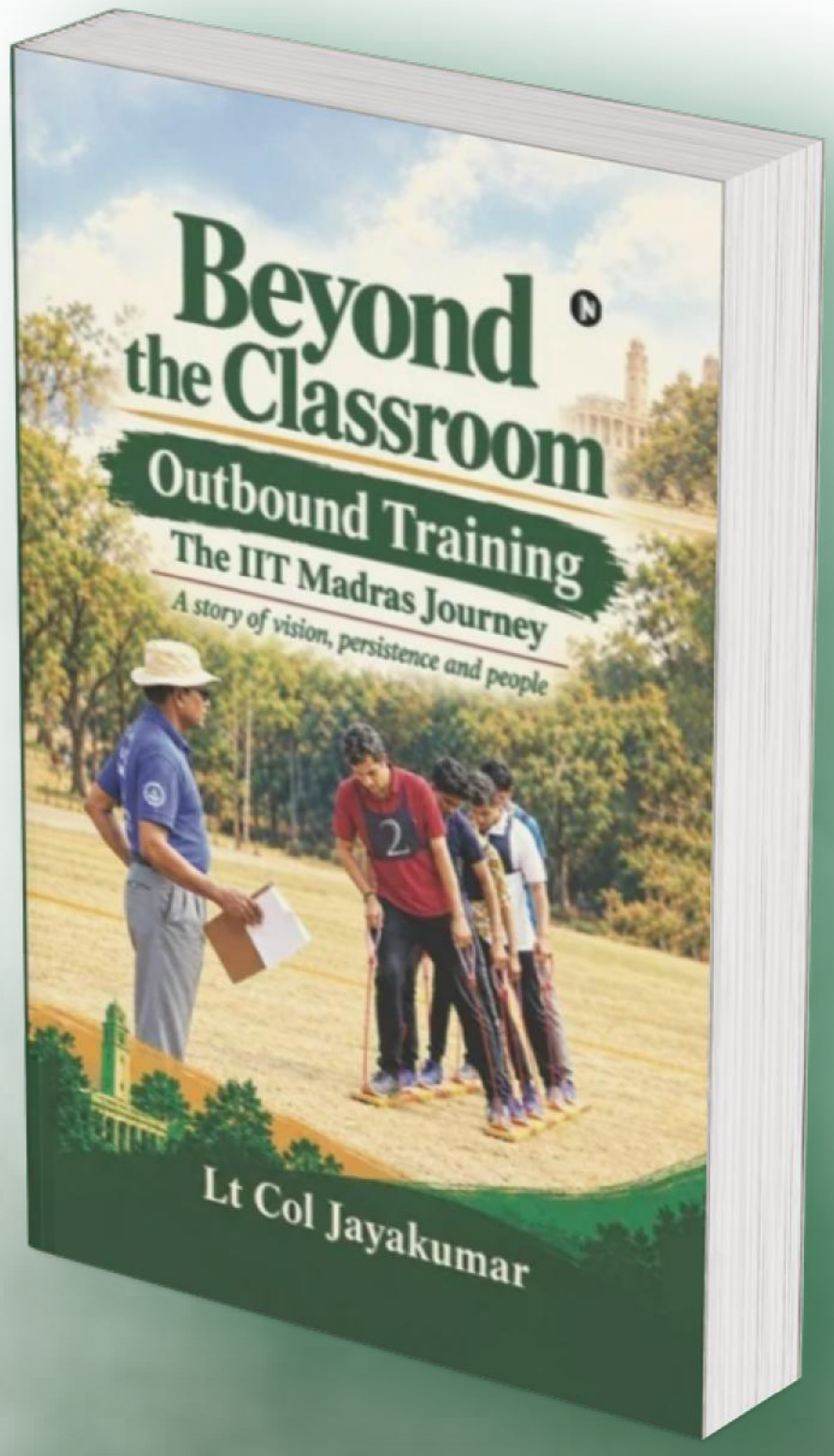
MADRAS MMA MANAGEMENT ASSOCIATION — ESTD. 1956 — 70 YEARS CELEBRATION

KONRAD ADENAUER STIFTUNG

Invitation



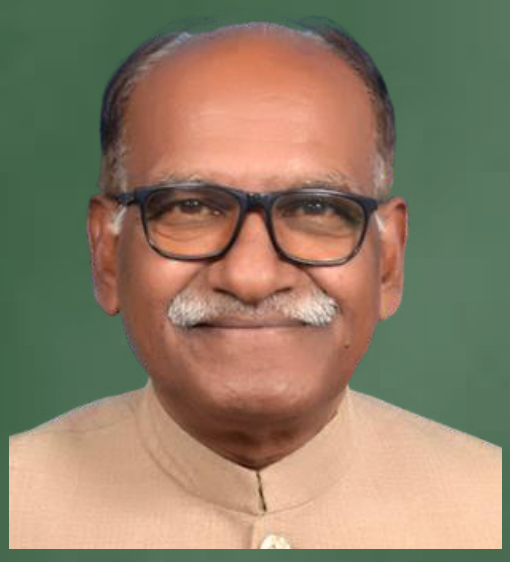
DISCUSSION ON THE BOOK

NOV 10 2026

TUESDAY

6:00 PM – 7:15 PM

MMA Management Center



Lt Col Jayakumar (Retd)



Dr L S Ganesh



Kartic Vaidyanathan



Prof Sathyanarayana N Gummadi

Synopsis

During SAMANVAY 2007, the annual cultural festival of DoMS, IIT Madras, a one-off Outbound Training event was conducted for the first time.

What began as a single, experimental initiative soon revealed its profound impact. It inspired the creation of a student-driven team, weekend programs, and eventually, a transformative movement that has touched thousands of students across years.

This book is the story of that journey—its beginnings, evolution, challenges, milestones, and the people who believed in its purpose.

It is a reflection on values that endure: experiential learning, teamwork, leadership, empathy, and the courage to step beyond comfort.

It is a tribute to the students and scholars community that made it possible.

Programme

5:15 PM — Registration & High Tea

6:00 PM — Welcome Address

Gp Capt R Vijayakumar (Retd), VSM
Executive Director, MMA

Overview of the book by the Author

Lt Col Jayakumar (Retd)
Author & Guest Faculty, IIT Madras

Launch of the book by the dignitaries

Special Address

Dr L S Ganesh
Former Vice Chancellor, ICFAI University &
Professor (Retd),Department of Management Studies,
IIT Madras

Lt Col Jayakumar (Retd), Author in conversation with Special Invitees

Dr L S Ganesh

Mr Kartic Vaidyanathan
