



Ministry of Electronics  
& Information Technology  
Government of India



## MASTER OF BUSINESS ADMINISTRATION IN DIGITAL GOVERNANCE & MANAGEMENT

### MBA (DG & M) 2020-22

*[under the aegis of National e-Governance Division (NeGD),  
Ministry of Electronics & Information Technology (MeitY),  
Government of India]*

Information  
BROCHURE

INDIAN INSTITUTE OF MANAGEMENT VISAKHAPATNAM  
(An Institution of National Importance under the IIM Act, 2017)



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**Shri Ajay Sawhney, I.A.S.**  
Secretary

Ministry of Electronics &  
Information Technology (MeitY)  
Government of India

## Message



Digital India is a flagship programme of the Government of India (GoI) catalyzing the transformation of the country as a digitally-empowered society and knowledge-economy. Use of modern tools and techniques of Information Technology fosters resource optimization and boosts productivity. It is envisaged that New India would create a digital economy of USD 1 Trillion by 2025, equivalent to about 20% of the country's nominal GDP by then.

India is now getting ready for emerging technologies such as 5G, artificial intelligence, blockchain, augmented reality, virtual reality, machine learning & deep learning, natural language processing and robotics. These are going to play a crucial role in the government and industry alike, whether it is planning or decision-making; accelerating development or analyzing deployment, problem solving or product development; discovering new trends or drawing out unknown correlations.

Frontier technologies, evolving business models, dynamic policy & regulatory framework and cyber security have further pronounced the need to have a competent team within the Government and the Industry to achieve intended outcomes of the technology interventions. The need to build adequate and relevant capacities to conceptualize, lead and implement digital initiatives is widely recognized at all levels.

One of the focus areas of the Ministry of Electronics & Information Technology (MeitY) is to develop and strengthen digital capacities at all levels. National e-Governance Division (NeGD) has been playing a pivotal role in supporting MeitY in the implementation of the Digital India Programme and in building required capacities at various levels. In furtherance of this endeavour, NeGD is partnering with the Indian Institute of Management Visakhapatnam (IIMV), an institution of national importance, in launching a bespoke MBA program specializing in Digital Governance and Management. IIMV, located in the state of Andhra Pradesh that has many firsts to its credit on the technology front, offers a conducive environment for value-added learning.

MeitY encourages the Ministries and Departments at the Centre and the States as well as enterprises in the public and private sectors, to make use of this learning opportunity so that the benefits of the Digital India programme could be fully leveraged for realizing national goals.

(Ajay Sawhney)



## Message



**Shri Abhishek Singh, I.A.S.**  
President & Chief Executive Officer

National e-Governance Division  
Ministry of Electronics &  
Information Technology (MeitY)  
Government of India

With digital technologies becoming all-pervasive, it is imperative that they are used for the betterment of society. Digital Governance is a powerful mechanism for bringing about a positive change in the lives of people and also making Government as well as organizations responsible and transparent. Leveraging digital technologies effectively helps to improve service-delivery, enable inclusion and empower people.

The biggest challenge for enabling Digital Governance is to have the right personnel for implementing the e-Governance Projects in both Government as well as Private Sector. Most of the successful e-Governance Projects have been implemented in Public Private Partnership mode wherein personnel from the Private Sector also need understanding of Government processes in order to make them more efficient by using technology. Within the Government, there is a need to have ability to personnel equipped with requisite project management skills and also understand technology to ensure that projects are implemented in the most optimal manner. The MBA Program in Digital Governance & Management (DGM) of IIM Visakhapatnam, conceived and conceptualized under the aegis of NeGD, MeitY, GOI, eminently fills this gap and ensures availability of skilled personnel in between Government and Private Sector.

It is heartening that the first batch program has since commenced with 26 enthusiastic participants enrolling in it. The state-of-the-art infrastructure of IIMV together with the versatile and proven Learning Management System of NeGD, MeitY is enabling the Program to be delivered in seamless, real-time and blended mode, with a judicious mix of on- and off-campus modules. This ensures that the normal routine and work schedules of the participants are not affected in any way. The encouraging feedback from the students regarding the course-content and learning-experience is particularly note worthy.

I look forward to the officials from the Central and State Governments, Public and Private Sector organizations availing themselves of the benefit of this impactful learning opportunity. There is little doubt that the MBA graduates from this innovatively designed Program will contribute constructively as change-agents at their respective workplaces and help make government systems better and more efficient.

(Abhishek Singh)





**Shri Vinay Thakur**  
Chief Operating Officer

National e-Governance Division  
Ministry of Electronics &  
Information Technology (MeitY),  
Government of India

## Message



Digital India has changed the digital profile of the country with JAM Trinity. More than 3,800 digital services and average of more than 16 crore digital transactions happening per day are testimony to that. Several programmes, platforms and projects have been successfully rolled out. Now, the revamping is being done, wherein, focus is to have national public digital platforms in social sectors such as Health, Education, Agriculture, Justice System, etc, each of which can potentially transform the entire country in that particular sector and can set-up a world class product. Several new initiatives and reforms are being implemented for citizen centric services, start-ups, MSMEs and big industries.

e-Governance is central to Digital India and is a steppingstone for good governance, which is all about centrality and certainty of citizen services and thereby, focuses on quality delivery of citizen centric services in terms of efficiency, accessibility, availability, affordability, transparency, mobility, and user experience. The evolution of e-Governance is a highly complex process that requires provisioning of hardware, software, middleware, networking, process re-engineering, standards and most important, capacity building and change management.

Change Agents are required to bring transformation including digital transformation. To build the change agents and specialised workforce, National e-Governance Division, Ministry of Electronics and IT, Government of India along with Indian Institute of Management, Visakhapatnam designed the special course called MBA programme in Digital Governance and Management. The course was started in 2019 and is running successfully into its second year. The Programme helps individuals, practitioners and institutions advance their productivity and performance significantly and thereby, contributes to building a knowledge-based, digitally empowered nation.

We therefore call upon the departments/organizations in the government, public and corporate sectors to motivate their officials to participate in the programme in large number and avail the benefit of this novel upskilling and re-skilling opportunity. The course will immensely help in improving skillsets on e-Governance on par with the best in world and will also shape up the career growth.

