

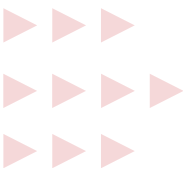


INDIAN INSTITUTE OF TECHNOLOGY MADRAS
OFFICE OF ALUMNI AND CORPORATE RELATIONS



Celebrating the Generosity
of

Mr. Sekar Vembu



Impact of your giving in

2024





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.

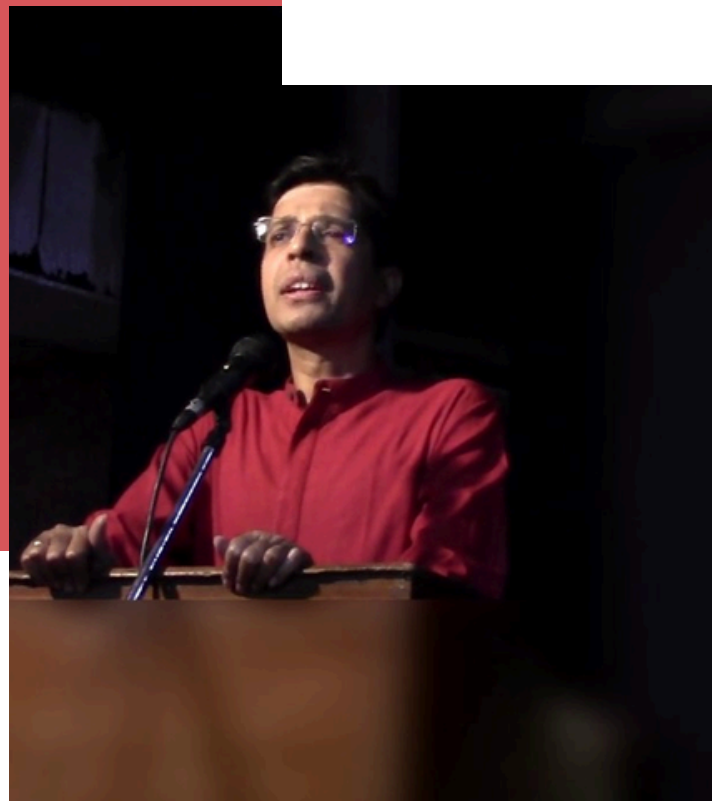
Towards exploring new research frontiers, a Department of Medical Sciences and Technology has been launched in May 2023 to conjoin medicine and engineering. Similarly, a School of Sustainability was also created in October 2023 to research sustainable practices in the Global South. The campus is moving towards a '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!



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



Prof. Mahesh Panchagnula

Dean, Alumni & Corporate Relations, IITM

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.**

Mr. Sekar Vembu

1993/BT/ME & 1996/MS/HSS

Founder and CEO
Vembu Technolgies




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 will be 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.

The following scholars are benefitted through this endowment so far:



ROLL. NO	NAME
MS19D014	Muhammed Sadiq
MS21D019	Shruti R
MS20D010	Binod kumar
MS20D002	Gayathri Janapathi

Testimonials from Beneficiaries



Gayathri Janapati

Ph.D Management Studies

Objectives of research and future plan

Education plays a crucial and remedial role in maintaining a nation's socio-economic equilibrium. Unique challenges characterise the field of education and transform in tandem with shifts in the global environment, emphasising the crucial need for students and educators to navigate complex and sensitive issues effectively. A strong ring of the phrase often used in public health was not lost on us, "prevention is better than cure" (Erasmus, 1500), highlighting that promoting healthy lifestyles and preventing ill health is fundamental to a good life. This perspective is an essential tenet of the philosophy of primary interventions that focuses on training individuals to deal with stressors before they significantly affect them (Parkes; Sparkes, 1998).

A combination of these has inspired us to consider and fortify those individuals yet to enter the workforce and help them build psychosocial skills as they enter and become the future of the workplace.

The educational setting – college students and pre-service teachers, provides a strong ground for preventive and anticipatory preparatory training to fortify the individuals yet to enter the workforce and help them build psychosocial skills as they train to become the future of the workplace.

Resilience and cognitive flexibility are paramount in this context, enabling individuals to adapt to and function despite challenges. Drawing from positive psychology, exploring character strengths, which are positive personality resources, is a promising avenue to enhance well-being and optimal functioning in educational settings. An individual's mindset could affect how these resources are perceived, worked upon, and translated into cognitive-behavioural strategies.

This research, in two studies, uses a multi and mixed method, multi-site design to a) investigate the role of cognitive flexibility in resilience, b) study the effect of character strengths intervention on enhancing resilience and cognitive flexibility, as moderated by mindset and c) explore participants' perceptions of the intervention's potential barriers to adherence and integrate learned techniques into various aspects of their lives.

The findings, thus far, support the role of cognitive flexibility in explaining resilience and the intervention's impact on enhancing them both. This research contributes to the resilience literature by operating in a cognitive-affective-behavioural framework and elucidating the intervention's pathways. This would help clarify the components of resilience and inform the development of measures and assessment criteria, aiding in understanding the determinants of this complex construct.

