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Mount Carmel is the place for the damsels of Bangalore

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Singapore is the latest hot spot for Indian students

**world scan**

Our museums need a facelift. Learn the techniques at these institutes

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**Always sleeping**

Rugby player Sindhu Sreenath scored single digit marks in college

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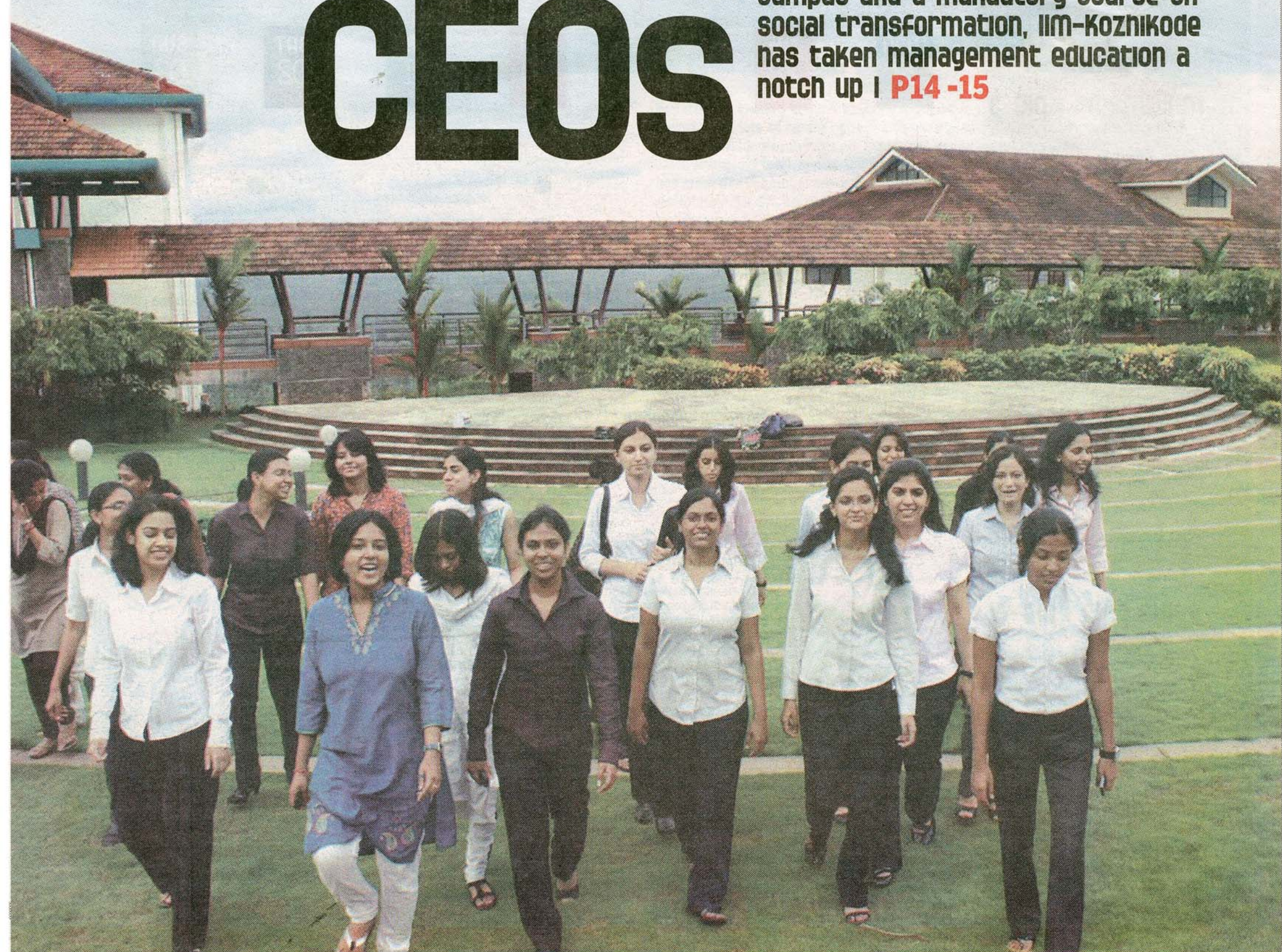
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IT'S YOUR LIFE!

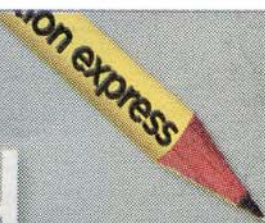
WITH THE NEW INDIAN EXPRESS

## WELFARE CEOS

With 28 per cent of its seats reserved for women, a green campus and a mandatory course on social transformation, IIM-Kozhikode has taken management education a notch up | **P14-15**



cover story



IIM-Kozhikode was the first institute in Asia to offer a distance-learning programme in management for working executives



IIM-Lucknow is the first and so far the only IIM to open a satellite campus. Located at Noida, the campus started in 2007 and focuses exclusively on executive management programmes

creating managers

The only B-school in the country to have a course on social transformation, IIM-Kozhikode is paving the way for management institutes to take social responsibility seriously

# Guardians of the underdog

→ **Km sree**  
KOZHIKODE

Photos: RK Sreejith

**M**ost often our self-styled managers are cocooned inside board rooms scheming the next venture that will triple the company's profits. It is rare to see them with sleeves rolled up sans ties in the seedier parts of towns interacting with the underprivileged and guiding them on the road to success.

The management gurus at the Indian Institute of Management-Kozhikode (IIM-K) beg to differ. It's the only B-school in India that offers a course in social transformation — a two-year Social Development Project, which is mandatory for all students. Established in 1996, IIM-K is known for its CSR initiatives. The institute's Centre of Excellence empowers youngsters from the marginalised sections of the society and gives them the necessary communication skills to face competitive exams and job interviews.

"When we reached here, we were just careerists, but the social interaction programmes changed our mindset. Now we can identify the problems in the society, the struggles of the poor and the haplessness of the underprivileged," share R Zonunmawii and S Sindhuja, students.

The centre undertakes social service initiatives like the Beloved City Guardian Programme (a compilation of the social issues voiced by the city's



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