## About NeGD

The National e-Governance Division (NeGD), is an autonomous business division of Digital India Corporation, a not-for-profit company under the Ministry of Electronics and Information Technology (MeitY), Government of India.

NeGD has been created to support MeitY in various programme management aspects of Digital India and to coordinate with central and state governments. NeGD key support areas include strategic planning, building capacities & institutional structures, development of standards, policies & guidelines, awareness & communications, evaluation & assessment and citizen engagements. NeGD is also implementing some key service delivery infrastructure projects like DigiLocker, UMANG, NCoG etc. to enable cashless, contact less and paper less delivery of government services.

NeGD has been playing a pivotal role in supporting MeitY in strengthening existing institutional structures, develop new institutional structures and building capacities across the relevant stakeholders to achieve Digital India objectives.



## Post Graduate Program in Digital Governance and Management (PGP-DGM)

This Post Graduate Program in Digital Governance and Management (PGP-DGM) leading to the award of Master of Business Administration (MBA) degree was launched by the Indian Institute of Management Visakhapatnam (IIMV), an institution of national importance, under the aegis of the National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY), Govt. of India (GOI).

The second batch of the Program (2020-22) is scheduled to commence in **April, 2021\*** for which, reporting and registration at IIMV campus will also be held on the same day.

*\* The date is tentative and the final decision will be taken in consultation with NeGD, MeitY, GoI.*

## Program Highlights

The Program is spread over 4 semesters of 5 months each. It is a blended-learning model with a judicious combination of traditional and virtual class-room modes. This is in tune with the importance and rising trend of such (on-line) programs being offered by educational institutions nationally and internationally. Blended-mode of course-delivery addresses the constraints of working professionals in having to be away from work for extended durations of time, typically necessitated by fully on-campus, residential programs.

The Program is designed for an immersive and active learning experience for participants. The selected candidates will be required to complete the 'Domestic component' as well as the 'International component' of about 2 weeks at an international institution/university.

In addition, participants would be required to carry out a Capstone Project of practical importance, with potential for implementation in the Digital Governance & Management space.



## Program Objective

The customized Program is designed with a view to enhancing the digital-management capacities in participants. It is envisaged that the graduating candidates would catalyse the footprint and impact of Digital India growing more pervasive and profound, thereby contributing to quantitative and qualitative transformation in the delivery of services to end-users.

## Target Audience

The Program is meant for experienced officers/executives/professionals who are keen on:

- (a) Catalysing the success of digitalization and digital management initiatives in their respective areas of work; and/or
- (b) Leading as champions and managers of change, through enriched contribution to digital governance and management processes.

### Applicants with such interests could be:

- (a) Officers of All India Services, Central Services - organized & nonorganized, technical & non-technical, faculty members of State Administrative Training Institutes, and, for officers of the State Civil Services (SCS) & Non-State Civil Services (Non-SCS);
- (b) Officers from the Public Sector (Central/State) and Private Sector Enterprises;
- (c) Professionals (independent/self-employed) associated with digitalization initiatives.

## Eligibility

### Qualification:

Graduates (any discipline) with minimum 55% marks or equivalent  
(relaxation as permissible for deserving categories)

### Age: (As on 15/03/2021)

Central/State Government nominees:  
Not more than 45 years  
All others: Not more than 50 years

### Experience: (As on 15/03/2021)

Minimum 5 Years at an officer or executive level or higher  
Central/State Gove Nominees: Above experience should be in Group 'A' or Group 'B'. The candidate should also have minimum 15 years of residual service.



