

**WELCOME
TO THE
KREVERSE
WHERE
LEARNING IS
INTERWOVEN
INTO THE
EVERYDAY**

KREA

क्रिया

(Sanskrit)

An action-oriented approach

Dynamic

Creativity ∞ Action



Relevant

Arts ∞ Sciences

World through the Interwoven Lens

Evolving

Theory ∞ Practice



“We, at Krea, have truly set out to re-imagine education for the 21st century and I can proudly say that the Krea family is fully committed to the vision. Krea’s way of life is beyond interdisciplinary, it’s interwoven. We make connections and view everything – from complex problems surrounding the world to everyday challenges – through the lens of the interwoven.

three schools, SIAS (School of Interwoven Arts and Sciences), IFMR GSB (Graduate School of Business) and KDC (Krea Doctoral College) share spaces, conversations and a spirit of the collective at Krea. The campus is a space of synergies where each member learns from the other.”

Professor Nirmala Rao
Vice Chancellor

VISION

Preparing humanity for an unpredictable world

In a world that's unpredictable and where challenges are novel and unscripted, we are creating future leaders who are resilient, adaptable and ethical. In the Kreaverse, as we call the universe of Krea, students gear up not just for immediate employability but for lifelong leadership. Kreators, as we like to call those who are part of the universe of Krea, are empowered to face the disruption and solve complex world challenges with creativity and skills.

Voices that Matter



“We are trying to create a new generation of students. Students who can think for themselves, who are willing to challenge the status quo, who are bubbling with creativity, and given the opportunity to let that creativity blossom. What we hope is that we can together develop new solutions – both to the problems we face as a nation and also elsewhere.”

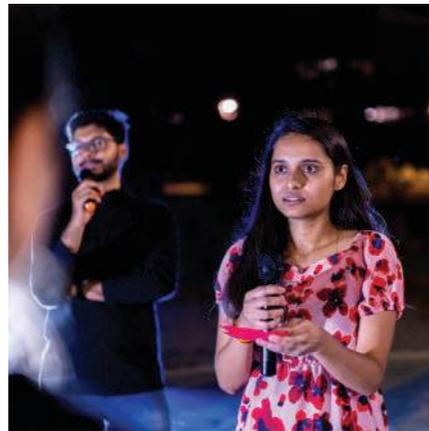
-DR RAGHURAM RAJAN
*Member- Executive Committee
and Governing Council
Krea University*



“Students at Krea have the luxury of being at a very unique institution that values multi-disciplinary learning. It is an opportunity to take life chances, where intellectual discoveries guide them, and to embrace nimbleness and flexibility rather than single-minded focus on one goal.”

