

IRMA ALUMNI ASSOCIATION



ALUMNI HANDBOOK

Version 1.0
Date 10 March 2017

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Abbreviations

LRC	Learning Resource Centre
IRMA-AA	Institute of Rural Management Alumni Association Anand
ETDC	Executive Training and Development Centre
MDP	Management Development Programme
IAA	IRMA Alumni Association
WASH	Water, Sanitation and Health

1. Background

1.1. Introduction to IRMA Alumni Association (IAA)

Since its inception in 1979, more than 3000 alumni have graduated from the Institute of Rural Management, Anand (IRMA), through the various courses it offers. The alumni network consists of an eclectic mix of individuals across geographies and economic sectors in both rural and urban landscapes. Today, many of our illustrious alumni hold leadership positions in the development sector, government, policy-making, academic institutions as well as large global corporations and banks. The Institute of Rural Management Alumni Association Anand (IAA) was set up to leverage this diverse alumni network, for the benefit of both their alma mater and fellow alumni.

The IAA was constituted in 1986 as a registered society called the “Institute of Rural Management Alumni Association Anand” (Registration number F/235/Anand under the Mumbai Public Trust Act 1950). It is a not-for-profit body of 3000 plus alumni members of the Institute of Rural Management, Anand. The office of the association, the IRMA Alumni Office (IAO), is located in the premises of IRMA. The association is managed by a democratically-elected Executive Committee comprising of alumni members.

1.2. Objectives of the IAA

The IAA has set out its objectives as follows:

- To provide support for the development of alumni – careers, mentorship, financial help
- To provide current student batches of IRMA with career, knowledge and mentorship support
- To garner funds for the development of alumni and IRMA
- To co-create brand IRMA in the global markets with an ever-changing economic environment, while preserving its unique mandate

These objectives are being met through various engagement formats and initiatives such as dynamic alumni networking platforms, a robust alumni database and an alumni development fund.

1.3. IAA Executive Committee

The IAA elects an Executive Committee (EC) every two years to carry out its objectives. The Executive Committee comprises of a President, Vice President, Secretary, Joint-Secretary, four zonal representatives and one International representative. The 12th EC was elected on December 14th 2016 and has been in operation since then. [\[Contact\]](#)

The IRMA Alumni Association affairs are managed on campus by the IRMA Alumni office comprising the Alumni Coordinator who is one of the faculty members and an administrative staff member.

1.4. About the Alumni Handbook

The Alumni Handbook details out the benefits an alumnus can avail after she graduates from her alma mater IRMA- how to join the alumni network, benefits that can be availed, giving back to IRMA and contributing to alumni development.

2. Benefits as an IRMA alumnus

2.1. Join the Alumni network

As an IRMA alumnus, you are a part and parcel of the worldwide IRMA alumni network. We would like you to stay in touch and avail all the benefits of joining the network of amazing alumni – get mentored by IRMAans making waves in their careers; motivate and mentor younger IRMAans, scout for career prospects, be a part of informal and formal IRMA social gatherings, get latest news of alumni and from IRMA; and share updates.

Join us on Social Media

- Register on the IRMA Alumni website: www.irmans.org/login or www.irma.almaconnect.com
- Join the Facebook closed group <https://www.facebook.com/groups/irmans/>
- Follow IRMAans on Twitter: www.twitter.com/irma_alumni

Join your nearest City Chapter

Find out which is your nearest City Chapter and [reach out](#) to the Chapter representative. Request her to add you to the calling/ mailing list.

Join a Special Interest Group

Inspire and mentor younger batches, be inspired and be mentored by veteran batches. You can do this by being a part of an alumni special group based on your area of expertise: Sales and Marketing, Banking and Financial Services, Agribusiness, Policy and Governance, Rural Livelihoods, Energy, Education, WASH, Entrepreneurship and Academia. [Contact](#) the head of the special interest group you'd like to join.

