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Some IIM-Ahmedabad alumni intensify campaign against changing the existing logo

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AHMEDABAD: Apart from launching an online petition against changing the existing logo of IIM-Ahmedabad (IIM-A), some alumni of the premier B-school have questioned the administration with a string of emails. Amitava Chattopadhyay, an IIM-A alumnus and GlaxoSmithKline Chaired Professor in Corporate Innovation at INSEAD, wrote to IIM-A director Prof Errol D'Souza saying that he has heard the IIM-A board has approved the logo change. "What is the strategic logic for dumping a well-recognized logo and getting a new one? All the equity built up in the old logo will be lost and it behooves the board to inform IIM-A stakeholders before making decisions of such magnitude why there is a need for change," the email said. "An alum and friend who has spent his career as a brand consultant totally agreed with me about the folly of having two separate

logos! It makes IIM-A appear schizophrenic!"

The alumni also made the point that the logo change came to light due to the media, and not through any official channel. Some faculty members were reportedly not consulted about the change either. Prof Chattopadhyay said in his email: "It seems really strange that the board is behaving in this unilateral way, given that it had to backtrack not so long ago about campus renovation, a decision which was taken in an equally high-handed manner." Several city-based alumni of the institute said that 'Ahmedabad' in the logo along with the jaali as the primary motif anchor the institute to the city. "What does A in IIMA in the new logo stand for? It could be anything," said an alumnus. "The motif — which is distorted in the new logo — represents much more than the Tree of Life. The new logo according to me belittles Ahmedabad legacy."