KREA university

ANNUAL REPORT

2019 - 2020

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Chancellor's Message

N VAGHUL
Chancellor

> "The time has come for us to invest our energy and resources to shape a world where individual purpose interweaves with a larger global discourse, creating exceptional value in a connected society.

The unprecedented challenge of Covid-19 that started in early 2020 and continues to prevail in many parts of the world has required humanity to cope with change and transformation, in every facet of our existence.

The consequent lockdowns and disruptions have impacted global economy, social equity, health and well-being and have urged humanity to take cognizance of deeper issues of human behaviour and our coping mechanisms.

The world needs extraordinary talent to face the complex challenges of the 21st century. The time has come for us to invest our energy and resources to shape a world where individual purpose interweaves with a larger global discourse, creating exceptional value in a connected society.

It was in 2017, that a group of visionary leaders, scholars and institution builders came together and started Krea as a collective philanthropy, with a mission to help humanity prepare for this unpredictable world. We are driven by an aspiration to create a new generation of thinkers and doers who will contribute to the ethical and sustainable development of the planet.

Krea University's unique 'Interwoven Learning' approach weaves creativity and action, arts and sciences, theory and practice, to make students ready to deal with challenges and opportunities in the world of the future.

With an emphasis on innovation, excellence, ethics, inclusivity and accountability, I am happy to see that Krea is well into its second year of operations. A balanced leadership team, talented and multi-faceted faculty and staff and a bright, agile and diverse set of students are well positioned to drive the Krea culture.

We are rising up to meet the needs of the time and to anticipate the needs of tomorrow. We are fostering connections with intellectuals and industry because that is what our students need to become great leaders and thinkers, what our faculty needs to continue their transformational research, and what Krea needs to become a global centre of learning and excellence.

We are thankful to our donors, partners and supporters for their belief in Krea and their generous contribution to its development.

We look forward to serving humanity by expanding the limits of what we believe higher education can do for society.

Vice Chancellor's Message

Sunder Ramaswamy
Vice Chancellor

> The unprecedented events following the Covid-19 pandemic saw Krea adapt seamlessly to the new normal.

As we complete two years of operations under the banner of "Krea University", we recognise the solid backing of our sponsoring body, IFMR, that has a distinction of imparting quality education and training for almost 50 years in India. Drawing from its rich culture and understanding of the sector, Krea University came into being in 2018, to be set up as a Private University in Sri City, Andhra Pradesh.

Krea's fresh and holistic approach to education called for a paradigm shift in designing the curriculum, to help prepare students for impactful lives and careers in the 21st century.

To facilitate the delivery of this new paradigm, Interwoven Learning, Krea has established an eco-system that encourages its faculty, students, research scholars and working professionals to draw from each other's strengths, while building on one's own passions and potential.

The distinction that Krea brings is based on the approach to learning, where the faculty cohort is divided into divisions and not departments that enables collaboration across disciplines. Students are evaluated based on learning outcomes such as how adaptable and resilient they are, do they have a sense of societal impact, are they driven by a sense of purpose, their understanding of ethics and responsibility to society.

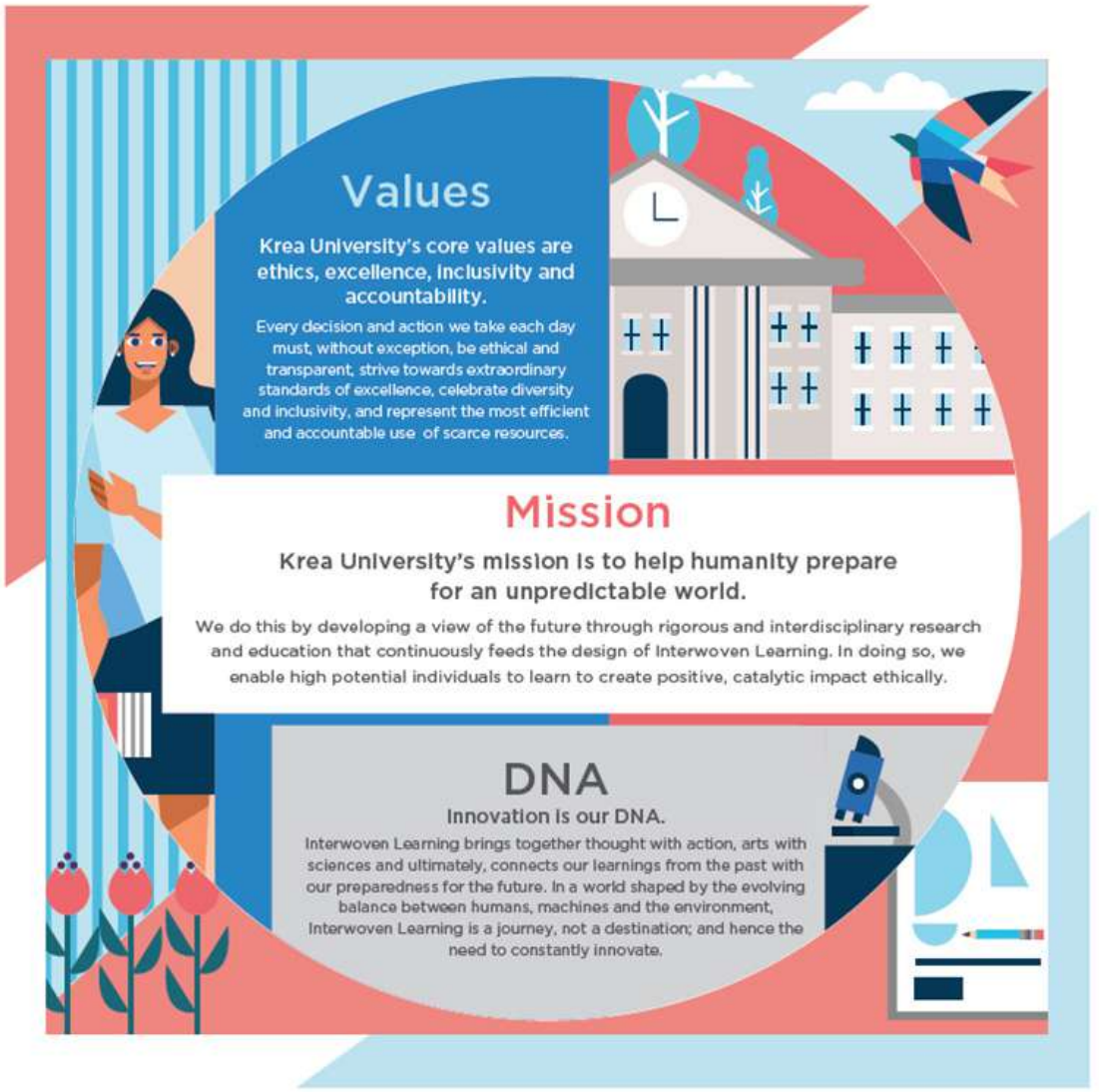
A diverse set of bright young minds, a fine set of faculty driven by a passion to innovate and ideate new curriculum, a team of dedicated staff, eager to make meaningful contributions in their domain, all make up the Krea family that I am so proud to be a part of.

The unprecedented events following the Covid-19 pandemic saw Krea adapt to the new normal, moving seamlessly from March 2020 onwards to remote working and remote learning in a synchronous and asynchronous mode.

This Annual report captures some of the moments, milestones and musings in the year gone by.

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 become leaders in their own right.

Krea Ethos


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.

About Krea

Krea is a collective philanthropy backed by a group of globally renowned academicians and visionary institution builders. Krea aims to address the unprecedented challenges and opportunities of the 21st century by enabling high potential individuals to learn to create positive, catalytic impact ethically in a dynamic and diverse world.

