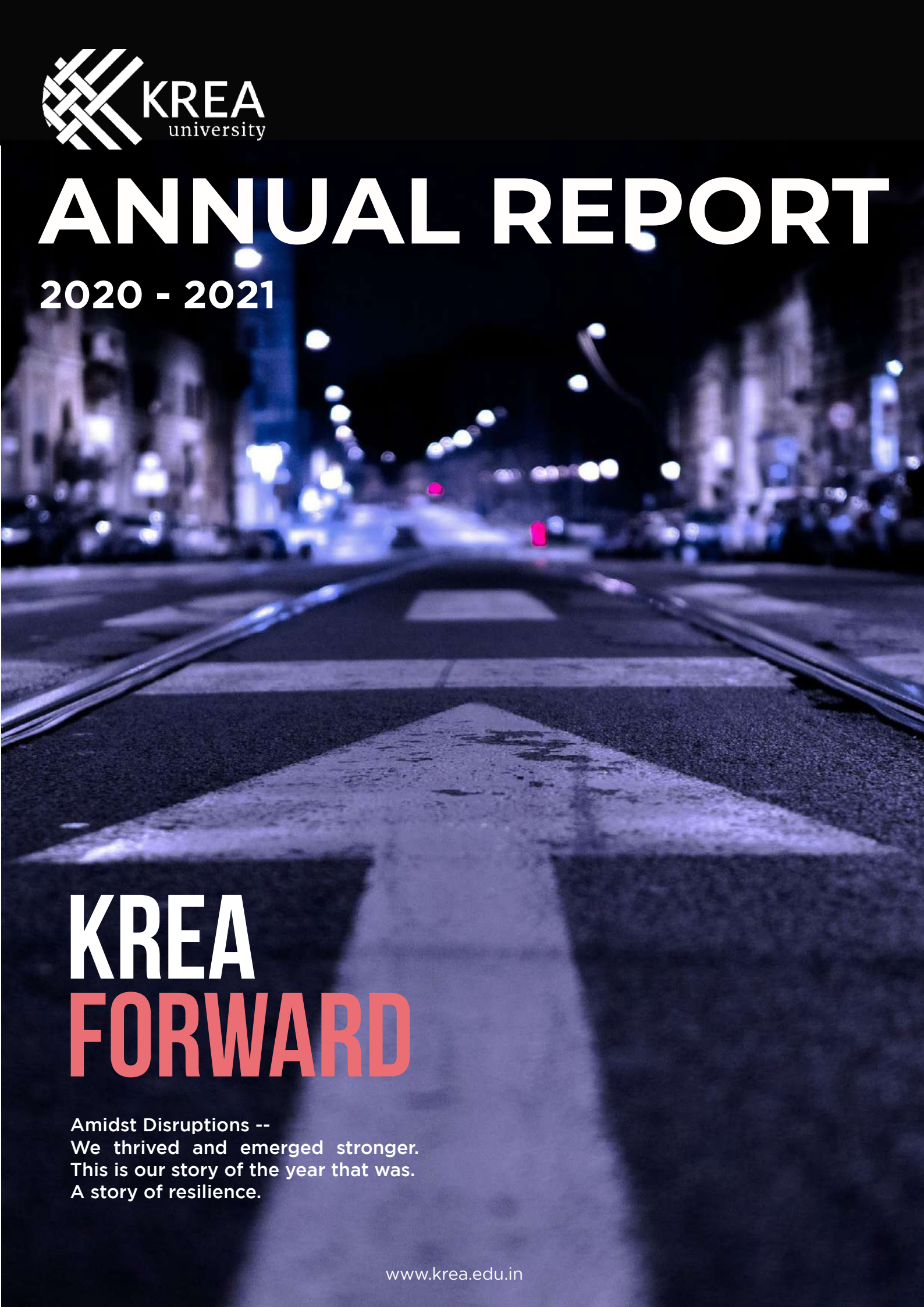
KREA university

ANNUAL REPORT

2020 - 2021



KREA FORWARD

Amidst Disruptions --
We thrived and emerged stronger.
This is our story of the year that was.
A story of resilience.

www.krea.edu.in

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CHANCELLOR'S MESSAGE

The unprecedented challenge of Covid-19 in 2020 brought with it an opportunity, an occasion to rise up and address adversity with resilience and tenacity. The crisis urged humanity to adapt rapidly and evolve to face future challenges with critical thinking and ethical grounding.

We are in the middle of a multi-dimensional crisis that's not just limited to health but also extends to economy and social justice. The time is ripe for a global discourse on the post-crisis future of our communities, societies, nation, environment and the interconnected world we live in.

Krea was founded with a vision for the 21st Century and beyond, to shape a new generation of adaptable, resilient leaders who would in turn be future ready. There has been no better time than 2020-21 to affirm Krea's vision to prepare students to deal with opportunities and challenges in this fast-changing world.

As Krea entered the second year amid the global pandemic, the fine leadership team, multi-faceted faculty and staff, and bright young students have showcased passion and heroism that's truly inspiring. I am glad to witness how the Krea community has faced the challenges thrown at them by this disruptive and unpredictable event, with creativity, resilience, and empathy.

Krea's unique Interwoven Learning model encourages creativity, critical thinking, cross-disciplinary approach and the ability to negotiate unanswered questions. Students are being shaped to develop outstanding skills to deal with the challenges the future holds. They are being prepared to contribute to society and emerge as future leaders, as they harness the relationships among humans, machines and nature in ways that will transform the world.

Through the challenges, Krea continues to move forward with robust global partnerships, strong industry connections and transformational research and impact.

We are grateful to our donors, partners and supporters for their belief in the vision of Krea and their generous contribution to its development.

We look ahead into the future with promise, as we prepare a generation of leaders who can adapt to fast- changing environments with empathy, confidence, and ease while creating powerful impact in this rapidly changing and evolving world.

N VAGHUL

VICE CHANCELLOR'S MESSAGE

At Krea University, we haven't paused; instead, we have been forging ahead with continued vigour. 2020 has been a year of unprecedented challenges amid the global pandemic, yet our commitment towards the academic and career advancement of our students holds steadfast.

In swift response to the pandemic, academic activity was suspended temporarily, as we placed the highest priority on the health and well-being of our students and employees. Measures were taken to facilitate a smooth transition for our students from campus to home, ensuring minimal disruptions to their learning outcome and experience. Employees were allowed to work from home and flexible working hours were provided, keeping in mind the challenges of a new work environment.

A Covid-19 Task Force was set up comprising the senior leadership to closely monitor the situation and ensure operational continuity. We were strictly guided by UGC guidelines and Government directives at the Central, State and City levels as we carefully planned the framework for teaching and learning and evaluated campus operations.

In April 2020, Krea resumed classes and transitioned seamlessly to online teaching, as the faculty re-crafted the course content to suit online delivery mechanisms. We moved forward with uninterrupted academic lessons backed by robust tech support, industry engagement, placements and internships, global projects, research impact, extended outreach initiatives, accessible admission processes, and constant engagement within the Krea community.

September 2020 saw the second undergraduate cohort being admitted, and classes commenced online for the new batch. A highlight of the online orientation programme was an inspiring keynote address by Nobel Laureate Esther Duflo.

In preparation for any emergencies that may occur in campus, Krea set up a 10-bed quarantine facility operated by Kauvery Hospital, with a 24x 7 nurse, a doctor on call and ambulance on standby. All mandatory protocols were strictly adhered to on campus, such as 14-day quarantine of returning students, RT-PCR testing, sanitization of rooms and classrooms, social distancing norms and compulsory masks for students, faculty and staff members.

Our leadership strengthened, as we welcomed Rajiv Memani, Chairman, EY-India, as a member of the Governing Council and Raghu Sundaram, Dean of NYU-Stern School of Business, as a member of Krea University's Academic Council.

Further additions to the leadership included Ramkumar Ramamoorthy, former Chairman and Managing Director, Cognizant (India)

as our first Pro Vice-Chancellor for Professional Learning and Dr Ramachandra Guha, one of the country's most respected historians and scholars as Distinguished University Professor. .

Our Research Centers LEAD, JPAL, CDFI and Iel responded with their core strength in research and analytics with cutting-edge tools and techniques as they enabled over 26 State Governments to gather deeper understanding of the impact of Covid-19 in communities. They continue to move forward with the powerful drive for building a change through research and impact.

As we move forward, we are collectively thinking about a Krea 2.0 in the context of this new world. This includes key focus on the evolution of our pedagogy to provide key learning outcomes to Krea graduates, dealing with disruptions in the unpredictable world and institutional sustainability.

The students, faculty and staff at Krea have moved forward with grit, resilience and creativity. And that forms the theme of this year's Annual Report.

We thank our patrons, donors, well-wishers and all our stakeholders for placing their trust and confidence in us. Your invaluable support will help transform the lives of thousands of students in our country, who will further lead change in the world of tomorrow.

SUNDER RAMASWAMY

NEW BEGINNINGS AT KREA

Krea University's Vice Chancellor, Dr. Sunder Ramaswamy completed his four-year tenure at Krea in June 2021. As the inaugural Vice Chancellor, with his vast experience in innovative higher education in the US and India, he played a pivotal role in shaping Krea University in its formative years.

With deep gratitude for his invaluable contribution to Krea, we wish him the very best for his future endeavour. He will continue to be associated with Krea as Distinguished Visiting Professor of Economics.

Consequently, Krea began a rigorous search for the next Vice-Chancellor, led by a Search Committee comprising senior members from our Governing Council, Academic Council and Board of Management.

The committee announced the appointment of Dr Mahesh Rangarajan, eminent scholar of History and Environmental studies as the next Vice Chancellor.

An inspirational scholar, an earnest institution builder and an administrator with a global outlook, Dr. Rangarajan is well placed to further Krea University's mission to help humanity prepare for an unpredictable world.

Dr. Rangarajan took over as Krea's Vice Chancellor in July 2021. We welcome him to the Krea family and wish him all the best, as we look forward to his leadership, building on Krea University's strong foundations of ethics, innovation, excellence, inclusivity and accountability.

INCUMBENT VICE CHANCELLOR'S MESSAGE

It is my honour and privilege to accept the position of Vice Chancellor and join the extraordinarily talented faculty, staff and students of Krea University in pursuit of our shared mission.

Challenges produce interesting windows for opportunity and change, and the new reality that we face post the pandemic will encourage us to move forward with a sense of positive intent and alignment to our mission- to help humanity prepare for an unpredictable world.

I will strive to uphold the high standards of innovation and excellence that Krea University stands for.

MAHESH RANGARAJAN

Mahesh Rangarajan assumed office as the Vice Chancellor in July 2021

Values
Krea University's core values are ethics, excellence, inclusivity and accountability.
Every decision and action we take each day must, without exception, be ethical and transparent, strive towards extraordinary standards of excellence, celebrate diversity and inclusivity, and represent the most efficient and accountable use of scarce resources.
Mission
Krea University's mission is to help humanity prepare for an unpredictable world.
We do this by developing a view of the future through rigorous and interdisciplinary research and education that continuously feeds the design of Interwoven Learning. In doing so, we enable high potential individuals to learn to create positive, catalytic impact ethically.
DNA
Innovation is our DNA.
Interwoven Learning brings together thought with action, arts with sciences and ultimately, connects our learnings from the past with our preparedness for the future. In a world shaped by the evolving balance between humans, machines and the environment, Interwoven Learning is a journey, not a destination; and hence the need to constantly innovate.

KREA AT A GLANCE

Instituted by global practice leaders in academia, industry and arts, Krea is a global university that believes in creating an empowered generation of thinkers. As pioneers of Interwoven Learning, we introduce students to a unique and rigorous learning process that is both broad and deep, preparing students for action and intellectual engagement in an ever changing world.

Krea is being built with a lens on providing quality, research oriented and industry relevant higher education in India. Our students are a diverse and agile community who are being shaped to become ethical, impactful leaders in society, contributing to development, leadership, governance and policy.

