



IIM Tiruchirappalli Welcomes the second batch of Post Graduate Certificate Programme in Strategic Management (PGCSM)

Indian Institute of Management Tiruchirappalli (IIM Trichy) held the inauguration ceremony for the second batch of the Post Graduate Certificate Programme in Strategic Management (PGCSM) on March 26, 2022. The event was graced by Shri K Vaitheeswaran, co-founder and CEO, Again Drinks graced the occasion as the Chief Guest and delivered the inaugural address. The Programme Directors Professor Mukundhan K.V. and Professor K. S. Manikandan along with other faculty members welcomed the students at the virtual inauguration ceremony.

PGCSM's unique curriculum is designed to offer a set of concepts and tools that equips senior leaders to make faster decisions, collaborate effectively in a more interconnected environment, and lead organisations with impact. **PGCSM** explores the evolving world of business strategy, focusing on the increasingly important roles of innovation, customer centricity, design thinking, etc., in building effective and holistic strategies. Adopting a participant-centered and practice-oriented pedagogy, the programme aims to offer participants specialised competencies in strategic management. The first batch of the programme, offered in collaboration with the technology and outreach partner Times TSW, graduated in December 2021.

Professor Mukundhan K.V., Programme Director, welcomed the new batch. The second batch of the programme consists of 44 candidates with an average work experience of around 12 years from 19 different industries including management consulting. 72% of the batch hold managerial positions and above. and above positions and 11.4% of the batch consists of females.

Addressing the incoming batch, Professor Bipin Dixit talked about the several short and long duration executive programs offered by Executive Education & Consulting at IIM Trichy. He also urged the students to be proactive and willing to learn as well as unlearn during the course of this programme to reap the maximum benefits from it.

Dr Nagendra Chowdhary from Times TSW also congratulated and welcomed the batch. He stressed the importance of strategy as a subject in enhancing one's analytical abilities. He also talked about the peer learning opportunities the students of this batch have due to their previous work experience.

The Chief Guest, Shri K Vaitheeswaran, also known as the Father of E-commerce in India, addressed the participants. He congratulated the participants for choosing to continue their learning through a formal programme. He emphasized the need of continuous learning, both in and outside work. Offering lessons from his own entrepreneurial journey and corporate career, Shri Vaitheeswarn urged the participants to think beyond their industry, explore opportunities to work in different domains and multiple locations. He also suggested the participants to consider working in start-ups and take risks to expand their horizons. He also answered the participants' queries about exploring unfamiliar industries and the risks associated with start-ups.

A vote of thanks was proposed by Professor K.S. Manikandan the Programme Director of PGCSM.

The inauguration ceremony concluded with the National Anthem.