Consultant, CeRAI IIT Madras &
Founder, LetsPlayToLearn

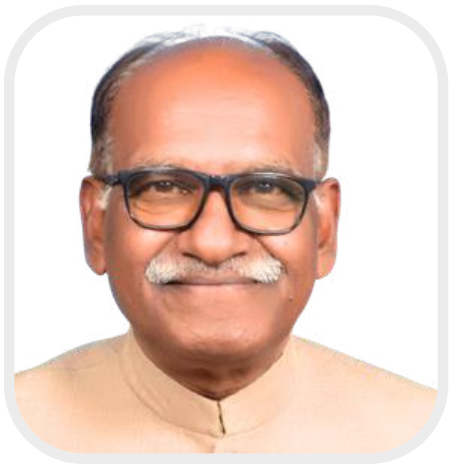
Prof Sathyanarayana N Gummadi
Department of Biotechnology
IIT Madras

6:55 PM — Q&A

7:10 PM — Vote of Thanks

7:15 PM — End of the Programme

Profile



Lt Col Jayakumar (Retd)
Author & Guest Faculty, IIT Madras

Lt Col Jayakumar is a veteran of the Indian Army, an educator, and a facilitator in leadership, communication, and psychological well-being. He is a qualified Technical Officer (PSYCHOLOGY), trained at the Defence Institute of Psychological Research (DIPR), Timarpur, New Delhi, and served as a Psychologist in the Armed Forces Officers Selection System.

Following his military service, he served as Registrar, IIITDM Kancheepuram, Joint Registrar, IIT Madras and is presently a Guest Faculty at IIT Madras engaging with students on communication, experiential learning, resilience, emotional intelligence, and holistic personal development.

His experience is summarised below:
1. Soldier: Mostly in the LoC. High Risk Mission Leader in 1984 at Siachen Glacier. He commanded a Light Regiment on the LoC before retiring in 2004.
2. Entrepreneur: Established a Training Company in 2004-5 and closed it down shortly thereafter to join IIT Madras.
3. IIT Madras: Served IIT Madras from 2006 to 2018 in various capacities.
4. IIITDM Kancheepuram: Served as Registrar on deputation from IIT Madras, from 2010 to 2012.
5. Chargebee: Was a Recruitment Consultant. Term completed.
6. Kalakshetra Foundation, RDCFA: Was an Advisor for a short period.
7. Corporate outbound training consultant for a few companies.
8. Guest faculty, IIT Madras: 2018 onwards.