Krea University is pioneering **Interwoven Learning** - a new paradigm that weaves together the arts and sciences, creativity and action, eastern and western perspectives. It draws upon the profound learnings of the past and present, to ready students for the future.

Krea University's sponsoring body is IFMR (Institute for Financial Management and Research), a not-for-profit society that was set up in 1970 to build capacity in financial services education and to provide research-based inputs to industries and the government in the areas of Finance and Economics. IFMR has been recognised as an Institution of Importance by the Government of India.

Krea University currently houses **two Schools** and provides strategic oversight to **three Research Centers.**

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

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.

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 three initiatives that engage in high quality and sophisticated research and policy development in India. - **IWWAGE** on women's economic empowerment, **Catalyst AIC** on digital financial inclusion and **EPoD** on Policy interventions and program designs. This has been elaborated further in latter sections of this report.

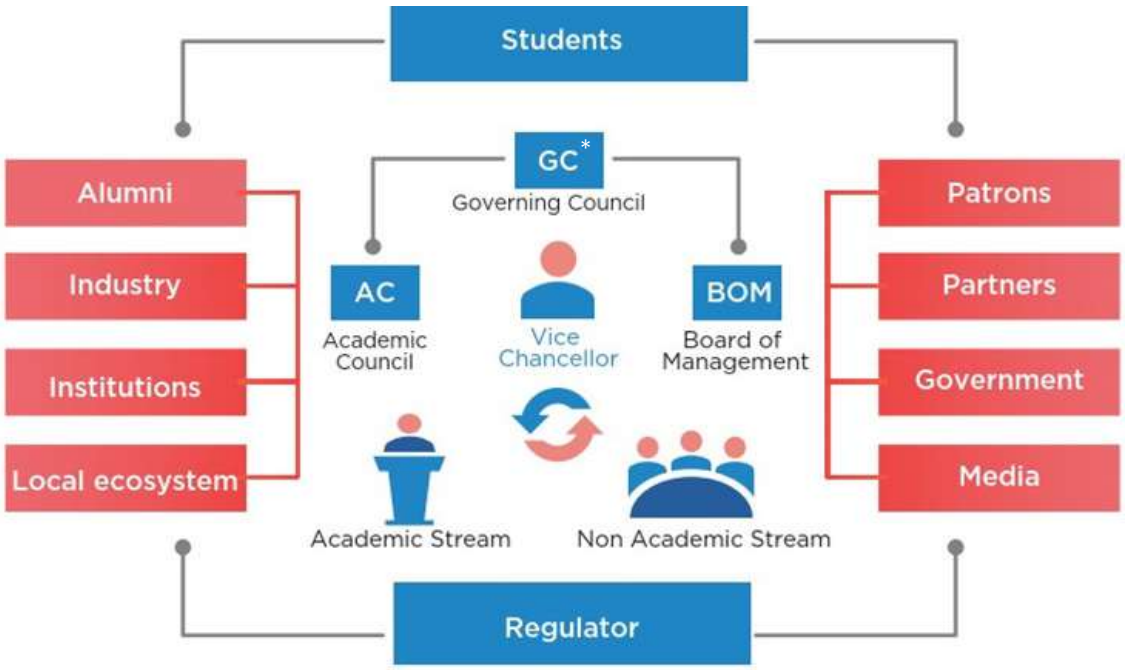
Abdul Latif Jameel Poverty Action Lab (J-PAL) South Asia's focus is to improve the effectiveness of poverty programs in South Asia by providing policy makers with clear scientific results that help shape successful policies to combat poverty. Much of Nobel laureates, Abhijeet Bannerjee and Esther Duflo's,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

Governance

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 Organisation framework



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

Governing Council

As of August 2020

N Vaghul
Chancellor & Member

Sunder Ramaswamy, PhD
Vice Chancellor & Member

R. Seshasayee
Chairman Executive Committee & Member

Kapil Viswanathan
Vice Chairman Executive Committee & Member

Anu Aga
Member

Manjul Bhargava, PhD
Member

Vishakha N. Desai, PhD
Member

John W. Etchemendy, PhD
Advisor

Dheeraj G. Hinduja
Member

Sajjan Jindal
Member

Anand Mahindra
Member

Kiran Mazumdar-Shaw
Member

Aditya Mittal
Member

Rajiv Memani
Member

S Ramadorai
Member

Raghuram G. Rajan, PhD
Advisor

P. R. Venketrama Raja
Member

C. Srinivasa Raju
Member

Cyril Shroff
Member

Academic Council

As of August 2020

Sunder Ramaswamy
Vice Chancellor

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

Vishakha N. Desai
Senior Advisor for Global Affairs
Columbia University

John W. Etchemendy
Stanford University's 12th Provost &
Patrick Suppes Family Professor in
the School of Humanities & Sciences

Akash Kapur
Writer and Journalist.
Former Columnist,
International New York Times

T M Krishna
Renowned musician &
public intellectual

Srinath Raghavan
Senior Fellow,
Centre for Policy Research

Gaurav Raina
Faculty, IIT, Madras

Raghuram G. Rajan
Katherine Dusak Miller Distinguished
Service Professor, Chicago Booth,
23rd Governor of the RBI

Jessica Seddon
Director of Integrated Urban Strategy
at the World Resources Institute

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

Tara Thiagarajan
Chairman and Managing Director,
Madura Microfinance Ltd., Founder &
Chief Scientist at Sapien Labs

Board of Management

Sunder Ramaswamy PhD
Vice Chancellor

Kapil Viswanathan
Vice Chairman, Executive Commitee

Anita Arjundas
Mission Director

Sandeep Gokhale
Group President,
Business Development-JSW Steel Ltd

Vivek Khemka
Consultant, Egon Zehnder
International Pvt. Ltd, (Advisor)

Rajiv C Lochan
Executive Director,
Sundaram Finance Ltd

Ramesh Mangaleswaran
Senior Partner, McKinsey and
Company

Paula Mariwala
Managing Director,
Hinditron Group

Rajeev Mecheri
Managing Director,
Mecheri Smart Capital Pvt. Ltd.,
(Advisor)

Bishnu Mohapatra
Dean,
School of Interwoven Arts and Science

> Krea's program has been designed with the central objective of preparing leaders for the 21st century. The program brings together a rare blend of the humanities, science and technology, and ethics, which is the secret sauce in a world shaped by the evolving balance between humans, machines and the environment. Krea's graduates will undoubtedly be the most sought after candidates for jobs, both in the corporate world, and in other chosen vocations.

Anand Mahindra,
Chairman, Mahindra Group

Learning and Research

Krea University's unique focus is on learning and research, providing a transformative cutting-edge university experience for its graduate and postgraduate students.

Learning 4.0

Krea's unique Interwoven Learning model finds its roots in four basic tenets, that drives decisions and actions.

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

Research 4.0

Research at Krea aims to develop a view of the future that feeds the design of Interwoven Learning. It is also focused on nurturing curiosity and the spirit of enquiry in students so that they are better equipped to address the challenges and opportunities of the 21st century.

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.

The Research Vision at Krea is structured around inter-disciplinary hubs focused on the dominant questions that humanity must understand and address in this century.

- **The hub of intelligence**, which will examine topics like human-centered artificial intelligence and quantum systems
- **The hub of environment** and society, which will examine topics like water, land use and climate change
- **The hub of sapiens and society,** which will examine topics like gender, migration and inequality
- **The hub of markets and capital**, which will examine topics like complexity in economics and finance, technology and markets

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.

> Dont give up on research... Research implies curiosity, curiosity fuels fresh courses, and students get to benefit.

Raghuram Rajan

Green and Sustainable Campus

The University is located in Sri City, an integrated industrial city in Andhra Pradesh, about 70 kms from Chennai. The 40-acre campus is currently home to around 500 resident students – undergraduate, post graduate and PhD students and around 69 faculty and 88 staff members, some of who reside on campus.

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.