Careers

Being a part of the alumni network, you have access to a plethora of prospective careers. New career opportunities are regularly announced on alumni platforms - AlmaConnect and Yahoo Group Mail by alumni and the IRMA Alumni office.

Use your IRMA email ID

Your IRMA email ID continues to be with you even after graduation. Better still, it is hosted on Gmail! Check your mail regularly for campus updates. Contact systems@irma.ac.in for any query related to this.

Join IRMA Alumni Yahoo email Group

- To subscribe, send email to irmaalumni-subscribe@yahoogroups.com and write your full name, roll number and batch number in the "comments to owner" section on the confirmation weblink sent back by email from Yahoo.
- To send messages to all members, mail to irmaalumni@yahoogroups.com
- To unsubscribe, send blank mail to irmaalumni-unsubscribe@yahoogroups.com
- Any queries please mail: irmaalumni-owner@yahoogroups.com

Subscribe to quarterly Alumni Newsletter *NETWORK*

Login to www.irmans.org and subscribe to NETWORK, the quarterly alumni newsletter. The newsletter will be sent to your registered email ID.

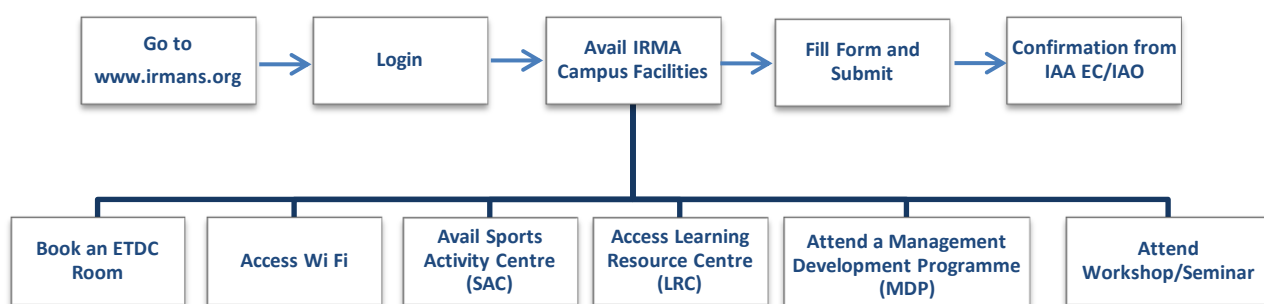
Update your Profile regularly

Your current organization, designation, location and contact details matter to us. Do keep your profile updated by

- logging into www.irmans.org/login to update your profile information; **or**
- intimate us regularly at iaaec@irma.ac.in; **or**
- inform your city chapter representative/batch representative [\[contact\]](#)

2.2. Avail IRMA Campus Facilities

As an alumnus of IRMA, you can continue to avail the state-of-the-art facilities that the campus provides. Before visiting the campus, all you need to do is to go to www.irmans.org and fill up a form to inform us.



2.2.1. Book ETDC Accommodation

While on a **personal visit** to Anand, you can stay at the serene campus, which was once your home. You can avail the beautiful and well-maintained rooms of ETDC, at a **subsidised price** subject to availability. You are advised to book the rooms at least two days in advance, as the rooms may be sometimes occupied by MDP candidates. You can book an ETDC room by going to www.irmans.org/availcampusfacilities/booketdc/ and filling up a form.

If you are invited by the institute for an **official purpose**, the ETDC room is usually pre-booked free of cost. However, you may still intimate IRMA about your room booking request by filling up the form at www.irmans.org/availcampusfacilities/booketdc/. After submitting the form, you will receive a response from iao@irma.ac.in / etdc@irma.ac.in typically within 3-4 working days.