Furthermore, the intervention aims to empower students and educators to utilise their internal resources effectively, equipping them with valuable tools applicable to various educational and personal situations. The studies' results will aid in developing focused interventions that can be easily incorporated into current academic programs and initiatives, promoting resilience for students and educators in their professional and personal lives. The endowment fund has enabled me to meet the research objectives of field experiments, such as travelling to the sites (colleges), acquiring activity materials and using them to deliver the intervention content to the participants better. We have analysed the quantitative data; the next step of the research is to analyse the qualitative data and write a report.

Shruti. R

MS21D019
Management Studies



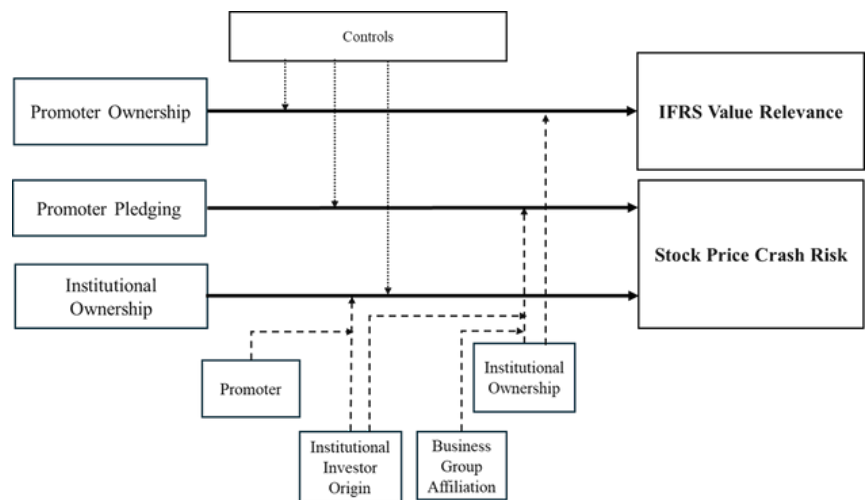
I was a recipient of the Prof. G. Srinivasan Endowment fund in 2024. Following is a brief description of my research and how I plan to use this fund.

Objectives of Research

The objective of my study is to investigate the governance role and stability role of promoters and institutional investors in the backdrop of IFRS convergence and firm-specific stock price crash risk. I approach this problem from three perspectives (1) impact of promoters on the value relevance of IFRS convergence (2) impact of institutional investors on stock price crash risk (3) impact of institutional investors on pledging risk. The specific objectives of the study are:

- To examine the impact of promoters on IFRS value relevance impact and to examine how this effect is affected by institutional investors.
- To examine the impact of investor origin on the relationship between institutional investors and “firm-specific stock price crash risk” and to examine how this ‘origin – crash risk’ linkage of institutional investors is affected by promoters.
- To examine the role of institutional investors in mitigating pledging risk and to examine how institutional investors mitigate pledging risk and how it varies according to investor origin and business group affiliation.

Research Framework



Plan Ahead

I have completed research on the first two objectives and currently working on the third objective. The funding proceeds will be used towards research related activities on the third objective.

Upcoming Conferences:

1. Shruti, R., Thenmozhi, M., and Ghosh, C. (2024). Role of Institutional Investors in Pledging Risk: Evidence from India. Financial Management and Accounting Research Conference, Aiya Napa, Cyprus, June 16-18, 2024.
2. Shruti, R., Thenmozhi, M., and Ghosh, C. (2024). Role of Institutional Investors in Pledging Risk: Evidence from India. British Accounting and Finance Association Annual Meeting. University of Portsmouth, UK, April 8-10, 2024.
3. Shruti, R., and Thenmozhi, M. (2023). Ownership Dynamics and Pledging Risk. India Finance Conference. N.L Dalmia Institute of Management Sciences and Research, Mumbai, India, Dec 21-23, 2023.



Binod Kumar

Ph.D, Department of Managerial Studies

To gain a deeper understanding of cybercrime, it is crucial to explore its practical implications. This involves examining the real-life impact and consequences of cybercrime on social networking users.

I would like to thank my supervisor, Saji K. Mathew, for motivating me to undertake this exploratory study. I also extend my gratitude to Professor Kandaswamy Paramasivan for guiding us in exploring cybercrime and suggesting three Cybercrime Police Stations in Kanchipuram, Tiruvallur, and Chengalpattu districts of Tamil Nadu, which we visited on September 18, November 18, and November 20, 2023, respectively, for our study.

Additionally, I am grateful to Prof. G Srinivasan, the research beneficiary, for issuing the Endowment Fund. These funds have greatly assisted us financially in gaining insights from the data collected during field visits to the three cybercrime police stations.

We are grateful to the Cybercrime Police Stations for their significant help and support in exploring cybercrime. I conducted interviews with cybercrime police officials at all three stations and collected the data which helped us understand the types of cybercrimes they handle, the nature of these cybercrimes, and the profiles of frequent predators, victims, and targets.

For more details

[CLICK HERE](#)



During the Research



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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July 2024