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Ganta believes IIM-Vizag's new logo will help further its image

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Visakhapatnam: The Indian Institute of Management-Visakhapatnam holds a special place in AP, said human resources development minister Ganta Srinivasa Rao. He unveiled the new logo of the IIM-V in Visakhapatnam on Sunday.

Speaking on the occasion, Rao said that brand identity of an institution reflects its vision and values and conveys its purpose and principles to the stakeholders. "The logo with an appropriate tagline ("Knowledge is the supreme deity") will go a long way in building a good image for the institution. Its strategic location, its world-



Ganta Srinivasa Rao at the launch of new IIM-V logo on Sunday

class infrastructure and quality management education make it occupy a special place in Andhra Pradesh," said Rao.

Rao further said that some

of the graduates of IIM-V are working with the state government, contributing in their own way to the socio-economic progress of the state. "I am looking to the permanent campus of the institute in the next two to three years at Gambheeram with the ambience of global standards," said Rao.

IIM-Visakhapatnam director Prof M Chandrasekhar said "Some of our students have contributed to the logo and tagline designing. IIM-V is fortunate to find its address in Vizag, which offers an ecosystem conducive to innovation, industry and entrepreneurship to progress," said Prof Chandrasekhar.