Form for ETDC Room Booking Request:

Field	Response type
Purpose of visit	<i>Official/Personal [Radio Button]</i>
If official, state purpose	<i>Free Text Box</i>
No. of persons	<i>Number dropdown</i>
No. of Rooms required	<i>Number dropdown</i>
Arrival Date & Time	<i>Date and Time</i>
Departure Date & Time	<i>Date and Time</i>
Food to be included	<i>Yes/No</i>
Food preference	<i>Vegetarian/Non-Vegetarian</i>
Submit form	<i>Display message "Your ETDC room booking request has been sent. You will receive a response in 3-4 days. Kindly contact iao@irma.ac.in in case of any issue."</i>
Next action	<ul style="list-style-type: none">• iaaec@irma.ac.in, iao@irma.ac.in and etdc@irma.ac.in to receive intimation• ETDC to send payment details to alumnus. After alumnus pays, ETDC to send booking confirmation to alumnus

Field	Response type
Alumnus details	[through login]
Alumnus name	Pre-populate, editable
Batch	Pre-populate, editable
Organization	Pre-populate, editable
Designation	Pre-populate, editable
Email ID	Pre-populate, editable
Mobile	Pre-populate, editable
City	Pre-populate, editable

2.2.2. Wi-Fi

You can also use the campus wi-fi facility while on campus, by filling out the form on www.irmans.org/availcampusfacilities/wifi/. After submitting the form, you will receive a response from iao@irma.ac.in / systems@irma.ac.in typically within 3-4 working days.

Field	Response type
Arrival Date & Time	Date and Time
Departure Date & Time	Date and Time
Purpose of visit	Official/Personal [Radio Button]
If official, state purpose	Free Text Box
Need Access to Wi fi	Yes/No
Submit form	Display message "The wifi username and password will be emailed to you. Kindly contact iao@irma.ac.in in case of any issue."
Next action	Intimation mail goes out to systems@irma.ac.in , iao@irma.ac.in and iaaec@irma.ac.in . Systems team to respond to alumnus with wifi details
Alumnus details	[through login]
Alumnus name	Pre-populate, editable
Batch	Pre-populate, editable
Organization	Pre-populate, editable
Designation	Pre-populate, editable
Email ID	Pre-populate, editable
Mobile	Pre-populate, editable
City	Pre-populate, editable

2.2.3. Sports Activity Centre (SAC)

While on campus, you can also use the Sports Activity Centre (SAC), subject to availability. The Sports Activity Centre (SAC) has a badminton court, table tennis, basketball court, a billiard and pool table, football/cricket grounds and a children's play area. Please follow the rules of the respective areas.

Note: Alumni should bring their own sports accessories such as rackets, balls, shuttlecocks, etc. Please wear non-marking shoes when using the badminton or basketball courts.

IRMA is not responsible for any accidents and other consequential issues arising out of the use of the Recreation Centre facilities.

Field	Response type
Arrival Date & Time	<i>Date and Time</i>
Departure Date & Time	<i>Date and Time</i>
Purpose of visit	<i>Official/Personal [Radio Button]</i>
If official, state purpose	<i>Free Text Box</i>
Need Access to SAC	<i>Yes/No</i>
Submit form	Display message “Thank you for informing us. You will receive a confirmation mail. Kindly contact iao@irma.ac.in in case of any issue.”
Next action	Intimation mail goes out to estate@irma.ac.in , iao@irma.ac.in and iaaec@irma.ac.in Confirmation mail to be sent out by estate@irma.ac.in
Alumnus details	<i>[through login]</i>
Alumnus name	<i>Pre-populate, editable</i>
Batch	<i>Pre-populate, editable</i>
Organization	<i>Pre-populate, editable</i>
Designation	<i>Pre-populate, editable</i>
Email ID	<i>Pre-populate, editable</i>
Mobile	<i>Pre-populate, editable</i>
City	<i>Pre-populate, editable</i>

2.2.4. IRMA Students’ Mess

You can cherish the food at the IRMA Students’ Mess by paying a nominal charge for the food and beverages taken. A separate register is provided at the mess to log in your details. The payment needs to be made in cash immediately after availing the facility. It is advised to intimate the Mess Committee beforehand by sending a mail to messcommittee@irma.ac.in. Or, go to www.irmans.org/login and fill up the prescribed form.