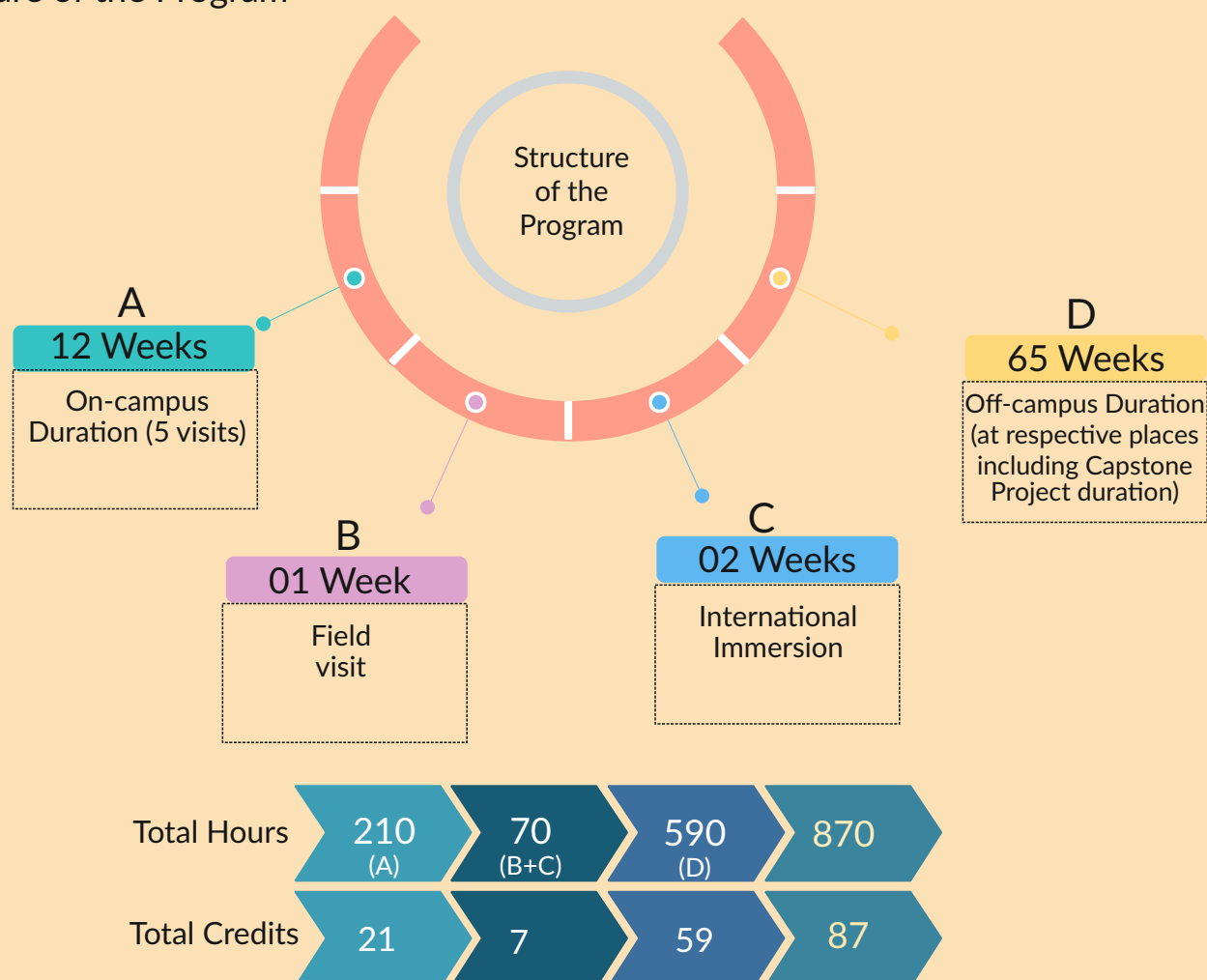
## Selection Criteria

(Weights and qualifying criteria for each component will be decided by Academic Council of IIMV, empowered under the IIM Act 2017)

- Examination  
[Common Admission Test (CAT) of IIMs or similar (for more details please refer to IIMV website)]
- Statement of Purpose (SOP)
- Technical knowledge & Domain experience (current engagement in e-Governance projects; exposure to digital technologies and applications; capacity for problem identification & solution implementation; etc.)
- Gender Diversity
- Group Discussion (GD) and/or Personal Interview (PI)

## Academic Details

### Structure of the Program







## Duration of the Program

4 Semesters of 5 months each | 80 weeks

## Components of Blended-learning

The Program will have 4 semesters of 5 months each, delivered in blended-learning mode. The detailed (date-wise) schedule would be worked out and announced well before the commencement of the Program. The distribution of Program hours is as follows:

### Program Hours:

Term	On-Campus Hours (Residential Component)	Off-Campus Hours		
		Off-line Learning Hours	On-line Learning Hours (at respective locations of work)	
			Number of Weekends available for Online Classroom	Weekend Hours (Online)
1	70	-	16	140
2	70	-	17	160
3	70	10 (Field Trip)	16	150
4	-	200 Intl. Immersion (60) + Capstone Proj. (140)	<i>(Guidance/mentoring support from experts from academia, industry and government)</i>	
	210	210		450

Total duration of participant-engagement in the Program : 870 Hours.

## Scheduling

Term	Description	Duration
<b>Term-1:</b> (20 weeks)	On-campus Orientation	0.5 week
	On-campus Learning	2.5 weeks
	Off-campus: Online Learning	16.0 weeks
	Assessment: On-campus	1.0 week
<b>Term-2:</b> (20 weeks)	On-campus Learning	2.0 weeks
	Off-campus: Online Learning	17.0 weeks
	Assessment: On-campus	1.0 week
<b>Term-3:</b> (20 weeks)	On-campus Learning	2.0 weeks
	Field Visit: Off-campus	1.0 week
	Off-campus: Online Learning	16.0 weeks
	Assessment: On-campus	1.0 week
<b>Term-4:</b> (20 weeks)	On-campus briefing & project-guidance	1.0 week
	Off-campus: International Immersion	2.0 weeks
	Off-campus: Mentor-guided Project-work	16.0 weeks
	Final Assessment: On-campus	1.0 week
<b>Summary</b>	<b>On-campus Duration (5 visits)</b>	<b>12.0 weeks</b>
	<b>Field Visits/International Immersion</b>	<b>3.0 weeks</b>
	<b>Off-campus Duration (at respective places)</b>	<b>65.0 weeks</b>
<b>Total</b>		<b>80.0 weeks</b>

Each term will have a stock-taking and goal-setting exercise involving review of learning-experiences and planning for the next term.

## Andragogy

The Program would provide an immersive and active learning experience to the participants. The courses (Core and Elective) will have a judicious blend of learning modes such as class-room discussions, tutorials, workshops, group work, case study analyses, simulation games, industry-interaction and outreach activities.

The purpose is to equip the participants with new knowledge and skillsets for successfully steering digital governance programs and projects, from conceptualization to commissioning.

The learning environment provided by the resource persons for the Program, carefully drawn from academia, industry and government, would be conducive to experience-sharing, knowledge-exchange and best-practice-dissemination.

Learning impact would be evaluated through examinations, quizzes, group and individual assignments; minor and major exams and capstone project.