The campus supports **interdisciplinarity** and encourages c**ollaboration and interaction** between the entire Krea community, in confluence with the evolving **balance between humans, machines and environment.**

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 non-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.

Academics

Holistic education through **Interwoven Learning**

Krea University is shaping a new generation of adaptable, resilient leaders, giving them critical thinking skills and the ethical grounding needed to forge ahead. Krea ensures that university education stretches far beyond delivering hard skills for immediate employability, and delivers life-long value for impactful leadership in a fast-changing world.

Schools of Learning

Krea University comprises of two Schools:

- **IFMR Graduate School of Business (IFMR GSB)**
- **School of Interwoven Arts and Sciences (SIAS)**

IFMR Graduate School of Business

The Institute for Financial Management and Research (IFMR) was established in 1970 by ICICI and the House of Kotharis, as a nodal institution for education, research and training in Economics, Finance and Business. Over the next 3 decades, IFMR engaged successfully with industry, global research institutes and educators, gaining itself a unique position in the field of management education, having trained over 50,000 professionals across 500 organisations in over 25 countries world-wide.

The journey of IFMR Graduate Business School (IFMR GSB) of nearly 20 years has been steered by some of the best minds from academia and industry, creating immense value for the economy and society at large.

IFMR GSB's curriculum offers a mix of theory with simulated real-life exposure and endeavours to shape business practices through inventive, sharp thinking and cutting-edge research.

IFMR GSB offers full-time and executive MBA programmes, full-time PhD programme, a certificate program in Data Science, and other open and customised management development programmes.

During the year, the Dean of IFMR GSB, Anantha Nageswaran proceeded on a sabbatical while handing over officiating charge to Dr Shobha Das.

Dr Shobha Das holds a PhD degree from the Carlson School of Management, University of Minnesota, a PGDM from IIM Calcutta, and a BA (Honours) in Economics from Lady Shri Ram College, Delhi University. She worked as a Management Consultant in TCS after graduating from IIMC. After her PhD, Dr Shobha worked at the Nanyang Business School of NTU Singapore from 1994 to 2009, and at Qatar University from 2009 to 2019.

At the time of publishing this report, Dr Anantha Nageswaran relinquished his full time position at the University and was appointed as Distinguished Visiting Professor of Economics effective 01 July, 2020, with Dr Shobha Das continuing as Officiating Dean of the Graduate School of Business.

Academic Programmes at IFMR GSB

Full- Time MBA

2 years | 9 disciplines | 22 core courses | 55 electives

IFMR GSB's full-time MBA programme provides quality management education with a strong foundation in Finance. Well into its 20th year, the intensive 2-year programme continues to attract promising students and able faculty members to create a vibrant and inclusive community at Krea. Unique specialisations offered include Quantitative Finance, Banking, Financial Services & Insurance (BFSI), and Data Sciences. An ever-increasing base of corporates come to IFMR GSB to recruit students from the MBA programme.

During the year, four new mandatory courses were introduced:

- Communications, Design Thinking and Problem Solving, and Ethics for first year students
- Capstone Business Simulation using Capsim software for second year students

The 2-year full-time MBA program with a specialisation in Data Science was ranked among the top 10 full-time Data Science programs across the country by Analytics India Magazine in November 2019.

The MBA program had a total enrolment of 362 students across the first and second years of study during 2019-20.

PhD

IFMR GSB offers an exciting and intellectually stimulating research environment. Accomplished faculty work closely with PhD scholars as partners on a challenging and highly fulfilling academic journey.

The PhD programme is uniquely designed to provide students the flexibility to explore their research interests independently in a wide variety of areas and hone them in a collaborative setting.

Through in-depth coursework combined with impactful research, the PhD is committed to training scholars who become thought leaders and teachers themselves.

The alumni of the PhD programme have assumed faculty positions in prestigious academic institutions as well as significant research engagements at think-tanks and corporates.

In 2019-20, there were 15 scholars pursuing their PhDs in varying thesis under faculty guides.

Some of the research topics include corporate entrepreneurship and its impact on financial performance of firms, technology diffusion, economic growth and inequality, energy markets- non-linear dynamics in primary crude oil benchmarks, measurement of extreme market risk, Backward Regions Grant Fund – regional inequality, economic policy analysis.

Executive MBA

A customised executive MBA programme was offered to L&T Construction managers starting April 2019. The first cohort included 45 executives from different divisions of the company, working in different parts of the country.

The course included residential in-campus sessions, followed by online sessions over WebEx™ for the rest of each trimester, and these would be supplemented by self-paced learning.

The three-year programme has been structured with comprehensive core courses, a wide range of elective courses in the participants' areas of expertise, workshops, and individual masters' dissertations.

At the time of publishing this report, a second cohort of 44 executives have been admitted into the three year executive MBA programme.

Executive Education

These short-term programmes cater to a wide spectrum of senior, middle and junior level executives, training across disciplines and industries. A unique feature of the executive education programme at GSB is the emphasis on intense and pragmatic curriculum focused on the emerging needs of today's organisations.

Areas covered include Banking, Finance, Economics, Analytics, Operations, Strategy, Marketing and Human Resources

The training duration ranges from 2 days to 1 week. Clients have included private and public sector organisations from India and overseas.

In 2019-20, GSB conducted programs for executives from GMMCO, Latent View Analytics and Indian Oil Corporation. Over 80 middle management executives gained from the programmes.

GSB has continued to engage with corporates in delivering executive education programs on an online mode during the pandemic precipitated lockdown. At the time of publishing this report, programs for RBS Bank and Barclays Shared Services were conducted for 60 participants in June 2020.

Post Graduate Certificate Program

Short duration courses for working professionals with a course schedule of 30 hours spread over a week. The course is designed for students and practitioners to gain specific skills related to the topic. Courses offered included introduction to banking, digital marketing, six sigma green belt, supply chain management and enterprise performance management.

During the year 4 certificate programs covering 120 participants were conducted.

Advanced Certificate Program in Data Science

A 10-month programme that includes over 250 hours of classroom instruction across the full spectrum of data science: statistics, machine learning (including deep learning and natural language processing), programming in Python and R, the management of Big Data, and application of analytics to finance, marketing, retailing and supply chain management. Modules on forecasting, optimization and data visualization also form a part of the curriculum of the certificate program.

During the year, 9 students completed the Advanced Certificate program in Data Science.

School of Interwoven Arts and Sciences (SIAS)

The School of Interwoven Arts and Sciences 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 follows a multi-disciplinary approach based on Interwoven Learning that integrates liberal arts and sciences, creativity and action, and relies on porous boundaries and a strong grounding in ethics to prepare students to be leaders in the 21st century.

During the year Dr Bishnu N Mohapatra was appointed as Dean of SIAS. Dr Mohapatra holds a Master's degree in Political Science from University of Delhi, an M Phil from Jawaharlal Nehru University and a D Phil. in Political Science from University of Oxford. He has been an educator for over twenty-five years at University of Delhi, Jawaharlal Nehru University and Azim Premji University and has held visiting appointments at Maison des Sciences de l'Homme, Paris, National University of Singapore, University of Kyoto, Japan, and National Institute of Advanced Studies, Bangalore.

He has lectured at several universities in Asia, Africa, Europe and North America. From 2002 to 2010, he headed the governance portfolio of the Ford Foundation's South Asia office, New Delhi.

Academic Programmes

Undergraduate Programme

3 years | 11 core and skill courses | 7 majors | 4 joint majors | 15 minors

Krea University offers a 3-year BA (Hons) & BSc (Hons) degrees in Liberal Arts and Sciences.

Students also have an option to pursue a fourth year of Advanced Studies.

The first-year undergraduate curriculum of the School of Interwoven Arts and Sciences (SIAS) is structured to provide exposure to reasoning, creativity, ethics, design thinking and data science, through 11 core and skill courses, before students branch out into chosen majors.