Field	Response type
Arrival Date & Time	<i>Date and Time</i>
Departure Date & Time	<i>Date and Time</i>
Purpose of visit	<i>Official/Personal [Radio Button]</i>
If official, state purpose	<i>Free Text Box</i>
Arrange food at Students’ Mess	<i>Yes/No</i>
How many persons	<i>Number</i>
Submit form	Display message “Thank you for informing us. You will receive a confirmation mail. Kindly contact iao@irma.ac.in in case of any issue.”
Next action	Intimation mail goes out to messcommittee@irma.ac.in , iao@irma.ac.in and iaaec@irma.ac.in . Mess Committee to respond to alumnus with Mess process

Field	Response type
Alumnus details	[through login]
Alumnus name	<i>Pre-populate, editable</i>
Batch	<i>Pre-populate, editable</i>
Organization	<i>Pre-populate, editable</i>
Designation	<i>Pre-populate, editable</i>
Email ID	<i>Pre-populate, editable</i>
Mobile	<i>Pre-populate, editable</i>
City	<i>Pre-populate, editable</i>

2.2.5. Library

Library: While on campus, you have access to the rich academic resource base housed in the Ravi J Mathai, Memorial Library. While books, journals and magazines cannot be borrowed, they can be perused while at the library. There is a special Director's Corner and IRMA Publication corner which show cases the recent research papers published. **[Alumni's Corner]**

Photocopying/Printing Services:

- The charge for printing or photocopying is Rs. 2 per A4 sheet. This charge is applicable only for printing/ photocopying of articles from academic journals, magazines or books.
- Printing or photocopying of reference materials such as company profiles, market intelligence and industry trends, data and analyst reports from various sources will carry a charge of Rs.1,000 per report plus courier and handling charges as applicable. Soft copies of the materials will not be provided.

Access to Research Portals

Alumni may also request access to research portals such as Elsevier, EPW, EBSCO, ProQuest and CMIE while at the Library.

You may contact the library by writing to library@irma.ac.in for further assistance. Or, go to www.irmans.org/login and fill up the prescribed form.

Field	Response type
Arrival Date & Time	<i>Date and Time</i>
Departure Date & Time	<i>Date and Time</i>
Purpose of visit	<i>Official/Personal [Radio Button]</i>
If official, state purpose	<i>Free Text Box</i>
Need Access to Library	<i>Yes/No</i>
Submit form	Display message "Thank you for informing us. You will receive a confirmation mail. Kindly contact jao@irma.ac.in in case of any issue."
Alumnus details	[through login]
Alumnus name	<i>Pre-populate, editable</i>
Batch	<i>Pre-populate, editable</i>
Organization	<i>Pre-populate, editable</i>
Designation	<i>Pre-populate, editable</i>
Email ID	<i>Pre-populate, editable</i>
Mobile	<i>Pre-populate, editable</i>

Field	Response type
City	<i>Pre-populate, editable</i>

2.2.6. Management Development Programme (MDP)

The Management Development Programme (MDP) is a much sought after training program at IRMA that addresses the training needs of executives and managers working in co-operatives, not-for-profit organisations, and government and semi-government organizations. Alumni too can leverage MDPs to improve their managerial acumen by attending such short term courses conducted by IRMA's eminent faculty.

Alumni too can avail MDPs at a subsidised price vis-à-vis non-alumni participants. The MDP calendar is published on IRMA's website (<https://irma.ac.in/imdp/mdpcalendar.php>) along with an application form and payment process.

To avail the discount, please contact iaaec@irma.ac.in . *[Request IRMA to display MDP discount for alumni on website]*

2.2.7. Workshops and Seminars

The IRMA Alumni Office iao@irma.ac.in regularly sends out communication to alumni about workshops and seminars that alumni can participate in. Write back to them in case you are interested in attending any of them.

