



Indian Institute of Technology Madras
Office of Alumni and Corporate Relations



**Celebrating the
generosity of**

Mr. V J BALA

IMPACT OF YOUR GIVING IN 2023



Director's Message

Prof. Kamakoti Veezhinathan
Director, IITM

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!

Dean's Message

Prof. Mahesh Panchagnula

Dean, Alumni & Corporate Relations, IITM



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!



Mr. V J BALA

1991/BT/ME

Senior Vice President, Marketing (CMO), Propeller Health

Mr. V. J. Bala is an operating executive, venture partner and growth advisor on a lifelong mission to uplift people through technology. For over 30 years, he has created pioneering digital products and experiences for healthcare, life sciences, public sector, manufacturing, and other industries.

In the last decade, he has helped advance digitalization of healthcare by bringing innovative viewpoints, digital solutions and SaaS platforms that improve access and affordability to enterprise, consumer and government markets.

He is also specialized in scaling VC-backed & public technology businesses under \$10M to over \$1B in revenue by building/repositioning brands, launching digital platforms, and accelerating go-to-market (demand generation, market expansion, alliance/channel partnerships). As CMO for 15+ years, he has led strategy, marketing, product and partnerships to fuel growth at Fortune 500 to Inc 500 firms.

Education Trajectory:



B. Tech,
Mechanical
Engineering

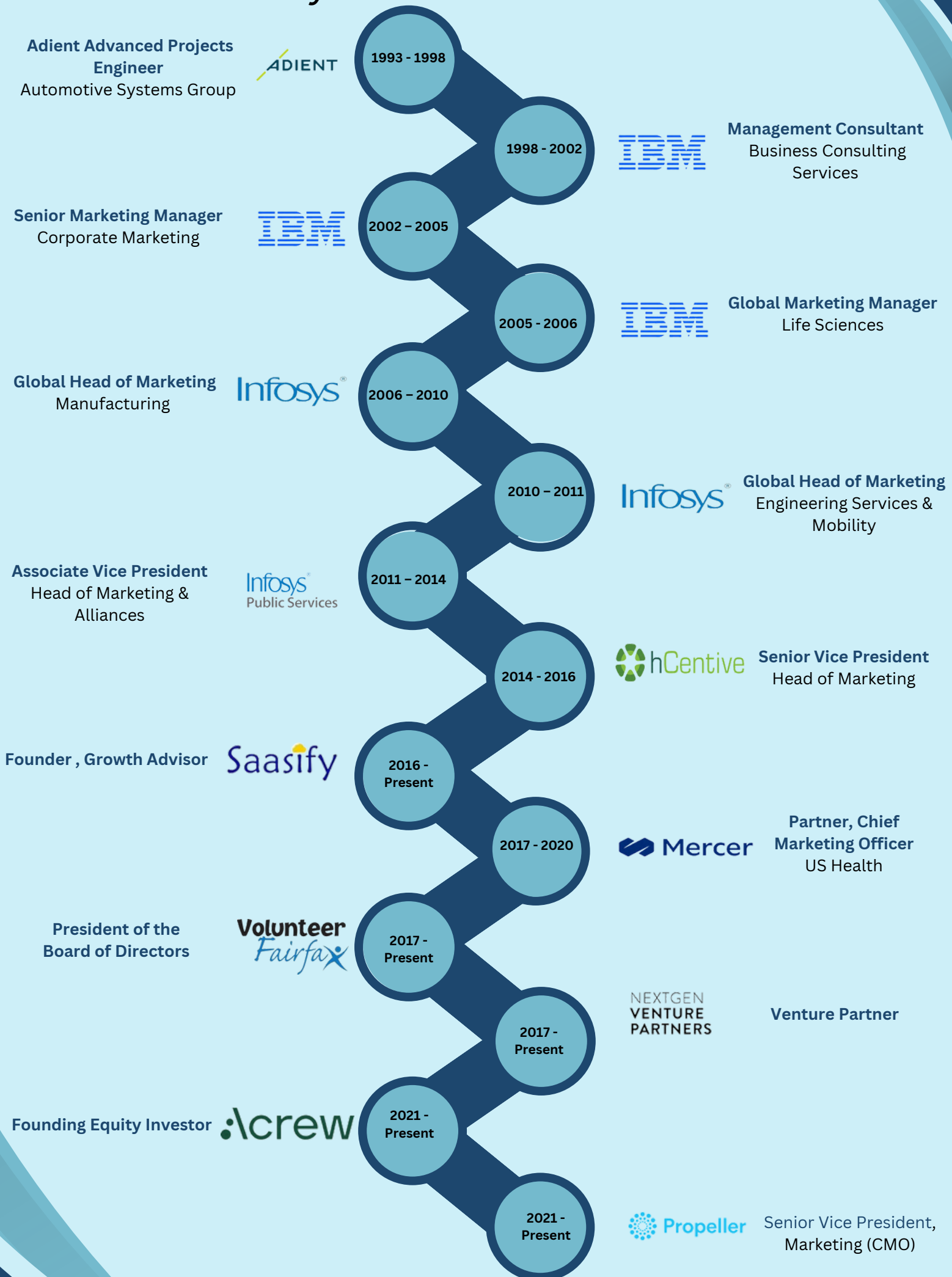


MS, Mechanical
and Industrial
Engineering



MBA, Business
Administration,
Strategy, Marketing
and International
Business

Stellar Career Journey:



Summary of your contribution

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COVID - 19 Relief for India

02

**Anitha and VJ Bala Merit Cum
Means Scholarship Endowment**

03

**Rajeswari and Jayaraman Merit
Cum Means Scholarship
Endowment**

COVID- 19 Relief for India

The COVID-19 pandemic became an emerging global health crisis and required the best of our efforts to overcome it. The sudden outbreak of pandemic had already created an enormous medical and financial burden shattering many lives.

The second wave of COVID-19 immensely affected the public's mental health and well-being in a variety of ways, including isolation and loneliness, job loss and financial instability, and illness and grief. Many organizations, institutions, and individuals came forward to support the nation both financially and socially.

IIT Madras launched a campaign to raise funds for supporting various causes. The Institute exceeded its goal of raising \$1 million in 48 hours. Overall IIT Madras Alumni and other well-wishers have come together and raised more than \$2 million.

Below are the causes for which the funds were used:

1. Purchase of Oxygen cylinders, BiPAP machines, Injections, and Medicines
2. Healthy meals for students who were stranded in the institute during covid.
3. Financial help to more than 150 Ph.D. scholars to pursue their research without any constraints.

Glimpses of the contributions:

- ✔ IIT Madras handed over **200 oxygen concentrators** to the **Government of Tamil Nadu**.



*Donated BiPAP units,
Injections and medicines*



✔ Contributed **200 oxygen concentrators** (5 litres each) to the **Government of Telangana**.

✔ Contributed **200 oxygen concentrators** (10 litres each) to the **Government of Karnataka**.



✔ Contributed **1000 units of covid medicines** to Sri Venkateswara Institute of Medical Science (SVIMS), Chittoor



✔ **Provided healthy meals to students** who were stranded during Covid pandemic with the help of a nutritionist. Arrangements were made to serve paneer, banana, and eggs as optional extras.



✔ **Financial support was provided to Ph.D. scholars as stipend**. This helped them to carry out their research without hindrance.

Gratitude notes from some of the Ph.D. scholars



Ajay A P

"I wish to thank all the donors from the bottom of my heart. The relief provided helped me look after my family during that nightmare phase and thereby focus on my research more"



Sunny Sharma

"I am really appreciative of the assistance received from my alumni during my most difficult time. I'm hoping that someday I'll be in a position to help out my fellow students"



Bhadra Hrishikesh

"The pandemic was a tough period for all of us. And it is very stressful for scholars especially when they are on the final stage and the stipend period has ended. I am very grateful to the alumni and non alumni members who contributed in supporting scholars like me. You are inspiration to us by making us understand the importance of giving back to our community"



Dipanjan Majumdar

"I would like to express my sincere gratitude to all the alumni and non-alumni donors for generously donating towards the cause of Covid-19 relief with which we were supported with our stipend. I wish to prolong my appreciation to all who worked behind to make the entire process work smoothly. The financial support from you helped me greatly"

Anitha and VJ Bala Merit Cum Means Scholarship Endowment



Sai Sonam Singh

ED22B034

B. Tech

Dept. of Engineering Design

“Thanks a lot for sponsoring this fee. It would be a huge help to my mother since I lost my father due to Covid – 19 as he was the only working person in our family”

Rajeswari and Jayaraman Merit Cum Means Scholarship Endowment



Saisri S

CH22B097

B. Tech

Dept. of Chemical Engineering

*“I am really grateful to **Mr. V J Bala Sir** for providing financial assistance to me through this scholarship. It helps me a lot and encourages to perform better in my academics as I can focus on my studies without thinking my personal issues. It also motivated me to do much more to the society and help people. Thank you, Sir, for this kind gesture.”*

Glimpses from your meet with the student beneficiaries...



We express our heartfelt thanks for your willingness to connect with our students.

We are grateful to you & your family

Mr. V J BALA



We express our heartfelt gratitude for your continued and generous support to IIT Madras throughout the years. We trust that you take great pride in your bond with IIT Madras and the unwavering dedication it has demonstrated towards academic and research excellence since the time of your association.

Your invaluable contributions, alongside the support of your family, have played a pivotal role in facilitating this remarkable growth. We are privileged to have you and your family walking with us along this journey. We extend our best wishes to you and your family. We thank you for your continued support to your alma mater.



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