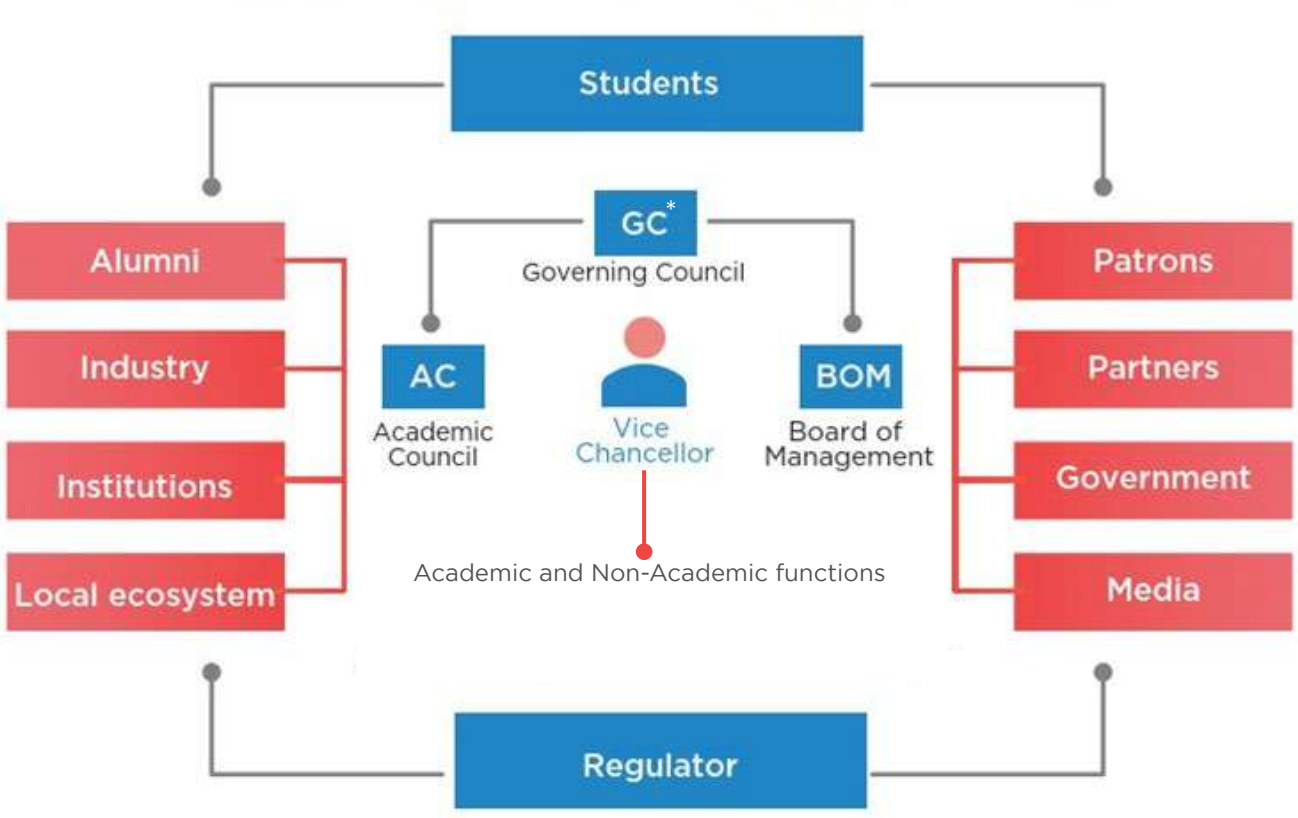
While the world adjusts to an extraordinary crisis, we at Krea University not only understand the need to adapt to these unprecedented times, but also reiterate our mission with greater grit and resilience — helping humanity prepare for an unpredictable world.

Krea is located in Sri City in the State of Andhra Pradesh, India, about 55 kms from Chennai.

GOVERNANCE AT KREA

The Governing Council, the Executive Committee of the Governing Council, the Board of Management and the Academic Council form the apex governance framework at Krea.

KREA UNIVERSITY ORGANISATIONAL FRAMEWORK



* Executive Committee of the Governing Council has been set up by the Governing Council for Operational and Financial oversight

GOVERNING COUNCIL

N Vaghul
Chancellor

Kapil Viswanathan
Chairman, Executive Committee

Manjul Bhargava, Ph.D.

John W Etchemendy, Ph.D.

Sajjan Jindal

Rajiv Memani

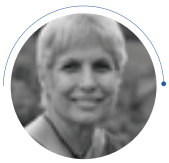
P.R Venketrama Raja

C. Srinivasa Raju

R Seshasayee

Cyril Shroff

Sunder Ramaswamy, Ph.D.
Vice-Chancellor

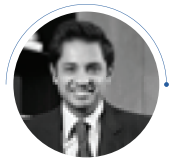


Anu Aga

Vishakha N. Desai, Ph.D.

Dheeraj G. Hinduja

Anand Mahindra



Aditya Mittal

Raghuram G. Rajan, Ph.D.

S. Ramadorai

Kiran Mazumdar Shaw

ACADEMIC COUNCIL

Sunder Ramaswamy, Ph.D.
Vice - Chancellor &
Chairman

Gaurav Raina, Ph.D.
Chair - Research
Faculty, IIT
Madras

Vishakha N. Desai, Ph.D.
Senior Advisor for Global Affairs,
Columbia University

Akash Kapur, Ph.D.
Writer & Journalist
Former Columnist, International
New York Times

Raghuram G Rajan, Ph.D.
Katherine Dusak Miller
Distinguished Service Professor
Chicago Booth, 23rd Governor of
the Reserve Bank of India

Prof Rangarajan K Sundaram, Ph.D.
Dean, Stern School of
Business, New York University

Srinath Raghavan, Ph.D.
Vice-Chairman
Senior Fellow, Carnegie
Endowment for International
Peace

Manjul Bhargava, Ph.D.
R. Brandon Fradd Professor of
Mathematics, Princeton University

John W. Etchemendy, Ph.D.
Standford University's 12th
Provost & Patrick Suppes Family
Professor, School of Humanities &
Sciences

TM Krishna, Ph.D.
Renowned Musician & Public
Intellectual

Jessica Seddon, Ph.D.
Global Lead,
Air Quality World Resource
Institute

Tara Thiagarajan, Ph.D.
Chairman & MD, Madura
Microfinance Ltd,
Founder Chief Scientist, Sapien
Labs

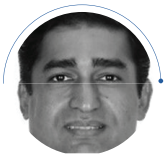
BOARD OF MANAGEMENT

Sunder Ramaswamy, Ph.D.
Vice Chancellor & Chairman

Shobha Das, Ph.D.
Dean, IFMR Graduate School of Business

Vivek Khemka
Consultant, Egon Zehnder International Pvt. Ltd

Ramesh Mangaleswaran
Senior Partner, McKinsey and Company



Rajeev Mecheri
Managing Director,
Mecheri Smart Capital Pvt. Ltd

Kapil Viswanathan
Chairman, Executive Committee of the Governing Council

Anita Arjundas
Mission Director

Sandeep Gokhale
Group President, Business Development, JSW Steel Ltd

Rajiv Lochan
Executive Director,
Sundaram Finance Ltd

Paula Mariwala
Managing Director,
Hinditron Group

Ramkumar Ramamoorthy
Pro Vice Chancellor,
Professional Learning

UNIVERSITY
STATUS

Krea University has been enacted by the Legislature of the State of Andhra Pradesh as per The Andhra Pradesh Private Universities (Establishment and Regulation) (Amendment) Act, 2018 vide the gazette notification published on April 30, 2018.

Krea University is listed on the UGC website under State Private Universities.

Krea University is recognised by UGC and authorised to confer degrees as decided by the faculty of the University.
IFMR Society is the sponsoring body of the University and is registered as a not-for-profit organisation and has wide experience in education and research.

Krea University is registered under 10(23C) (vi) and 80G of the income Tax Act 1961. Donations to Krea University are eligible for a tax rebate of 50% under 80 (G) certification.

Krea is **compliant with the latest amendment to the CSR Policy in February 2021**. As per the revised mandate, a CSR-1 registration number has been obtained from the Ministry of Corporate Affairs.

Krea's SRN number is T15709405.

SCHOOLS AND CENTRES AT KREA

Krea University currently houses two Schools and provides strategic oversight to four Research Centres.

SIAS SCHOOL OF INTERWOVEN ARTS AND SCIENCES KREA UNIVERSITY

The **School of Interwoven Arts and Sciences (SIAS),** currently offers an undergraduate programme in the form of 3-year B.A. (Honours) & B.Sc. (Honours) degrees, with an option to do an additional year i.e. a fourth year of Advanced Studies

IFMR GRADUATE SCHOOL OF BUSINESS KREA UNIVERSITY

The **IFMR Graduate School of Business (IFMR GSB or GSB)** offers full-time and part-time MBA programmes, a full-time PhD programme, as well as both open and customized management development programmes.

The Research Centers work closely with international agencies, governments, policy makers and academicians in the areas of financial inclusion, direct benefit transfers, MSMEs, gender participation in the workforce, health and infrastructure.

LEAD LEVERAGING EVIDENCE FOR ACCESS AND DEVELOPMENT
KREA UNIVERSITY

Leveraging Evidence for Access and Development (LEAD) focuses on action-oriented research and strategic engagement with a diverse group of stakeholders to create impact through capabilities in research, monitoring & evaluation, and fostering technical capacity. LEAD has enabled setting up of two initiatives that engage in high quality and sophisticated research and policy development in India. IWWAGE on women's economic empowerment and Catalyst AIC on digital financial inclusion.

IWWAGE
INITIATIVE FOR WHAT WORKS TO ADVANCE WOMEN AND GIRLS IN THE ECONOMY

IWWAGE: Initiatives for What Works to Advance Women and Girls in the Economy

CATALYST
Atal Incubation Centre
Inclusive Tech For The Last Mile

Atal Incubation Centre (AIC), Catalyst, under the aegis of the Atal Innovation Mission (AIM), a flagship initiative of NITI Aayog.

Inclusion Economics India Centre (formerly EPoD India), works closely with Inclusion Economics at Yale University, to conduct data-driven research and engage with the policy community in India to inform and encourage evidence-backed dialogues on economic and social inclusion. Inclusion Economics is a policy-engaged research initiative that began operations as an independent research centre at IFMR in November 2020, as a continuation of the body of research and policy work previously called EPoD India.

Abdul Latif Jameel Poverty Action Lab (J-PAL) South Asia's focus is to improve the effectiveness of poverty programs in South Asia by providing policy makers with clear scientific results that help shape successful policies to combat poverty. Much of Nobel laureates, Abhijeet Bannerjee and Esther Duflo's, work on randomized control trials for shaping policy in India was done at J-PAL South Asia.

Centre for Digital Financial Inclusion (CDFI) focuses on reducing inequities in financial access and services using technology. Over the years, CDFI has developed innovations to execute large scale multi-stakeholder projects to promote access to basic financial services, accelerate benefits transfer and promote access to affordable credit.

KREA FORWARD

MEASURES TAKEN TO ADAPT AND THRIVE IN THE NEW CHANGED WORLD

Amidst Disruptions- we thrived and emerged stronger. This is our story of the year that was. A story of resilience.

2020 at Krea – The year of Resilience and Adaptability

We stepped into a brand-new academic year as a relatively young institution, motivated to advance towards a future with renewed focus on education, research and creating an impact.

The unprecedented challenges brought in by the COVID-19 pandemic in early 2020 called for sharpening our response while taking new measures to stay committed to our mission of preparing students for impactful lives and careers. As a collective, we rose up to the challenge with grit, determination, adaptability and resilience.

Our first priority was inarguably the safety and well- being of our students and employees and hence as early as mid-March 2020, we suspended all academic instruction on campus and closed our physical spaces, ensuring safe departure of our students to their families. In the ensuing weeks, we unilaterally focused our efforts on academic and business continuity, and simultaneously preparing Krea for the 'new normal'.

The efforts, commitment and passion of the students, faculty and staff steered Krea forward with hope and optimism. We regained ground, redoubled our efforts, and remained ever persistent, turning this adversity into

an opportunity. We adapted seamlessly to the virtual world of learning while ensuring Krea's ethos of education delivery stays sacrosanct. We minimised risks, explored new terrains and continued to move forward with renewed vigour and a promise of many more chapters to etch in the year to come. As we shape resilient future leaders for tomorrow, we continue to create a learning environment which encourages curiosity, experimentation and ingenuity.
In our path forward we are aided by noted illustrious members joining our Governing Council and Academic Council, equipping us with the mindset and resources to continue with more agility and rigour than before.

Inarguably our indomitable spirit propelled Krea forward.

Resilience is defined as the capacity to withstand adversity and recover quickly from difficulties. It is also one of the core tenets of our learning outcomes, chosen for the unique mindset and skills it imparts to individuals.

It is our endeavour to create a tenacious community that is able to handle setbacks and obstacles, and even find opportunity in such situations. Our students are thinkers, strategists and creative minds who are prepared to create positive change in the world around them, and address challenges and risks with clarity.

Through the pandemic, we at Krea stayed committed to the principles upon which we are built, with an aim to support those around us and uplift the larger community.
Over the past 15 months, we have worked on various initiatives toward this end.

Krea smoothly transitioned to online learning as the faculty re-crafted the course content to suit online delivery mechanisms. All university functions such as Outreach, Admissions, Placements and Industry engagements also transitioned to online mode of delivery.

Krea inked partnerships for academic collaboration, student exchange programs, research immersion cases, faculty development and progression with leading universities in India and abroad.

An **Innovation Task Force** was set up comprising senior leadership to ideate and define a re-calibrated approach to learning and research in the context of the dynamic environment.