2.2.8. Guidelines while on Campus

1. Carry your **ID card** at all times
2. Contact the IRMA Alumni Office (IAO) immediately on reaching.
3. **Meet the Director-IRMA:** After contacting the IAO, you are requested to inform the Director's office and meet with the Director personally, subject to his availability.
4. Interact with participants of the present batches during your visit to campus. Make them aware on the wide spectrum of job opportunities available to an IRMAN.
5. Interact with the Faculty while on Campus
6. Interact with the non-teaching staff at IRMA – Mess workers/ GESS Workers/ Secretaries while on Campus.
7. **Driving and Parking Guidelines on Campus:**
 - Please make an entry in the register at the gate before entering the campus.
 - Park your vehicle only in the parking spaces designated for visitors
 - Please drive carefully even though traffic on the roads within the campus may not be very heavy.
 - Riders of two-wheelers and their passengers are required to wear helmets as per State Law
 - Comply with Indian driving rules, driving only on the left side of the road
 - Ensure that your vehicle's brakes, headlamps and horns are working
 - Please observe the campus speed limit of 30 Kmph
 - Follow the signage on the road while driving

IRMA does not accept responsibility for damage to or loss of vehicles on its premises, or for damage to or loss of a vehicle's accessories or contents.

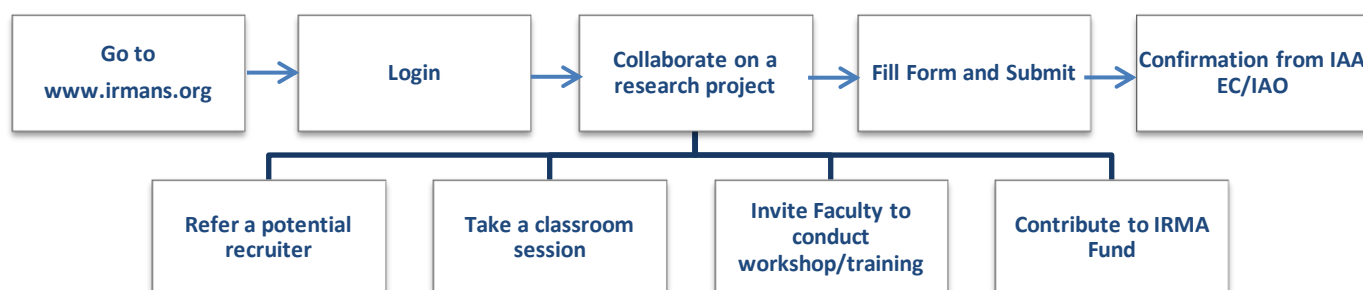
8. **Alumni Code of Conduct**

IRMA aims to create a harmonious environment in which individuals affiliated with the institute can freely and safely exchange ideas and thoughts, and celebrate the institute's diversity. To create such an atmosphere, members of the community must respect each other and act responsibly. When alumni visit IRMA, they are expected to abide by a code of conduct in line with that which is followed by students, staff and faculty. Alumni are expected to comply with the following:

- 1) Tolerate and respect others' ideas, beliefs, thoughts and experiences.
- 2) Act in a lawful manner. If alumni participate in unlawful activities on campus, the institute will report these to the local authorities.
- 3) Any form of 'harassment' is strictly prohibited. This includes:
 - a. Intentionally subjecting a person to offensive physical contact;
 - b. Unreasonable insults, gestures or abusive words, in the immediate presence, and directed to, another person that may reasonably cause emotional distress or provoke a violent response (including, but not limited to, electronic mail, conventional mail and telephone) except to the extent that such insults, gestures or abusive words are protected expression; or
 - c. Other types of prohibited discrimination, discriminatory harassment and sexual harassment as defined by law.
- 4) IRMA strictly prohibits the manufacture, distribution, sale, possession or use of any drugs on campus. Alcohol consumption is prohibited by State Law.
- 5) Arms and ammunition are not allowed on IRMA campus. Violators of this policy will be subject to disciplinary action by IRMA.
- 6) Keep the Campus Clean
- 7) Adhere to the Campus Rules and Regulations Defined by the Warden

