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ACID AND COFFEE THE FIGHTBACK OF ACID ATTACK VICTIMS 116

BEST R SCHOOLS 2015

THE WEEK-HANSA RESEARCH NATIONAL SURVEY

- ♦ Finance continues to be a top attraction
- ♦ HR and IT still draw attention
- Current favourites are logistics, operations and retail





COVER STORY

ow 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.

THE WEEK-HANSA RESEARCH SURVEY SCHOOLS All India

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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