KREA FORWARD THE YEAR 2020-2021

FUTURISTIC PEDAGOGY

RE-IMAGINING LEARNING FOR THE LEADERS OF TOMORROW

Krea was set up to reimagine education through the lens of the challenges being faced in the 21st century. Krea's distinctive pedagogy and interdisciplinary approach, Interwoven learning, weaves together creativity and action, arts and sciences, theory and practice to make students future ready. It is designed to deliver four key learning outcomes.

Krea's four learning outcomes

Adaptability and Resilience – learning to learn, to stay curious and to deal with failure

Sense of Societal Impact – how does an individual's thoughts and actions impact the world at large

Sense of Purpose – a deep and introspective understanding of why we do what we do

Ethics – an understanding of an individual's responsibility towards other individuals and society

Course and Curriculum

We have weathered the Covid pandemic by adapting our curriculum and assessment to maintain high standards of student learning, modifying our teaching pedagogy, and investing in, as well as utilizing, information and communication technology. With the active involvement and participation of students and faculty, we have adapted to the new normal.

-Shobha Das

Dean, IFMR Graduate School of Business, Krea University

IFMR GRADUATE SCHOOL OF BUSINESS (IFMR GSB)

With a 20-year history, IFMR Graduate School of Business has evolved from a research-based institution to a full-fledged business school enabled by Interwoven Learning. The deep expertise of IFMR with the dynamism of Krea University, prepares students to face challenges in the real world, and develop skills to be effective managers. 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. Students are prepared to be reflective, ethical and effective professionals.

Academic Programs at IFMR GSB

IFMR GSB offers full-time and executive MBA programmes, full-time PhD programme, Executive MBA programme, and customised and open Executive programmes.

Full time MBA programme

2 years | 7 areas | 22 core courses | 55 electives

The IFMR GSB first-year curriculum includes courses that inter-weave skills across management disciplines. Students learn about the challenges facing an organization in the real world and develop skills to effectively manage them. These interwoven courses are co-taught by faculty members from multiple disciplines, as well as industry experts. Ethics, Communications, Design Thinking, and the Capstone Simulation are offered under the interwoven curriculum.

Core courses in the first year build the foundation in Business Management while the electives in the second year offer domain expertise.

Final Year electives include Data Science & Information System, Economics, Finance, Accounting, & Quantitative Finance, Marketing, Operations, Organisation Behaviour & Human Resources, and Strategy.

The MBA program had a total enrolment of 352 students across the first and second years of study during 2020-21.

There were 175 students in 2019-2021 and 177 students in 2020-2022 cohort.

PhD programme

The PhD programme is designed to provide intensive research opportunities to scholars and also offers a teaching fellowship opportunity. The alumni of the PhD programme have assumed positions as faculty in prestigious academic institutions, and are in significant roles in research institutes and think-tanks, corporates and Centre for Excellence.

During the year, there were 15 scholars pursuing their PhD program at Krea.

Executive MBA programme

The customised programme for working executives is delivered over a period of three years, with a combination of online classes and a week of physical contact classes every trimester. The curriculum is designed to suit today's workplace challenges and includes specialisations in Finance, Supply Chain and Operations, Industrial Relations and Human Resources. The programme includes core and specialization courses, and individual dissertations at the executives' respective workplaces.

During the year, this program was delivered online. The customised Executive MBA programme had a total enrolment of 87 executives.

Executive programmes

IFMR GSB delivered several open, and customised, Executive Programmes in 2020-21 to employees of companies such as Chargebee and Hyundai Motors. All programmes were delivered online.

SCHOOL OF INTERWOVEN ARTS AND SCIENCES [SIAS]

With just 2 cohorts admitted in SIAS as of 2020 and a class yet to graduate, SIAS has proved to be among the top choices for undergraduate students in the country. The unique curriculum that provokes thought and challenges assumptions defines the spirit of Krea.

While interdisciplinary learning shows us how to combine methodological toolkits from different domains, in **Interwoven learning**, students gain a deep awareness and respect for the dynamic interwovenness of all disciplines, exploring multiple ways of thinking to arrive at holistic and layered solutions. They are encouraged to observe and analyse how different strands of knowledge from the arts, sciences, and humanities converge, coalesce, and diverge in order to enrich themselves and one another.

Right from the intensive first year experience to the rigorous capstone thesis in the third and final year, students learn how to learn, re-learn and unlearn, become flexible, nimble thinkers and doers who can adapt to fast- changing environments with grace, humility, confidence, and ease.

Majors at Krea are **writing intensive, interdisciplinary, and research based.** The curriculum focuses on ethics and the historicity of different ideas, concepts, practices, and provides immersive experiences, as students develop awareness of data analytics and the impact of rapidly evolving technologies on disciplines and communities.

Krea's mission is to foster a sense of curiosity and intellectual adventure among students, as we seek to equip them with the capacity for creative and critical thinking.

The **School of Interwoven Arts and Sciences** at Krea University offers a distinctive undergraduate curriculum in Literature & Arts, Humanities & Social Sciences and Sciences, taught by distinguished faculty from some of the world's finest academic institutions.

SIAS offers 3-year BA (Honours) & BSc (Honours) degrees, with an option to do an additional year i.e. fourth year of Advanced Studies.

All majors and minors are housed in the Division of Humanities and Social Sciences, Division of Literature and Arts, and Division of Sciences.

In their first year of under-graduation, students have to complete **eleven Core and Skill courses.** Core Courses give students the necessary broad-based exposure to a range of subjects and helps them discover their true passion and interest, giving them the opportunity to identify the major that most excites them and best suits their career and life interests.

Skill courses complement the Core Courses, teaching specific, marketable skills that are relevant and useful to the student's education and career path.
The first-year core and skill courses offered are as follows

Core Courses

1. Literature & Arts
2. Mathematical Reasoning
3. Social Analysis and Historical Immersion
4. Scientific Reasoning
5. Philosophical Perspectives Across Cultures
6. Creative Expression

Skill Courses

1. Writing & Oral Communication
2. Introduction to Topics in Computer Science
3. Data Analytics
4. Design Thinking
5. Ethics

Students **choose a major in their second year after** they complete the eleven Core and Skills course requirements in the first year. The chosen elective courses allow a student to explore the curriculum, make connections between disciplines, and develop new academic interests over time.

Such a combination of

breadth and depth prepares each student for what he or she wishes to pursue post Krea University.

The majors and minors currently offered are as follows:

12 Majors
Economics, Psychology, Computer Science, Biological Sciences, History, Environmental Studies, Politics, Mathematics, Literature, Social Studies, Physics and Chemistry

15 Minors
Global Arts Philosophy Business Studies + All the 12 majors can be taken as minors as well.

4 Joint Majors
Physics + Chemistry Economics + Environmental Studies History + Politics Literature + Arts

There are 112 students in 2nd year SIAS and 134 in the 1st year.

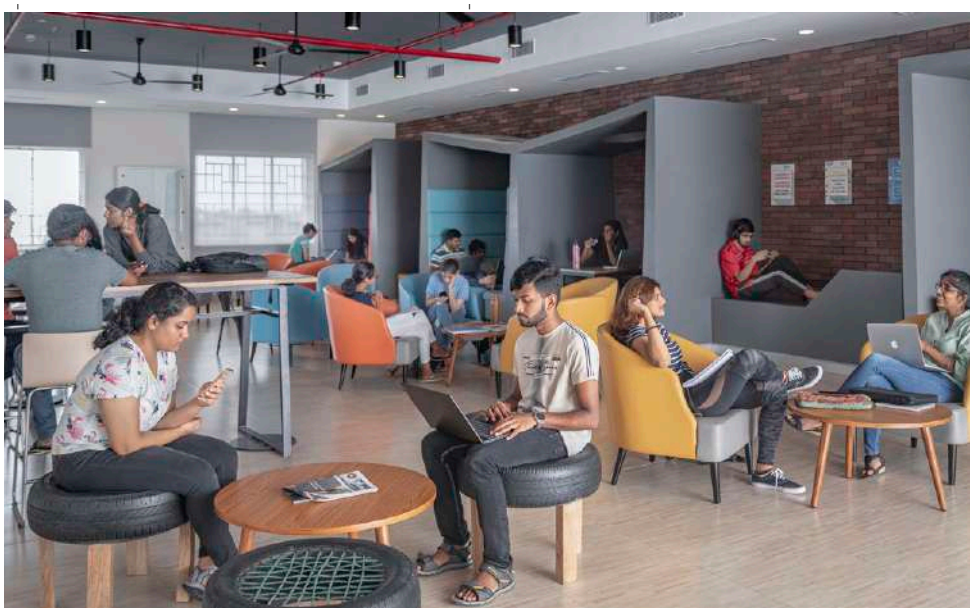
During the year, the 2nd year students opted for their majors and minors. The top majors that were selected and the consequent distribution among students is as follows:

Economics	25%
Psychology	18%
Biological Science	13%
Computer Science	13%
Others	31%

> *We moved to online teaching last year. The feeling was a mix of excitement and apprehension. Looking back, I can say it was a journey where faculty and students learnt to adapt to unimaginable and new ways of working! It kindled our creativity to do our best and rise up to the occasion with incredible commitment and dedication. These lessons will stay with us, even beyond the pandemic.*
> *-Sivakumar Srinivasan*
> *Divisional Head, Sciences, SIAS, Krea University*

Students who express keen interest in developing their research competency are offered an opportunity to support a research project under the supervision of a Krea faculty member.

Students at SIAS take up a capstone project in their 3rd year that is focused on addressing real world issues from a research or an entrepreneurial solutioning perspective. All students write a Thesis or a Project in their final year. This thesis/project can be done by an individual student or by a team of students under the supervision of a faculty member.

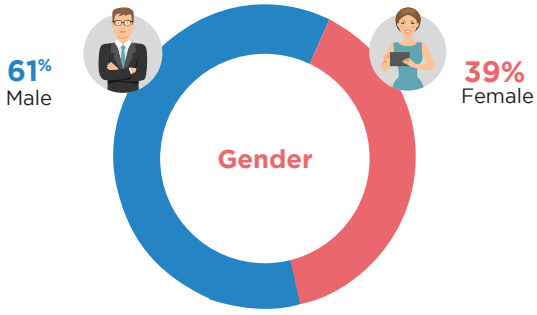


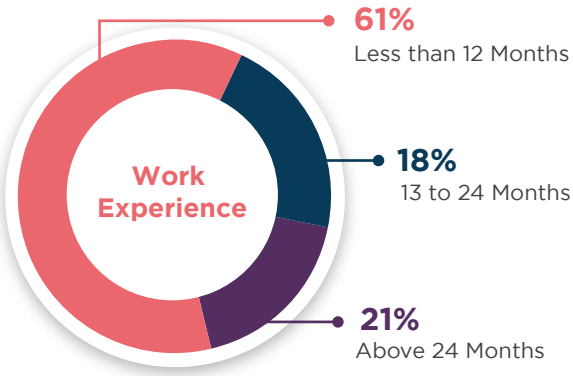
RESILIENT FUTURE-READY LEADERS
IN THE MAKING

IFMR GRADUATE SCHOOL OF BUSINESS

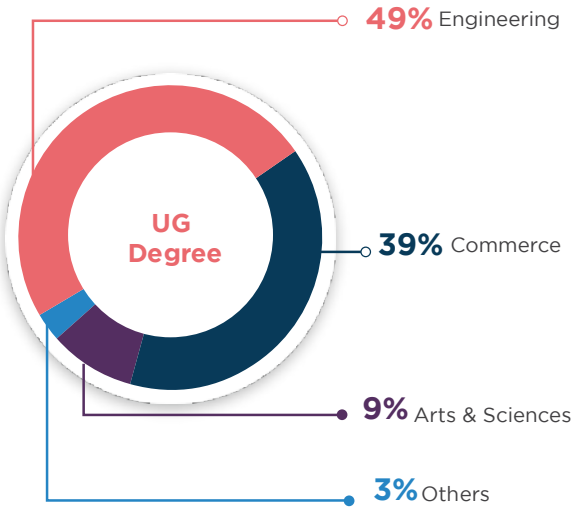
IFMR GSB at Krea University welcomed the new cohort of MBA students with Prarambh 2020 – a fully virtual orientation program. This was a historic year for IFMR GSB, marking a journey of 20 years steered by some of the best minds from academia and industry, creating immense value for students and society.