Core Courses:

- Literature and the Arts
- Mathematical Reasoning
- Social Analysis and Historical Immersion
- Scientific Reasoning
- Philosophical Perspectives Across Cultures
- Creative Expression

Skill Courses:

- Writing and Oral Communication
- Introduction to Topics in Computer science
- Data Analytics
- Design Thinking
- Ethics

Majors* currently offered:

- BA (Hons) in Economics, Social Studies, Literature
- BSc (Hons) in Psychology, Computer Science, Biological Sciences, Mathematics
- Joint Major in Environmental Studies and Economics
- Joint Major in Physical Sciences
- Joint Major in Literature and Arts
- Joint Major in History and Politics

Minors* currently offered:

Economics, Psychology, Computer Science, Biological Sciences, Mathematics, Literature, Social Studies, Environmental Studies, History, Physics, Chemistry, Global Arts, Philosophy, Politics and Business Studies

**as of August 2020*

Student Cohort

Inclusive, Diverse and Meritorious

The high potential students at Krea are drawn from various parts of the country and play a vital role in co-creating a diverse and inclusive environment.

MBA Admissions

During the year, the MBA class size was as follows:

- 187 students in the Class of 2018-2020, and
- 175 students in the Class of 2019-2021

Cohort Diversity of class 2019-2021

- Represent 20 States of India
- 39% of the batch are women
- 36% had at least one year of work experience, with a median experience of 2 years
- 49% Engineers, 39% Commerce Graduates, 12% other undergraduate streams

Admissions to the MBA 2020-2022 batch commenced in December 2019. Owing to the pandemic in March 2020, interviews were conducted over Skype.

The school received 830 applications from both general candidates as well as working professionals.

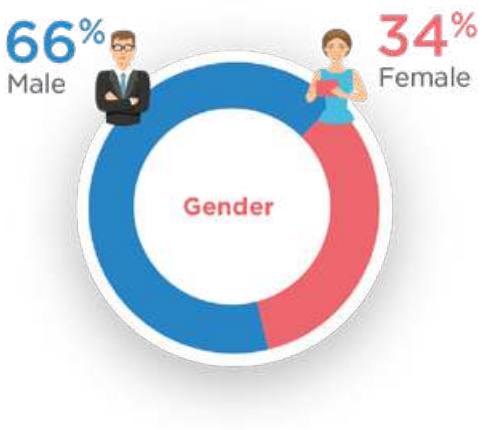
At the time of publishing this report, a cohort of 178 students have joined the MBA cohort of 2020-2022.

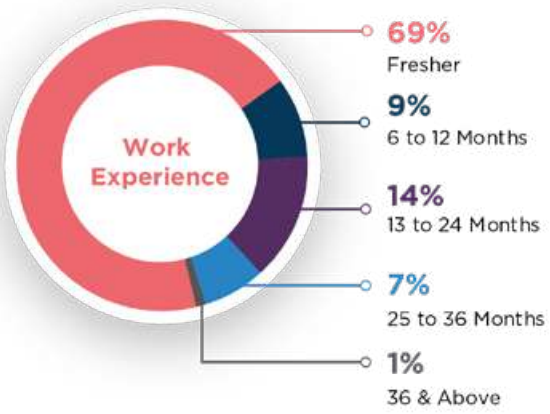
Batch Profile

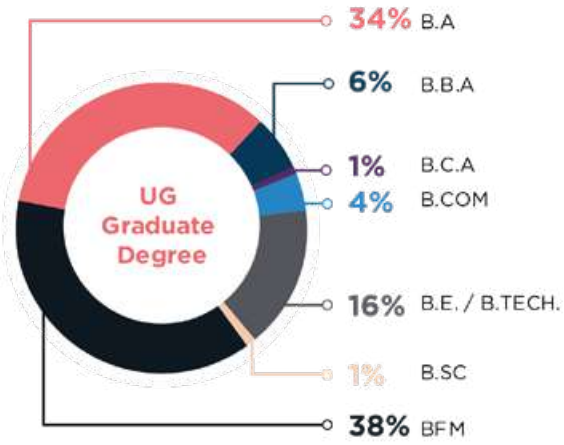
MBA 2020-22

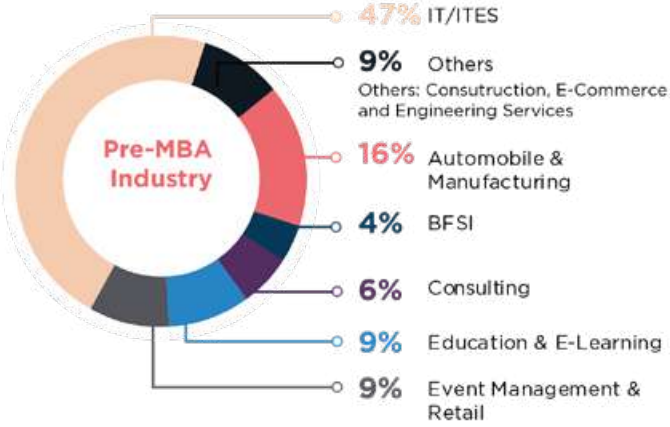
Batch size

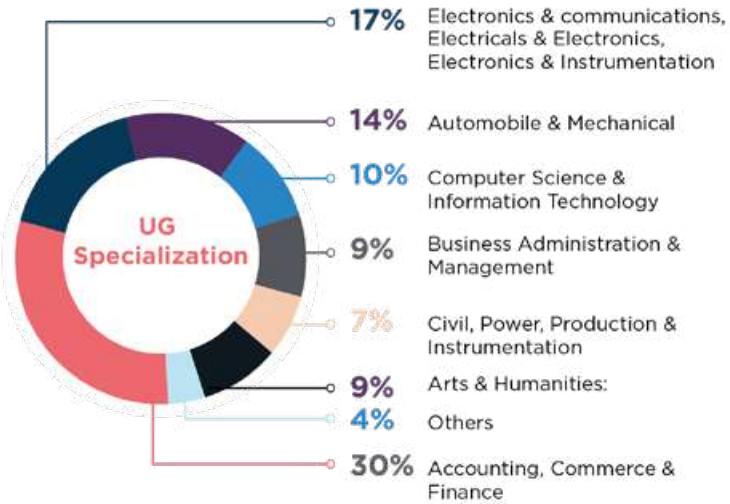
178











Others: Arts & Humanities, Agriculture, Botany, Bio Science, Bio Technology, Chemistry, Communicative English & Media Studies, English Literature and Maths, Computer Applications, International Business, Islamic Finance, Law, Medical Science, Marketing and Taxation & Finance

Undergraduate Admissions

Krea welcomed its first cohort of 113 undergraduate students in August 2019.

- Students came from over 50 cities and 18 states all over India
- Diverse group of young entrepreneurs, budding authors, promising cricketers and more
- 45% of the class has represented their district or state in sports, literature and performing arts
- 10+ students are first generation college goers
- Class diversity was 55% female and 45% male

Outreach for the second cohort was initiated in August 2019 and admissions initiated in November 2019.

As part of its outreach activities, Krea University hosted its very first '**Discover Krea Conclave**' in January 2020 at Sri City. The conclave was attended by 33 delegates – distinguished Principals of Schools and counselors from across the country. The two-day program was designed to provide educators an introduction into life at Krea through workshops, talks and interactions, showcasing the Krea ethos and culture.

Krea's unique undergraduate admission process, the **Krea Immersion Case (KIC)**, gauges the potential of an aspirant beyond academic scores and includes personal context.

KICs involve on-ground interaction with faculty in experiencing the local context of a place and examining the related social issues and challenges of such an environment.

The admissions cycle saw 50+ KICs being conducted.