-DR ESTHER DUFLO
*Member, Governing Council
Krea University*

GENESIS

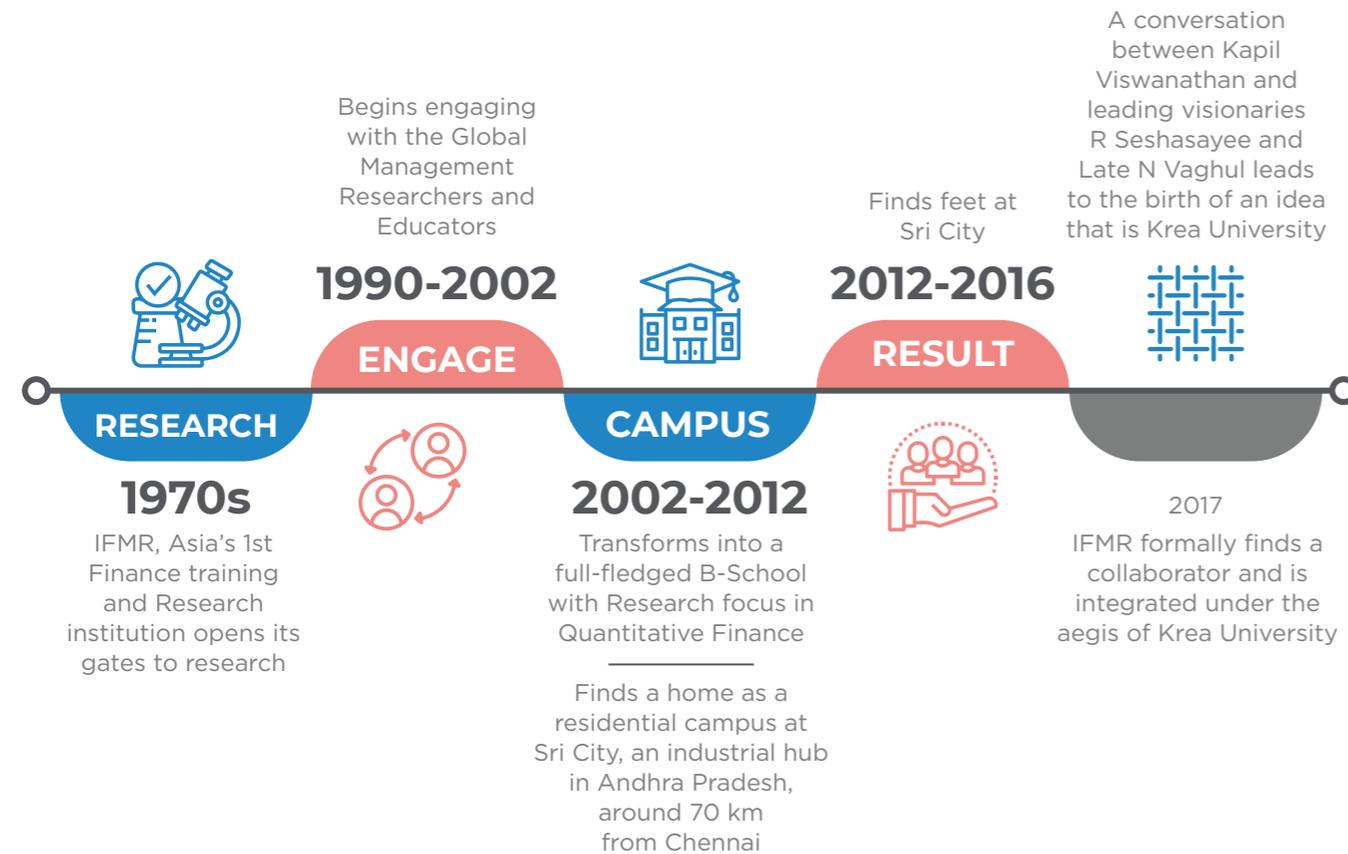


What qualities maketh the Kreator?



