

**Subject: Strengthening Dreams and Driving Development: IIM Tiruchirappalli Hosts**  
**Godrej LOUD Launch and Panchayat MDP Inauguration**

The Indian Institute of Management Tiruchirappalli witnessed a momentous weekend marked by two high-impact events showcasing the institution's deep engagement with corporate innovation and rural governance.

On **27th July 2025**, IIM Tiruchirappalli had the privilege of hosting **Godrej Industries Limited** for the on-campus launch of its flagship national case competition **LOUD (Live Out Ur Dream)**. The event, organized in collaboration with the IIM Tiruchirappalli **Placement Committee**, attracted over **550 enthusiastic first-year students**. The evening opened with a compelling showcase of Godrej's **135-year legacy**, anchored by a special message from **Mr. Nadir Godrej**, celebrating a storied history steeped in innovation and social responsibility.

The LOUD platform stands apart in the B-school circuit for its unique approach, inviting students to define and pursue their aspirations rather than solving conventional business cases. Senior leaders **Mr. Abhay Parnerkar (CEO, Godrej Foods)** and **Ms. Vidhi Verma (AVP, OD and Effectiveness, Godrej Agrovet)** delivered thought-provoking sessions on purpose-driven leadership, encouraging students to remain anchored to authenticity and value-centric careers.

Adding depth to the session were stories of former LOUD finalists who are now Godrej employees and have transformed their dreams into impactful careers. A vibrant **Q and A session** followed, with student queries delving into **Agrovet's expansion strategies, sustainable crop protection, cross-vertical innovation, and GMO policy challenges**. The conversation further explored Godrej's flagship social initiatives, such as **Sakhi, FarmSakhi, and Godrej Ki Shakti**, empowering women in rural India's agriculture and manufacturing sectors.

The session also celebrated the institute's **long-standing relationship with Godrej**, dating back to the formative years of IIM Tiruchirappalli. Notably, the past visits of **Mr. Balram Singh Yadav**, as Managing Director of Godrej Agrovet, and **Mr. Parmesh Shahani**, as Head of the Godrej DEI Lab and founder of the India Culture Lab, were remembered as symbols of the shared vision between the two institutions.

The evening concluded with a vote of thanks by students **M. Swati and Libin Lal**, and a memento presented by **Dr. Abhishek Totawar, Chairperson, Placements**, as a token of gratitude to the visiting Godrej team.

Continuing this spirit of purpose-driven engagement, the campus hosted another flagship initiative the following day. On **28th July 2025**, IIM Tiruchirappalli conducted the **inaugural ceremony of the Management Development Programme for Officers and Elected Representatives** of the RRGSA scheme of the **Rural Development Department, Government of Tamil Nadu**.

Dr. R. Anandakumar, I.A.S., Commissioner of Rural Development and Panchayat Raj, graced the MDP inauguration. Prof. Saravanan P, Dean, Corporate Relations & Faculty Affairs, and Programme Directors Prof. Smita Prashant Chattopadhyay and Prof. Shalini Parth, joined him at the event. Faculty and staff from the Executive Education and Consultancy (EEC) Office also attended, showcasing a collaborative effort to strengthen governance capacity at the grassroots level.

These back-to-back events testify to IIM Tiruchirappalli's commitment to shaping leaders who can drive meaningful change across diverse domains. The institute reinforces its role as a bridge between industry and governance by bringing together corporate visionaries who champion purpose-driven careers and public sector stakeholders dedicated to grassroots development. Whether in boardrooms or rural councils, IIM Tiruchirappalli continues to nurture leadership grounded in values, innovation, and impact.