



Celebrating the Generosity of

Mr. Sekar Vembu



Impact of your giving in 2023

Director's Message

Greetings!

IIT Madras continues to retain her top position for the eighth consecutive year, in the National Institute Ranking Framework, thanks to the world-class research of its faculty and students. The contribution and support of *Alumni and well-wishers like you* has crucially helped this standing and stature. Our achievements in research, education, innovation and entrepreneurship have also earned us the recognition of an '*Institute of Eminence*' as well as the top position in the Atal Innovation Ranking from the Government of India.

The institute is making an indelible mark with her '*research with impact*' in several areas including quantum computing, drinking water technology, industrially relevant mathematical models for governance, rendering cancer-cure more effective. Our centres of excellence, the Center for Innovation, Nirmaan – the pre-incubator, the Incubation Cell, technology centres such as '*IITM-Pravartak*' and others, work in unison for not just our nation's building, but societies *world-wide*. We aspire to be locally impactful and globally relevant through all these efforts.

Towards exploring new research frontiers, a Department of Medical Sciences and Technology has been launched to conjoin medicine and engineering. Similarly, a School of Sustainability is on the horizon to research sustainable practices in the Global South. The campus is moving towards 'carbon-net-zero' goal through water conservation by 100% recycling, efficient garbage disposal, and electrification of vehicles. The traditional education system is undergoing a paradigm shift, with *our* online Bachelor of Science programme in Data Sciences and the National Program of Technology Enhanced Learning, that have won Gold in the 'Lifelong Learning' category and Silver in the 'Best Online Program' category of the Wharton-QS Reimagine Education Awards 2022 respectively. IIT Madras is leading this revolution from the front.

Such achievements are not possible without the deep-rooted faith and support of alumni and well-wishers such as yourself. We are indebted to you for your generous, bountiful, and impactful contributions. On behalf of IIT Madras, I offer you our deepest gratitude for continuing to strengthen the Institute. Together with your support, we are confident of building an IIT Madras that is more inclusive, diverse, and enabled by an ecosystem to be nationally relevant and globally recognised. Thank you!



Prof. Kamakoti Veezhinathan

Director, IIT Madras

Dean's Message

Greetings!

I express my heartfelt gratitude to you for your generous support to IIT Madras. We appreciate your passion in supporting the causes you do and I assure you that your contributions will be optimally utilized. This report has been compiled to convey how your largesse has touched lives and made a difference at IIT Madras. In keeping with the rapid, contemporary strides in science, technology we have set ambitious goals for ourselves - your continued enthusiasm and support will help us greatly in these endeavors.

IIT Madras is far more diverse in its set of pursuits, more green and more research-focused. And yet, it remains unchanged over these years, it is still the best Institute in the country, and attracts the best students that India has to offer to come and make a mark. I also cordially invite you to visit your campus to see for yourself, the impact of your contribution, and the growth and transformation the Institute has undergone over the years.

We can never express our gratitude enough for all that you have done - Thank You!



Prof. Mahesh Panchagnula
Dean, Alumni & Corporate Relations, IITM



Mr. Sekar Vembu

1993/BT/ME & 1996/MS/HSS

Founder and CEO, Vembu Technologies

Mr. Sekar Vembu is a highly accomplished, skilled, and experienced professional in the IT industry. He is the founder and CEO of Vembu Technologies, a company that focuses on the online storage backup market. Mr. Vembu ventured into the Backup & Disaster Recovery market in 2002. Since then, the only focus is on building a comprehensive data protection solution. He also co-founded AdventNet. After AdventNet, he founded SwissSQL, a database migration solution that helps save over 90 percent of the migration effort and over 80 percent of the costs typically involved in database migration projects the precursor to Zoho. With his strategic vision and deep industry knowledge, he continues to drive Vembu Technology's growth and innovation, inspiring others and shaping the future.

His educational foundation was laid at the renowned Indian Institute of Technology, Madras, where he completed his Bachelor of Technology in Mechanical Engineering and a Master's degree in Humanities and Social Sciences.

The report will present a thorough assessment of the impact that your contributions have made towards **Vembu Technologies - Prof. G Srinivasan Research Endowment Fund**



**"GIVING IS NOT JUST ABOUT
MAKING A DONATION –
IT'S ABOUT
MAKING A DIFFERENCE"**

Vembu Technologies - Prof. G Srinivasan Research Endowment Fund

Mr. Sekar Vembu set up the research endowment 'Vembu Technologies - Prof. G Srinivasan' in Department of Management Studies. The interest accrued from this endowment is used for the below activities:

- *To meet incidental and travel expenses of research scholars of DoMS to facilitate data collection.*
- *To meet expenses for hiring facilities/ equipment time for data collection for DoMS research scholars working in behaviour/ stress related research and allied areas.*
- *To procure/ specific software licences for use of DOMS research scholars in their research.*

Beneficiary Details:

Mr. Muhammed Sadiq's study is on social media health misinformation. The COVID-19 pandemic has been a threat to the world in two ways; as an epidemic and an Infodemic. The Infodemic of health misinformation that spreads through social media has had a disastrous effect of confusing and harming people. Drawing upon the concepts of psychological ownership motivation, social exchange theory (SET) and digital nudging, the study attempts to discern what are the psychological motives in spreading health-related misinformation, and what kind of digital interventions can dissuade people from the transmission of such misinformation.

The aim is to understand how a social media user who spreads Infodemic would move from a psychological ownership state of that content to a state of psychological dis-ownership state when nudged about the veracity and potential ill effects of that content. The study contributes to the understanding of the role of psychological ownership motivation and (SET) in Infodemic and the effect of digital nudging as a moderator.

Feedback from the beneficiary



Muhammed Sadiq T
Research Scholar,
DoMS, IIT Madras
[LinkedIn](#)

I want to express my sincere gratitude for providing me with the Prof. G Srinivasan Research Endowment Fund. Without this funding, it would have been very difficult to go ahead with my research. This financial support has helped me develop a web platform for my study and covered my data collection travel expenses for my research. We developed an in-house web platform similar to the WhatsApp messaging platform to conduct our experiment. The web platform was developed with the support of a few B.Tech., students from IIT Madras. Later, we travelled to a few colleges in Bangalore, Chennai and Calicut to conduct the experiment with around 500 participants. The fund was utilized for expenses such as hosting and maintaining the web platform, remuneration payment for the website developers, incentives for participants and researchers, and travel expenses for data collection.

Our study titled “Infodemic and its cure: A digital nudging approach” was recently presented at the 2023 annual Americas Conference on Information Systems (AMCIS) in Panama City, Panama. Please [click here](#) to visit the AMCIS 2023 conference proceedings. I was recently chosen as a finalist for the [Fulbright-Nehru Doctoral Research Fellowship 2023-24](#). Currently, I am a visiting researcher at University of Illinois, Chicago, for nine months.

We are grateful to you

Mr. Sekar Vembu & family



Thank you for your sustained generosity to IIT Madras over the years. Contributors such as yourself enable our students and Professors to dream big and work towards a better and brighter future. We hope you are proud of your alma mater and how it has remained steadfastly committed to academic and research excellence during and after your time here. You and your family have been instrumental in facilitating this significant growth.

Our efforts to nurture the culture of academic excellence that is the hallmark of IIT Madras - quality education, cutting-edge research, and unfettered creativity - shall continue. We are privileged and humbled to have you and your family walking with us along this trail. We wish you and your family the best always in all walks of life!



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