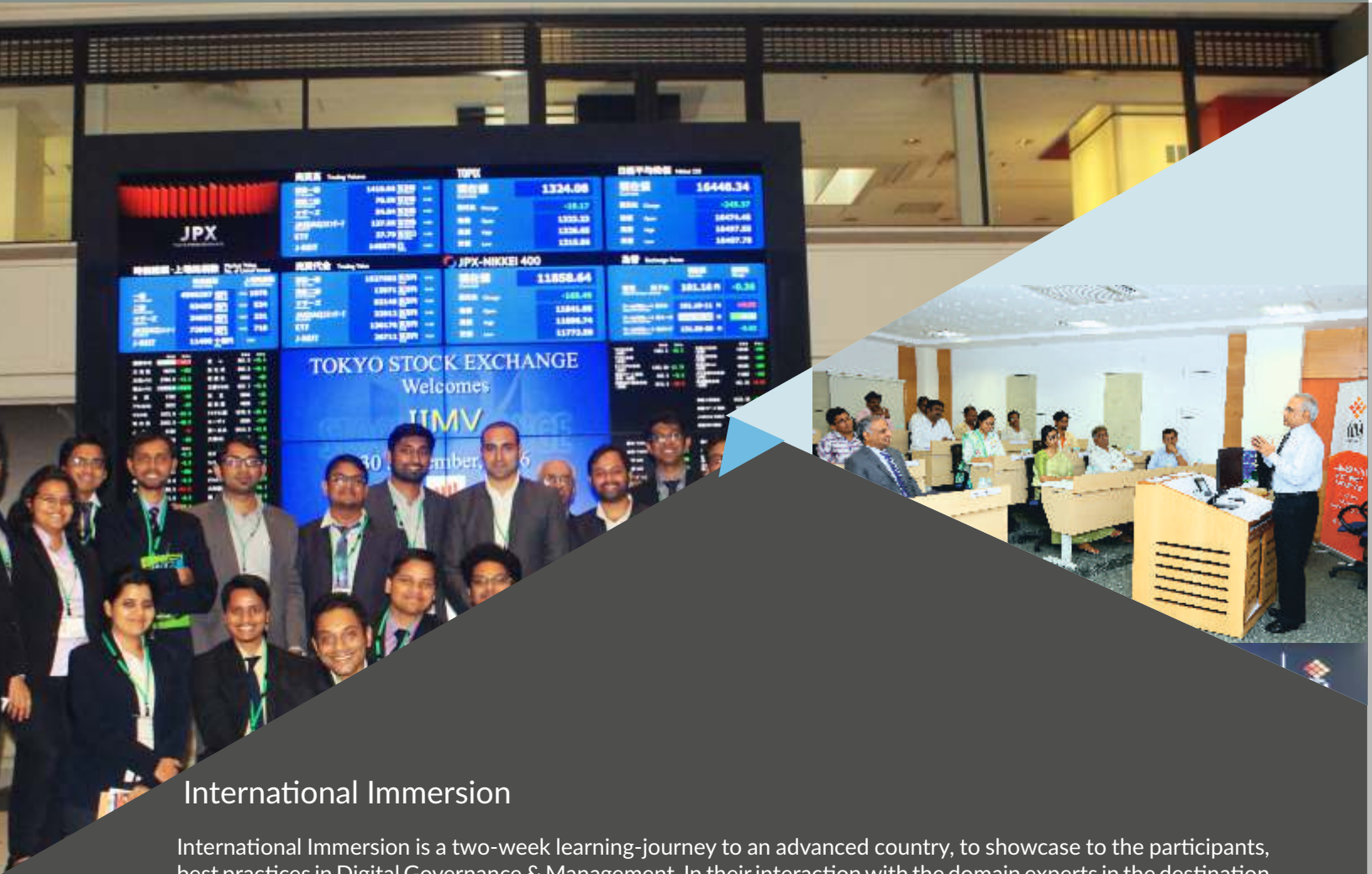
## List of Courses

Sl. No.	Core Courses	Credits
1.	Digital Governance – Context, Concepts & Applications	3
2.	Foundations of Functional Management - I	4
3.	Communication & Leadership Skills	2
4.	Introduction to Sectoral Management (Smart City & Smart Transportation, Agriculture & Water Resources, Education & Skill Development, Healthcare & Nutrition, Financial Inclusion)	3
5.	Macro Economics & Public Finance Management	3
6.	Quantitative Methods & Techniques	3
7.	Introduction to Digital Architecture	3
8.	Foundations of Functional Management - II	4
9.	Design & Realization of Large-Scale Digital Transformations	3
10.	Social, Legal & Ethical Aspects of Digital Technologies	3
11.	Information and Data Security (Digital Risk Management)	3
12.	Management of Large-Scale Digital Transformations	3
13.	Business Process Re-Engineering and Change Management	3
14.	Design and Management of Multi-sided Digital Platforms	3
15.	Case Analysis and Development of Digital Transformation Projects	3
16.	ICTs For Development	3
17.	Research Methodology	3
18.	Public Private Partnership in e-governance projects	3
Sl. No	Electives (any 6)	Credits
1.	Data Science for Decision Making	18
2.	Leadership Skills for Digital Transformations	
3.	Cybersecurity & Data Governance	
4.	Foundations & Applications of Artificial Intelligence & Machine Learning	
5.	Foundations & Applications of Latest Technologies: Blockchain, Telematics & SMACI	
6.	Technology Services & Infrastructure Management	
7.	Public Policy Analysis	
Sl No	Workshops/Field Visits/International Immersion/Capstone Project	Credits
1.	Domestic Field Visit to showcase Digital Governance Applications and Best Practices	1
2.	International Immersion (2 weeks)	6
3.	Capstone Project (4 months)	14
4.	2 Workshops on themes such as Project Management, Business/Project Plan Preparation, Data Analytics etc. held on weekends (one credit each)	2
	<b>Total Credits</b>	<b>87</b>
	<b>Total Hours</b>	<b>870</b>

Sl. No.	Component	Credits	Hours
1.	On-campus Learning (Residential, in IIM Visakhapatnam)	21	210
2.	Off-campus Learning (At respective workplaces)	45	450
3.	Capstone Project (At respective workplaces)	14	140
4.	Field Visit	1	10
5.	International Immersion (2 weeks)	6	60
	<b>Total</b>	<b>87</b>	<b>870</b>

Courses are subject to change / customization.

Each Course will have well-defined learning objectives and outcomes, andragogy to be adopted, session plan with specified readings and cases and evaluation scheme. The course pack will comprise textbook(s), reading material and case studies.



## International Immersion

International Immersion is a two-week learning-journey to an advanced country, to showcase to the participants, best practices in Digital Governance & Management. In their interaction with the domain experts in the destination country, both in the classroom and in the field, participants would be able to comprehend and appreciate the nuances of successful commissioning of digitalization programs and projects for increased efficiency of processes and improved effectiveness of outcomes. They would gain exposure to how digital technologies help transcend silo-approaches and integrate all the stakeholders in positioning innovative solutions for enhanced user-experience. Participants would also be able to witness ecosystems of Digital Governance that are a symbiosis of infrastructure, technologies, policies and change management for participatory user-engagement and targeted service delivery.

Arrangements such as travel by economy-class (Visakhapatnam-Foreign Destination-Visakhapatnam), accommodation (single-occupancy), food, local transport etc. will be made by IIMV through the collaborating institution. Participants will not be permitted to:

- make their own arrangements of stay during the Program component abroad;
- alter their travel class, travel plans/dates and/or travel routes;
- seek any addition/change/upgrade in facilities, amenities or arrangements, being provided commonly/uniformly to all the participants.