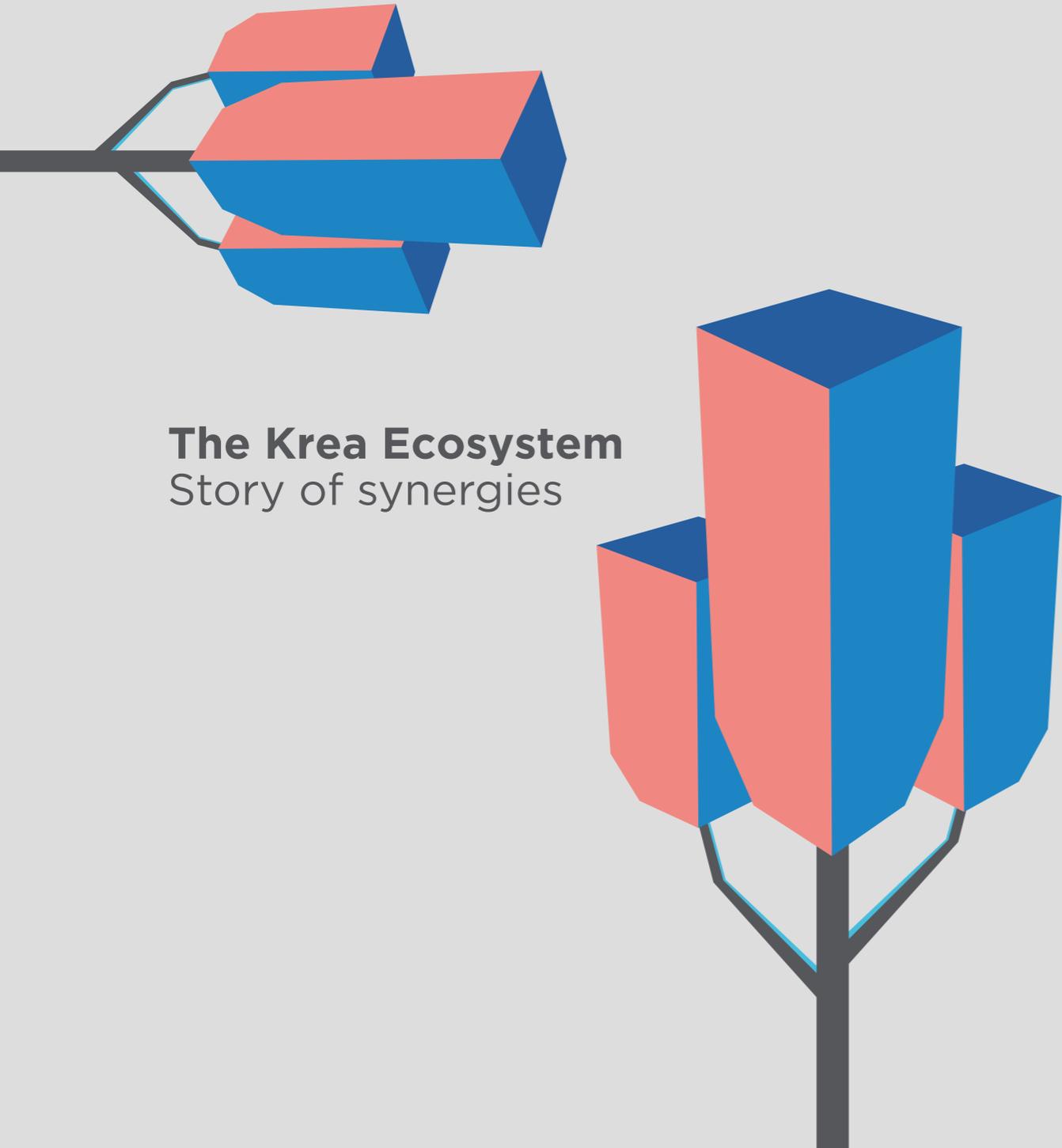
Let's start from the beginning

It all started 50+ years ago



The Krea Ecosystem

Story of synergies



UNDER THE UMBRELLA OF KREA UNIVERSITY

SCHOOLS



RESEARCH CENTRES



KNOWLEDGE

A pathway to
**GROUNDBREAKING
INTERWOVEN
RESEARCH**

**solving problems of the
future world guided by the
finest research ecosystem**



DOCTORAL COLLEGE
KREA UNIVERSITY

Krea Doctoral College offers PhD programmes
across specialisations



Re-imagining education for the 21st century

Preparing management leaders for the future of the business world



IFMR GSB offers BBA, BBA (Hons), Integrated MBA, MBA, E-MBA and Executive Education programmes

Preparing CHANGEMAKERS to address unscripted global challenges

Moulded for lifelong leadership beyond immediate employability



SIAS awards BA, BSc, BA (Honours) and BSc (Honours) degrees

Impact-driven Research

Krea views research as integral to its mission of preparing humanity for an unpredictable world since research is vital to the generation, expansion, and transmission of knowledge. The PhD programme at Krea is overseen by the Doctoral College headed by Dean (Research). The Research Advisory Board advises the Dean (Research) on matters related to research policies, new research initiatives, emerging and futuristic research frontiers and any other research-related item. Impactful research includes benefits to society, advancement of frontiers of knowledge and rethinking the conventional approaches to disciplines.



RESEARCH AREAS

- Biological Sciences
- Chemistry
- Data Science & Information Systems
- Economics
- Environmental Studies
- Finance, Accounting & Quantitative Finance
- History
- Marketing
- Mathematics
- Operations
- Organisational Behaviour & Human Resources
- Physics
- Politics
- Strategic Management





A Transformational B-school Experience

Top quality management education that prepares students to be ethically grounded, highly skilled in integrated reasoning and effective leaders of enterprises

IFMR (formerly Institute for Financial Management and Research) IFMR GSB is a leading business school with the objective of moulding ambitious young minds into competent and socially responsible global leaders. 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 a BBA, BBA (Hons), Integrated MBA, MBA, E-MBA, and customised programmes for executives. IFMR GSB prepares students with top quality management education to be reflective, ethical and effective professionals.

Integrated MBA Programme

Preparing Future Leaders

- 5 year programme that imparts management education at the undergraduate and graduate level
- Strategically curated, ambitious programme to build foundation for future entrepreneurs and business leaders
- Possibility to exit after 3rd or 4th year with placement assistance

MBA Programme

Powered by pioneers in Finance education

ELECTIVES OFFERED

- Communications
- Data Science & Information Systems
- Economics
- Finance & Accounting, Quantitative Finance
- Marketing
- OB & HR
- Operations
- Strategic Management



Executive Education

50,000+ professionals across 500+ organisations in 25+ countries world-wide

- Long-term Executive MBA programmes
- Custom-designed executive programmes - Diploma and Certificate programmes (short and medium)
- Online learning programmes
- Open enrolment programmes on cutting-edge business critical thinking





Distinctive Undergraduate Programme

SIAS offers a distinctive undergraduate curriculum in the humanities, social sciences, literature, arts, and sciences, taught by distinguished faculty from some of the world's finest academic institutions. The academic programmes emphasise the guiding principles of Interwoven Learning, a multi-directional approach to knowledge that encourages creativity, critical thinking, communication, contemplation, cross-disciplinary approaches, real-world implementation, and the ability to negotiate unanswered questions.

Krea is preparing leaders with a sense of purpose, societal consciousness and ethics; ready for higher education, corporates, not-for-profit, government and entrepreneurship.