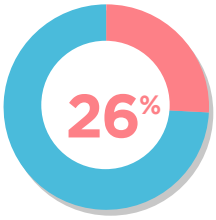
Responding to Covid-19, the Krea Immersion Case (KIC) was seamlessly transitioned to an online platform in 2020, where students experienced the context via a structured case presentation by faculty that addressed multiple social, ethical and environmental issues.

At the time of publishing this report, Krea has admitted its second cohort of 141 students from 17 States and 40 cities across India.

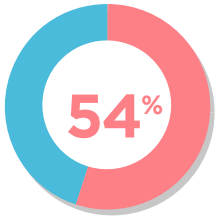
Batch Profile

Class of 2023

141	40	17	1
Young Minds	Cities	States	Krea Experience



Received Financial Aid



Secured above 90 percent marks in their class XII board exams

Open-minded

Curious

Empathetic

Team Oriented

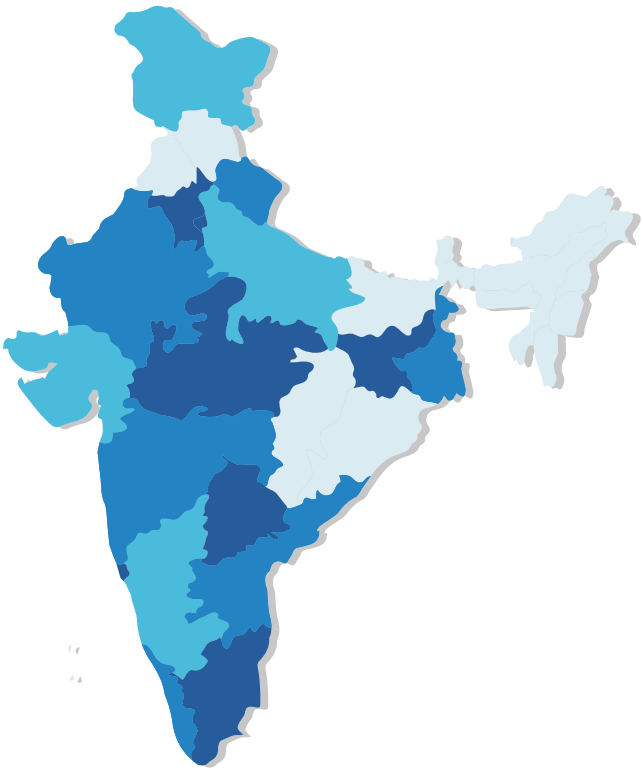
Creative

Self-aware

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.

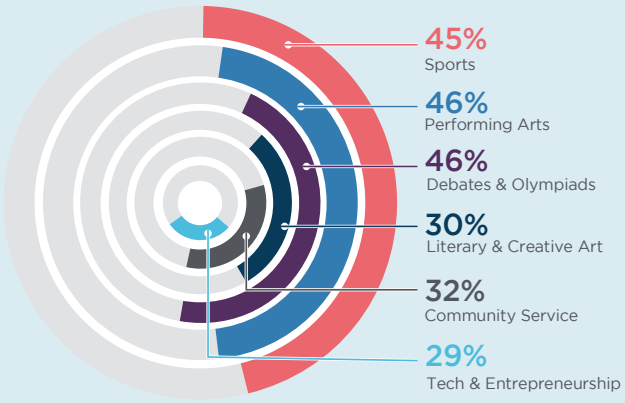
Cohort Diversity



States represented by the current cohort

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

Extra Curricular Interest & Achievements



Across Boards of Education

Financial Assistance & Scholarships

Krea's approach to reimagining higher education at the under-graduate level ensures equitable access to students from across society. Scholarship is provided to students from disadvantaged backgrounds for their 3-year undergraduate program, empowering them to focus on learning while leveraging the equal opportunity platform provided at Krea.

With diversity and inclusivity well embedded in Krea's ethos, about 49% of the 2019 cohort were granted financial assistance of some form, during the year.

•55 students received scholarships between 10% to 100% of tuition fees

•26 students received 100% and > 100% scholarship

•The total amount committed for disbursement as scholarships for the 2019 cohort was Rs 9 crores.

The business school focuses on providing merit scholarships to the top performers in the class at the end of the first and second year of study as well as merit cum means scholarships.

During the year, 19 students received scholarships at GSB.

Leading the Way*

Undergraduate and Postgraduate Students

Arnav Jalan, an aspiring social entrepreneur and Founder Director and CTO of a Startup Flexi Ed. Passionate about startups and wants to bring about a change to communities through social entrepreneurship. *At the time of publishing this report won the Global Tech Competition which was judged by Steve Wozniak, co-founder of Apple.*

Naveen Alex, an aspiring Environmentalist and passionate about environment, climate change, evolution and genetics in the context of butterflies, Youngest author to publish a book on Butterflies and Biodiversity, which was selected by the Kerala Library Council as one of the 1000 books to be circulated to schools and libraries of Kerala in January 2020. He is leading the development of a butterfly park at Krea.

Meera Trivedi, is the proud recipient of Data and Policy Summer Scholars program 2020 at the Harris School of Public Policy at the University of Chicago. She will undertake 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.

Data Sciences students of IFMR GSB won an Analytics contest at Indian Institute of Management Tiruchirappalli, 6 Degrees, at the Annual Fest in January 2020. They survived the three-round contest to emerge as winners of the real-time challenge contest. They competed with students from institutions like IIM Bangalore, IIT Madras, NMIMS Mumbai, IMT Hyderabad, BIM Trichy, and SIBM Pune.

PhD Students

Ann Mary Jose presented a paper on "Do Policies targeting poor districts work? An evaluation of BRGF program", at the XIV International Conference on Public Policy and Management, conducted by Centre for Public Policy, IIM Bangalore, in August 2019

Priyanka Menon presented a paper on "The road to banking the unbanked: Financial inclusion and financial exclusion", at the 6th Society for Economic Measurement Conference held at the Goethe University, Frankfurt, Germany, also held in August 2019.

Ameesh Samalopanan won best paper awards at two conferences held at Pondicherry University and IIM Tiruchirappalli for his paper "Understanding Narratives of Young Start-up Entrepreneurs in India" during 2019-20.

**this is not a complete listing*

Faculty at Krea

Learning with a **multi-faceted faculty** team

Faculty at Krea encourage students to push boundaries of learning, think afresh, challenge the status quo and tackle real-world challenges.

Members of the faculty at IFMR GSB bring in a balanced mix of academic rigour and experiential knowledge. They are some of the finest academic minds drawn from top universities in India and abroad. In addition, a significant proportion of faculty at IFMR GSB are adjunct faculty and visiting faculty, who hold leading positions in different industries.

Our faculty members' collective vision and perspectives, aided by interwoven learning pedagogy and interdisciplinary co-teaching at IFMR GSB, helps create managers and leaders with richer, multi-dimensional outlook, prepared for tomorrow's world.

Faculty at GSB

- 34 faculty members
- 9 disciplines (Data Science, Economics, Finance, Information Systems, Marketing, Organization Behaviour & Human Resources, Operations, Quantitative Finance and Strategic Management.)

Faculty at SIAS

- 35 faculty members
- Across the fields of arts, literature, humanities, social sciences, physical and natural sciences, business, finance and management.
- Finest academic minds from Oxford University, Harvard University , Stanford University, Imperial College London , IIT Madras , University of Cambridge, Indian Institute of Science , Columbia Business School, Madras School of Economics and more.

Faculty are organised into broad divisions, not departments, to facilitate collaboration across disciplines. Faculty recruitment involves in-depth interviews and presentations to the Academic Council where they are encouraged to present their research interest. Evaluations are based on their teaching approach and the ability to interweave diverse spectrum of areas.