## Capstone Project

In the 4th Term, participants would be required to work under the joint guidance of a faculty member (IIMV) and a Nodal Officer/Mentor (at the workplace), on a Capstone Project, by choosing an appropriate theme on Digital Governance & Management, as may be approved by their nominating authorities and IIMV. The project will be evaluated jointly by the authorities concerned, along with external experts.

For participants who are from private sector and/or self-employed, if so desired by the participants, IIM Visakhapatnam would, in consultation with an apex industry association, suggest modalities of carrying out the Capstone Project.

## Criteria and Eligibility for Award of the Academic Title

MBA degree in Digital Governance & Management would be awarded to the qualifying participants in accordance with the ordinances of the Academic Council of IIM Visakhapatnam (under the IIM Act 2017).



# Program Fee

Rs. 16,50,000/- (Rupees Sixteen Lakh, Fifty Thousand only)

Self-financing or Sponsored by Employer

## Accommodation for the On-campus Component of Program

During the residential component of the Program, IIMV will provide at Visakhapatnam, suitable single-occupancy accommodation to the participants. Accommodation is generally provided to only those participants who are not posted at Visakhapatnam. Participants posted locally are required to make their own arrangements for to & fro commute to the Program venue, as per the Program schedule/time-table. Apart from the facilities, amenities and arrangements being provided commonly/uniformly to all participants, no special/specific/additional request for any change/upgrade should be made by any participant or entertained by IIMV.

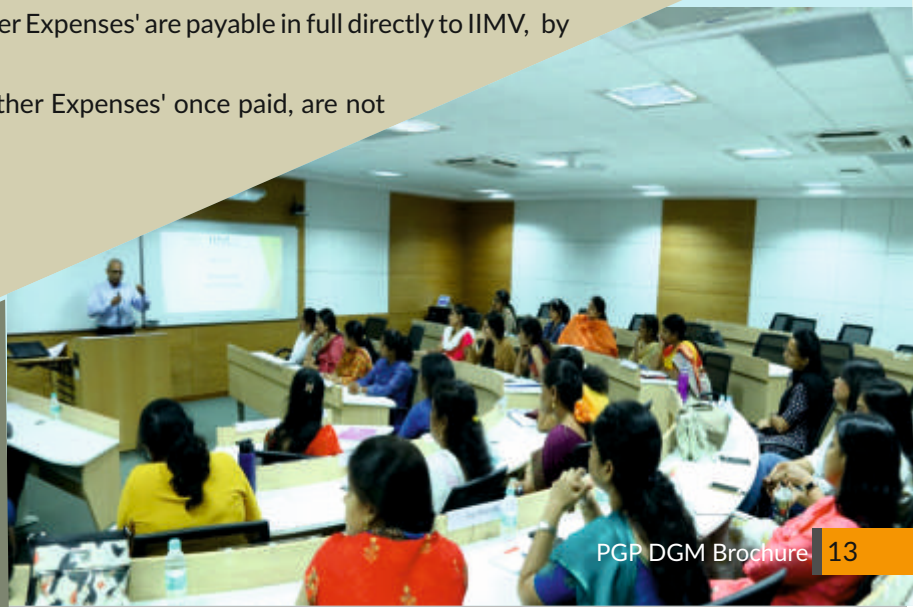
## Exclusions from Program Fee (Other Expenses)

(Expenses to be additionally borne by candidates and/or their sponsors):

- To & fro domestic travel costs for attending classes at IIMV as per the class/exam schedule
- Per-diems and Insurance of participants in India and abroad (during the Program)
- Travel Insurance, Medical Insurance, Visa Fee, SIM-Card and phone usage charges of participants for/during International Immersion
- Food expenses (for domestic component only)

## Modalities of Payment of Program Fee and Other Expenses

- From out of the total number of eligible candidates nominated by Central/State Governments, the Program Fee would be paid in entirety by NeGD/MeitY, Gol, for 15 (fifteen) candidates in the 2020-22 batch, who qualify for such support.
- List of candidates in each batch, who qualify and become eligible for such funding by NeGD/MeitY, would be determined by IIMV following its laid-down Selection Process.
- In respect of all other participants from Central/State Governments, the Program Fee will need to be borne in entirety by the respective ministries/departments/organizations themselves, where the nominee is posted.
- The Program Fee in respect of applicants from the Public Sector (Central/State) and Private Sector Enterprises may be borne either by the candidates themselves (self-financing), or, by their respective organizations (sponsored).
- The "Other Expenses" in respect of all sponsored candidates (whether the Program Fee is paid by NeGD/MeitY or not) are payable by the respective ministries/departments/organizations (where the nominee is posted); and, by the applicants themselves in case of self-financing candidates.
- In all cases, the 'Program Fee' and 'Other Expenses' are payable in full directly to IIMV, by the dates (to be) prescribed by IIMV.
- In all cases, the 'Program Fee' and 'Other Expenses' once paid, are not refundable.





## Pay & Allowances

During the Program, the Ministry/Department/Organization concerned where the nominee is posted, will need to meet the cost of:

- Pay and allowances;
- Domestic travel (as per his/her eligibility) from place of posting to Visakhapatnam and back [as per the schedule (to be) prescribed by IIMV], including for presentation of the Capstone Project;
- Travel, board and lodging (as per his/her eligibility) towards field visit for collection of data / information (if any) during the Capstone Project;
- Per-diem allowances (as per eligibility); and,
- Such other allowances/expenditure as may be permissible to the nominee.

## Application Process

Application of candidates (vide Part-A of the Online Application Form, duly filled in) should be submitted on or before March 15, 2021 (17: 30 hours) The candidates fulfilling the conditions of eligibility will be invited for the selection process by IIMV, under intimation to NeGD/MeitY, GoI.

Applicants will be short-listed based on their performance in CAT / GMAT / GATE / GRE / IIMV Test, as chosen by the candidate; evaluation of SOP, technical knowledge and domain experience. Shortlisted candidates will be called for a Personal interview.

The currently employed candidates will be required to produce “No Objection Certificate” by the date mentioned on the Admissions page on IIMV website. This Clearance (vide Part-B of the Application Form) from the Cadre Controlling Authority concerned would be an essential pre-requisite for all applicants from Central/State Government Departments/Organizations, for admission into the Program. For applicants from Central/State Public Sector Enterprises or Private Organizations, clearance from Competent Authority would be essential.

