

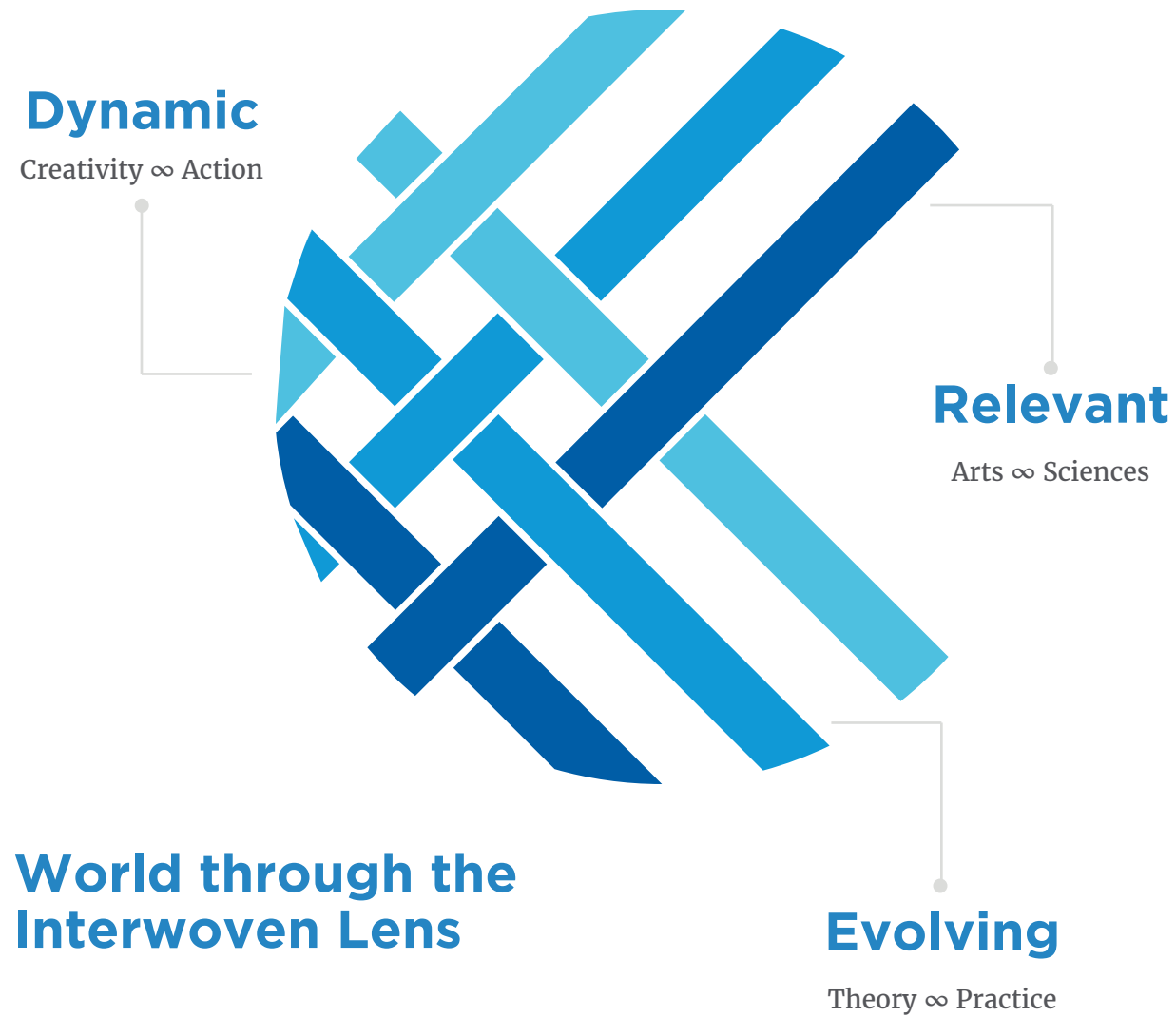
**WELCOME  
TO THE  
KREVERSE  
WHERE  
LEARNING IS  
INTERWOVEN  
INTO THE  
EVERYDAY**

KREA

क्रिया

(Sanskrit)

*An action-oriented approach*



“We, at Krea, have truly set out to re-imagine education for the 21st century and I can proudly say that the Krea family is fully committed to the vision. Krea’s way of life is beyond interdisciplinary, it’s interwoven. We make connections and view everything – from complex problems surrounding the world to everyday challenges – through the lens of the interwoven.

The students of both schools, the School of Interwoven Arts and Sciences (SIAS) and IFMR Graduate School of Business (GSB) share spaces, conversations and a spirit of the collective at Krea. The campus is a space of synergies where each member learns from the other.”

**Professor Nirmala Rao**  
*Vice-Chancellor*

**VISION**

# Preparing humanity for an unpredictable world

In a world that's unpredictable and where challenges are novel and unscripted, we are creating future leaders who are resilient, adaptable and ethical. In the Kreaverse, as we call the universe of Krea, students gear up not just for immediate employability but for lifelong leadership. Kreators, as we like to call those who are part of the universe of Krea, are empowered to face the disruption and solve complex world challenges with creativity and skills.

