

IIM Tiruchirappalli Inaugurates The First Batch Of The Post Graduate Certificate Programme In Digital Transformation

Indian Institute of Management Tiruchirappalli inaugurated the first batch of the Post Graduate Certificate Programme in Digital Transformation in partnership with TimesPro on 22nd January 2023. This one-year programme equips professionals with the ability to understand digital technology from a managerial lens and develop skills to harness its benefits for an organization in today's transforming world.

The event was graced with the presence of the chief guest Shri Balkrishna (Bala) Singhanian, EVP and Head, Digital at HDFC Life, Shri Nagendra Chowdary, TimesPro, Prof. Jang Bahadur Singh and Dr. Ashish Viswanath Prakash, Programme Directors, and Prof. Saravanan P, Dean – Corporate Relations and Faculty Affairs. The dignitaries inaugurated the event with an invocation song and the lighting of the lamp.

In his address, the Chief Guest, Shri Balkrishna (Bala) Singhanian, congratulated the participants for embarking on this educational journey and called education an investment that can never go wrong. He elaborated on how digital transformation is not limited to adopting digital tools and resources but includes how an organization digitally delivers value to its customers. He emphasized the role of digital technology in bringing legacy systems and apps to work in sync in the back end to transform existing business processes. He urged the students to learn and unlearn constantly to stay at pace with the emerging trends in digital technology.

Shri Nagendra Chowdary, TimesPro, appreciated the thoughtful curriculum of the programme. He added Democratisation as a 'D' to the existing Ds of Digital Transformation. He talked about the end-to-end digitalization of business processes and how digitalization is omnipresent in today's world, irrespective of the industry.

Prof. Saravanan P, Dean (Corporate Relations and Faculty Affairs) congratulated the participants and spoke about EEC (Executive Education and Consulting), under which the institute offers Executive Programmes for individuals and organizations in different ways and different durations. He highlighted the diverse background of the batch ranging from marketing to finance. He urged the students to engage in peer-to-peer learning and utilize the diversity to build networks that will be their net worth.

Prof. Jang Bahadur Singh, Programme Director, welcomed the incoming batch and briefed them about the course. He talked about how digital technology was changing expectations and emphasized the need for utilizing and reaping the benefits of digital tools. Program Director also said that while technical capabilities remain at the core, digital transformation also raises the need to review management competencies. He presented the course as an amalgamation of lectures, cases, guest lectures from renowned industry practitioners, and hands-on experience with digital tools.

The ceremony concluded with the Vote of Thanks by Dr. Ashish Viswanath Prakash, Programme Director, followed by the national anthem.



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