Final selection will be made based on a composite score comprising the performance in CAT/GMAT/GATE/GRE/IIMV Test, technical knowledge and domain experience, SOP and Personal Interview scores.

Further details on the Program and clarifications (if any) may be obtained from the PGPDGM Office, Indian Institute of Management Visakhapatnam, AU Campus, Visakhapatnam-530003 (Phone No. 0891-2824444) and/or the website of IIMV (<https://www.iimv.ac.in>).

## Application Deadline

March 15, 2021 (17: 30 hours)

## Program Details & Application Form on

Web: <https://www.iimv.ac.in/pgpdgm>

Email: [pgpdgmprogramme-office@iimv.ac.in](mailto:pgpdgmprogramme-office@iimv.ac.in)

Web: <https://meity.gov.in>

Email: [negdcbpmu@digitalindia.gov.in](mailto:negdcbpmu@digitalindia.gov.in)



# Testimonials

Shiv Gupta, Manager,  
National e-Governance  
Division,  
Ministry of Electronics and IT

“ PGP DGM is a first of its kind MBA program in a blended learning model. The rigour of on campus program and the flexibility of blended learning model enables one to learn and apply the concepts in the real-world problems at the same time. This program is big step in India's transition to a knowledge economy in the ever-evolving Digital world. The true amalgamation of core business management with digital governance is for everyone who believes that Digital is the way forward.

Dharmendra Singh,  
Subject Matter Expert,  
Andhra Pradesh State FiberNet  
Ltd, Govt. of AP

“ The PGP-DGM Program at IIMV is in sync with the latest modern management practices, the latest technologies, and synergizes these with the concern for citizens. The interactions that I have had with cross functional team and elicit cooperation from them by appealing to the value systems during the project have Term-1 been a rich source of learning, and I have picked up many new skills, and concepts of management practice and change in significant push to adoption of new technology and services e.g. IOT, AI, BIG DATA, Cloud, Smart City has brought a paradigm shift in the delivery system to bring digital to every person ,home and organization for fully connected, intelligent world

Soumyadipta Datta,  
Assistant Director  
(Technical), Office of the  
Jute Commissioner, Ministry  
of Textiles, Govt. of India

“ The course schedules are well planned in advance, keeping in view the work commitments of the Central / State Govt. officials. The logistic support extended to the students during the on-campus part of the programme is remarkable.

Shena Aggarwal,  
Additional Secretary,  
Govt. of Punjab

“ The digital governance and management program at IIM Visakhapatnam caters to the needs of administrators and managers at all levels in the internet revolution era and provides valuable inputs and insights into use of digital technologies in various aspects of governance. The course provides the best of academic environment while focusing on practical utility in governance and management. Studying with an amazing group with a wide array of experience provides one an insight into the developments across the country and the globe and encourages us to implement it back into one's own field of work. The staff and faculty of the institute are all very supportive and have made this rigorous course a pleasant experience.

Ajay More,  
National Informatics Centre,  
MeitY, Government of India

“ PGP-DGM program is custom made for professionals like me who are or aspire to be associated with Digital Transformation of India. The inspiring faculty, peer learning with batch matches from diverse background, rigorous curriculum, immense and active learning experience that this program is providing has fuelled my passion and resolve to contribute more meaningfully in the development of Digital India. The blended pedagogy of this course also allows me to upskill myself while continuing my current engagements.

G Appalanaidu,  
Executive Engineer,  
ONGC

“ I am a young professional from the ONGC Ltd. The moment I got admission for PGPDGM in IIMV, my thinking perspectives have been enhanced and the institute, IIMV has given me the best opportunity to meet peers from different backgrounds and working executives of MNCs, State and Central government departments. I think, the fabulous combination of blended course sessions i.e. traditional on-campus and the virtual ones, literally enabling us to cope up better in both professionally and academically work-load pressures so far. Last but not the least, the institute, IIMV is driving us as a confidence booster.

# Full Time Faculty

Amit B Chakrabarti



Area : Corporate Strategy & Policy  
Education : FPM, IIM Calcutta  
Experience : 8 years in Industry & 3 years in Teaching

Amit Shankar



Area : Marketing  
Education : Ph.D., IIT Kharagpur  
Experience : 5 years in Teaching

Anupama Sharma



Area : Organisational Behaviour and HRM  
Education : FPM, IIM Indore  
Experience : 2 years in Industry & 3 ½ years in Teaching

Deepika Gupta



Area : Corporate Strategy & Policy  
Education : FPM, IIM Bangalore  
Experience : 12 years in Industry & 3 years in Teaching

Jayasankar Ramanathan



Area : Marketing  
Education : FPM, IIM Kozhikode  
Experience : 0.5 year in Industry & 4.8 years in Teaching

Kalyan Kolukuluri



Area : Economics  
Education : FPM, IIM Bangalore  
Experience : 5 years in Industry & 1 year in Teaching

M V Anuradha



Area : Organizational Behavior & HRM  
Education : FPM, XLRI, Jamshedpur  
Experience : 3 years in Industry & 7 years in Teaching

Neena Pandey



Area : Information Systems  
Education : PhD, IIM Bangalore  
Experience : 9.5 years in Industry

Prince Doliya



Area : Finance and Accounting  
Education : PhD, IIT Roorkee  
Experience : 1 year in Industry & 2 years in Teaching



B. Srirangacharyulu



Area : Production & Operations Management  
 Education : PhD, IIT Madras  
 Experience : 19 years in Teaching

Bhargab Chattopadhyay



Area : Decision Sciences  
 Education : PhD (University of Connecticut)  
 Experience : 8 years in Teaching

Bishakha Majumdar



Area : Organisational Behaviour and HRM  
 Education : FPM, IIM Indore  
 Experience : 6 years in Teaching

Chandreie Mukherjee



Area : Management Communication  
 Education : Ph.D. in English from Pondicherry University  
 Experience : 1.5 years in Teaching

Kaveri Krishnan



Area : Finance & Accounting  
 Education : FPM, IIM Bangalore  
 Experience : 3 years in Industry  
 1 year in Teaching

