policy through its distinctive teaching, high-quality research, nurturing future leaders, supporting industry, government, social enterprise and creating a progressive impact on society.

IIMA was founded as an innovative initiative by the Government, industry and international academia in 1961. Since then, it has been consolidating its global footprint and today it has a network with over 80 top international institutions and a presence in Dubai. Its eminent faculty members and 40,000 alumni, who are at the helm of influential positions in all walks of life also contribute to its global recognition.

Over the years, IIMA’s academically superior, market-driven, and socially impactful programmes, have earned high reputation and acclaim globally. It became the first Indian institution to receive international accreditation from EQUIS. The renowned flagship two-year Post Graduate Programme in Management (PGP) is ranked 26 in the FT Masters in Management Ranking 2021 and the one-year Post Graduate Programme in Management for Executives (PGPX) has been ranked 62 in the FT Global MBA rankings 2022. The institute also is placed first in the Government of India’s National Institutional Ranking Framework (NIRF), India Rankings 2022. IIMA offers consultancy services and more than 200 curated executive education programmes in customized, blended, and open enrolment formats for a diverse audience comprising of business leaders, policymakers, industry professionals, academicians, government officials, armed forces personnel, agri-business and other niche sector specialists and entrepreneurs. To know more about IIMA, please visit: <https://www.iima.ac.in/>

For any media related queries, please contact:

Ms Sophia Christina | gm-comm@iima.ac.in

Ms Sunitha Aravind | pr@iima.ac.in | +91 8450900643