## Voices that Matter



“We are trying to create a new generation of students. Students who can think for themselves, who are willing to challenge the status quo, who are bubbling with creativity, and given the opportunity to let that creativity blossom. What we hope is that we can together develop new solutions – both to the problems we face as a nation and also elsewhere.”

**-DR RAGHURAM RAJAN**  
*Member- Executive Committee  
and Governing Council  
Krea University*



“Students at Krea have the luxury of being at a very unique institution that values multi-disciplinary learning. It is an opportunity to take life chances, where intellectual discoveries guide them, and to embrace nimbleness and flexibility rather than single-minded focus on one goal.”

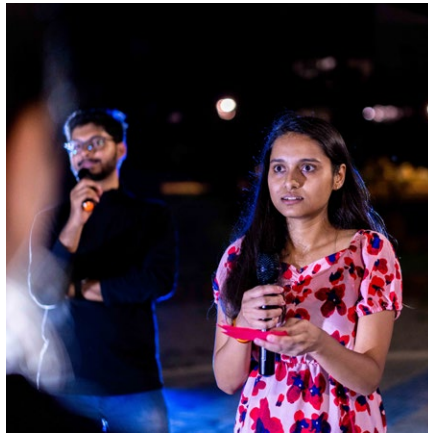
**-DR ESTHER DUFLO**  
*Member, Governing Council  
Krea University*



“Krea’s graduates will be undoubtedly the most sought-after candidates for jobs both in the corporate world and in other vocations of their choice.”