MAJORS



Economics



History



Politics



Social Studies



Biological Sciences



Chemistry



Data Science



Environmental Studies



Mathematics



Physics



Psychology



Literature



Computer Science

MINOR



Business Studies



Philosophy



Global Arts

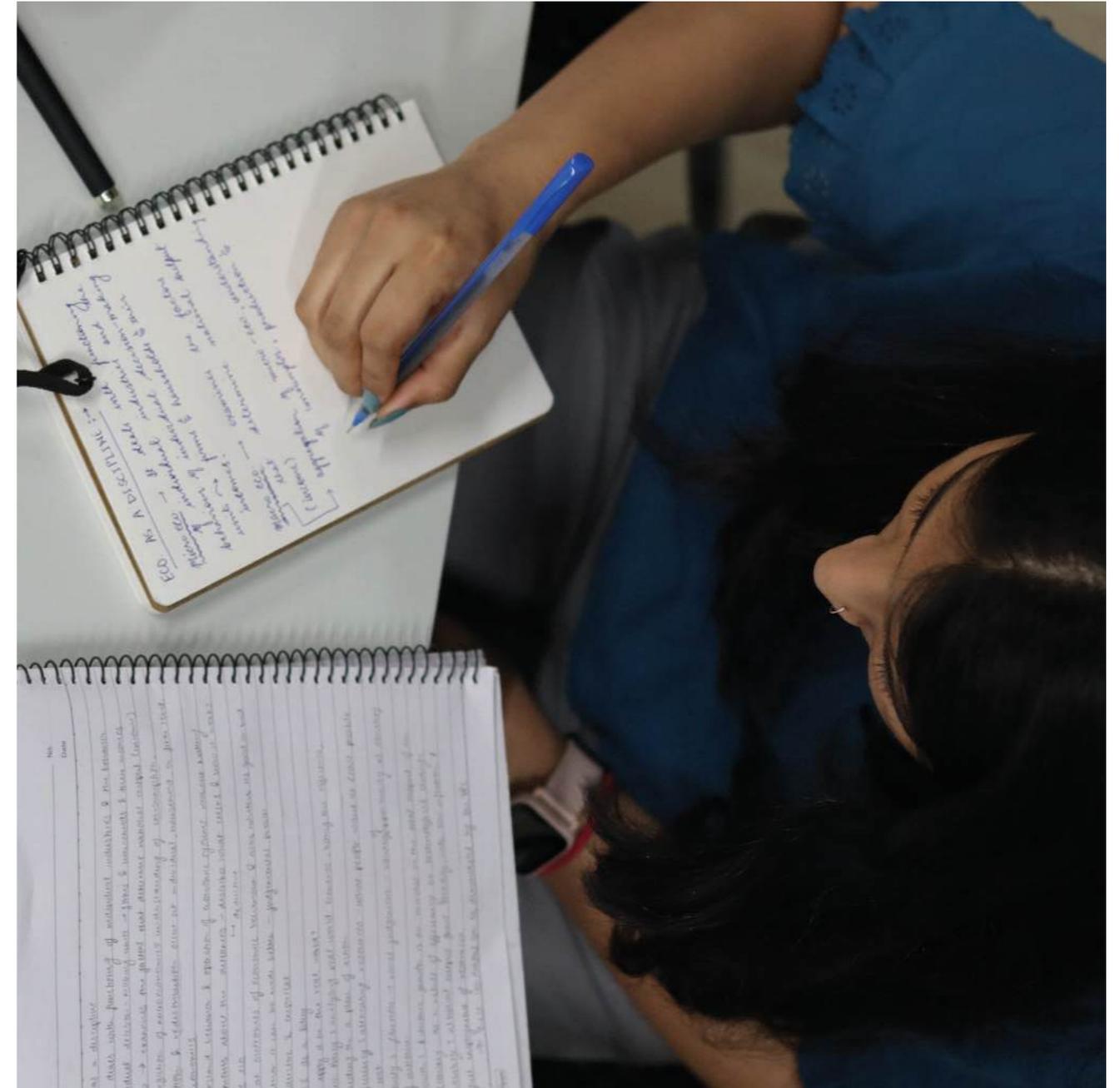
+ All the 13 Majors can be taken as Minors as well

PEDAGOGY

Interwoven Learning

At Krea, management education and liberal education share space and inspiration under the umbrella of Krea University. The learning journey at Krea is guided by the principles of Interwoven Learning.

Guiding principles of the curriculum



Fuelling a flourishing research culture

- 01 Support in developing infrastructure, offering fellowships, encouraging collaborations with other institutions and assistance in getting external funding
- 02 Allowing academic freedom wherein researchers are allowed to select topics for their research, formulate methods and infer conclusions
- 03 Encouraging researchers to receive inputs from experts, both from within Krea and outside, on their topics, methods and inferences to assess the impact of the research findings, apart from ensuring strict adherence to generally accepted ethical practices
- 04 Providing advice if sought from IRB (Institutional Review Board), KRC (Krea Research Committee), and RAB (Research Advisory Board) regarding precautions they need to take in their research studies



Innovation-led knowledge for future management leaders

- 01** Led by Interwoven Learning
- 02** Regular engagement with industry leaders
- 03** Access to extensive alumni network
- 04** Diverse faculty comprising fine academic scholars and industry experts
- 05** Immersive rigorous summer internships
- 06** Curated placement services to meet individual career goals
- 07** Notable robust industry network
- 08** Industry oriented unique specialisations with a choice to study additional specialisations alongside the main

Changemakers unpacking the complexities of the world

- 01** Deep engagement with its interwoven philosophy and approach — teaching, learning, Research, and life
- 02** Fostering a sense of curiosity and intellectual adventure among learners with with seven core and five skill courses in the first year
- 03** Choosing Majors and Minors backed by knowledge and confidence, in the second year
- 04** Opportunities across social impact and industry internships, Research assistance, global summer immersions and work-study externships, through the years
- 07** Tailor-made higher education and placement support
- 08** Learning beyond the classrooms through porous boundaries