Programme	Batch	No. of Students
MBA	2020-22	177
	2019-21	175
PhD	2020	2
	2019	7
	2018	4
	2017	2
EMBA	2020-23	45
	2019-22	41





BATCH OF 2020-22

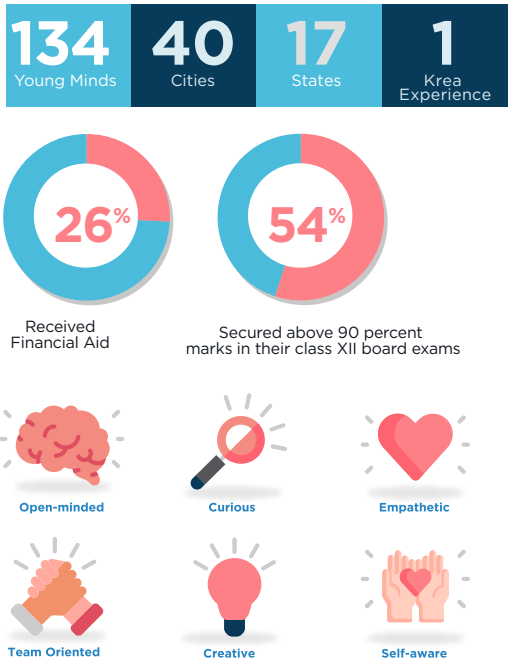


SIAS STUDENT COHORT

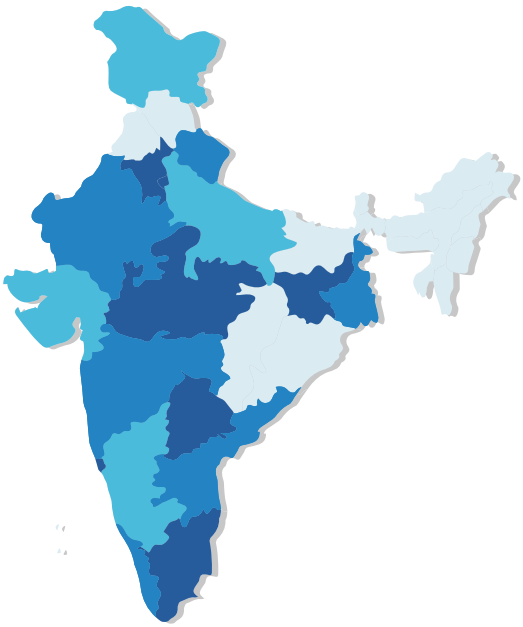
The 2nd undergraduate cohort joined in August 2020. The batch of 134 bright and agile minds have come from 50+ cities and 17 states in the country.

- Over 60% of the class comprises young women.
- About 10% of the class has a family income of less than Rs 5 Lakhs per annum
- The batch includes a diverse student community, from marginalised families of farmers, daily wagers, domestic helpers, rickshaw drivers to students from middle income and high income families
- Under Krea's robust Scholarship Program, Financial Assistance was provided to 26% of the class based on their family income and need

Programme	Batch	No. of Students
SIAS	2019-22	112
	2020-23	134



Cohort Diversity

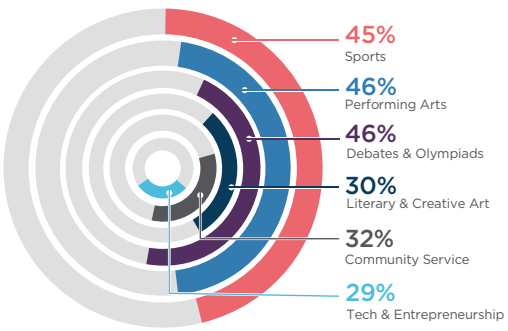


Andhra Pradesh | Delhi | Goa | Gujarat | Haryana
Jammu & Kashmir | Jharkhand | Karnataka | Kerala
Madhya Pradesh | Maharashtra | Rajasthan | Tamil Nadu
Telangana | Uttar Pradesh | Uttarakhand | West Bengal

These young minds are these and more

From state level **Competitive archers**, female **football players** who have played internationally, representatives to the **Junior Mathematics Olympiad,** budding **authors, researchers** with published books and articles, performing **artists**, and young **entrepreneurs** these are just some of the brilliant minds that collectively comprise the diverse Class of '23.

Extra Curricular Interest & Achievements



Across Boards of Education

KREA SCHOLARS

Students at Krea are encouraged to explore academics, with their curiosity through action-based learning, acquire a spirit of inquiry and hone their capacity for independent thought and beliefs. Right from the beginning, students are provided a vibrant intellectual foundation of theory, knowledge, skills and perspectives, further enriched by our unique interwoven approach.

Here are some of them, paving their way onto leading the change.

NEWSMAKERS AT IFMR GSB

» Jaykumar Patel and Utkarsh Srivastava (IFMR Graduate School of Business, MBA class of 2021) were proud recipients of Krea's 100% scholarship to NYU Stern School of Business' Fintech program.

» Shruti Goyal and Himani Jain were the 2nd runner up for Ecozest-Event by The Economics Club of BIM Trichy. They were also the National Finalist in Chanakya conducted during Avenues 2020, The Annual Business Festival of IIT Bombay

» Amit Sahoo secured First Position in Inter MBA Photography Competition by 7 Lakes fest, IIM Calcutta

» Hemavathi Prasad and Gopika Sankar were the winner and 1st Runner up at Agnitraya 7.0, IIM Kashipur's singing competition

» Akash Bahl came 1st in IIM-A's Red Brick Summit 2020 Campus Strategizer Competition. He was also the finalist in National Level research paper presentation competition of SSRC, Delhi 2021

» Shreyans Bandi & Siddharth Poddar won the Mock Stock Competition 'Trade-X' organised by Sri Aurobindo College (E), Delhi University. Siddharth Poddar also represented IFMR Graduate School of Business and secured the first runner-up position in 'Money Bhai' as part of Zeal 2020 – a trading competition conducted by the Global Centre for Entrepreneurship and Finance (GCEC)

» Vaibhav Chaudhary was the 2nd runners up in the Inter MBA photography competition held at 7 lakes fest at IIM Calcutta

» Juhi Singh, an alum of IFMR GSB was nominated for the 'Emerging Leader of the Year' at The Economic Times Prime

Women Leadership Awards 2020 hosted by ET Digital.

Chartered Financial Analyst (CFA) Scholarship Recipients

CFA Scholarships under the IFMR GSB-CFA University Affiliation Program.

IFMR GSB is CFA affiliated and hence eligible to recommend students interested in receiving CFA scholarships.

The scholarship is in the form of reduced fees, access to the online Learning Ecosystem and waiver of the program enrolment fee. In 2020-21, IFMR GSB was eligible for 7 CFA scholarships (Basic 3 scholarships + 4 additional scholarships received during the year). The names of the 7 students who got the award are as follows:

MBA Batch 2020-22

» Mr. Sankalp Joshi
» Mr. Akash Bahl

MBA batch 2019-21

» Mr. Dharan Kumar Somani
» Mr. Akhil Ranjan Gupta.
» Ms. Swasti Duggal
» Ms. Sonu Agwaral
» Mr. Utkarsh Srivastva

Certified Management Accountant [CMA] Scholarship Recipients

CMA awards by IMA, US

Students at IFMR GSB have an opportunity to apply for the CMA scholarships given by IMA, US (Institute of Management Accountants, USA) to pursue the CMA program during their MBA at IFMR GSB. Lucrative scholarships are awarded to selected students in the form of exam fee waiver, exam support package, access to test banks, IMA student membership for up to 3 years to name a few. CMA is a globally recognized program and this scholarship benefits students who are pursuing Finance & Operations and those who want to pursue functional consulting, advisory & analyst roles in companies.

During the year, 10 of our students were awarded the CMA program scholarship award by IMA, US. The scholarship recipients are as follows:

MBA batch 2019-21

» Nitin Kumar Mathuria
» Sushma Animalla
» Aayushi Jhunjhunwala
» Umesh Pareek
» Sanjoli Mishra
» Jahnavi Sharma

Mr. Akash Bahl

Mr. Akhil Ranjan Gupta

Mr. Sankalp Joshi

Ms. Sonu Agarwal

Ms. Swasti Duggal

Mr. Utkarsh Srivastva

Mr. Dharan Kumar Somani

CFA Scholarship Winners

Arnav responds to questions from head judge Steve Wozniak — co-founder of Apple

MBA batch 2020-22

» Siddharth Poddar
» Meenakshi Murugan
» Nitin Kumar Khandelwal
» Shreyans Bandi

NEWSMAKERS AT SIAS

» Shreyasi Patil, a second-year student at SIAS curated her first art show, titled 'Perceptions' at the Rangoli Metro Art Centre in Bengaluru. The show featured 30 acrylic artworks by a solo artist, using mythology as a tool to describe emotions

» SIAS sophomores explored exciting work-study opportunities

» Arnav Jalan, 2nd year SIAS student and his team proposed, pitched and successfully bagged the Prospect 100 Global Tech Competition. Arnav and team presented a unique solution for the battle against COVID-19 to head judge, Steve Wozniak, co-founder Apple in a LIVE pitch.

» Arnav was also a member of the global working group of students/alumni who drafted a whitepaper, making recommendations for higher education in a changing world at the Committee on Global Thought (CGT) at Columbia University

» Naveen Alex, a 2nd year student of SIAS, was promoted to a 'Young Member' of the New York Academy of Sciences (NYAS). Naveen was also selected as one of 200 bicentennial ambassadors of NYAS

» Satvika Char and Priya Jacob won the Kings College Scholarship for Summer School in Psychology

» Deepak Bharadwaj, Aishwarya Srihari, Diya Ahuja and Arnav Gulati won the Kings College Scholarship for Summer School in International Relations

» Harini Elango, Rhea Parameshwaran, Kairav Bhalla and Prasanthi Subbaiya won the University of Chicago Harris School of Public Policy Scholarship for Data and Policy

The Covid-19 pandemic has changed education dramatically, with the distinctive rise of e-learning. At Krea, we seamlessly transitioned to adoption of technology that included virtual tutoring, video conferencing, document sharing and online teaching and learning applications. I believe traditional offline learning and e-learning will now go hand in hand.

-Prithvi Datta Chandra Shobhi
Divisional Chair, Humanities & Social Studies, Krea University

EVOLUTION OF KNOWLEDGE DELIVERY

ADAPTING TO THE VIRTUAL WORLD

IFMR GSB's online teaching effort included new formats for core courses, Halls and Seminars, wherein faculty recorded live lectures and modules were posted. Office hours were held for each course with a meeting link valid for the entire term posted in the syllabus. SPOT ON (Sharing Practices Of Teaching Online) and VISTAAR (Mentorship programme) were launched during the year for GSB students.

At SIAS, the faculty sensitively re-crafted the course content to suit online delivery mechanisms as knowledge lessons transitioned to the virtual mode.

Krea also inked a partnership with Coursera which aided self-paced learning across students, staff and faculty during this period.
Krea E Library platform was inaugurated for all our Krea users to get access to all e resources remotely, 24/7.

In line with Krea's digital roadmap, Canvas was formally launched as the Learning Managing System.

IFMR GSB Virtual Events

IFMR GSB continued to actively hold virtual seminars and symposiums, inviting industry leaders, academicians and policy makers to address the cohort.

IFMR GSB Research Symposium on Inclusion and Sustainability

In December 2020, IFMR Graduate School of Business (GSB) organised a one-day virtual Research Symposium, focusing on 'Inclusion' and 'Sustainability'. The event had a commendable line-up of sessions by eminent speakers, researchers and practitioners from India and across the globe, sharing their research and findings through seminars, lectures and saw an attendance of over 200 participants.

Topical issues and themes discussed included Financial Inclusion, Sustainable Finance, FinTech, and Digital Inclusion. Students, faculty, researchers and several attendees witnessed presentations and evidence-based research that answered burning questions on inclusion and sustainable development in our societies.

Speakers from the United States of America, Singapore, London, United Kingdom, New Zealand, Switzerland and other parts of the world brought multiple perspectives to the discussion, exchanging ideas and sharing their point of view and ways to move forward.

Prof Karthik Muralidharan, Tata Chancellor's Professor of Economics from the University of California, San Diego, was the keynote speaker of the symposium. His keynote address focused on an inclusive growth dividend, shedding light on

the role of income transfers in India's development strategy.

Thought leaders such as Dr Avik Sarkar from the Indian School of Business, Prof Lore Vandewalle from the Graduate Institute of International and Development Studies – Geneva, Prof Alex Edmans from the Centre for Corporate Governance – London Business School, and Dr Charity Troyer Moore from MacMillan Center – Yale University, discussed, in their respective seminars and lectures, a range of topics such as the importance of a valuable data source, how companies deliver purpose and profits effectively, banking and savings in rural India, the impact of strengthening women's financial control and lots more.

In addition to discussing policies and reforms in the country, the symposium also put the spotlight on various Indian government initiatives. Rama Devi Lanka – Director, Emerging Technologies, Officer on Special Duty, ITE&C Dept, Government of Telangana – shared her insights on the government's contribution to inclusion in technology. In her session, she shared her experience of developing a strategy, toolkit and procurement guidelines to enable cloud adoption by various state and central government departments. With respect to Fintech in agriculture, in her session, Suniti Nanda – Fintech Officer, Government of Maharashtra – shed light on how multiple Fintech companies are gearing up to build businesses to support agriculture.