**-ANAND MAHINDRA**  
*Member, Governing Council  
Krea University*

**GENESIS**

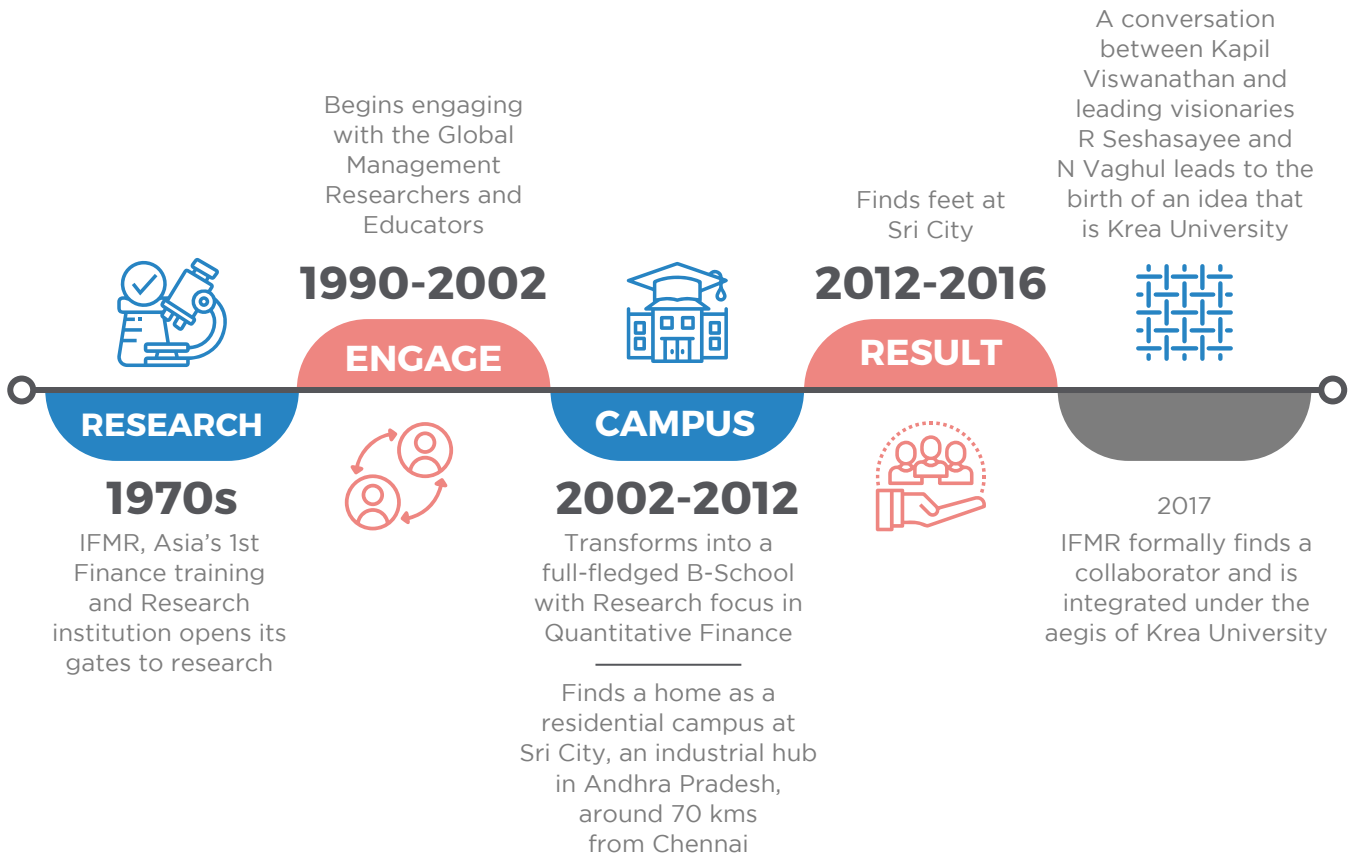


# What qualities maketh the Kreator?





Let's start from the beginning  
It all started 50+ years ago





UNDER THE UMBRELLA OF KREA UNIVERSITY

SCHOOLS

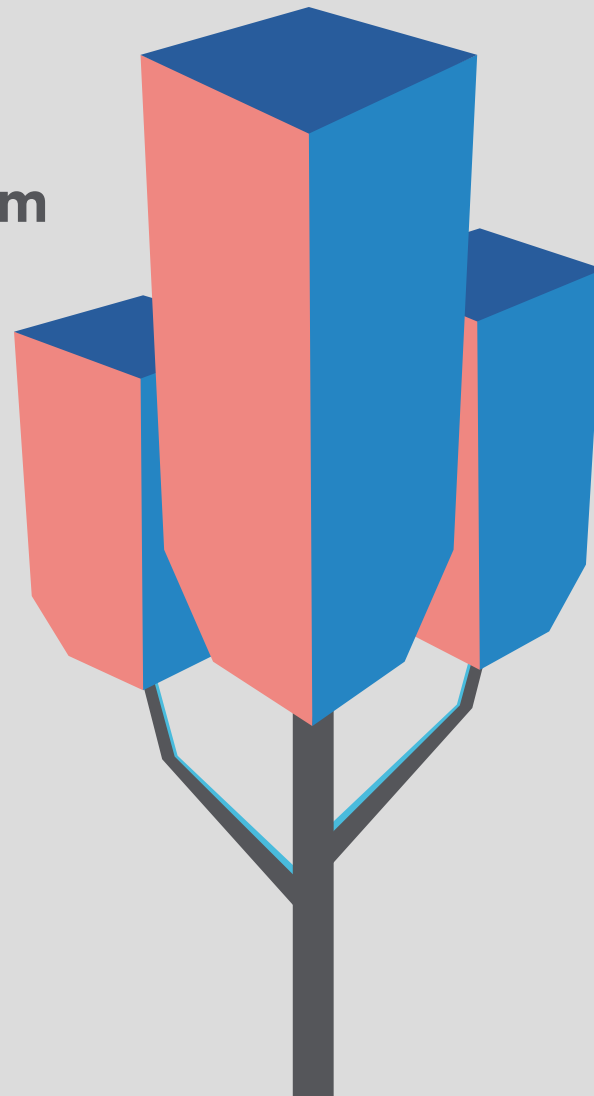


RESEARCH CENTRES



# The Krea Ecosystem

Story of synergies



**KNOWLEDGE**

# Re-imagining education for the 21st century

Preparing management leaders for the future of the business world



*Among India's Top 30 Private  
B-Schools and Top 50 B-Schools*

# Preparing CHANGEMAKERS to address unscripted global challenges

Moulded for lifelong leadership beyond immediate employability



*SIAS awards BA, BSc, BA(Honours)  
and BSc(Honours) degrees*



## A Transformational B-school Experience

*Top quality management education that prepares students to be ethically grounded, highly skilled in integrated reasoning and effective leaders of enterprises*

IFMR (formerly Institute for Financial Management and Research) Graduate School of Business (GSB) is a leading business school with the objective of moulding ambitious young minds into competent and socially responsible global leaders. IFMR GSB's curriculum offers a mix of theory with simulated real-life exposure and endeavours to shape business practices through inventive, sharp thinking and cutting-edge research. IFMR Graduate School of Business offers 5-year BBA Integrated MBA, MBA, E-MBA, PhD and customised programmes for executives. IFMR GSB prepares students with top quality management education to be reflective, ethical and effective professionals.

## BBA Integrated MBA Programme

*Preparing Future Leaders*

- 5 year programme that imparts management education at the undergraduate and graduate level
- Strategically curated, ambitious programme to build foundation for future entrepreneurs and business leaders
- Possibility to exit after 3rd or 4th year with placement assistance

## MBA Programme

*Powered by pioneers in Finance education*

### ELECTIVES OFFERED

- Data Science
- Finance
- Quantitative Finance
- Marketing
- Operations
- Human Resources
- Strategy



## Executive Education

*50,000+ professionals across 500+ organisations in 25+ countries world-wide*

- Long-term Executive MBA programmes
- Custom-designed executive programmes – Diploma and Certificate programmes (short and medium)
- Online learning programmes
- Open enrolment programmes on cutting-edge business critical thinking