M. Chandrasekhar, Director



Area : Public Policy  
 Education : PhD, IIT Bombay  
 Experience : 19 years in Industry  
 17 years in Teaching

Milan Kumar



Area : Production & Operations Management  
 Education : PhD, IIM Calcutta  
 Experience : 2 years in Industry  
 1 year in Teaching

Mohammad Shameem Jawed



Area : Finance & Accounting  
 Education : FPM, IIM Indore  
 Experience : 5 years in Industry  
 2 years in Teaching

Saroj Kumar Pani



Area : Entrepreneurship  
 Education : Fellow (PhD) of IIM Bangalore  
 Experience : More than thirteen years of work experience in industry and academia

Shivshanker Singh Patel



Area : Decision Sciences  
 Education : Ph.D, IISc Bangalore  
 Experience : 1.5 years in Industry  
 4 years in Teaching

Vinay Ramani



Area : Economics  
 Education : Ph.D., The University at Buffalo  
 Experience : 1.5 years in Industry  
 12 years in Teaching

Vivek Madupu



Area : Marketing  
 Education : Ph.D, University of Memphis, USA  
 Experience : 2 years in Industry  
 16 years in Teaching

## Visiting / Adjunct Faculty



**B Sundar, IFS**

Director-Electronic Services  
Delivery, Govt. of AP  
Area: Information  
Systems/Technology  
Education: Fellow,  
IIM Ahmedabad



**Krishna Mohan  
IAS (1977 Batch)**

**Certified National Trainer  
and Facilitator**  
Area: Ethics & Public Policy  
Education: B.Sc & M.Sc,  
Banaras University



**Ganesh N Prabhu**

Professor  
IIM Bangalore  
Area: Strategy  
Education: Fellow, IIM  
Ahmedabad



**H Krishnamurthy**

Principal Research  
Scientist  
IISc Bangalore  
Area: Fintech and  
Networking  
Education: ME (IISc)



**Ishwar Murthy**

Professor  
IIM Bangalore  
Area: Decision Sciences  
Education:  
PhD, Texas A&M  
University, USA



**M S Rajagopalan**

Independent Consultant  
Area: General  
Management  
Education:  
PGDM, IIM Bangalore



**M S Sriram**

Professor  
IIM Bangalore  
Area: Public Policy  
Education:  
Fellow, IIM Bangalore



**J Srinivas**

Sr. General Manager  
National Institute for  
Smart Government  
Hyderabad  
Area: IT/IS Security  
Education: M.B.A., Ph.D.



**Manoj Rajan**

Special Secretary to Govt. of  
Karnataka. (Food Processing)  
Area: Agriculture Resources  
Management  
Education: IFS, 1999 batch



**Sankarshan Basu**

Professor  
IIM Bangalore  
Area: Finance & Accounting  
Education: PhD, London  
School of Economics and  
Political Science, UK



**P C Narayan**

Professor  
IIM Bangalore  
Area: Finance and  
Accounting  
Education:  
PhD, IIT Madras



**Utkarsh Majmudar**

Independent Consultant  
Area: Finance and  
Accounting  
Education:  
Fellow, IIM Ahmedabad



**Pratap Giri**

Independent Corporate  
Advisor  
Area: Finance &  
Accounting  
Education:  
ICAI, ICSI, FCA, FCS



**Maneesh Mishra**

Lead, SANKALP, World Bank  
supported Skill India Mission  
Operation () program  
Area: Education and capacity  
building  
Education: PhD, Management



**Anand Kasturi**

Consultant Trainer &  
Executive Coach  
IIM Bangalore  
Area: Service Management  
Education: PhD in Business  
Studies from the University  
of Buckingham





**Rakesh Godhwani**  
Independent Consultant  
Area: General Management  
Education: PGSEM, IIM Bangalore



**S. Shanker**  
Independent Consultant  
Area: Finance & Accounting  
Education: Degree in Law, PGD in Human Resources PGD in International Trade



**Jayanthi Iyer**  
Freelance Tax and Financial Systems Consultant  
Area: Finance & Accounting  
Education: CA, ICWAI



**Govinda Bhattacharjee**  
Professor, Indian Institute of Public Administration, New Delhi  
Area: Applied Economics, Public Finance & Taxation  
Education: PhD in Economics



**Garimella Suresh**  
Adjunct Professor, (KIAMS), Harihar, Karnataka.  
Area: Marketing  
Education: PhD, Osmania University



**Sujoy Roychowdhury**  
Corporate Executive  
Area: Decision Sciences and Information Systems  
Education: PGDM, IIM Bangalore



**V N Sastry**  
Professor  
Institute for Development & Research in Banking Technology, Hyderabad  
Area: IT/IS  
Education: PhD, IIT Kharagpur



**Suryanarayana Valluri**  
Independent Consultant  
Area: Marketing  
Education: PGDBM, XLRI Jamshedpur



**M N. Rao**  
Chairman of MediSys EduTech Pvt. Ltd, Hyderabad  
Area: Health & Nutrition Sector  
Education: Master's in Management (McGill University, Montreal, Canada)



**Sunil Chandran**  
Independent Consultant  
Area: Marketing  
Education: PGDBM, XLRI Jamshedpur



**V Nagadevara**  
Former Professor  
IIM Bangalore  
Area: Decision Sciences and Information Systems  
Education: PhD, Iowa State University, USA



**Subrahmanyam Yadavalli**  
MD and CEO of Next Health Digital Solutions  
Area: Strategic Advisory, Technology, Healthcare, Entrepreneurship, Incubation, Funding, Mentoring



**Pallab Saha**  
Chief Architect, The Open Group  
Area: Enterprise Architecture  
Education: Ph.D. in Management (IS), IISc., Bangalore



**Madhuchhanda Das**  
Consultant  
Bangalore  
Area: Decision Sciences and Information Systems  
Education: FPM, IIM Bangalore



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Ace analyzer, Capitaline, CMIE Prowess IQ, CMIE Prowess Dx, EMIS Intelligence, S&P Global Market Intelligence, EPWRF Time Series, NSE Infobase, Venture Intelligence

EBSCO Business Source Complete, JSTOR, ProQuest ABI Inform, CRISIL Research, Indiatat.com (India specific Statistical information), WARC, Passport Euromonitor

Grammarly.com

FT.com, The Economist, Wall Street Journal, Press reader



## About IIM Visakhapatnam

Indian Institute of Management Visakhapatnam belongs to the prestigious IIM family of business schools. It is a new generation IIM, set up by the Government of India in September 2015. It is an Institution of National Importance under the IIM Act 2017. The Institute is presently located in its temporary, but state-of-the-art facility in the salubrious Andhra University campus in the heart of the 'City of Destiny', Visakhapatnam.