FACULTY

Guided by the finest minds

The faculty at Krea fuel the learning curiosity of students, opening up their minds to innovate and re-imagine theories in practice. These minds are drawn from the best universities across the world and are a fine blend of academic expertise, industry leadership, Research focus and global experience



*Academic Veteran
Accomplished Trainer*
PROF BALASUBRAMANIAN G
*Senior Professor & Advisor, Finance,
Accounting & Quantitative Finance
35+ years of experience in
Executive Teaching and Research
PhD, Madras University*



*Senior Industry Consultant
Development Sector Expert*
PROF VIJAYALAKSHMI C
*Professor, OB & HR
Fellow (MDI-Gurgaon), PG Dip
(Rural Mgmt), IRMA
Veteran from the field of
Organisational Behaviour*



*Industry Veteran
Start-up Specialist*
PROF CHANDRASEKARAN N
*Professor, Operations
PhD, University of Madras
25+ years of experience
in the corporate sector*



*Strategy Expert
Industry practitioner cum academic*
DR GAYATHRI SAMPATH
*Associate Professor, Strategy
PhD, NMIMS
20+ years of marketing and business
strategy experience*



*Brand Management Expert
Advertising Pundit*
**SATHYANARAYANAN
RAMACHANDRAN**
*Sundram Fasteners Associate
Professor, Marketing
MBA, SCSVMV
20+ of extensive industry and
academic experience*



*Innovator
Sectoral Expert*
PROF MADHURI SARIPALLE
*Professor, Economics
PhD, University of Connecticut
Specialist in industrial organisation
and economic development*



*Padma Bhushan Awardee
Historian*
DR RAMACHANDRA GUHA
*Distinguished University Professor
PhD, IIM Calcutta*



*Ethnomusicologist
Physicist*
DR SUMITRA RANGANATHAN
*Associate Professor of Music
PhD, University of California, Berkeley*



*Ecologist
Nat Geo Explorer*
DR BHARATH SUNDARAM
*Sundram Fasteners Associate
Professor of Environmental Studies
PhD, Manipal University*



*Veteran Performer
Dance History Scholar*
DR SWARNAMALYA GANESH
*Assistant Professor of Practice
PhD, University of Madras*



*Writing Coach
Author*
DR ANANNYA DASGUPTA
*Associate Professor of Literature
PhD, Rutgers University*

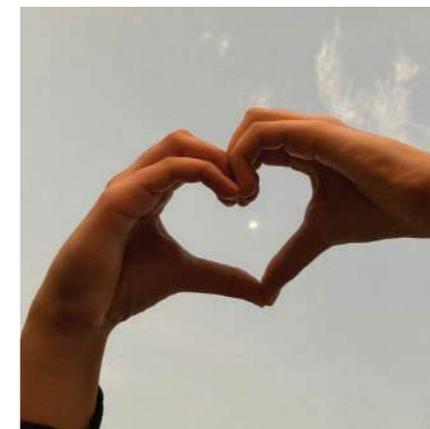


*Kalaimamani Awardee
Classical Pianist*
ANIL SRINIVASAN
*Associate Professor of Practice
MPhil, Columbia University*