## PhD Programme

*A pathway to groundbreaking interdisciplinary Research*

### SPECIALISATIONS OFFERED

- Data Science and Information Systems
- Economics
- Finance, Accounting & Quantitative Finance
- Marketing
- Operations Management
- Organisational Behaviour & Human Resources
- Strategic Management



## Distinctive Undergraduate Programme

The School of Interwoven Arts and Sciences (SIAS), offers a distinctive undergraduate curriculum in the humanities, social sciences, literature, arts, and sciences, taught by distinguished faculty from some of the world's finest academic institutions. The academic programme emphasise the guiding principles of Interwoven Learning, a multi-directional approach to knowledge that encourages creativity, critical thinking, communication, contemplation, cross-disciplinary approaches, real-world implementation, and the ability to negotiate unanswered questions.

Krea is preparing leaders with a sense of purpose, societal consciousness and ethics; ready for higher education, corporates, not-for-profit, government and entrepreneurship.

### MAJORS



Economics



History



Politics



Social Studies



Biological Sciences



Chemistry



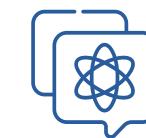
Computer Science



Environmental Studies



Mathematics



Physics



Psychology



Literature

### JOINT MAJORS



Economic and Environment Studies



Politics and History



Business Studies



Philosophy



Physical Sciences  
- Physics and Chemistry



Literature and Arts



Global Arts

### MINOR

+ All the 12 Majors can be taken as Minors as well



**PEDAGOGY**

# Interwoven Learning

At Krea, management education and liberal education share space and inspiration under the umbrella of Krea University. The learning journey at Krea is guided by the principles of Interwoven Learning

## Guiding principles of the curriculum



## Innovation-led knowledge for future management leaders

- 01 Led by Interwoven Learning
- 02 Regular engagement with industry leaders
- 03 Access to extensive alumni network
- 04 Diverse faculty comprising fine academic scholars and industry experts
- 05 Immersive rigorous summer internships
- 06 Curated placement services to meet individual career goals
- 07 Notable robust industry network
- 08 Industry oriented unique specialisations with a choice to study additional specialisations alongside the main

## Changemakers unpacking the complexities of the world

- 01 Deep engagement with its interwoven philosophy and approach — teaching, learning, Research, and life
- 02 Fostering a sense of curiosity and intellectual adventure among learners with with six core and five skill courses in the first year
- 03 Choosing Majors and Minors backed by knowledge and confidence, in the second year
- 04 Opportunities across social impact and industry internships, Research assistance, global summer immersions and work-study externships, through the years
- 07 Tailor-made higher education and placement support
- 08 Learning beyond the classrooms through porous boundaries

**FACULTY**

# Guided by the finest minds

The faculty at Krea fuel the learning curiosity of students, opening up their minds to innovate and re-imagine theories in practice. These minds are drawn from the best universities across the world and are a fine blend of academic expertise, industry leadership, Research focus and global experience



*Academic Veteran  
Accomplished Trainer*  
**PROF BALASUBRAMANIAN G**  
*Senior Professor & Advisor, Finance,  
Accounting & Quantitative Finance  
35+ years of experience in  
Executive Teaching and Research  
PhD, Madras University*



*Senior Industry Consultant  
Development Sector Expert*  
**PROF VIJAYALAKSHMI C**  
*Professor, OB & HR  
Fellow (MDI-Gurgaon), PG Dip  
(Rural Mgmt), IRMA  
Veteran from the field of  
Organisational Behaviour*



*Industry Veteran  
Start-up Specialist*  
**PROF CHANDRASEKARAN N**  
*Professor, Operations  
PhD, University of Madras  
25+ years of experience  
in the corporate sector*



*Pioneering Educator  
Strategy Expert*  
**PROF SHOBHA DAS**  
*Professor, Strategic Management  
PhD, Carlson School of Management  
30+ years of global teaching  
experience*



*Brand Management Expert  
Advertising Pundit*  
**SATHYANARAYANAN  
RAMACHANDRAN**  
*Sundram Fasteners Associate  
Professor, Marketing  
MBA, SCSVMV  
20+ of extensive industry and  
academic experience*



*Innovator  
Sectoral Expert*  
**PROF MADHURI SARIPALLE**  
*Professor, Economics  
PhD, University of Connecticut  
Specialist in industrial organisation  
and economic development*





*Padma Bhushan Awardee  
Historian*  
**DR RAMACHANDRA GUHA**  
*Distinguished University Professor  
PhD, IIM Calcutta*



*Ethnomusicologist  
Physicist*  
**DR SUMITRA RANGANATHAN**  
*Divisional Chair, Literature & the Arts  
PhD, University of California, Berkeley*



*Ecologist  
Nat Geo Explorer*  
**DR BHARATH SUNDARAM**  
*Sundram Fasteners Associate  
Professor of Environmental Studies  
PhD, Manipal University*