3. Collaborate with IRMA

[detail out]



3.1. Co-Develop on a case study with IRMA

[detail out]

Form to co-develop case study with IRMA:

Field	Response type
Organization Name	Text
Name of decision maker	Text
Email ID of decision maker	Text
Contact no. of decision maker	Number
Brief about proposed case study	Text
Concerned IRMA faculty	Economics/Marketing/Finance/General Management-Strategy & Policy/OB-HR/Social Sciences/Operations Management/IT & Systems
Expected Start Date of case study development	Date format
Expected End date of case study development	Date format
Submit Form	Message "Thank you. Your request has been sent to IRMA. They will revert shortly."
Alumnus details	[through login]
Alumnus name	Pre-populate
Batch	Pre-populate
Organization	Pre-populate
Designation	Pre-populate
Email ID	Pre-populate
Mobile	Pre-populate
City	Pre-populate

3.2. Collaborate on a project with IRMA

[detail out]

Form to collaborate on project with IRMA:

Field	Response type
Organization Name	Text
Name of decision maker	Text
Email ID of decision maker	Text
Contact no. of decision maker	Number
Brief about proposed project	Text
Concerned IRMA faculty	Economics/Marketing/Finance/General Management-Strategy & Policy/OB-HR/Social Sciences/Operations Management/IT & Systems
Expected Start Date of project	Date format
Expected End date of project	Date format
Submit Form	Message "Thank you. Your request has been sent to IRMA. They will revert shortly."
Alumnus details	[through login]
Alumnus name	Pre-populate
Batch	Pre-populate
Organization	Pre-populate
Designation	Pre-populate
Email ID	Pre-populate
Mobile	Pre-populate
City	Pre-populate

3.3. Refer a potential recruiter to the Placement Cell

[detail out]

As the IRMA participants' strength grows, more organisations are needed every year for campus placements. Alumni in leadership positions can refer their respective organisations or other organizations to recruit from IRMA. Alumni are urged to absorb more fellow IRMans into their organizations, for their career growth and development.

Form to refer a potential recruiter:

Field	Response type
Organization Name	Text
Name of HR	Text
Name of decision maker	Text
Email ID of decision maker	Text
Contact no. of decision maker	Number
Recruitment Month	Month dropdown
Alumnus details	[through login]
Alumnus name	Pre-populate
Batch	Pre-populate
Organization	Pre-populate
Designation	Pre-populate
Email ID	Pre-populate
Mobile	Pre-populate
City	Pre-populate

3.4. Take a Classroom Session

Alumni who are industry experts can take classroom sessions for the current batches. This will help bring in practical exposure to theoretical classroom lectures.

Form:

Field	Response type
Organization Name	<i>Text</i>
Brief about proposed classroom session	<i>Text</i>
Number of hours required for one session	<i>number</i>
Alumnus details	<i>[through login]</i>
Alumnus name	<i>Pre-populate</i>
Batch	<i>Pre-populate</i>
Organization	<i>Pre-populate</i>
Designation	<i>Pre-populate</i>
Email ID	<i>Pre-populate</i>
Mobile	<i>Pre-populate</i>
City	<i>Pre-populate</i>

3.5. Invite faculty to conduct workshops/training programmes

[detail out]

Opportunities for faculty to conduct corporate training programmes / development workshops for alumni organizations

