

COVER STORY

How do you spot the students of T.A. Pai Management Institute in the university town of Manipal? A suburb of Udupi in Karnataka, the town has 20 colleges and some 35,000 students—more than 90 per cent of its population. TAPMI's 500 students are almost invisible in this crowd. Dr R.C. Natarajan, TAPMI's director, however, says there is an easy way. "If you see two students on a motor-bike and both of them are wearing helmets, you can be sure that they are from TAPMI," he says.

So, what has the helmet to do with management education? "Wearing helmet is not just a rule; it serves a purpose. It is about managing yourself well and that is the first step of management education," says Natarajan. This approach more or less explains the current focal point of management education in India—students. And, that exactly is the reason students are the dominant respondent group in THE WEEK-Hansa Research Best B-schools Survey 2015.

The survey, done in 23 cities across India, does not throw much of a surprise at the top. Led by Indian Institute of Management Ahmedabad, the flag bearer of management education in India since the 1960s, the top ten schools are the same as in our survey last year and in the same order. And, IIMs continue to be the toast of the town—they make half of the top ten in our list.

What is it that makes IIMs so desirable? Quality of education, for sure, is a reason. But many other premier institutes have caught up with the IIMs in this area, especially in the past decade. Some private B-schools have made big investments in infrastructure and boast top-notch faculty. But, they are yet to match the brand that IIM is. "An IIM degree definitely makes things easier," says K.R. Vignesh, a postgraduate programme student at IIM Kozhikode. That is to get a job or find investors for a startup.

And, it also means big money.

TOP B SCHOOLS All India

THE WEEK-HANSA RESEARCH SURVEY

RANK		G- government	P-private		Composite score
2015	2014				
11	11	G		Indian Institute of Foreign Trade (IIFT)	Delhi 587
12	14	G		Department of Management Studies, IIT Delhi	Delhi 559
13	12	G		Jamnalal Bajaj Institute of Management Studies (JBIMS)	Mumbai 544
14	17	G		National Institute of Industrial Engineering (NITIE)	Mumbai 541
15	12	P		Institute of Management Technology (IMT)	Ghaziabad 526
15	15	G		Shailesh J. Mehta School of Management, IIT Bombay	Mumbai 526
17	18	P		Symbiosis Institute of Business Management (SIBM)	Pune 516
18	19	G		Vinod Gupta School of Management, IIT Kharagpur (VGSOM)	Kharagpur 504
19	20	P		Xavier Institute of Management, Bhubaneswar (XIMB)	Bhubaneswar 502
20	21	G		Indian Institute of Management (IIM)	Shillong 500
21	23	P		T. A. Pai Management Institute (TAPMI)	Manipal 499
22	22	P		Symbiosis Centre for Management and Human Resource Development (SCMHRD)	Pune 498
23	24	P		International Management Institute (IMI)	Delhi 497
24	27	G		Department of Management Studies, IIT Madras	Chennai 487
25	25	P		Institute of Rural Management Anand (IRMA)	Anand 486
26	28	P		Goa Institute of Management (GIM)	Goa 485
27	29	G		Indian Institute of Management (IIM)	Ranchi 484
28	30	P		Institute of Management, Nirma University	Ahmedabad 473
29	34	P		Fore School of Management	Delhi 469
30	26	P		Birla Institute of Technology & Science (BITS)	Pilani 464
31	35	P		K. J. Somaiya Institute of Management Studies and Research	Mumbai 463
32	33	P		Birla Institute of Management Technology (BIMTECH)	Noida 462
33	-	P		Prin. L. N. Welingkar Institute of Management Development & Research	Mumbai 458
34	37	P		Lal Bahadur Shastri Institute of Management (LBSIM)	Delhi 456
35	39	P		Amity Business School	Noida 454
36	32	P		Bharathidasan Institute of Management (BIM)	Tiruchirappalli 436
37	36	P		Loyola Institute of Business Administration (LIBA)	Chennai 433
38	31	G		Sydenham Institute of Management Studies, Research and Entrepreneurship Education (SIMSREE)	Mumbai 425
39	48	P		Symbiosis Institute of International Business (SIIB)	Pune 421
39	46	P		Institute for Financial Management and Research (IFMR)	Sri City 421
41	38	G		Department of Management Sciences (PUMBA), Pune University	Pune 419
41	44	P		Xavier Institute of Management & Entrepreneurship (XIME)	Bengaluru 419
43	49	P		PSG Institute of Management	Coimbatore 417
44	51	P		KIIT School of Management, KIIT University	Bhubaneswar 414
45	40	P		Institute of Management Technology (IMT)	Nagpur 413