*Veteran Performer  
Dance History Scholar*  
**DR SWARNAMALYA GANESH**  
*Assistant Professor of Practice  
PhD, University of Madras*



*Writing Coach  
Author*  
**DR ANANNYA DASGUPTA**  
*Associate Professor of Literature  
PhD, Rutgers University*



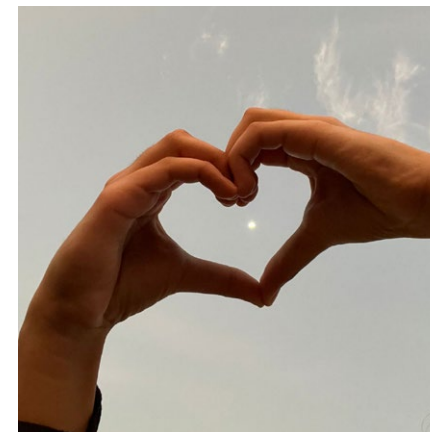
*Kalaimamani Awardee  
Classical Pianist*  
**ANIL SRINIVASAN**  
*Associate Professor of Practice  
MPhil, Columbia University*

**DIVERSITY**



# A confluence of diverse young minds

In the Kreaverse, individuals from across social brackets, dreams, aspirations and interests, come together to affirm the ethos of inclusivity, sustainability and diversity

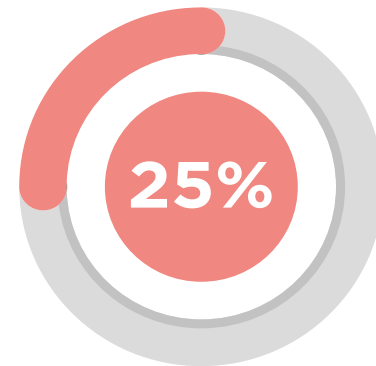
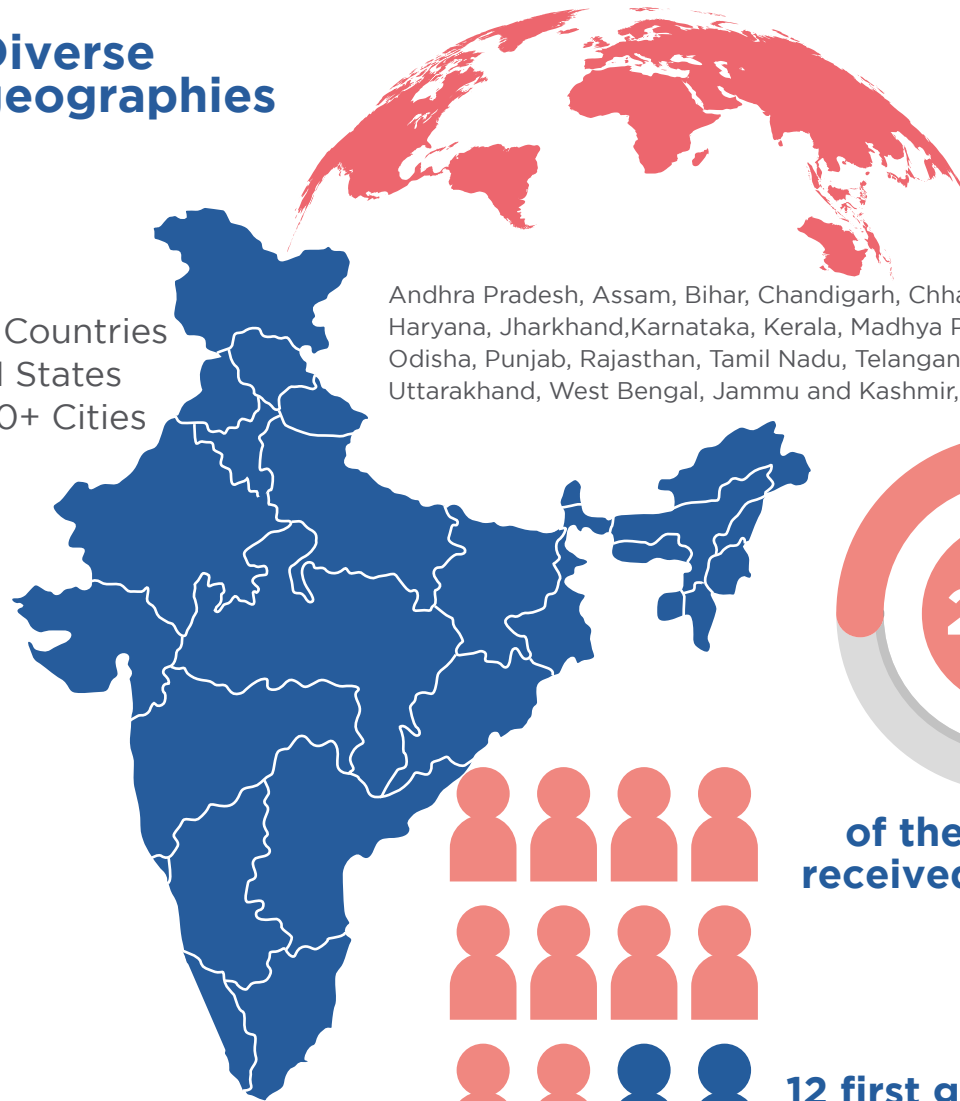