### Mentorship

Indian Institute of Management Bangalore (IIMB), the acknowledged leader in management education, is the mentor for IIM Visakhapatnam. The academic and governance processes of IIM Visakhapatnam are therefore aligned with those of IIM Bangalore, ensuring high standards, ab initio.

### Faculty

Faculty at the IIM Visakhapatnam have impressive academic and research credentials. This cohort is complemented by faculty drawn from IIM Bangalore, policy makers as well as industry professionals and practitioners, based on need.

### Strengths

IIM Visakhapatnam is ahead in its generation in:

- Located in the renowned and salubrious Andhra University campus, ideal for focused knowledge pursuit.
- Epitome of national character with students and faculty from across the country.
- World-class facilities and knowledge resources for learning-outcomes of high impact.
- Sought-after source for Management Development Programs by Govt. of India and Corporate Sector.
- Top performance in flagship MBA program student-placements, qualitative and quantitative, year-after-year.
- Technology Incubation & Development of Entrepreneurship Centre under the Ministry of Electronics & IT (MeitY), GOI.
- Incubation of ideas of aspiring women-entrepreneurs under 'Women Start-up Program'.

The Institute is located at about 5 kms. from the railway station and about 12 kms. from the airport.

## About Visakhapatnam

Visakhapatnam is a clean & picturesque port-city on the east coast of India. It is easily accessible by air, sea, rail and road connections. It is cosmopolitan and is a popular tourist destination with a beautiful beach on one side and a majestic mountain-range on the other. It is a vibrant city well known for its Art & Architecture; Culture & Cuisine; Entrepreneurship & Enterprise; Harbours & Hills; History & Heritage; Holy shrines & Hospitality; Image & Identity; Innovation & Industry; Mountains & Monuments; Safety & Security; Talent & Technology; Temples & Traditions; and, Trade & Tourism. Visakhapatnam is base to several large, medium and small companies (public and private) in the core sector, energy, financial services, infrastructure, IT, pharma etc. The Eastern Naval Command of the Indian Navy is head-quartered at Visakhapatnam. In short, Visakhapatnam is one of the most preferred destinations in India to live, learn, yearn and earn.



## Contact

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### Disclaimer:

Indian Institute of Management Visakhapatnam reserves the right to change the information provided in the brochure or via the website, including the terms of the Program, without notice.





**Prof. M Chandrasekhar**  
Director,  
IIM Visakhapatnam



**Prof. Neena Pandey**  
Program Chair (PGPDGM),  
IIM Visakhapatnam

## Message

It is a matter of pride and privilege for IIM Visakhapatnam to have launched a customized and first-of-its-kind Post-Graduate Program in Digital Governance and Management in 2019. The Program is launched under the aegis of the National e-Governance Division (NeGD), Ministry of Electronics & Information Technology (MeitY), Govt. of India (Gol). We are now entering the second year of the Program and are ready to welcome the next batch of participants.

In today's times, government, business and society function in a continuum. Digitalization integrates all the stakeholders such as citizens & customers; principals & associates; suppliers & service-providers in a single-value chain. Such connectedness promotes economy of resource-use, efficiency of outputs and effectiveness of outcomes.

It is with this ethos that Digital India, the flagship program of MeitY, has been catalysing the delivery of improved products and services in vital areas such as Health & Nutrition; Education & Skill Development; Agriculture & Water Resources; Financial Inclusion; Smart Cities & Infrastructure; and Smart Mobility & Transportation. Innovative applications using digital technologies are moving to the centre-stage in these sectors.

For the benefits of digitalization to expand in scale and scope, it is important to build internal capacities in the government and industry, so that the functionaries at strategic as well as operational levels are equipped with necessary knowledge and skills, for ensuring success of programs and projects from conceptualization to commissioning. The Program on offer addresses this felt need.

As an institution of national importance, IIM Visakhapatnam would position a high-quality MBA program, calibrated to the current context with customized content and conducive to impactful learning outcomes.

Graduates from the Program would be able to make a constructive contribution towards the digitalization efforts in their work domains gaining greater traction, in pervasiveness and profundity.

**Prof. M Chandrasekhar**

## Message

With the successful launch of Post Graduate Program in Digital Governance and Management (PGP-DGM) in 2019, IIMV is excited to move ahead in its journey to welcome the second batch of the Program leading to a degree of Master of Business Administration (MBA), under the aegis of the National e-Governance Division, Ministry of Electronics and IT, Government of India.

With the advent of digital technologies, businesses and government alike have placed immense faith in the value these technologies bring towards achieving their goal. While organizations are looking to 'transform' them using these technologies, the Government of India, with the launch of Digital India, is actively pushing their usage to attain efficient and effective delivery of products and services. Robust implementation of these technologies demands a thorough understanding of the nuances of digital governance by its functionaries. We, at IIMV, envisage the PGP-DGM program to address this aspect of capacity building.

The carefully curated courses of the Program, along with the international exposure, ensure that the professionals are more than adequately equipped and empowered with knowledge and skill sets to help achieve the dream of New India based on digitalization. The Program envisions significant value that this capacity building program will add to the businesses, government, and society at large through efficient handling of mission-mode e-Governance initiatives.

Students for the Program will be selected through a rigorous admission process.

The Program would be representative of the intellectual rigor of IIMV. The design of the Program is borne out of a vigorous debate among the domain experts from the government, public, and private sector organizations. As a result, the Program is unique and 'first-in-class' in India.

As the Chairperson of the Program, I am truly convinced that graduates of the PGP-DGM will add tremendous value to their organizations and further contribute to the development of the nation.

**Prof. Neena Pandey**



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