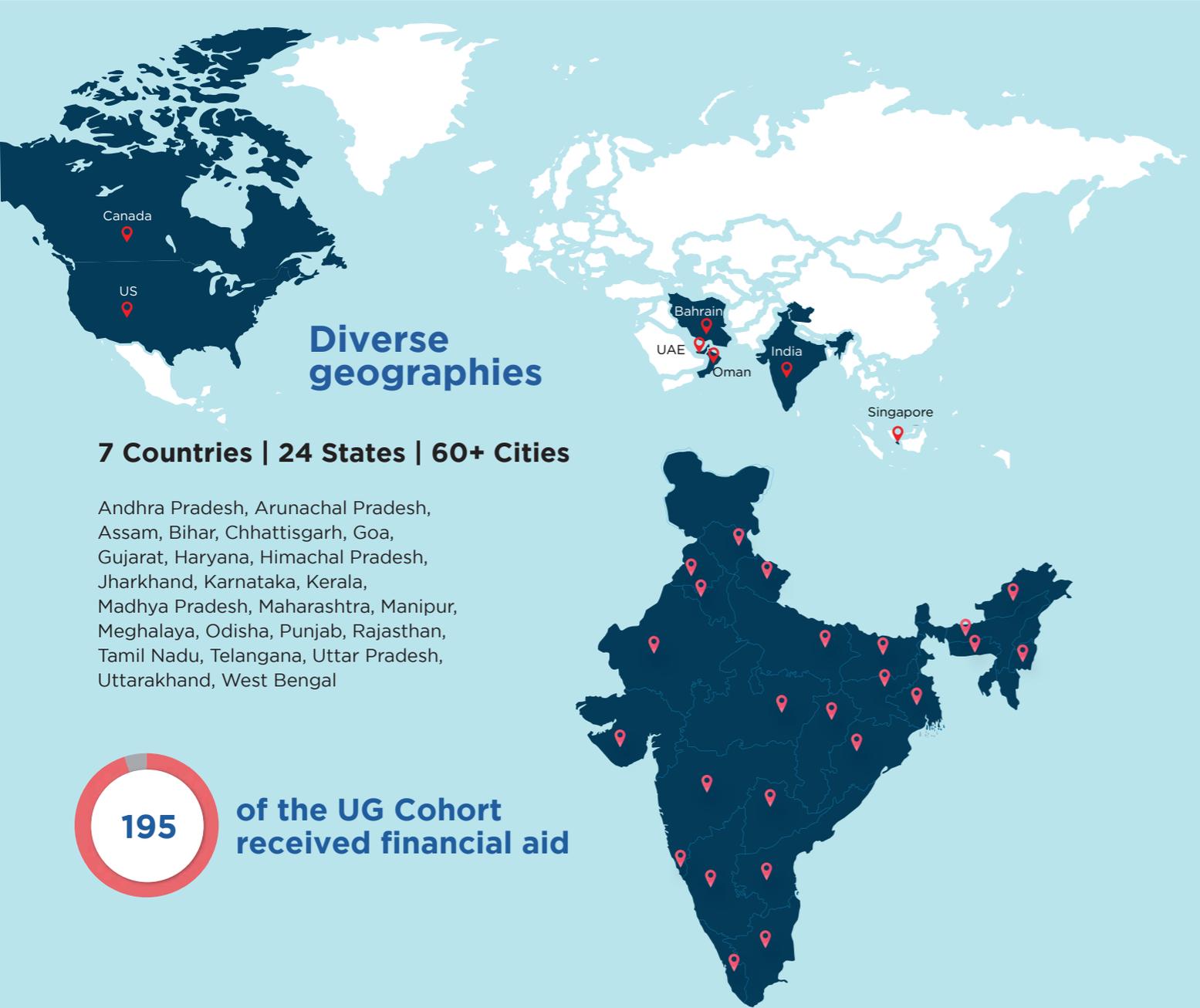
DIVERSITY

A confluence of diverse young minds

In the Kreaverse, individuals from across social brackets, dreams, aspirations and interests, come together to affirm the ethos of inclusivity, sustainability and diversity



United in the Krea Journey



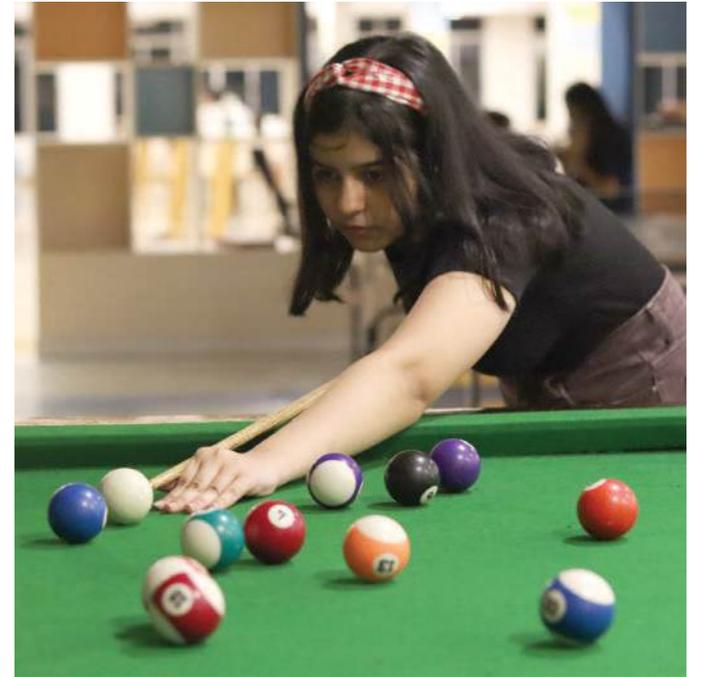
Diverse languages

**English Tamil Odia Hindi
Telugu Gujarati Malayalam
Assamese Kannada
Bengali Punjabi Marathi**

Diverse talents

- | | | |
|-------------|------------------|---------------|
| Researchers | Debaters | Podcasters |
| Artists | Sports | Filmmakers |
| Dancers | Authors | Marketeers |
| Vocalists | MUNers | Entrepreneurs |
| Actors | Social Activists | Poets |

Celebration is a way of life IN THE KREVERSE



CAMPUS

A world-class learning laboratory

Kreators etch their stories from the heart of a green and sustainable campus, at Sri City, 70 km from Chennai.
A space that encourages creativity and critical thinking





S for Sustainability

The Kreaverse is firm in its mission to build spaces that are sustainable. The campus is stationed on these pillars of sustainability and continues to evolve, every day.