## United in the Krea Journey

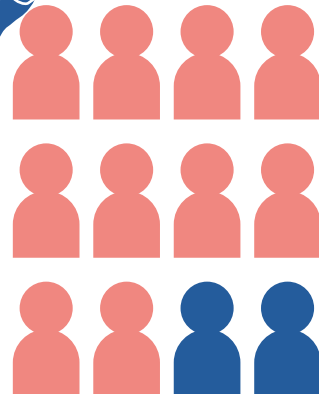
### Diverse geographies

5 Countries  
21 States  
60+ Cities

Andhra Pradesh, Assam, Bihar, Chandigarh, Chhattisgarh, Gujarat, Haryana, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand, West Bengal, Jammu and Kashmir, Delhi



of the UG Cohort  
received financial aid



12 first generation  
college-goers

### Diverse languages

English Tamil Odia Hindi  
Telugu Gujarati Malayalam  
Assamese Kannada  
Bengali Punjabi Marathi

### Diverse talents



Researchers



Debaters



Podcasters



Artists



Sports



Filmmakers



Dancers



Authors



Marketeers



Vocalists



MUNers



Entrepreneurs



Actors



Social Activists



Poets



Celebration is a way of life  
IN THE KREAVERSE





# CAMPUS A world-class learning laboratory

Kreators etch their stories from the heart of a green and sustainable campus, at Sri City, 70 kms from Chennai.  
A space that encourages creativity and critical thinking





# S for Sustainability

The Kreaverse is firm in its mission to build spaces that are sustainable. The campus is stationed on these pillars of sustainability and continues to evolve, every day.



**01**  
Reduction of 35% fresh water use by using treated water from the Sewage Treatment Plant (STP) for non-potable uses such as landscaping and flushing

**02**  
Water efficiency through rain-water harvesting, low flow fixtures and monitoring for consumption and losses

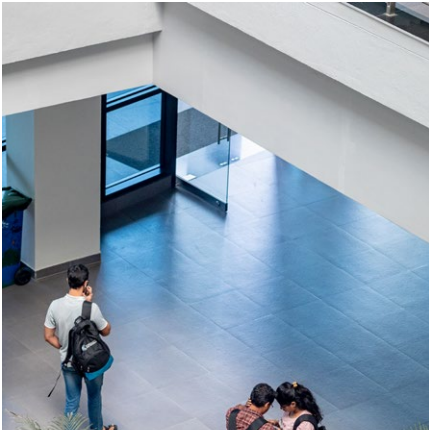
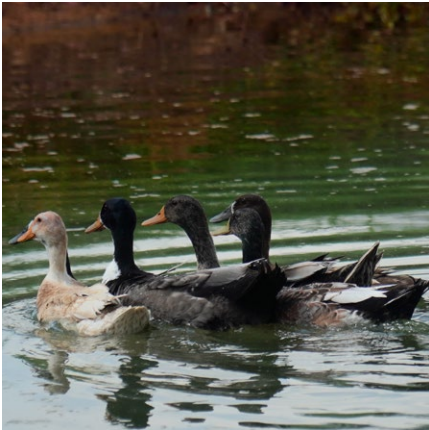
**03**  
LED lighting fixtures in all buildings, providing 35% electricity savings

**04**  
2 Acre + land parce designated as a 'Biodiversity' zone

**05**  
500 kWp solar photovoltaic installation supplies around 35-40 % of total campus electricity

**06**  
Robust waste management

**07**  
A sustainability pledge taken by each member of the Kreaverse



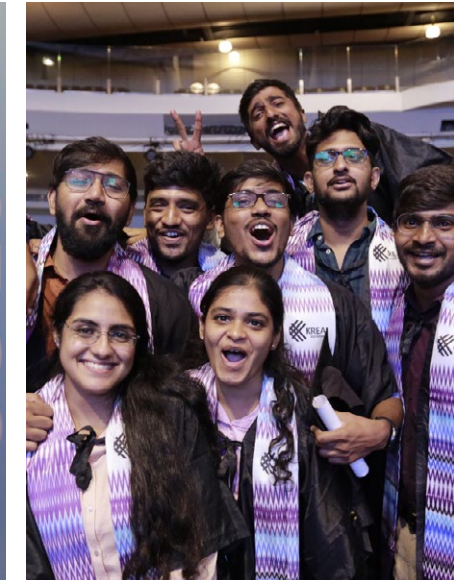
**FUTURE  
FORWARD**



# A world of opportunities

In the Kreaverse, we understand that each student is at a different stage of decision-making and Krea enables and empowers them to choose tailor-made opportunities fit for them that will help them hone skills, enhance their individual selves and choose their own path.

