



## IIMA Press Release 2010-11



### **IIMA through the lens, down the years**

#### **India's favourite business school unveils a fascinating Coffee Table Book on itself during its golden jubilee year**

IIMA, March 25, 2011: On the eve of the 46<sup>th</sup> convocation of IIMA, Dr Vijaypat Singhania, Chairperson, IIMA's Board of Governors, released the book '**IIMA: India's Management Athenaeum**'- a fascinating Coffee Table Book on itself during its golden jubilee year. The book was released amidst an august gathering of IIMA faculty, alumni, invitees and students on Friday, March 25, 2011, at 6.00 pm at the Ravi J Matthai Auditorium, IIMA Main Campus, Ahmedabad.

The Coffee Table Book is not a history of the Institute. It gives the reader a peep into the heart and soul of this great institution. The editors have put together photographs from different stages of its development and many short, light-hearted descriptions which together give the reader a flavour of this iconic business school with all its diversity and its vibrant culture.

The book is targeted at two sets of readers. First, everyone who has been part of the IIMA community down the decades. The images and the descriptions give them joy by rekindling their memories and reliving those experiences of challenges, setbacks, triumphs, anxieties, tensions, joys – the entire rollercoaster. Second, those who have heard about IIMA, are intrigued about it, and would like to know more about what makes it special and different from other business schools. This book is sure to tempt them to visit the campus and experience it first-hand.

This remarkable book is a collective effort. A team consisting of Rakesh Basant, Sunil Handa, Mathukutty Monippally, Aditi Handa, and Pranay Gupta took a year to bring it out. They got in touch with hundreds of former and current students, faculty, and staff spread all over the world. They sifted through several hundred photographs to choose the most appropriate. Some of the pieces on student life are written by those who know it intimately and from within students.

This collector's item (price Rs 3000) is available exclusively through The Wimwian Souvenir Shop < [thewimwian@iimahd.ernet.in](mailto:thewimwian@iimahd.ernet.in) > on the Institute campus.

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*For any queries on the contents of the Coffee Table Book, please contact Prof Mathukutty Monippally ([mpally@iimahd.ernet.in](mailto:mpally@iimahd.ernet.in) , 079 – 6632 4945)*

*Images of and from the book are attached herewith. If you need high resolution picture please write to us.*

*Thank you.*