Faculty in the news*

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

Prof Bharath Sundaram, Assistant Professor of Environmental Studies in SIAS was invited to NatGeo Explorer's Festival in Singapore. An ecologist with an interdisciplinary approach to exploring the dynamism between environment and society, Prof. Bharath Sundaram, presented his work on "Forest fires and invasive species" at the Festival.

Prof Anil Srinivasan, Associate Professor of Practice and a renowned Classical Pianist was awarded the Educator Extraordinaire Award by the Rotary Club of Madras. The award was in recognition of his outstanding contribution in the field of education and learning through music. Prof Anil Srinivasan is the founder of 'Rhapsody', which imparts learning through music.

Prof N Chandrasekharan, Professor, Operations Management, IFRM GSB, authored a book on Operations Strategy along with Prof Chandiran P. Published by CENGAGE, the book talks about the practical approach to problem solving through Operations Management and will add immense value for students and practitioners.

Prof Kamal Ghosh Ray, Professor, Finance and Accounting, IFMR GSB chaired a session on Mergers and Acquisitions at the Asia-Pacific Financial Management Conference held at Ton Duc Thang University, Ho Chi Minh city in Vietnam. Prof Ray has presented a paper on "Green Cost Calculus for Corporate Environmental Responsibility" in the Social Responsibility Journal, UK.

Prof Sumit Mishra, Assistant Professor, Economics and Data Science at IFMR GSB presented a paper on "Transport Mode Choice for Commuting: Evidence from India' in a conference on Urban Economics and Public Services in Developing Countries, held in China. Organized by the College of Economics at Jinan University, in partnership with the Economic Research and Regional Cooperation Department of the Asian Development Bank, the conference aimed at promoting the exchange of new research and ideas among researchers, policymakers, and development practitioners in the field.

Two faculty members from IFMR GSB had publications in journals classified as "A" by the ABDC Journal ranking in 2019-20

- Prof Vijaya Subramanian, Associate Professor, Operations Management published an article titled "A time motion study of community mental health workers in rural India" in the BMC Health Services Research Journal.
- Prof Sumit Mishra published an article "Does Non-farm Income Affect Food Security? Evidence from India" in The Journal of Development Studies.

**this is not a complete listing*

Research at Krea

Solving the unanswered

Our mission to prepare humanity for an unpredictable world entails developing a view of the future through rigorous and interdisciplinary research and education that will continuously feed the design of Interwoven Learning. Krea's culture of research will drive 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 will enable high potential individuals to learn to create positive, catalytic impact ethically.

Faculty Research

Krea's faculty are multi-dimensional with diverse spectrum of interests, lending greater weight to the University's ability to interweave different disciplines, perspectives and knowledge. Krea supports and promotes faculty research and encourages younger faculty members to collaborate and draw greater value through interdisciplinary research.

In addition to the research grants available to all faculty on an annual basis to pursue research in their areas of interest, Krea's Research Council launched a competitive research grants program during the year, to encourage younger faculty to pursue collaborative or individual research projects on important questions that need to be addressed.

During the year, 13 proposals were received and evaluated along the aspects of imagination, creativity and innovation, technical depth and the ability to deliver. Of these, 9 were shortlisted and 6 were finally awarded the special research grant.

The six research topics were (i) Computational thought in group theory and geometry, (ii) Role of conformational dynamics in molecular recognition between proteins responsible for neurodegeneration, (iii) Curating opportunities for immersive and experiential learning in the Pulicat lake, (iv) Language Undone Philology, Race and Late Medieval Literature, (v) Placing Pulicat, A Digital Humanities Project and (vi) Construction of Homeland through Digital Spaces: A Study of Indian Migrants in Germany.

Research Scholars

In 2019-20, there were 15 scholars pursuing their PhDs in the Graduate School of Business under faculty guides.

Some of the research topics include Corporate entrepreneurship index and its impact on financial performance of firms, Backward Regions Grant Fund (BRGF), Regional inequality, Economic policy analysis, Technology diffusion, economic growth and inequality, Energy markets, non-linear dynamics in primary Crude oil benchmarks, International spillovers of monetary policy, among others.

At the time of publishing this report, Krea also launched its inaugural Post-doctoral Fellowship and Visiting Research Fellowship cohort with an aim to strengthen the research mandate at Krea.

Research Centres with strategic oversight from Krea

The three Research Centers continued to consolidate their position during the year as high- quality action research outposts, with multiple projects being commissioned in the areas of Finance, Economics and Health.

A few highlights are listed below:

Leveraging Evidence for Access and Development (LEAD) entered into a partnership with the National Rural Livelihood Mission (MoRD) and related state

missions for gender and livelihoods, conducting webinars and workshops and curating learning outcomes.

LEAD also became a part of the 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.

During the year LEAD conducted over 100 learning and dissemination events.

Programmes that were seeded and enabled by LEAD made substantial progress in their research output and delivered as per strategic objectives. Following is a brief mandate of the three initiatives set up at LEAD.

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.

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.

Evidence for Policy Design (EPoD) India is a joint program by EPoD at Harvard Kennedy School and IFMR, set up in 2019 to work with policymakers and key influencers in India and Nepal through an iterative process of policy design. The mandate is to understand challenges to achieving policy objectives and design, and to test interventions to improve the well-being of vulnerable groups.

Abdul Latif Jameel Poverty Action Lab (J-PAL) South Asia 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.

It was a matter of great pride and honour for J-PAL that co-founders Abhijit Banerjee and Esther Duflo, with long-time J-PAL affiliate Michael Kremer, were jointly awarded the 2019 Sveriges Riksbank Prize in Economic Sciences, or the Nobel Prize in the field of economics, for their experimental approach to alleviating global poverty. Much of their research for the past 12 years has been conducted through JPAL South Asia.

Centre for Digital Financial Inclusion (CDFI) worked across aspects of data driven governance, financial literacy awareness, agricultural business development and benefit delivery and monitoring.

Centres Response to Covid-19

At the time of publishing this report, the three centres have undertaken specific State Government projects in response to Covid-19, that include tracking the spread of the pandemic through digitization of data collection, Policy advice to State Government on improving health preserving behaviour and Rapid assessment of the impact of Covid on micro and small businesses led by women. The research is taking place in over 15 states including Meghalaya, Kerala, Jharkhand, Bihar, Orissa, Maharashtra, Delhi, UP among others.

Research Hubs

Krea's long term focus on research includes the establishment of Research Hubs structured around four inter-disciplinary hubs focused on intelligence, environment, society, capital and markets. Each hub will house thematic labs focused on specific areas like artificial intelligence, water security, environmental health, migration, inequality etc.

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.

Our mission to **prepare humanity for an unpredictable world** entails developing a view of the future through rigorous and **interdisciplinary research and education** that will continuously feed the design of **Interwoven Learning.**

Porous Boundaries

Bringing the **real-world to classroom**

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. This bridging is delivered through campus visits of guest speakers, webinars, institutional projects as well as summer projects or internships.

Summer Internships

Students at Krea translate core classroom learnings into real life scenarios through immersive internships.

Students of IFMR GSB are assigned a ten-week Summer Internship in leading corporates across India, with the objective of providing exposure to real world issues and experiences, thus shaping their career aspirations and goals. Some of the organisations where students were placed are Credit Suisse, Deloitte, HSBC, JP Morgan, Ernst and Young and CRISIL, among others.

The average stipend received by the students was Rs 35,000 and the highest stipend was Rs 50,000/-

There were 33 pre-placement offers received in 2020, as compared to 15 in the previous year.

In addition to summer internships and live projects with the companies located in Sri City, students of MBA batch 2019-21 visited Everton Tea and Hunter Douglas which enabled them to understand systems, processes and the complexities in day-to-day operations of these companies.

Students of SIAS are offered a social immersion project or a research immersion project during the summer break at the end of the first year of their programme. 60 students opted for such projects.