Krea University strongly believes that students learn more by immersing themselves in a 'real world' learning environment. This is achieved by creating more 'porous boundaries' between the real world and the classroom. This is achieved through a range of collaborations with social enterprises, for-profit organisations, Research centres, think tanks, and some of the best institutions and centres across the globe to deliver multiple opportunities to students, faculty and society at large.



## Of Learning and Beyond



“The two months of Finance internship at JPMorgan Chase & Co was nothing less than a rich enriching experience. My project was Research intensive, based on the movement of the Federal Funds Rate in the United States, the various macro factors affecting the rate and how it influences the interest rates. It was a real translation of taking classroom learning into the real world. ”

**- VISHAKA RUSTAGI**  
*IFMR GSB Cohort of 2021*



“Being a Data Science enthusiast, I was able to practically apply the Advanced Machine Learning Algorithms in a real-world corporate dataset, which immensely improved my hands-on experience with Python language and other important Data Science tools. Since this internship was my first exposure to the corporate world, directly working under the guidance of a Senior Data Scientist at Saint-Gobain India, helped me see how the corporate world functions. This enhanced my learning and broadened my knowledge about the domain and industry.”

**- SANKALP JOSHI**  
*IFMR GSB Cohort of 2022*



“I undertook a Research internship at Krea University, spanning over eight weeks. The project named ‘Understanding Protein Dynamics’ was led by Krea faculty Dr Kalyan Chakrabarti and investigated the narrow window in which one can measure protein dynamics. We used Wolfram Mathematica programming language to create simulations to mimic NMR system. We changed the kinetic, thermodynamics and structural parameters for the protein to accurately find a window to study protein dynamics. In addition to gaining subject knowledge, something new to me was the experience of coding, I also learned how Research in the field of science is carried out in actuality.”

**- ADARSH MENON**  
*SIAS Cohort of 2023*



“The Global Summer Programme at Krea gave me an opportunity to explore my interests and my existing learning journey, (I am pursuing a Social Studies Major). I studied the online course, Contemporary Challenges to Democracy at the Sciences Po University in Paris. In the four weeks, we had many discussions on different threats to democracy and covered many challenges, such as climate change, terrorism, misinformation, inequality, and populism, to name a few.”

**- DIYA AHUJA**  
*SIAS Cohort of 2023*



# TRANS- FORMATION

# Soaring in flight

## KREATORS SPEAK

Kreators who have stepped out of the corridors at Krea are writing scripts that sparkle with optimism, driving change and inspiring the world around. A glimpse some of these stories of evolution and self-discovery



“I came in as a fresher, I had no corporate experience but the diverse environment at Krea has helped so much. My batch has peers from 23 states with varied work experience, across the genders and study backgrounds. I was a little nervous when it started but now I have grown into a more confident individual with more clarity and a keen overview of what awaits, what corporate life is going to be, thanks to all the exposure.”

**- SAI AVANTHIKA**  
*IFMR GSB MBA Cohort of 2023*  
*President, Student Council*



“Hands down, we had access to the best faculty! Both the permanent faculty as well as visiting professors were great. I remember, some of them were industry leaders during the week and our professors by the weekend. I really enjoyed the courses taught by the professors of Quantitative Finance.”

**- RAJIV MOHAPATRA**  
*IFMR GSB Alum, 2011*  
*Principal Product Manager (Modern Risk and Finance), Oracle FS ERM*



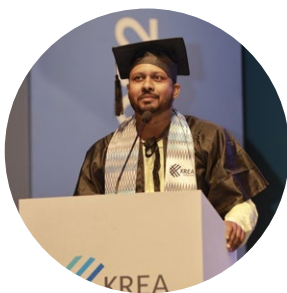
“The whole Research mindset, writing-intensive three years, helped me put into words my SOP. The skills I picked up through courses like Design Thinking have really helped. These have all molded me to adjust and adapt better, made me comfortable with the concept of uncertainty, which I do not fear anymore.”

**- MANVI TEKI**  
*SIAS Alum, 2022*  
*Grad Student, HCII, Carnegie Mellon University*



“Our time together here at IFMR GSB will not be remembered by grades or popularity but instead by the people we met, the relationships we built, the experiences we had and the kind of people we grew to be!”

**- SWATI DUGGAL**  
*IFMR GSB Alum, 2021*  
*Financial Analyst, JPMorgan Chase & Co*



“Personally, the PhD programme was extremely challenging, as it happened amidst the uncertainties brought in by COVID-19. And the data I worked with was primary data – the data you collect personally, via interviews or surveys. That was just one of the many hurdles. But my extremely supportive guide, Dr Vijayalakshmi Balasubramaniam, the Krea family in general, and a little bit of self-drive, ensured successful completion of the programme.”

**- DR AMEESH SAMALOPANAN**

*Assistant Professor  
DoMS NALSAR University of Law*



“Krea has given me the confidence and courage to face the world, to make the change I want to see.”