01

Vermicomposting utilising approximately 80-90 kg of vegetable waste daily from campus kitchens

02

Development of Organic Farms

03

Water Conservation through water level indicators, and daylight sensors in all toilet corridors

04

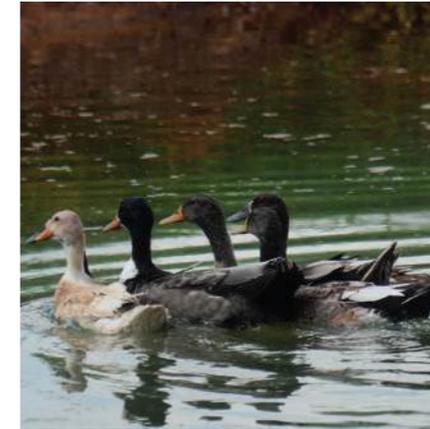
Using OAT (Open Access Technology) groundwater for non-potable purposes

05

Energy efficiency methods resulting in 60% reduction in energy consumption.

06

A sustainability pledge taken by each member of the Kreaverse



**FUTURE
FORWARD**

A world of opportunities

In the Kreaverse, we understand that each student is at a different stage of decision-making and Krea enables and empowers them to choose tailor-made opportunities fit for them that will help them hone skills, enhance their individual selves and choose their own path.

Krea University strongly believes that students learn more by immersing themselves in a 'real world' learning environment. This is achieved by creating more 'porous boundaries' between the real world and the classroom. This is achieved through a range of collaborations with social enterprises, for-profit organisations, Research centres, think tanks, and some of the best institutions and centres across the globe to deliver multiple opportunities to students, faculty and society at large.



Of Learning and Beyond



“The two months of Finance internship at JPMorgan Chase & Co was nothing less than a rich enriching experience. My project was Research intensive, based on the movement of the Federal Funds Rate in the United States, the various macro factors affecting the rate and how it influences the interest rates. It was a real translation of taking classroom learning into the real world.”

- VISHAKA RUSTAGI
IFMR GSB Cohort of 2021



“Being a Data Science enthusiast, I was able to practically apply the Advanced Machine Learning Algorithms in a real-world corporate dataset, which immensely improved my hands-on experience with Python language and other important Data Science tools. Since this internship was my first exposure to the corporate world, directly working under the guidance of a Senior Data Scientist at Saint-Gobain India, helped me see how the corporate world functions. This enhanced my learning and broadened my knowledge about the domain and industry.”

- SANKALP JOSHI
IFMR GSB Cohort of 2022



“I undertook a Research internship at Krea University, spanning over eight weeks. The project named ‘Understanding Protein Dynamics’ was led by Krea faculty Dr Kalyan Chakrabarti and investigated the narrow window in which one can measure protein dynamics. We used Wolfram Mathematica programming language to create simulations to mimic NMR system. We changed the kinetic, thermodynamics and structural parameters for the protein to accurately find a window to study protein dynamics. In addition to gaining subject knowledge, something new to me was the experience of coding, I also learned how Research in the field of science is carried out in actuality.”

- ADARSH MENON
SIAS Cohort of 2023



“The Global Summer Programme at Krea gave me an opportunity to explore my interests and my existing learning journey. I studied the online course, Contemporary Challenges to Democracy at the Sciences Po University in Paris. In the four weeks, we had many discussions on different threats to democracy and covered many challenges, such as climate change, terrorism, misinformation, inequality, and populism, to name a few.”

- DIYA AHUJA
SIAS Cohort of 2023

TRANSFORMATION

Near 100% of IFMR GSB Cohort

**2022-24 placed across
top BFSI, Consulting and IT firms**

- IFMR GSB MBAs land an average pay of **Rs 13.04 lakhs**
- The highest being **Rs 21.74 lakhs**
- Internships rolled in with stipend as high as **Rs 75,000** per month

Students have gone on to bag new-age roles across BFSI, Analytics, IT and Consulting. Some of the prominent recruiters include JP Morgan, Deloitte, Wells Fargo, EY, BFL Brandfolio, HSBC, Morgan Stanley, NOMURA, Societe Generale, Arcesium and Yubi, to name a few.

The cohort of 2023-25 is also undertaking promising summer internships, with students having bagged niche roles with recruiters such as CRISIL, Deloitte, BNY Mellon, HSBC, EY, J P Morgan Chase & Co, Mondelez International, and more.



Out of the graduating class of 2024, **24% students** opted to stay back at Krea to do a **PG Diploma**, **30%** are pursuing **post graduate** studies, **7%** are taking a **gap year** and **39%** opted for a **job**.

Major recruiters at SIAS range from EY, The Red Pen, Pari Washington, Lumiere, Katalyst, FCB, Essai Education, GradRight, NIIT, Teach For India, Sports For all, KPMG, Flipkart and more.

Popular Job roles offered range from **Account Manager**, **Business Analyst**, **Business Development Executive**, **Application Engineer**, **Student Journey Partners** and more.



Some of the graduating students have got offers from institutions such as University of Pennsylvania, UCL, Illinois Institute of Technology, KU Leuven, Uppsala, Lund University, University of Edinburgh, Sciences Po, University of Bristol, Stockholm School of Economics, Kings College London, University of Bath, University of Glasgow and more for higher education opportunities.