At the time of publishing this report, these students completed their social immersion projects on Work From Home basis. They were placed in over 30 development organisations in roles supporting societal and environmental impact. Organisations included leading social enterprises like Goonj, DEF (Digital Empowerment Foundation), At Quest, iTeach Schools and Anudeep Foundation among others.

The internships were carefully curated projects and tasks with expected outcomes that utilise essential skills that students have acquired in their first year at SIAS and an opportunity to showcase their abilities.

The focus of this initiative is to develop unique graduate attributes that will set apart a Krea Graduate from many others. Importantly, social internships have been identified by corporate India as a way to build a sense of ethics, purpose and impact in the young workforce.

MBA Final Placements

The outgoing batch of 185 students at IFMR GSB were placed successfully with an average CTC of Rs 9.7 Lakhs per annum, an increase of 15% over previous year.

Siemens, Societe General, AC Neilson were a few new organisations who recruited students from GSB in 2019-20. Infosys, Deloitte, JP Morgan Chase continued to recruit the largest number of students from the Graduate School of Business.

Building Connections

At Krea, we endeavor to develop well-curated purposeful alliances with a wide range of domestic and international partners. Having porous boundaries brings the real world into the classrooms, where students interface with real world challenges and resolutions.

Our connections are varied and they include eminent personalities from national and global academic institutions, centres of excellence, corporate entities, social enterprises, foundations and government organisations.

FinTech Day

Hosted by IFMR GSB, the conference was attended by eminent industry leaders who addressed students and faculty. Among others were:

- Mr. Sunil Kumar, Centre Head, World Bank Group, Chennai
- Mr. Nagaraj Mylandla, Founder & MD, Financial Software and Systems
- Ms. Sudha Thilaknath, ex Director, BNP Paribas Wealth Management and
- Mr. Ram Sundar B, Deputy Vice President, BankBazaar

Brainstorming session with the World Humanities Report (WHR)

Hosted by SIAS, discussions included key priorities in the India/ South Asia chapter on behalf of the International Council of Philosophy and the Human Sciences (CIPSH) in collaboration with UNESCO. The event was supported by Andrew W. Mellon Foundation, the Consortium of Humanities Centres and Institutes (CHCI), which is an undertaking of the World Humanities Report.

A workshop on "Women in Business: Breaking Barriers and Amplifying Impact"

Conducted by IFMR GSB and LEAD in November 2019, marking Women's Entrepreneurship Day. Keynote speaker Ms G Sree Vidhya, CMD Brio Services shared her journey as an entrepreneur and addressed students on the country's business landscape and the need for women entrepreneurs and not just employees. The workshop was also the platform to feature a compendium titled "Women in Business: The many shades of grit and perseverance" which relayed stories of successful women entrepreneurs across the country with diverse socio-economic backgrounds.

Research Symposium on Finance and Economics

Organised by IFMR GSB, the theme of the symposium was 'Financial Globalisation and Economic Development: Emerging Issues and the Way Forward in Today's Digitized World'.

Eighteen papers were presented among 40 participants that included researchers, doctoral scholars, and faculty members from various reputed management institutes and universities both in India and abroad.

Thought leaders Dr Pranab Bardhan from UC Berkeley, Dr Nagpurnanand Prabhala from John Hopkins Carey Business School, Dr Paresh Narayan from Deakin University and Dr Bala Balachandran from La Trobe University shared insights.

Encouraging Conversations

Eminent industry leaders came to the campus to address students of both Schools on topical subjects relevant to the student community. Guests included:

Anshu Gupta	Founder – Goonj
Arvind Subramanian	Former Chief Economic Adviser – GoI
Gopalkrishna Gandhi	Former Governor of West Bengal & Historian
Manish Choksi	Vice Chairman - Asian Paints
Nirupama Subramanian	Mumbai Editor, The Indian Express
Raghuram G. Rajan	Former RBI Governor, Advisor, Governing Council, Krea
Ravi Seshadri	Vice President, Bharti AXA General Insurance
Roshan Gunawardhana	CEO, Everton Tea
Sukumar Ranganathan	Editor-in-chief of Hindustan Times
Vivek Sunder	COO - Swiggy

Students gain **direct access to industry leaders** and practitioners. Participate in thought provoking interactions that open up minds and **broaden their outlook.**

Curating Spaces for Sharing Ideas

Veni - The Ideas Place was inaugurated on February 1, 2020 at Krea University's Chennai office. The space would act as a catalyst for new ideas and conversations among like-minded communities. The theme of the inaugural event was "Interweaving Ideas – where creativity meets critical thinking". VENI events moved to the virtual mode post March 2020, in light of the Covid-19 pandemic. Some of the speakers at VENI included arts performer Dr Jacob Boehme, civil rights lawyer Arundhati Katju, economist Dr Reuben Abraham, capital markets correspondent, Abhinav Ramnarayan and environment journalist and conservationist, Swati Thiyagarajan.

Community Engagement

Sri City is an integrated business park spread over 7500 acres in Andhra Pradesh. Inaugurated in 2008, leading organizations such as Mondelez, Kellogg's, Isuzu, Pepsi have set up manufacturing units in Sri City.

A majority of the workforce in Sri City come from surrounding villages who often face challenges of health, education and livelihoods in their community. A core ethos of Krea is social and community sensitivity. Students are encouraged to engaged with the local community in conducting various social projects directly benefiting health and education among the community members.

Over the year, students have organised free Eye Checkup Camps in collaboration with local doctors that enabled over 150 members to be screened and about 50 cases referred to specialty hospitals in Chennai for surgery.

During the year, the oldest club of IFMR GSB, Samarthan, initiated a number of social commitment campaigns ranging from blood donation drives to orphanage visits and the annual mega event - Lakshmi Bal Mahotsav, which included 200-250 children from nearby NGOs coming to the campus and spending the entire day with assigned volunteers.

A mobile library, in collaboration with READ India, was inaugurated during the year as part of community engagement activities. The library is stocked by Krea and goes around villages giving access to varied reading material for the children.

Dr Rangashri Kishore, Dean of Library Services at Krea University, won the Rex Karmaveer Global Fellowship & Karmaveer Award, a global civilian honour instituted by the International Confederation of NGO (iCONGO) in partnership with the United Nations for exemplary work in the community. The awardees, who came from over 10 countries, were finalised after a rigorous selection process.

Student Life

Learning beyond the classroom

Krea's learning ethos dictates that students learn not only in class from faculty members, but also outside the class from each other. A diverse cohort at both the schools of the university, coming from numerous states and cities, from various socio-economic class and cultures, from diverse education boards and with diverse life experiences, provides a perfect eco system for students to collaborate with each other and foster life-long friendships.

October 2019 saw the formation of Krea's first-ever Student Government Committee for the School of Interwoven Arts and Sciences, as the representative voice of the students.

The Student Government includes 4 committees (Academic, Extra-Curricular, Finance and Campus Life) with 2 moderators. The elected students are not only the voice of student concerns but also the vehicle to promote their ideas and interests in regards to their learning experience.

Students have organized themselves into 18 clubs ranging from dance, music, drama to sports, outdoors and quizzing. Monthly themes are set, such as community, curiosity, wellness, for various clubs to collaborate and plan events, workshops and seminars.

GSB Student Governance

GSB emphasizes on a participative management of students with a two-tier structure of governance. The first tier is the General Body which meets annually to channel important issues and priorities of the students. The second tier is the elected Student Council who represent the interests of the students and work closely with the administration and aligned committees and clubs.

The Business school operates through 14 student committees across various aspects of student life such as admissions, placements, consulting, sports etc.

Nine clubs are operated by GSB students including theatre, data analytics, photography, women in business, Model United Nations and more.

GSB hosted its flagship two-day intercollegiate management and cultural extravaganza, Abhudaya in February '20, that saw a series of management events followed by cultural events and shows. Various business school competitions were conducted, where students from over 40 colleges visited the campus and took part actively.