Inside Marketing Annual Conference

In February 2021, Inside Marketing 2021, an annual Marketing conference was hosted by IFMR GSB. The theme was 'Marketing in the New Age', and the conference attracted an array of well-known industry professionals to participate.

IFMR GSB Marketing faculty at CII event

In November 2020, four members of the Marketing faculty shared their perspectives on "The Changing Face of Marketing - Impact of New Technologies" hosted by Confederation of Indian Industry (CII) as part of their MarTech Webinars 2020.

The team comprised the following faculty members:

- Prof R S Sathya Saminadan shared his insights on 'Contemporary Techniques in Digital Marketing'.
- Prof Amar Saxena shared his insights on 'Understanding Customers - How Analytics and Research help'.
- Prof Sunanda Sangwan shared her insights on 'New Technologies and The Future Of Marketing'.
- Prof R Sathyanarayanan shared his insights on 'Branding in a New Tech Era'.

In February 2021, Dr Shobha Das , was part of a grand panel of eminent speakers, academics, and celebrated entrepreneurs at the TNTDPC Summit hosted by CII (the Confederation of Indian Industry)where she shared her reflections on the future of management education.

SIAS Virtual Events

Porous Boundaries is a vital part of the Krea universe where diverse leaders bring real world narratives to students.
Distinguished leaders from the corporate sector, policy research, mental wellness, social empowerment to financial journalism, addressed Krea students through the year. A few notable industry leaders are mentioned below.

- Manoj Kohli, Country Head Soft Bank spoke about preparing for the future of work

Manoj Kohli

- Neil George, MD Nivea spoke about his journey from humble beginnings to being the MD

Neil George

- Karthik Krishnan, Global CEO Britanica Group spoke about preparing learners for a fast paced disruptive world

- Rahul Bose, Actor, spoke about lessons from Cinema, Sports and Service

Innovation Task Force Krea 2.0

As Krea stepped into its second year after successfully completing its first in the midst of a global pandemic, the **Krea Innovation Task Force (KITF)** was launched; a core group that would act as a clearinghouse for ideas and help plan the roadmap for the future. The scope of the task force is to develop a five-year strategic plan across areas – learning, digitalisation of various functions, and research, -- while taking into account implications for capital and operating expenditure.

In learning, the task force may focus on learning outcomes, porous boundaries, interwoven learning, modes of delivery, etc. while another area of interest would be enhancing the learning experience through digital media and technology, reimagining ways of communicating research, and fostering innovation across all functions of the university.
The underlying purpose of the task force is to lay the groundwork for meaningful collaboration, and to build on existing knowledge, capabilities, and strengths in carving out areas of excellence and achievement at Krea.

Rahul Bose

The COVID-19 pandemic has urged us to rethink norms around how—and where—we work. With proactive measures taken to manage the threat, Krea displayed resilience and thrived through the pandemic using a holistic approach to teaching, learning, research and student engagement.
-Akhila Ramnarayan
Divisional Chair, Literature and The Arts, Krea University

SCALING BOUNDARIES TO COLLABORATE WITH FUTURE LEADERS

OUTREACH AND ADMISSIONS FOR 2021 INTAKE

With the coronavirus moving the higher education world entirely online, our outreach effort to schools adapted to the new landscape of online activities. Campus tours were replaced by minecraft virtual campus tours and walk through videos. We engaged with prospective students on social media and had open house discussions with school counsellors, parents and students.

IFMR GRADUATE SCHOOL OF BUSINESS (IFMR GSB)

Admissions

Outreach included approaching prospective students, advertising in leading newspapers and publications on partner portals, social media, organic leads as well as referral leads flowing in from alumni.

New initiatives were taken during the year such as Meet the Dean Sessions and IFMR GSB Open House interactions which saw active participation from prospective students.

SCHOOL OF INTERWOVEN ARTS AND SCIENCES (SIAS)

Outreach

Transition of Outreach activities to an online format

Krea Counselor Connect (educator engagement]
120 counselors / coordinators attended the sessions. A virtual focus group session to connect with key counselors from across the country in smaller regional groups. Discussions revolved around adapting to online mode, online career counseling, student support by Krea and challenges faced. This also worked as a key platform to further fix school sessions.

Krea Connect (personal engagement with students and parents]
A virtual help desk was initiated for students to meet Members of the Outreach Office every Friday at 5pm, an alternative to the very impactful physical coffee chat sessions.

Krea Engage (thought leadership sessions and brand positioning across the target group)
17 sessions attended by over 5000 students. Faculty sessions focused on showcasing Subject Matter Expertise were conducted online through Krea Engage. Universal access to sessions was a great advantage unlike sessions at specific schools in some cities.

Professional Development Program (educator enrichment programs)
3 PDP sessions attended by 2000 educators. This included train the trainer sessions for principals, counselors, teachers and all educators conducted online

Explore Krea Week
A week-long virtual Krea festival highlighting different aspects of the university to prospective students, parents and educators which was strategically timed along with the first round of applications. Exclusive Counselor Session on Krea Application update attended by over 60 counselors. Also included individual sessions on Academics, IWL, Student Life, Career Services & Partnerships, Admission process.

Virtual engagement

Online Open Houses & Coffee Chats
We conducted online regional coffee chats with prospective applicants and their parents. Online Open Houses with breakout rooms were conducted to mimic the experience of physical open houses where students & parents (prospects & admits) could interact with divisional chairs, Student Life, Student Buddies, CSO, Admissions & FA to get their questions answered. There was a very high involvement of Krea Ambassadors in Outreach Sessions because they were virtual .

Welcome Address by Dr Raghuram Rajan
After Round 1 and Round 2 offers were rolled out, an invitation was extended to Dr Raghuram Rajan to welcome and interact with the admitted students of these two rounds. Students then had the opportunity to ask their questions to Dr Rajan live during the session which simulated a physical interaction experience. All other outreach events like School Sessions, Career Fairs, Education conferences, open houses etc were easily transitioned to online mode.

Writing Workshop by CWP
Dr Anannya Dasgupta of CWP conducted an online Certification workshop on Academic Writing for over 1100 students of The South Asia IB Schools Association Member schools.

Strategic Partnerships:

- Partnered with IC3 for their Annual Conference 2021 as the Technology Partner which will integrate our partnership with WNS for cyber security (through office of Partnerships). WNS to conduct an exclusive session on Cyber Security for IC3 registered schools through Krea.

- Strongly positioned Krea's Division of Sciences this year to increase interest from that talent pool for the BSc programme.

- Strategic initiatives were taken to increase coverage of schools across India. We entered into a partnership with South Asia IB Schools Association & Group Schools for scaling outreach. We also partnered with independent Career Counsellors to go beyond dependency on School sessions. We offered value added workshops like Academic Writing, Profile Building & Subject Selection

- Launched Student Ambassador Conversations online, addressing queries of new students and parents on the Krea curriculum, academic choices and in general life on campus.

Applications were received from over 20 states, 140 cities, 400+ schools and over 15 State Boards and over 1200 students applied.

Financial Assistance was offered to students on a need basis as per Krea's Financial Assistance policy.

Admissions

Krea's unique admission policy ensures a cohort consisting of the brightest minds from diverse backgrounds, committing to extraordinary standards of academic excellence.

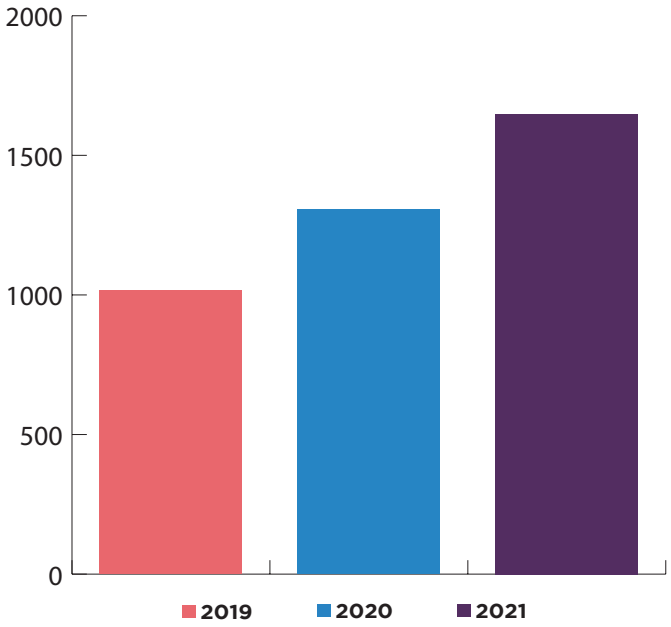
The admission process is designed in a fair, inclusive and transparent manner, to select high potential candidates who have demonstrated or exhibited a clear signature of possessing academic merit and potential, strength of character and are seeking to make a positive difference in the world.

The need blind admission process that is unique to Krea, the Krea Immersion Case was seamlessly transitioned to an online platform, where students experienced the context via a structured case presentation by faculty that addressed multiple social, ethical and environmental issues.

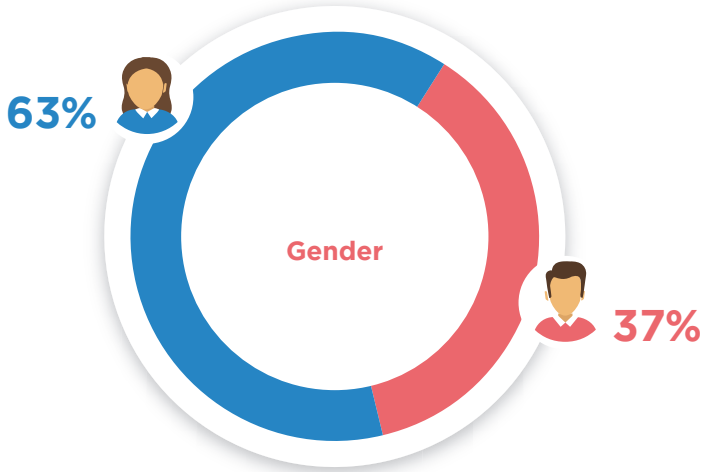
Krea's Unique admissions process, The Krea Immersion Case (KIC) transitioned online.

Students were selected based on a holistic admissions process which included academic merit and potential and other skills and traits.

Application Growth



Gender Diversity

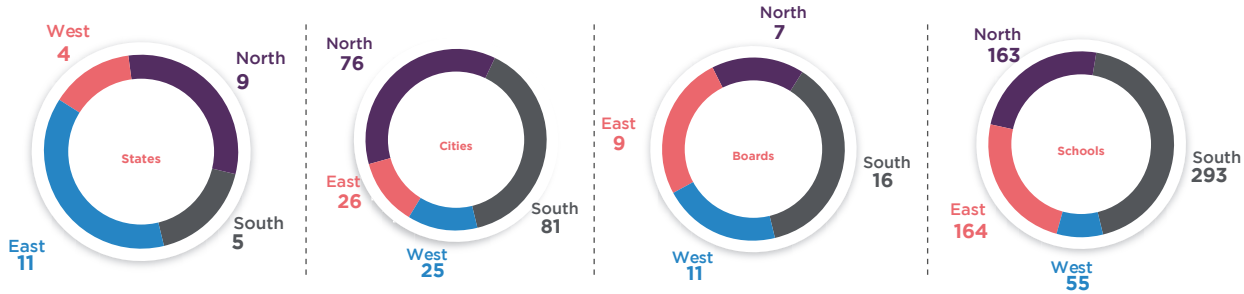


Spread across boards

NIOS
NATIONAL INSTITUTE OF OPEN SCHOOLING

Cambridge
IGCSE

Regional Diversity



International Applications

Canada	Oman
Kenya	Qatar
Kuwait	Saudi Arabia
Myanmar	Singapore
Nepal	Tanzania
Nigeria	United Arab Emirates

FUELLING INNOVATION AND IMPACT THROUGH RESEARCH

Fundamental enquiry-driven research, along with research problems that draw directly from the real world collectively forms the spectrum of the research vision at Krea. The Covid-19 pandemic has clearly highlighted the importance of fundamental research, as also the need for an interwoven perspective on 21st century problems. Krea's mandate on interwovenness and on porous boundaries makes it well suited to drive innovation, curriculum design and research that is suited to the needs of the world we live in.

-Dr Gaurav Raina

Chair - Research Council, Member - Academic Council, Chair - Krea Innovation Taskforce, Krea University

Research is core to Krea. What we do, how we educate, who we partner with, how we challenge convention and deliver impact, all form the core of how our community stays engaged in creating new knowledge.

Our mission to prepare humanity for an unpredictable world entails developing a view of the future through rigorous and interdisciplinary research and education that continuously feeds the design of Interwoven Learning. Krea's culture of research drives innovation in areas vital to resolving challenges of the 21st century.