Form to invite faculty

Field	Response type
Organization Name	<i>Text</i>
Name of decision maker	<i>Text</i>
Email ID of decision maker	<i>Text</i>
Contact no. of decision maker	<i>Number</i>
Brief about proposed project	<i>Text</i>
Concerned IRMA faculty	<i>Economics/Marketing/Finance/General Management-Strategy & Policy/OB-HR/Social Sciences/Operations Management/IT & Systems</i>
Expected Start Date of project	<i>Date format</i>
Expected End date of project	<i>Date format</i>
Submit Form	<i>Message "Thank you. Your request has been sent to IRMA. They will revert shortly."</i>
Alumnus details	<i>[through login]</i>
Alumnus name	<i>Pre-populate</i>
Batch	<i>Pre-populate</i>
Organization	<i>Pre-populate</i>
Designation	<i>Pre-populate</i>
Email ID	<i>Pre-populate</i>
Mobile	<i>Pre-populate</i>
City	<i>Pre-populate</i>

3.6. Contribute to IRMA fund

You can also contribute to the cause of IRMA's development in various facets: Building Fund Renovation Fund, IRMA Entrepreneur Fellowship, IRMA Corpus, IRMA Distress Fund and Infrastructure Renovation Fund.

Process:

The alumni portal www.irmans.org will redirect you to IRMA's website where you will be requested to fill a Donation form and have access to their online payment gateway

OR

1. Go to www.irma.ac.in → Donation → Registration → Modes of Payment → **Online Payment**
2. Fill the "Donation Form" → Select Donate Towards "IRMA Distress Fund" → Select Payment Mode as "Debit Card/Credit Card/Net Banking"
3. Click Next → Proceed to Pay → Choose Card / Netbanking option and Make Payment
4. A PDF receipt will be generated. Please save the same for future reference
5. You will also receive an email from accounts@irma.ac.in at your registered email ID confirming your payment

4. Contribute to Alumni Development Fund

<<Detail out the Alumni Development Fund and Alumni Distress Fund>>

Process:

1. Go to www.irmans.org → Login → Contribute to Alumni Development Fund → Fill Form → Select Contribute towards "Alumni Distress Relief"/ "Alumni Development" → Select Mode of Payment → Debit Card/Credit Card/Net Banking → Click Next → Proceed to Pay → Choose Card / NetBanking option and Make Payment
2. A PDF receipt will be generated. Please save the same for future reference
3. You will also receive an email from accounts@irma.ac.in at your registered email ID confirming your payment

5. Contact us

5.1. Executive Committee

Designation	Name	Batch	Mobile No.	Email ID
President	Sanjay Tripathy	PRM 11	9820984945	sanjay2005@gmail.com
Vice-President	Girdhar Bagri	PRM 27	8879333054	girdhar.bagri@gmail.com
Secretary	Debaraj Behera	PRM 18	7749919866	bdebaraj@gmail.com
Joint-Secretary	Nagachethan SM	PRM 27	8971831002	Nagachethan@gmail.com
North Zone Representative	Kumar Anshul	PRM 22	7338560200	anshul.india@gmail.com
South Zone Representative				
East Zone Representative	Aranya Sen	PRM 35	9979217916	aranya.sen@hotmail.com
West Zone Representative	Ritu Kejriwal	PRM 27	8879295831	ritukej@gmail.com
International Representative	Ritesh Chaturvedi	PRM 21	+ 44 79 3617 8840	chaturvedi.ritesh@gmail.com
IAA-EC email ID				iaaec@irma.ac.in

IRMA Alumni Office, Anand

Designation	Name	Mobile No.	Email ID
Alumni Coordinator	Prof. Shambu Prasad	9437076342	shambu@irma.ac.in
Staff Member	Ms. Susamma T	9824665564	st@irma.ac.in
IAO email ID			iao@irma.ac.in

5.2. Chapter Representatives

Zone	Chapter	Name	Batch	Mobile No.	Email ID
North	Delhi-NCR				
West	Mumbai				
	Ahmedabad				
	Anand				
South	Chennai				
	Bangalore				
	Hyderabad				
East	Kolkata				
	Bhubhaneshwar				
	Patna				
International	Singapore				
	USA (East)				
	Europe (London)				

5.3. Batch Representatives

Batch	Representative	Mobile No.	Email ID
PRM-1			
PRM-2			
PRM-3			
PRM-4			
PRM-5			
PRM-6			