Highest pay:
Rs 17 lakh/annum

Average pay:
Rs 8 lakh/annum

Soaring in flight

KREATORS
SPEAK

Kreators who have stepped out of the corridors at Krea are writing scripts that sparkle with optimism, driving change and inspiring the world around. A glimpse of some of these stories of evolution and self-discovery



“I came in as a fresher, I had no corporate experience but the diverse environment at Krea has helped so much. My batch has peers from 23 states with varied work experience, across the genders and study backgrounds. I was a little nervous when it started but now I have grown into a more confident individual with more clarity and a keen overview of what awaits, what corporate life is going to be, thanks to all the exposure.”

- **SAI AVANTHIKA**
IFMR GSB Alum, 2023
Former President, Student Council



“Hands down, we had access to the best faculty! Both the permanent faculty as well as visiting professors were great. I remember, some of them were industry leaders during the week and our professors by the weekend. I really enjoyed the courses taught by the professors of Quantitative Finance.”

- **RAJIV MOHAPATRA**
IFMR GSB Alum, 2011
Principal Product Manager (Modern Risk and Finance), Oracle FS ERM



“The whole Research mindset, writing-intensive three years, helped me put into words my SOP. The skills I picked up through courses like Design Thinking have really helped. These have all molded me to adjust and adapt better, made me comfortable with the concept of uncertainty, which I do not fear anymore.”

- **MANVI TEKI**
SIAS Alum, 2022
Alum, HCII, Carnegie Mellon University



“Our time together here at IFMR GSB will not be remembered by grades or popularity but instead by the people we met, the relationships we built, the experiences we had and the kind of people we grew to be!”

- **SWATI DUGGAL**
IFMR GSB Alum, 2021
Financial Analyst, JPMorgan Chase & Co



“Personally, the PhD programme was extremely challenging, as it happened amidst the uncertainties brought in by COVID-19. And the data I worked with was primary data – the data you collect personally, via interviews or surveys. That was just one of the many hurdles. But my extremely supportive guide, Dr Vijayalakshmi Balasubramaniam, the Krea family in general, and a little bit of self-drive, ensured successful completion of the programme.”

- DR AMEESH SAMALOPANAN

Krea PhD Alum, 2022

DoMS NALSAR University of Law



“Krea has given me the confidence and courage to face the world, to make the change I want to see.”

- POOJA BASUTKAR

SIAS Alum, 2022

Associate- Business Development, Karkinos Healthcare



“My experience at Stanford was like a simulation; it instilled confidence in both my parents and me that I can do well if I plan to study abroad. At Krea, I was able to gain the needed academic prudence for that, and these summer programmes have helped me with confidence. Programmes like these help shape our personalities in dynamic ways. Stanford, for instance, has a rigorous pedagogy and it can be tough but Krea has similar assessment schedules and patterns and also provides us space to indulge in clubs and committees, and events; all these, put together have helped me hone critical skills that will help me cope in any of the top universities abroad if I am to choose them for the future.”

- SAI BALAJI SURESH

SIAS Alum, 2023

Delegate, Harvard Project for Asian and International Relations (HPAIR)

Attendee, Stanford Summer Session & London School of Economics (LSE)

RESEARCH

At Krea, Research and academia are constant co-travellers, rooted in the spirit of inquiry, deep diving into challenges and deliberating solutions that matter to the world we live in

Impact led by Innovation and Knowledge



“At Krea we believe collaborative Research is going to be very critical to make a global impact. There is a digital revolution going on and it is important to do things in a thoughtful manner, where it is not technology alone, it has to combine ethics, sociology, and humanities. It is the time for Research 4.0.”

- Kiran Mazumdar Shaw,
Member, Advisory Group,
Krea University

LEAD LEVERAGING EVIDENCE FOR
ACCESS AND DEVELOPMENT

**Solving complex
development challenges**

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

**Research and evidence for
women’s economic empowerment**

CATALYST

**A start-up ecosystem
for underserved communities**

CDFI
Centre for Digital
Financial Inclusion

**Digital innovations
for social impact**

Inclusion India
Economics CENTRE

**Enabling inclusive economies
and societies**

J-PAL

**Poverty reduction through
policy development informed
by scientific evidence**

SAPIEN LABS | CENTRE FOR HUMAN
BRAIN AND MIND

**Research and learning related to
the human brain and mind**

WELL LABS
WATER · ENVIRONMENT · LAND · LIVELIHOODS

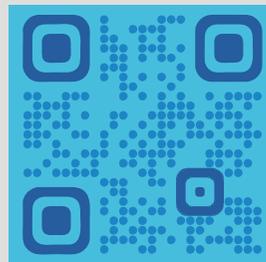
**Environmental research
and innovation centre**

At Krea, we continue to re-imagine ways and re-invent methods to address the challenges of a dynamic world, continuing to re-affirm our ethos and vision. True to our DNA, we connect our learnings from the past with our preparedness for the future.

Kreators graduate out of Krea, prepared to solve unanswered questions and delve deeper into novel and unscripted queries.

CONTACT US FOR ANYTHING RELATED TO THE KREVERSE WHERE YOU BE YOU

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