Research fosters professional excellence in faculty, important for delivering outstanding student education and training. In doing so, we enable high potential individuals to learn to create positive, catalytic impact ethically.

BUILDING KNOWLEDGE COMMUNITIES

MULTI-FACETED FACULTY AT KREA

Krea's faculty comprises a heterogeneous group across the fields of arts, literature, humanities, social sciences, physical and natural sciences, business, finance and management. Being multi-dimensional with varied areas of interest, they lend greater weight to the University's ability to interweave different disciplines, perspectives and knowledge.

Krea's faculty are drawn from the best universities across the world and are driven to innovate and rethink curriculum and pedagogy with a clean slate. Faculty are organized into broad divisions, not departments, to facilitate collaboration across disciplines.

Krea University has also ensured a rigorous and creative admission process to admit high-calibre faculty who are graduates from esteemed institutions such as Harvard University, Oxford University, Cambridge University, Indian Institute of Technology Madras, University of California Berkeley, University of Chicago, and the like.

Faculty's research interests cover a diverse spectrum of areas and Krea supports and promotes faculty research through individual research grants and special grants for larger, longer-term research projects.

From a knowledge production and communication perspective, Krea encourages its faculty to pursue their own areas of passion and interest and lays a strong emphasis on research as part of a faculty's role in the University.

In 2020, IFMR GSB had a pool of 25 faculty members, 4 adjunct faculty and 1 Distinguished Visiting Professor of Economics. SIAS had 32 faculty members, 3 Distinguished visiting Professors, 13 visting faculty. Krea's faculty work in collaboration with global universities in deep research.

IFMR GRADUATE SCHOOL OF BUSINESS (IFMR GSB)

- IFMR GSB faculty member — Sumit Mishra, Assistant Professor, Economics and Data Science published an impactful research paper, "Fractal urbanism: City size and residential segregation in India" co-authored with Naveen Bharathi (Harvard University), Deepak Malghan (IIM – Bangalore), and Andaleeb Rahman (Cornell University).

- Dr Madhuri Saripalle - Associate Professor of Economics at IFMR GSB, - co-authored a chapter on Mango Value Chains in India as part of an edited volume titled 'Transforming Agriculture in South Asia: Role of Value Chains and Contract Farming', published by Routledge.

- "Happy Self Publishing", a business management case study written by Prof R Sathyanarayanan, about a woman-led firm from India with a very successful, lean & global operation, was shortlisted as one of the Top-6 Global finalist case studies among many entries in 'The Case for Women" global case writing competition for management faculty members around the world.

- Prof Vijaya Subramanian and her co-author from IIT Madras' research paper titled " Essential medicine shortages, procurement process and supplier response" A normative study across Indian states" was published in the reputed journal "Social Science and Medicine". Prof Vijaya also co-authored an article titled "Organization of Work in E-supply Chains: Case Study of India" in the Anveshi Research center broadsheet "State Capital Nexus: Implications for Labour (English version) Number. 15". She also co-authored an article "Impact of EV policy measures & incentives and challenges faced by EV supply chain" in the Financial Express.

- Prof Muneer Shaik along with Prof S Maheswaran published an article in the official publication of the Swiss Financial Analysts Association, Financial Markets and Portfolio Management (FMPM), proposing a new unbiased robust volatility estimator based on extreme values of asset prices.

SCHOOL OF INTERWOVEN ARTS AND SCIENCES (SIAS)

- Prof Kalyan Chakrabarti, Assistant Prof of Biological Science and Chemistry published a paper on Parkinson's disease in collaboration with University of Medicine and Max Planck Institute, Göttingen, Germany in the Journal of Neurochemistry. He also co-authored with scientists at IISc for a paper on "Aromatic Interactions Drive the Coupled Folding and Binding of the Intrinsically Disordered Sesbania mosaic Virus VPg Protein" published in the American Chemical Society journal 'Biochemistry'

- Prof Bharath Sundaram, Assistant Professor of Environmental Studies was invited to NatGeo Explorer's Festival in Singapore and presented his work on "Forest fires and invasive species" at the Festival.

- Dr Arani Basu, Assistant Professor of Sociology was invited to deliver a lecture on Mediascape and Indian Diaspora by the University of Cologne in Germany where he explored the contribution of media in formation and consolidation of Indian diaspora in Germany.

DONOR SUPPORT FOR FACULTY CHAIRS

Four Krea faculty members received support in the form of faculty chairs from Sundram Fasteners.

- Bharath Sundaram, Assistant Professor of Environmental Studies, Sciences
- Rishi Vyas, Assistant Professor of Mathematics, Sciences
- R Sathyanarayana, Associate Professor, Marketing
- Vijaya Subramanian, Associate Professor, Operations Management

KREA RESEARCH FELLOWSHIP RECIPIENTS

With an aim to strengthen the research mandate at Krea, the Krea Research Council administered the first Krea Faculty Fellowships in 2019. Research grants were awarded through a competitive process managed by the Research Council.

Members of the Krea Research Council are— Dr Gaurav Raina (Chair), Dr Bishnu Mohapatra, Dr Akhila Ramnarayan, Dr Sivakumar, Dr Prithvi, Dr Shobha Das, Dr Vijaya, Dr Balasubramanian, Dr Madhuri Saripalle

The fellowships were available on a competitive basis across IFMR GSB and SIAS for anyone at the rank of Assistant or Associate Professor, Senior Assistant Professors and Senior / Assistant / Associate Professors of Practice, staff, students, and members of the Krea Centres.

The winners in 2020 and their projects included:

- Dr Akhila Ramnarayan (SIAS faculty) Ms Astha Arya (Admissions, Staff) & Mr Akshay Jain – (Student Life, Staff) - Interwoven learning in a wicked world.
- Dr Sushant Raut (SIAS faculty) - Machine Learning applications in Particle Physics.
- Dr Shivani Jadeja (SIAS faculty) - Are high temperatures changing a butterfly's life cycle? Integrating meta-analyses and citizen science.
- Dr Jyoti Prasad Mukhopadhyay (GSB faculty) & Dr Sona Mitra (Principal Economist, IWWAGE, LEAD) - Does Gender-based Awareness Campaign Improve Girls' Educational Outcomes? Empirical Evidence from India.
- Dr Muneer Shaik (GSB faculty) & Dr Lakshmi Padmakumari (GSB faculty) - Modelling and forecasting VaR based on extreme value variance and covariance estimators.
- Dr Swarnamalya Ganesh (SIAS faculty)-Performing Histories- Abhyudayamu-s and Yakshaganamu-s - Reading performative literatures of Early Modern South India as Historiography.
- Dr John Mathew (SIAS faculty), Ms Ananya Raju (SIAS student) & Mr Kaustav Mehta (SIAS student) - Positing Migration as a Causative Agent in the Rising Encounter with SARS-CoV-2 (PMCARES) in India.

POSTDOCTORAL FELLOWSHIP

In 2020, Krea formally commenced the Postdoctoral Fellowship Program (12 months duration).
Supporting the faculty in their research pursuits are Postdoctoral Fellows, who work under the supervision of faculty mentors on specified projects or one of their own design. Krea's postdocs are individuals planning research careers in academia, government, or industry, and utilize the opportunity to develop and hone their research and innovation skills while focusing on their collaboration with our faculty members.

Postdocs are selected on the basis of a rigorous process. The selection panel is led by the Chair of the Research Council, the three Division Chairs and subject matter experts drawn from the faculty. Selection criteria includes research experience, quality research output, social and scientific impact of candidate's research, innovation, ability to communicate, and, more relevantly, an open mind to interwoven research.

The Research Council also crafted the role for Visiting Research Fellows, who would participate in curriculum development and research conversations, and also give research talks at Krea. These fellowships, ably supported by Krea faculty, help to strengthen the research culture at Krea, as the University builds on its current strengths in research and scholarship.

The first awardee of the Krea Faculty Fellowship - Dr Nayantara Ramamoorthy did her PhD in Psychology at the University of Cambridge with a research focus on attentional mechanisms in gaze perception — the underlying mechanisms that guide individuals to attentionally prioritise one gaze type (e.g., direct gaze) over the other (e.g., averted gaze) when viewing another's gaze. She has a Masters in Developmental Psychology from Maastricht University, The Netherlands and a Bachelors in Psychology from the University of Delhi. Nayantara's broader research interests lie in social perception and cognition, particularly with a view to understanding underlying pathways in neuro-atypical gaze perception.

Our Visiting Research Fellow - Saloni Atal is at the tail end of her doctoral research, in Psychology, at the University of Cambridge. Saloni Atal, MPhil, is a PhD student and a Gates scholar at the Institute of Public Health at the University of Cambridge. Saloni is a social psychologist and works on global mental health, gender, labor and social development. Through her research, she aims to provide policy-relevant evidence that drives change on the ground.

Abuthahir, Postdoctoral Fellow at Krea earned a bachelor's degree in Electronics and Communication Engineering from Anna University. After his undergraduate degree, he worked as a software engineer at Cognizant Technology Solutions (CTS) for five years. He then joined IIT Madras, where he completed his Masters of Science, and then a PhD in the area of communication networks, from the Department of Electrical Engineering.

His modelling research interests are centered around the design and performance evaluation of congestion control mechanisms for large scale communication networks like the Internet. His research interests in applied mathematics include control theory, bifurcation theory, queuing systems with delayed feedback, and non-linear time-delay dynamical systems.

Dr.Ovee Thorat, Postdoctoral Fellow comes with a mixture of disciplinary backgrounds as she has moved from her training in core natural science subjects to incorporating more of social science in her work. The focus on interdisciplinary at ATREE, Bangalore, where she did her PhD from and trained her in making this shift. Her areas of interest are pastoralism, rangeland ecology, politics of wildlife conservation, and qualitative research methods.

For her doctorate in conservation science and sustainability studies, she worked on the political ecology of grassland conservation and pastoral development in the Banni grasslands of Kachchh in India.She is also a co-author of the bilingual book Grasses of Banni which is the first of its kind field guide on this less-known plant group.

BLUEPRINT FOR HUBS AND CENTRES AT KREA

Research Hubs

Krea's long term focus on research includes the establishment of Research Hubs structured around four inter-disciplinary themes - intelligence, environment, society, capital and markets.

Each research hub will house multiple labs/initiatives that will form the core of Krea's interdisciplinary research agenda. Insights generated by these research hubs will inform faculty's view of the future, and continually feed input to the iterative design of Interwoven Learning.

CURRENT CENTERS OF EXCELLENCE

Our centers of excellence leverage the power of data, innovation and co-creation, combining interdisciplinary approaches and multi-stakeholder partnerships with a vision to solve complex challenges and enhance socioeconomic prosperity.

LEVERAGING EVIDENCE FOR ACCESS AND DEVELOPMENT (LEAD)

LEAD's focus is primarily on action-based research and engagement with a diverse group of stakeholders to create impact through capabilities in research, monitoring & evaluation, and fostering technical capacity.

Over the last decade and a half, LEAD has collaborated with leading academics, policymakers and practitioners to push the frontiers of development policy and practice in India.

In 2020, LEAD had 38 active projects - in addition there were 5 in collaboration with IWWAGE (projects at the intersection of financial inclusion and/or entrepreneurship and gender), totalling to 43 active projects.
Some of the Flagship Research initiatives at LEAD include :

- Exploring Financial Decision-making through a Migration Lens supported by the Household Finance Research Initiative (HFRI) at Dvara Research
- Monitoring, Evaluation and Learning Support for CGIAR's (Consortium of International Agricultural Research Centers) Gender platform
- Collaborating with Global Alliance for Mass Entrepreneurship (GAME) and their task force on MSME to study the status of micro-enterprises in India during the COVID-19 crisis

LEAD in collaboration with GAME (Global Alliance for Mass Entrepreneurship)

released an insight report on the recovery confidence of micro enterprises in India post Covid. The report received significant coverage by the business media and trade councils.

LEAD had been approached to undertake several COVID related studies in MSME, Health & Gender. The Government of Tamil Nadu commissioned a study to evaluate the impact of Covid Assistance Package (CAP) – a rapid response initiative to support the rural economy. Other Covid-19 related studies were conducted across India on economic consequences of returning migrants, impact of market access and supply chain on micro and small businesses led by women and other critical thematics.
LEAD has enabled setting up of three initiatives that engage in high quality and sophisticated research and policy development in India.

Initiative for What Works to Advance Women and Girls in the Economy (IWWAGE) was set up in 2017 in collaboration with the Bill and Melinda Gates Foundation. An initiative to build on existing research and generate new evidence to inform and support the policy discourse on women's economic empowerment, the three thematic areas of focus are Barriers to Work, Quality of Work and Women's Agency.