Batch	Representative	Mobile No.	Email ID
PRM-7			
PRM-8			
PRM-9			
PRM-10			
PRM-11			
PRM-12			
PRM-13			
PRM-14			
PRM-15			
PRM-16			
PRM-17			
PRM-18			
PRM-19			
PRM-20			
PRM-21			
PRM-22			
PRM-23			
PRM-24			
PRM-25			
PRM-26			
PRM-27			
PRM-28			
PRM-29			
PRM-30			
PRM-31			
PRM-32			
PRM-33			
PRM-34			
PRM-35			
PRM-36			
PRM-37			

5.4. Special Group Heads

Special Group	Head	Batch	Current Designation	Mobile No.	Email ID
Sales and Marketing					
Banking and Financial Services					
Agribusiness					
Policy and Governance					
Rural Livelihoods					
Energy					
Education					
WASH					
Entrepreneurship					
Academia					

6. Annexure 1: Usage of IRMA Logo

Every communication from and about IRMA to the public affects the image and reputation of the organisation. Advertisements, web pages, business cards and newsletters are the face of IRMA to the world and represent the institute's values, character and strength.

Our alumni are our ambassadors to the outside world; therefore, their conversations about IRMA, media interactions and activities shape what others think of the institute. We encourage each one of you to kindly adhere to the brand guidelines provided below.

Using the IRMA logo indicates an official sanction by IRMA; thus, please ensure that you have proper authorisation before using it for any collateral or promotional material (for example: for co-branding events in association with IRMA). All such communications/ promotions must be evaluated by the institute.

Executive Committee members and Chapter Representatives are allowed to use the IRMA Alumni Association (IAA) logo only on their alumni association letterhead, visiting cards and official social media profiles of the association. Please have them evaluated and approved internally before using.

7. Annexure 2: List of Forms

[all forms to be shifted here post website development]

8. Annexure 3: Alumni Engagement formats

Sl. No.	Engagement Format	Objective
1	Social Media platforms	
	AlmaConnect	<ul style="list-style-type: none">A networking portal with dynamic features to engage alumni – posting updates, searching by batch/location/profession, photo archive, fundraising etc.Presently more than 2000 alumni are on-boarded on AlmaConnect.
	Facebook Group	<ul style="list-style-type: none">A closed group of more than 1500 alumni with vivid discussions on trending topics, alumni updates etc.
	Yahoo Group	<ul style="list-style-type: none">A group email system where alumni regularly email with their queries / requirements / updates
2	City Chapters	<ul style="list-style-type: none">Annually organized in more than 10 cities in India and abroad
	Meeting current batch	<ul style="list-style-type: none">On the first Saturday of December every year, alumni meet students of the current batch during their Management Trainee Segment (MTS)
3	MILAAP	<ul style="list-style-type: none">Organized annually in the second weekend of January by students of the current batchAimed at bringing alumni to campus for two days of fun and networking

Sl. No.	Engagement Format	Objective
	Bees Saal Baad	<ul style="list-style-type: none"> • Flagship event of Milaap where the batch completing 20 years comes to campus in almost full strength • • Special events are organized to celebrate the batch
	Anand Run	<ul style="list-style-type: none"> • Organized on the second day of Milaap as a Run for a social cause that reverberates through the city of Anand
4	Alumni Database Management	<ul style="list-style-type: none"> • Regularly touching base with every alumnus to update her profile – contact details and job history
5	Alumni Development Fund	<ul style="list-style-type: none"> • A corpus owned, maintained and managed by the IAA to finance various alumni development causes
	Alumni Welfare	<ul style="list-style-type: none"> • Primarily used to financially support alumni/their families in distress – medical emergency, death or other reasons.
6	NETWORK	<ul style="list-style-type: none"> • A quarterly publication for alumni that carries articles by faculty members, students and alumni besides sharing information about IRMA's training programmes as well as abstracts of IRMA publications.