



Inauguration of The 6th Batch of Post Graduate Certificate Programme in Business Analytics and Applications (PGCBAA)

The Indian Institute of Management Tiruchirappalli inaugurated its sixth batch of the Post Graduate Certificate Programme in Business Analytics and Applications (PGCBAA) on May 19, through online mode. This one-year programme is designed for working professionals to enhance their analytical and decision-making skills. The event was graced by the esteemed presence of Chief Guest **Mr. Avishek Banerjee**, Managing Director of Insights and Intelligence at Accenture, along with **Dr. Sanjay Salunkhe**, Chairman, MD and Founder of Jaro Education, and Programme Directors **Prof. Arulanantha Prabu**, and **Prof. Rishikesan Parthiban**. The ceremony began with an invocation song and lighting of the lamp.

In the Inaugural Address, the Chief Guest, Mr. Avishek Banerjee, expressed his gratitude to the Programme Directors and emphasized the crucial role of prediction in business through data, tools, and techniques. He encouraged participants to trust their facilitators, who will help them predict upcoming business trends. Mr. Banerjee highlighted the importance of storytelling in analytics, stressing the need to convey insights in a language that organizational seniors can understand. He praised the programme's comprehensive curriculum, covering Operational Research, Python, Business Statistics, and Data Visualization, which are essential tools for the corporate world. The Chief Guest shared insights from his role at Accenture, focusing on departmental and corporate transformation, and stressed the importance of integrating technology seamlessly into work. Mr. Banerjee concluded by highlighting the significance of predictive analytics in addressing real-world challenges such as insurance and anti-money laundering. He urged participants to stay hands-on with technology, combine technical expertise with people leadership, and remain humble and open-minded while contributing positively to organizational culture.

Dr. Sanjay Salunkhe acknowledged the participants' commitment, many of whom possess more than eight years of professional experience. He emphasized the transformative journey participants have chosen, advising them about increased expectations from family and friends but assuring them that the efforts will make them proud as IIM Trichy alum. Dr. Salunkhe shared insights into Jaro Education's history, highlighting its partnerships with seven IIMs, IITs, The Wharton School, and MIT. He shared his entrepreneurial journey, emphasizing the significance of human capital over financial capital and the importance of planning and execution. He advised participants to respect juniors, foster ethical behavior, and focus on value creation, stating that valuation will naturally follow. Dr. Salunkhe concluded by expressing gratitude to IIM Trichy and encouraging participants to enjoy the learning journey.

Prof. Arulanantha Prabu, in his Welcome Address, underscored the programme's significance in the current age of artificial intelligence (AI). He emphasized that AI is transforming industries by automating tasks previously done manually, making this the ideal time for participants to invest in the programme. He highlighted the tremendous opportunities for participants to learn analytics, integrating it across various management domains. The curriculum includes a capstone project that allows participants to apply their learning in real-world scenarios, ensuring they are well-prepared to address contemporary challenges in their fields. Additionally, Prof. Prabu provided an overview of IIM Trichy's Executive Education & Consulting (EEC) Programmes, mentioning the various courses offered in Healthcare Management, Banking, and other sectors. He proudly noted the Institute's diverse alum network and the comprehensive educational opportunities at IIM Trichy, which include MBA, MBA-HR, and doctoral programmes.

The ceremony concluded with a vote of thanks by Prof. Rishikesan Parthiban. Prof. Parthiban expressed his gratitude to Mr Avishek Banerjee, Chief Guest and Dr. Sanjay Salunkhe Chairman, MD and Founder of Jaro Education for their inspiring speeches. Special thanks were extended to Dr Pawan Kumar Singh, Director IIM Trichy and Dean Saravanan for their support in executing and designing the programme to meet current standards, as well as to the EEC department. He also appreciated the participants, emphasizing the mutually fulfilling journey ahead and opportunity to form lasting friendships.

The ceremony concluded with a rendition of the National Anthem.