IWWAGE in collaboration with The Asia Foundation, released a report that captures the participation and roles of women in the rapidly expanding gig economy in India, through a gender lens while attempting to understand the various factors on women's agency and empowerment
IWWAGE has been adding new pillars of research within their existing themes, like -- Barriers to Work: Barriers to women's FLFP (flagship study); Women's Entrepreneurship Learning Series (LEAD); GBV and Sexual Harassment at Workplace (World Bank, CSO partners).

Catalyst Atal Incubation Center (AIC) was set up by LEAD in Jaipur under a grant from NITI Aayog's Atal Innovation Mission. Set up as a Section 8 entity, the core mandate for the incubator is to support and accelerate innovative start-ups in the domain of inclusive technology, building digital products for the last mile towards enhancement of rural/semi-urban livelihoods.
The Catalyst Atal Incubation Centre launched an exciting initiative to support start-ups who need incubation support. Most recently they announced the selection of 10 starts-ups under this initiative.

Inclusion Economics India (formerly EPoD India at IFMR) began operations as an independent research center at IFMR in November 2020. IEI works in close collaboration with Yale's Economic Growth Center to understand how policy can promote inclusive, accountable economies and societies.

ABDUL LATIF JAMEEL POVERTY ACTION LAB (J-PAL)

J-PAL South Asia's focus is to improve the effectiveness of poverty programs in South Asia by providing policy makers with clear scientific results that help shape successful policies to combat poverty. A regional office of the global J-PAL network which is run out of MIT's economics department, the South Asia regional office was established in 2007 at the Institute for Financial Management and Research (IFMR), Krea's sponsoring body, in Chennai.

J-PAL South Asia has conducted several randomised evaluations, built partnerships for evidence-informed policymaking, and helped partners scale up effective programmes.

J-PAL South Asia signed a 2-year partnership with Development Monitoring and Evaluation Office (DMEO) of NITI Aayog, a premier policy think-tank of the Government of India. DMEO aims at fulfilling NITI Aayog's monitoring and evaluation (M&E) mandate and build the M&E ecosystem in India.

With a focus on inter-state migration in India in the time of Covid-19, J-Pal South Asia organised webinars in early September and hosted a number of talks and discussions on the subject of improving healthcare delivery.

JPAL conducts research with State Government partners around Covid19 to improve health preserving behaviour across the States. The activity includes phone surveys to collect data on Knowledge, Attitude, Practices and beliefs as well as economic shocks owing to Covid19. The data feeds into designing programs and policies around social protection and advising governments on social network interventions. The data is being collected in Maharashtra, West Bengal and Jharkhand.

With extensive precautionary measures and tracking mechanisms in place, J-PAL team were back on road with nearly 600 survey staff active for in-person and remote surveys, covering 7 states in the country. The team hosted/ co-hosted 6 webinars to respond to key policy relevant issues bringing together researchers, policymakers and practitioners, across themes: helping children catch up after school reopening, inter state migration during COVID, strengthening safety nets and healthcare during COVID, rethinking agricultural development and women's economic empowerment.

CENTRE FOR DIGITAL FINANCIAL INCLUSION (CDFI)

The Centre for Digital Financial Inclusion (CDFI), an innovation and research center focuses on technology solutions for reducing inequities in financial access and services.

Over the years, CDFI has established its expertise across domains that include Benefits Delivery, Agriculture, Health, Education, Governance, Livelihood and Literacy & Outreach.

CDFI's solutions are driving large scale projects at the national and state level and addressing the needs of central ministries/departments, state governments and beneficiaries.

CDFI team have been redesigning, developing, piloting and scaling of NRLM'a core data architecture and system.

CDFI implemented a COVID Tracking Solution in April 2020, using IVRS and web App, to collect data and facilitate continuous and regular follow-up of people under observation. Individual responses are being recorded and mapped on a Big Data analytics platform to track prevalence of symptoms, identify clusters, individuals with persistent and critical symptoms and quantify the number of citizens in self isolation.

The project was launched in April in Shillong, Meghalaya and scaled up to cover Alleppey district in Kerala in May June and July 2020.

The research centers and initiatives continue undeterred in their mission to make an impact.

STUDENT LIFE THAT'S DIVERSE, VIBRANT AND HOLISTIC

OFFICE OF STUDENT LIFE

The prime objective of Krea's Office of Student Life (OSL) is to ensure holistic wellbeing of students encompassing physical, mental and spiritual dimensions. With the 2020 batch being completely online, with no physical contact with each other nor any experience of campus life, OSL engaged with students in trying to replace and recreate dynamics of campus life in the virtual world.

OSL helped students develop, apply, and articulate their abilities, goals and life-skills such as communication, collaboration, leadership, ethics by interweaving academic and social life.

The vision is to co-create an environment in which every student at Krea University flourishes in their holistic health achieved through sustainable emotional, mental and academic wellness.

Across faculty, staff and students, psycho-socio-emotional wellness is an integral value in the Krea Community. Krea believes in the individual's agency to aid in their wellness journey and those of others around them.

To this effect, Student Wellness initiatives taken in 2020 included :

» Wellness Internships - The Office of Student Life organised two Wellness internships for students to understand the mental and emotional needs of our students through two extensive surveys and to develop a Wellness dashboard.

» YourDost 24*7 text based anonymous counselling service for students who are undergoing mental or emotional distress. Periodically webinars on mental health awareness and self-care.

» SCARF (Schizophrenia Research Foundation) partnership - SCARF is a mental health research and clinical services organization that has partnered with Krea University to provide psychological and psychiatric support to students who might need clinical care through their tele counselling service.

» Yoga workshops were organised in which participants learned

mindfulness, pranayama and individual self-help practices.

» Peer Support Program acted as a bridge between the students and mental health professionals and involved a one-on-one interaction between students and their fellow students. A structured way of relating, responding and helping people, aimed at exploring thoughts, feelings, issues and concerns, with the hope of reaching a clear understanding and making informed decisions. Peer Support Volunteers would :
  - » actively build a culture of peer to peer support
  - » promote healthy social interactions between students, staff and faculty
  - » promote academic excellence
  - » foster self-confidence in peers to become independent decision makers
  - » assist with the transition of students from school to college

  The Peer Support Volunteers (PSVs) went through a rigorous 8 week training program organised by our mental health partners at SCARF.

» Buddy Program (serves incoming students) - The buddy groups are safe spaces for students from diverse backgrounds to come together. Senior

buddies conduct periodic check-ins with the incoming students buddy groups to offer academic and social support.

» Faculty mentorship program - each Faculty mentor is allocated between 8 and 10 students to help them throughout their journey at Krea University.

Student Engagement

» Clubs and Societies form an integral part of student engagement. During the year, students engaged in online activities and events, outside the formal set-up of the classroom.

» IFMR GSB at Krea University welcomed the new cohort of MBA students with Prarambh 2020 – a fully virtual orientation program. The orientation programme for the 2020-2022 MBA batch was a 5-day event, hosted from July 1 until July 5, packed with engaging sessions from leadership, faculty, staff, students and alumni.

» Student Orientation for SIAS batch of 2020-2023 was held from 26th-30th August 2020.

» The OSL along with 6 student interns planned and executed a week-long online orientation for 134 students. Nobel Laureate and co-founder of J-PAL, Dr Esther Duflo, was the special guest of honour and addressed the students on this momentous occasion. The inaugural ceremony preceded the virtual five-day interactive orientation event which brought together the incoming cohort, sophomores, faculty and eminent speakers. Sessions covered every aspect of campus and academic life interspersed with socially immersive and interactive events. The orientation programme also witnessed sessions by celebrated activist Kalki Subramaniam and international artist Jacob Boehme.

» Markaholic, IFMR GSB's student-led marketing committee, along with the Graduate School of Business' notable alumni, launched an informative marketing workshop series titled 'Prayatna'. The committee's first workshop featured Amandeep Singh Kochar – Business Director at VMLY&R, New Delhi and an alumnus of IFMR GSB. Having worked with well-known brands such as TCS, Fresh Marketing Idea, BrandAppZ.com, KRDS, and Brandmovers, Amandeep shared his own experience and ideas on marketing, business development, creative strategies, and more in his session – 'Succeeding in the World of Direct to Consumer (DTC)'.

» Markaholic - the Marketing Committee of IFMR GSB - conducted 'Mark-Aventure', a D2C Product Launch Simulation Competition which aimed to catapult students in the shoes of product and brand managers. The 45-day event brought together 55 teams from various B-schools across the country. The event was judged by Dinesh Jain, Founder and CEO of IndianMaze; Dr Sathya Saminadan RS and Dr Sunanda Sangwan who are professors at IFMR GSB. This event included a series of quizzes, presentations and mentorship programmes, out of which Team Concept Crew from SIMS (Pune) were the winners. Team Markvengers from IFMR GSB and Team Trident from IMNU Ahmedabad were the runners up.

» In the first of many, the Analytics Club at IFMR GSB conducted its first-ever event of the year – 'The Commencement'. The event, with around 40 students in attendance, included multiple quiz rounds and a few creative, number-crunching activities. The scoring of the event depended on the number of likes and votes each team earned via social media. Moving forward, the club aims to further its mission of using data as a storytelling tool through several such events.

» The Krea Communications team and the OSL hosted the "Krea Community Night" in December 2020. The purpose of this event was to bring every member of the Krea Community under one banner to foster camaraderie and celebrate the people that make up Krea. An important segment of the evening was a video montage of how students have been coping and entertaining themselves during this pandemic

period. This could be a talent that a student would like to showcase, cat tricks or a specific way they've optimised their living environment etc. We had performances from various clubs, staff and faculty members. The students also hosted an informal interaction with the VC and Deans of SIAS/GSB.

» In a 10-part interview series Krea +Vibes: Challenge the Normal, SIAS students interact with new-age celebrities, who are pursuing professions outside the 'normal'. The young minds at Krea in conversation with these unconventional heroes bring forth uplifting stories, a generous helping of positive vibes and the sentiment that passion and aspirations combined with drive and determination can successfully confront temporary setbacks.

Student Government at SIAS

» The first Student Government was made up of elected students representing various aspects of the student experience. The Main Hall comprised an Academic Committee, Finance Committee, Extra-Curricular Activities Committee, Campus Life Committee and two Moderators.

» The creation and appointment of the Constituent Assembly was decided by the batch of '22 and committee members were selected by a Faculty Panel soon after. The goal was to produce a student constitution, including governance and committee structures

» The Student Constitution was ratified by the student Town Hall and approved by the leadership at Krea University. The first constitutionally elected student government was inaugurated on January 25th, 2021.

» During the first year there were 18 clubs and societies including the Debate club, Dance club and a Sports & Wellness club. Funding for the clubs comes from the Student Life budget to conduct various activities throughout the year

A WORLD OF OPPORTUNITIES THROUGH GLOBAL ALLIANCES

Our partnerships continued with institutions across the globe - with universities and centers renowned for particular areas of practice. This further opened up a world of immersive learning experiences for Krea students.

Meera Trivedi, our first year SIAS student was the proud recipient of Data and Policy Summer Scholars program 2020 at The University of Chicago Harris School of Public Policy, this year. With a 100% scholarship, Meera undertook a rigorous research-based academic programme with a combination of online lectures, group projects and virtual office hours with the faculty at Harris School, complete with a guided capstone thesis.

PILLARS OF PARTNERSHIP

COMPETENCY

Partnerships that help build key competencies that are life-long and transferable

CURRICULUM

Partnerships that advance academic learnings and aligned with the curriculum

CAREER

Partnerships that enhace career prospects and carve a unique place in the new-age workplace

COMMUNITY

Partnerships that commit to contribution to the world around us

In 2020, the notable and prestigious universities Krea partnered with included-

- India Oxford Initiative: White paper and impact film competition on mental health
- Australia Council for the Arts: Exchange of Expertise – Jacob Boehme to India and Prof Swarnamalya Ganesh to Australia
- Northeastern University: Joint development of Professional program in Finance
- Harris School of Public Policy: Summer scholarships
- Victoria University of Wellington: Masters progression
- Indiana University Purdue University (IUPUI) in the area of Health Informatics and Bioinformatics,
- Busuu - world's largest social network for Language Learning
- University of Bristol to explore deeper collaboration in the area of Sciences and Humanities

The Partnerships office had facilitated a 100% scholarship for two students of IFMR GSB to pursue a short program in FinTech at NYU Stern School of Business.

The Partnerships team also facilitated the Krea-Coursera engagement, which brought over 3000 courses to our students at no cost. GSB students were first given access to the Krea-Coursera university, and nearly 247 students enrolled in a minimum of one course. Students of SIAS were offered access to this platform after they have completed their curriculum for the term.

Krea beyond borders

With 50+ industry talk sessions and 4 global dialogues we continued to learn beyond borders. Through ideas sans borders, industry thought leaders and scholars brought real world conversations to Krea, broadening our outlook and opening up our minds. While learning sans borders brought practitioners from the frontlines imparting practical lessons from experiences in this fast-changing world. In dialogue sans borders, global academic experts interacted with fine minds at Krea, bringing compelling narratives about the future of our world.