Mentorship Program

A robust mentorship program was put in place during the year for the undergraduate cohort of students, with faculty being assigned students as mentees for individual guidance.

Each Faculty mentors up to 5 students. Some of the issues that came up during mentorship sessions during the year included:

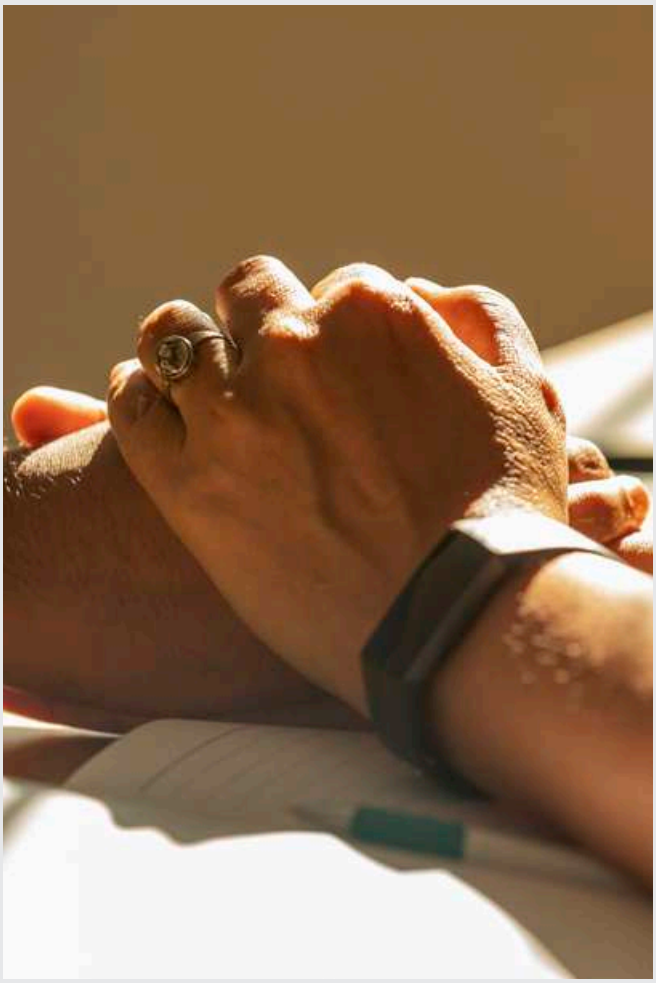
- Seeking clarity on subjects to choose for majors
- Dealing with peer pressure
- Adapting to campus life and interpersonal relationships
- Handling parental pressures
- Career counselling

GSB's mentoring program was designed to address specific concerns related to Learning and Curriculum, Peer Learning, Teamwork and Placement and Career Services. A faculty mentors about 8 to 10 students.

Nurturing Mental Wellbeing

Krea's utmost priority is the emotional wellbeing of its students. Access to mental health support and counselling was made available on campus.

In February 2020, Krea tied up with YourDOST, an online and emotional wellness platform for providing counselling and emotional support to Krea students.



Partnerships

Developing valuable **alliances**

With the objective of providing students with numerous opportunities for immersive learning, Krea endeavours to develop well-curated purposeful alliances with a wide range of hyper-local, domestic and international partners renowned for particular areas of practice.

Closely aligned to Partnerships with Purpose philosophy, Krea's approach to building sustainable partnerships is designed on the foundation of 4 pillars.

Competency, Curriculum, Career and Community.

Partnerships have been established with over 15 renowned Universities, institutions and Governments globally. Krea's partnerships will continue with institutions across the globe, to provide a range of opportunities for both SIAS and GSB students in the upcoming academic year.

University Partnership

Utrecht University

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

JAMES COOK UNIVERSITY
AUSTRALIA

KING'S College LONDON

NOTTINGHAM TRENT UNIVERSITY

Institutional Partnership

YUNUS socialbusiness

THE DALAI LAMA CENTER FOR ETHICS AND TRANSFORMATIVE VALUES

Academic Internship Council aic

Inspirit

CollegeBoard

AIIS

Government Partnership

Australia Council for the Arts

Campus Infrastructure

Fuelling ideas and **innovation**

Existing Campus

Krea's current 40-acre campus at Sri City houses the Academic block, Student and Faculty residences, Sports complex, Dining area and Student Hub, Open air theatre and a vast green cover

During the year, significant upgrades to existing infrastructure and amenities were undertaken including air-conditioning of the student rooms, addition of laundry and salon services, augmenting the sports infrastructure through the addition of multiple play courts and pitches, launch of a new café and the addition of a student hub with an enhanced gym and games room.

The campus infrastructure is currently geared to accommodate residence of 660 students. During the year, construction of two new residence blocks commenced, which would add additional capacity for 280 students.

A state-of-the-art library, the HT Parekh Library, was inaugurated during the year that houses over 40,000 books spanning Management, Social Sciences, Literature, Audio-Visual materials, and over 4500 e-journals, 105 Indian and International journals in print form and much more.

A tree lined, aesthetically designed open air theatre was inaugurated on campus during the year. Serving as a platform to showcase literary and cultural activities, the open-air theatre has quickly become the central community interaction space with many vibrant and fun filled events.

At the time of publishing this report, Krea has partnered with Kauvery Hospitals, Chennai, to operate and maintain a medical center and pharmacy on campus. The partnership offers a bouquet of specialised health services to students, faculty and staff at Krea.

Future Campus

Krea has been offered an additional 200-acre land plot at Sri City to meet its long-term expansion needs. During the year, the first 100 of this 200-acre land plot was transferred to Krea by Sri City.

Concept Master planning for the 200-acre campus with detailed concept and schematics plans for the first 100-acre plot were completed during the year. Building design for a 1500 students' capacity was initiated during the year, for both academic and student housing buildings.

The campus is master-planned with a vision to create a carbon neutral, smart campus that is itself a learning environment and seamlessly weaves the internal with the external and living with learning, on a daily basis.

Due to the unprecedented events of Covid-19 pandemic, the first phase building design completion, approvals and start of construction of the new campus has been paused to allow a restart in 2021, based on prevailing material and labour situations and pedagogical changes that may drive design interpretation.

Donors

At the time of publishing this report, contributions and commitments have come from Corporates, Trusts and Foundations and Individual Philanthropists. We are very grateful for their support and goodwill, without which our journey would not have been possible.

Corporates

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Save The Child Foundation

Ananda Family Trust

Rukmini Trust

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- Paula Mariwala
- VT Bharadwaj
- Kiran Kumar and Shridhar Sethuraman
- Alok and Pooja Goyal
- Sasi Sunkara
- Rajeev Mecheri
- Aditya Mirza
- Rajan Mehra
- Valli Gopal

Krea Post Covid-19

COVID-19 Response

Drawing strength from Krea's mission to help humanity prepare for an unpredictable world, the leadership at Krea swiftly responded to the Covid-19 pandemic in March 2020 and drew a dynamic strategic plan to adapt to the new normal.

Placing the highest priority on student well-being, a Covid Task Force was set up to steer academic continuity that entailed a seamless migration to digital platforms. Initiatives were taken towards keeping the Krea family connected by conducting periodic webinars and having dialogues with employees to offer any personal support if required.

Krea's commitment towards the academic and career advancement of students is unwavering. We have moved forward as before 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.

The University will deliver all courses online in the opening term of 2020-21 for both the IFMR Graduate School of Business (GSB) and the School of Interwoven Arts and Sciences (SIAS).

Krea continues to reimagine education while confronting this extraordinary crisis with grit, resilience, patience and creativity.

> We will continue to move forward together with renewed vigour and many more chapters to etch in the coming months. Krea is moving forward...

Sunder Ramaswamy
Vice-Chancellor, Krea University

KREA university

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