**- POOJA BASUTKAR**

*SIAS Alum, 2022  
Associate- Business Development, Karkinos Healthcare*



“My experience at Stanford was like a simulation; it instilled confidence in both my parents and me that I can do well if I plan to study abroad. At Krea, I was able to gain the needed academic prudence for that, and these summer programmes have helped me with confidence. Programmes like these help shape our personalities in dynamic ways. Stanford, for instance, has a rigorous pedagogy and it can be tough but Krea has similar assessment schedules and patterns and also provides us space to indulge in clubs and committees, and events; all these, put together have helped me hone critical skills that will help me cope in any of the top universities abroad if I am to choose them for the future.”

**- SAI BALAJI SURESH**

*SIAS, Cohort of 2023  
Delegate, Harvard Project for Asian and International Relations (HPAIR)  
Attendee, Stanford Summer Session & London School of Economics (LSE)*

**RESEARCH**

At Krea, Research and academia are constant co-travellers, rooted in the spirit of inquiry, deep diving into challenges and deliberating solutions that matter to the world we live in

# Impact led by Innovation and Knowledge



“At Krea we believe collaborative Research is going to be very critical to make a global impact. There is a digital revolution going on and it is important to do things in a thoughtful manner, where it is not technology alone, it has to combine ethics, sociology, and humanities. It is the time for Research 4.0.”

**- Kiran Mazumdar Shaw,**  
*Member, Governing Council,  
Krea University*



## A glimpse of the Research-led action at Krea, from some of our Research Centres:



- Solving complex development challenges
- 500,000 surveys in over 500 of India's 773 districts
- 280+ geographically spread-out studies
- 70 Researchers and 500+ field personnel



**Atal Incubation Centre**  
Inclusive Tech For The Last Mile

*A start-up ecosystem for underserved communities*

- 2 successful cohorts of handicraft enterprises
- Cohort One - 8 start-ups
- Collective revenue of over 1.5 crores INR
- Employs 650+ artisans across 7 states



*Poverty reduction through policy development informed by scientific evidence*

- 234+ ongoing evaluations in South Asia
- 12 states
- 35 active projects with in-person and remote data collection
- 900+ active field staff



*Digital innovations for social impact*

Across the fields of :

- Financial Inclusion and Literacy
- Farm and Non-Farm Collectives
- Health
- Benefit Delivery & Social Protection
- Outcome Driven Planning & Governance



# Scripting new Research chapters



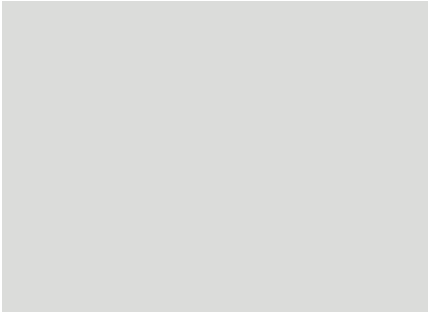
Moturi Satyanarayana Centre for Advanced Study in the Humanities and Social Sciences launched to be a Centre of Excellence for advanced research across the humanities and social sciences



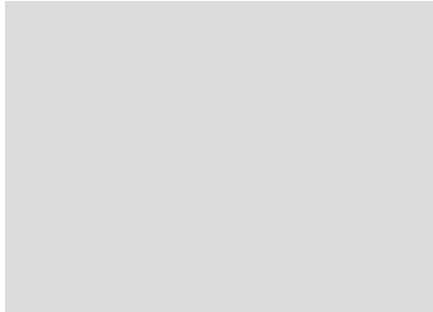
IFMR and Inclusion Economics at Yale University collaborate to conduct policy-engaged research in India  
  
Inclusion Economics India Centre to be a close collaborator



The Sapien Labs Centre for the Human Brain and Mind at Krea University is a collaboration between Sapien Labs and Krea University with an aim to pursue research and learning related to the human brain and mind



Water Stories as part of the Environment Hub launched with an aim to shift the narrative around water and its impact on the environment and society

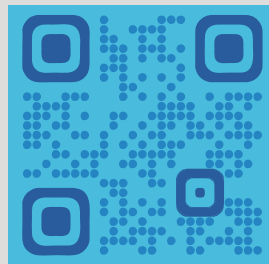


At Krea, we continue to re-imagine ways and re-invent methods to address the challenges of a dynamic world, continuing to re-affirm our ethos and vision. True to our DNA, we connect our learnings from the past with our preparedness for the future.

*Kreators* graduate out of Krea, prepared to solve unanswered questions and delve deeper into novel and unscripted queries.

# CONTACT US FOR ANYTHING RELATED TO THE KREAVVERSE WHERE YOU BE YOU

[www.krea.edu.in](http://www.krea.edu.in)



CAMPUS: 5655, Central Expressway, Sri City, Andhra Pradesh 517646

OFFICE: No: 196, T.T.K. Road, Alwarpet, Chennai 600018

Reach out to us via [ask@krea.edu.in](mailto:ask@krea.edu.in) or call us at 044-7165 0234