- *dialogue sans borders* – global academic experts interacted with fine minds at Krea, about the world of tomorrow. Scholars shared their view of the future in a post COVID-19 world. Experts included Jessica Seddon, Stephen Thornhills from University College Cork, Vaibhav Chowdhary, panelists from University of Sussex, Victoria University and more
- *ideas sans borders* - industry thought leaders and scholars shared their thoughts to re-imagine the future
- *learning sans borders* - practitioners from the frontlines imparted practical lessons from experience

INDUSTRY READINESS WITH ASPIRATIONS TO MAKE A DIFFERENCE

IFMR Graduate School of Business (IFMR GSB)

Career Services

Our industry network continued to grow during the year and so did our placement and internship opportunities. Despite the uncertain times, IFMR GSB students were successfully placed in prestigious organizations. 175 students in 2019-21 batch were placed across 46 corporate partners.

The overall CTC of the cohort so far, has grown by 10% in the current academic year. The growth is also evident in the summer internship report card. The highest monthly stipend for internships went up by 50% this academic year.

A number of first-time recruiters hired in large numbers including well-known organisations such as Wells Fargo, Ford Smart Mobility, Saint Gobain and Tally Solutions.

Reputed organisations such as JPMC, Deloitte, E&Y, Credit Suisse, Accenture, and CRISIL are regular recruiters and continued with their campus hiring at IFMR GSB.

Maximum offers to students came from well-known companies and Tech giants such as Deloitte (19 offers), JP Morgan Chase (15 offers) and Wipro (10 offers). Bearing IFMR GSB's strong legacy in Finance Education, first-time recruiter Wells Fargo, one of the most sought after financial services companies in the world, has recruited 17 students thus far.

Other notable recruiters such as Accenture, CitiCorp, Cognizant, IDFC, and Societe Generale also made five or more off ers to our students.

Placement 2021 Highlights

- Average Salary in Placement 2021 went up to INR 10.00 Lakhs Per Annum(LPA) from last year Avg of INR 9.37 LPA
- Highest CTC was INR 17.4 LPA offered by World Bank
- 46 Recruiters participated in Placement season 2020
- 19 Students from the batch have got PPO's and 153 students were placed through campus placement season.
- Out of all the companies that visited IFMR GSB campus, 41% were new organisations participating for the first time in our placement season.
- Companies Like Aspire Systems, Blackstone, Ford Smart Mobility , Scaler, Wells Fargo, IHS Markit, Expleo, Knowcraft Analytics Huron consulting , Hungerush, Matrimony.com etc recruited for the first time.
- Many of the recruiting partners sought immediate onboarding of graduates

Total number of students

175

Average CTC (in lakhs)

10

Top 25% average CTC (in lakhs)

13.40

IFMR GSB Top Recruiters

School of Interwoven Arts and Sciences (SIAS)

The Career Services Office (CSO) endeavours to set up real-world internship and immersion opportunities for undergraduate students. It is Krea University's strong belief that students learn more by immersing themselves in a 'real world' learning environment, which will be achieved by creating more porous boundaries between the real world and the class room. To fullfill this requirement, students need to take up internships or projects during summer breaks.

- Internship for Impact
- Research for Impact
- Global Immersions
- Industry Partner Program

Internships for Impact is offered to first-year students who can utilize the skills picked up during their broad based first year curriculum such as writing, data analysis, design thinking, ethics etc. towards community based social impact projects.

Once students move to their second year and develop specialization in a particular subject of their choice, they are offered industry internships in a sector/ organization/job role of their choice.

Some of our industry partners include public policy think-tanks, art studios, sports startups, e-commerce and digital marketing companies etc. For students interested in academic research, we also offer students an opportunity to work with faculty within Krea as research assistants.

In 2020, 80 SIAS students opted for social impact internships and received their project allocations that commenced in July 2020.

Some of the social projects undertaken included the following:

- Goonj
  - Projects around Water Access; Education;

Environment; Menstrual Health; Livelihood; Sanitation; Disaster Relief & Rehabilitation

- ASSIST (Asia Society for Social Improvement & Sustainable Transformation)
  - To co-create Measurable, Scalable, and Sustainable Impact for socio-economic development

- At Quest
  - Sustainability Services Secondary Research and Analysis about Corporates having Sustainability on their business agenda

- iTEACH
  - To study the trajectory of the Government School students, after grade 7 when they drop out from the Schools.

At the time of writing this report, both first year students and second year students will be ready for their summer immersions in 2021 and the Career Services team have commenced matching student requirements with organisations.

During the year, we offered students externships that allowed them to work on projects during their academic term.

The first project was from the AI division of IBM. After a competitive application and interview process three SIAS students -- Priyam Shah, Lochana Emandi, Advaith Ganesh -- were selected. This project is a collaboration between students of Krea and IIIT Sri City.

In 2021, 2nd year students will proceed for their industry internship with For Profit organisations, Social enterprises, Research organisations, Think Tanks or Government organisations.

Some of the leading companies who have offered internships include Adidas, Google, DHL, IDFC.

EMPOWERING CHANGEMAKERS FINANCIAL ASSISTANCE

Scholarship Programme for students from disadvantaged families

Diversity and inclusivity are well embedded in Krea's ethos, ensuring equitable access to a transformative, cutting-edge university experience for students across society.

Krea's need based scholarship programme offers underprivileged students access to an equal opportunity platform for their undergraduate studies. Our mission to provide such a platform is not only driven by the spirit of humanity but also our rigorous admission process that ensures that we open windows for resilient and dedicated individuals. Our scholars have navigated through some very tough socio-economic situations and yet hold hope for an inclusive and changed world.

During the year, 36 students were given financial assistance under Krea's robust Scholarship Programme. Students were covered for their 3-year course fee, living expenses and incidental expenses, based on their need and family income.

They are not only high achievers in academics but are also sportspersons, debaters, artists, performers and teachers. They are passionate and foresighted. Most have led community initiatives for social awareness and believe that human rights need to be preserved and worked towards. They are focused individuals with very specific aims and have excelled in every aspect of their lives. They are eclectic and self-reflective which makes them impactful changemakers in their own regard.

They want to be economists, filmmakers, psychologists, scientists. Most of them hail from tier 2 and 3 cities in India, and some from villages where even access to electricity is a challenge.

55 students from the 2019-2022 batch were offered Financial Assistance in 2019. Their academic and extra curricular progress during the year was impressive and exceeded expectations. The students leveraged the opportunity at Krea and built a strong profile for their career progression. At the time of publishing this report, all 55 students are in their final year.

ENABLING LEARNING INFRASTRUCTURE

Krea University's campus is conceived as a learning laboratory, rooted in its ethos of learning beyond the classroom and is designed to facilitate collaborative learning. Apart from technology enabled classrooms and e-resources, the campus provides space and infrastructure for sporting, cultural and other leisure activities.

Built on a 40-acre campus with vast green cover, the campus currently accommodates around 950 students. Investments are being made to house over 1400 students by 2025 in this campus together with technology upgrades to improve the living and learning experience in campus.

Owing to the pandemic, the campus remained closed for a significant part of 2020-21. Minimal staff were stationed in campus during the year to supervise maintenance and ensure upkeep of the area. The campus reopened in Jan 2021 to welcome 102 students who chose to return to campus. Shortly thereafter, owing to the severe 2nd wave of Covid-19, safety measures had to be taken and students were sent back home. The campus closed once again in March 2021.

Construction work on campus however continued to augment capacity and scale up for future student intake.

Campus expansion plans include the development of a new academic block, student housing, dining facilities, medical centre and sports facilities together with sustainability measures oriented towards a resource efficient and biodiverse campus.

Augmented Campus Infrastructure

At the time of publishing this report, construction has commenced for building a new academic block in about 25,000 sq feet with research labs and facilities. The block will house:

- 3 Research Labs
- A Library cum Tech centre
- 30 Faculty Offices and 10 Research Work stations
- 3 Meeting Rooms
- Terrace Farming

An open green house and experimentation yard adjacent to the Academic Block will offer practical and immersive opportunities for faculty research around Krea's interdisciplinary agenda.

Additions to the existing academic block were completed during the year.

Construction of two new faculty housing blocks (36 apartments) has been completed and is available in the interim for use as student housing (284 students).

Initiated Sustainability Measures

To reduce our dependence on fresh water for non-potable purposes, installation of a Sewage Treatment Plant (STP) within the campus was initiated, to be completed in 2021. Treated water from this facility will be used for landscaping, flushing, cleaning external spaces etc. At 100% operation, the STP will reduce demand of freshwater resources by 35-40%.

Conversion of all lighting fixtures to LED was completed during the year and will provide 35% savings on conventional systems, reducing both usage of electricity and maintenance costs. A 500 KW Solar Photovoltaic installation supplies around 35-40 % of total electricity demand in the campus.

The campus currently has more than 80 percent of land area as green cover. A designated biodiversity zone will be planted with local plant species attracting birds, insects, butterflies and promoting regional diversity of fauna.

Community outreach

Being mindful of the economic consequences of the Covid-19 crisis faced by some of our students and their families, as well as the impact on health and family income faced by community members associated with Krea, a fundraising drive was initiated during the year, to support vulnerable families.

Voluntary contribution was sought from employees who wished to extend their support, and a Covid Response fund initiated. A six-member committee was set up to develop policies and monitor the fund disbursement.

Krea employees came forward and generously contributed to the Covid Response fund.
This enabled us to extend support to students and families in the face of lockdown restrictions.

- 35 students were supported with internet facilities, hardware and data packs throughout the year 2020-21, to enable seamless remote learning
- Four students were supported with alternate accommodation to facilitate remote learning

- 40 members of the community surrounding Sri City campus were provided nominal monthly provisions throughout the year
- 1700 Migrant Workers passing through Sri City were provided food packets, water and travel assistance to return to their home state

Health Center

The Krea campus health centre was handed over to the well renowned Kauvery Hospital for management. Besides the occupational health nurses, an on-campus doctor was added to the centre. Covid-19 testing support facilities were enabled as also access to oxygenators. The Basic Life Support ambulance continued to be available to ensure medical emergencies are swiftly dealt with.

New Campus

Krea has acquired rights to a 100-acre site, also in Sri City to meet future expansion needs. A Concept Master Plan was developed in 2019-20 and detailed design initiated.

Owing to the pandemic, Krea has paused the development of this new campus and will re-assess the impact of pedagogical changes on the infrastructure needs and space design. The plans for the current campus, as already mentioned, are equipped to meet the university's capacity and infrastructure needs till 2025.

RECOGNISING
VALUABLE CONTRIBUTIONS

The global pandemic not only forced significant shifts in all aspects of university life but also underscored the importance of financial support in an increasingly challenged economic environment.

We are extremely grateful to our donors and friends whose generosity has ensured Krea thrived and emerged stronger during the year, and continued its mission of providing a unique educational experience to every student.

Gifting at Krea

Contributions were received from Corporates, Trusts and Foundations and Individual Philanthropists who supported student scholarships, faculty chairs, research initiatives and campus infrastructure development.

- During the year, 23 donors supported the education of 70 students from both the undergraduate batches of 2019 and 2020 intake. Student scholarships cover anywhere between 50 to 100 percent of tuition fees based on income assessment and need. In some cases scholarships extend to living and incidental expenses too.

  Donors support single or multiple students in their journey at the university through annual grants or one-time endowments where the income from the endowment is used to support scholarships protecting the corpus.

- 2020-2021 saw Krea's first

donor grant to support 4 faculty chairs in the Sciences and Business. Contribution to support faculty at Krea allows donors to enable support annually for a minimum period of 3 years or to establish a one-time endowment towards a faculty chair.

- During the year, discussions were initiated with 3 donors for the establishment of Research Centers/ Research programmes. These commitments which will be finalised in early 2021-22 will enable the establishment of research ecosystems for work in the humanities, neurosciences and the environment.

- We are indebted to our donors and supporters who committed to Krea in its formative years, whose support has enabled Krea to build an integrated campus that enables an immersive student experience.

Donor gifts, current and future, enable support for developing Campus infrastructure that includes academic blocks, student dining area, student recreation area, sports facilities, open air theatres, student and faculty lounges, Library and a green biodiverse landscape.

Through this year of resilience at Krea, we are extremely grateful for the support and goodwill of our donors and partners, without whom our journey would not have been possible.

Strategic Partnerships

Scholarships at Krea

Krea is grateful to its donors for instituting the following scholarships for its undergraduate students

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11. T.V. Sethuraman Memorial Scholarship
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CAMPUS LOCATION

5655, Central Expressway, Sri
City, Andhra Pradesh - 517646
India

CHENNAI OFFICE

No: 196, T.T.K. Road,
Alwarpet, Chennai - 600018
India

CONTACT

enquiries@krea.edu.in
044 24998199