

Rachana Kamath

Executive Post Graduate Programme in Management (EPGP) 2019-2020

Gold Medallist – 1st Rank Holder

Gold Medallist – Best All Round Performer

Rachana made significant contribution to the institute committees during her student days at IIMB. As a member of the Placement Committee, she was responsible for end-to-end management of all the placement activities - starting from scheduling 1:1 with CDS, streamlining of various activities with GoCrackit, outreach and management of the process with her fellow committee members.

As a member of the International Immersion committee, she managed the immersion activities before and during their visit to the IE Business School, Madrid. She was part of the organizing team for the business conclave and was also a part of the cultural team during Sparsh, organized by the Alumni Committee.

She represented IIMB at The Red Brick Summit – the annual management fest of IIM Ahmedabad. She, along with her teammates, was a winner at Opstruct, the management strategy competition, conducted by the Operations Club of IIMA. Their presentation on BOUNCE, a Bangalore-based bike sharing start-up, was appreciated and they were awarded the first position and a cash prize of INR 30,000. They subsequently shared their ideas with the BOUNCE management team at their HQ.

She goes on to say: “I also participated actively in various cultural events during 'Sparsh' and also hosted segments during the EPGP farewell program. I helped facilitate a session with the Deputy Ambassador of India to Spain, at the Indian Embassy, during our internal immersion at IE Business School. I have also been regularly interacting with the upcoming batch of EPGP ('20-'21) and helping them wherever possible.”

She had donned the leadership hat too. “I led a team of 25 batchmates during the International Immersion at IE Business School, Madrid. I liaised with several recruiters and other stakeholders for the placement process. Apart from these, I have also been actively involved in various extracurricular activities. I took the lead and organized get-togethers and recreational activities for the batch.

She has also made some social contribution, outside IIMB. “In a small way, I have been financially supporting few orphanages and a juvenile home at my home town Calicut, in Kerala. Moreover, as part of our Entrepreneurship Management course, my group-mates and I tied up with Maya Organic, to help spread awareness on Channapatna toys which would help the local Channapatna artisan community. I am also an active blood donor.”

Rachana was a Civil Engineer by profession, working with NTPC for around seven-and-a-half years before enrolling for EPGP at IIMB. “Until then my perspective was limited to my professional sphere, but IIMB gave me the opportunity to learn a lot more and understand the different domains of management in a much better way, from faculty of international

acclaim, through practical real-life case discussions in class. The cohort was also diverse and comprised people from different industry backgrounds and experiences. Our peer discussions and group work, gave a much deeper understanding of different industries and the real-life challenges they face. The various projects we did as part of the courses, and our live comprehensive project, helped us understand business dynamics and various challenges businesses face better, and how they can be avoided or solved in the long run. The International Immersion gave me the opportunity to learn from professors of international repute and interact with our overseas counterparts.”

The 30-year old shares that the EPGP learning experience has given her a new perspective to look at and understand business problems, away from the technical lens that she was used to, and has also taught her how important it is to consider all the aspects, most importantly from the point of view of long-term economic and environmental sustainability.

What are your future plans and dreams (do not mention about company placement, talk about sectors interested)

Rachana has an avid interest in the eCommerce/retail industry, with the way it has been expanding and increasing the convenience for consumers with innovations in Operations and Supply Chain domains. “The firm that I am going to work with post MBA is also from the retail industry. I hope to learn more through my first-hand work experience and contribute to the success of the organization, and make improvements in consumer experience. I also dream of having a humble fund that could help orphanages, juvenile homes and old-ages homes. During my under graduation, I frequently visited these institutions in my hometown, and I have always hoped that someday I would be in a position to help them and make their lives better, in a scalable way.”

Daughter of Late Shri Rammohan Kamath and Smt Lakshmi Kamath, Rachana was born into a humble Konkani family and raised in Calicut, Kerala. “My father was a gold merchant and my mother a housewife. My father, mother and grandmother always emphasized on education but always let me independently take my decisions, based on my interest. My younger sister, an IT engineer, based out of Bangalore, is working with British Telecom. My younger brother, a civil engineer who did his MBA at NIT Trichy, is working with HILTI, Chennai. I am married to Krishna Chaitanya Alamuru. My husband, who also has an MBA, is currently employed with Amazon India. My husband inspired and motivated me to enrol for the one-year MBA programme and has been my constant support throughout the last one year.”

Rachana is a recipient of the Admissions Scholarship of INR 6 lakhs, which is awarded based on candidate profile and interview performance. She also received the Merit Scholarship of INR 7.5 lakhs, awarded to the top five students at the end of two core terms based on academic performance.