His book, “BEYOND THE CLASSROOM, OUTBOUND TRAINING” is born out of his experience in IIT Madras dealing with Placement Services and Students Affairs, as a Board Member, (Psychologist) in the Services Selection Boards, and as a Corporate Trainer (OBT).

Profile



Dr L S Ganesh

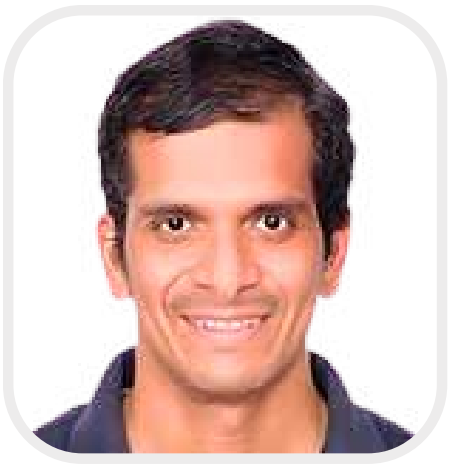
Former Vice Chancellor, ICFAI University &
Professor (Retd),Department of Management Studies,
IIT Madras

Dr. L. S. Ganesh (LSG) retired as a Professor from the Department of Management Studies at IIT Madras and later superannuated as the Vice Chancellor of the ICFAI Foundation for Higher Education at Hyderabad. His career began with his work as a Graduate Engineer Trainee (Aircraft Maintenance) in Air India, and after his PhD work as an Associate Fellow of the National Institute of Educational Planning and Administration (NIEPA) at New Delhi, and as an Assistant Professor at IIM Bangalore, before returning to IIT Madras and working there between 1987-2021.

LSG ensured that his Research Scholars and students would excel him in their chosen careers as time rolled on.

He is sworn to the body of knowledge termed "Systems Science and Philosophy".

Profile



Mr Kartic Vaidyanathan
Consultant, CeRAI IIT Madras &
Founder, LetsPlayToLearn

Can learning be made joyful for the 21st century learner, who has a short attention span, in a fail-safe environment ? Can learning be made byte sized, fun filled and immersive?

These are the problems that LetsPlayToLearn tries to address. Over the last 9+ years, it has been tried across both young and old learners. The outcome in almost all cases has been improved interactivity and learner engagement.

Several corporates have benefited from his services for game-based learning in their learning and marketing communications context.

On the education side, he has trained over 15000+ educators nationwide both UG/PG faculty as well as K-12 teachers on the play way method.

He has co-authored a book on NEP2020-Policy to Practice, with topic on Technology enabled learning

He did his B.Tech from IIT Madras and his exec MBA from IIM Bangalore and has worked for 21 years in the industry prior to this venture.

Profile



Prof Sathyanarayana N Gummadi
Department of Biotechnology
IIT Madras

Prof. Sathyanarayana N. Gummadi is a Professor in the Department of Biotechnology at the Indian Institute of Technology Madras (IIT Madras), Chennai, and currently serves as the Dean (Students). In this role, he oversees student affairs and campus life initiatives, working closely with students, faculty, and campus bodies to foster a supportive, inclusive, and well-structured student ecosystem.

Prof. Gummadi completed his Ph.D. from IIT Madras, M.Tech from Anna University, and B.E. in Chemical Engineering from the National Institute of Technology, Karnataka. His academic and research expertise lies in biotechnology and biochemical engineering, with significant contributions to bioprocess development, enzyme engineering, fermentation technology, recombinant proteins, and industrial biotechnology. His research spans microbial production of industrial metabolites, membrane biochemistry, and environmental biotechnology.

He has authored over 160 international publications, along with several books and book chapters, and has successfully guided numerous PhD and postgraduate students. His work is supported by multiple funded research projects, and he has received prestigious Awards, fellowships and recognitions from national and international scientific bodies. In addition to his research contributions, he actively contributes to academia through editorial roles, research review panels, national committees, and academic boards of leading institutions. For his commendable contributions to research and the professional domain, he has been awarded the Institute Chair Professorship at IIT Madras.

As Dean (Students), Prof. Gummadi has played a key role in strengthening the student support framework at IIT Madras. He has supported the Wellness Centre's initiatives under the Director's "BeHappy" vision, promoting mental health awareness and holistic well-being among students. His recent effort has received good response through the PREM together with IIT Madras - Parents' Role in Encouraging and Mentoring students together with IIT Madras.

He has also facilitated the development of the Career Pathways Centre, which integrates placements, internships, entrepreneurship, and skill development to help students explore diverse professional opportunities. He has encouraged initiatives such as the PACT Series [Professional Advancement Career Talk], which supports students preparing for civil services and other competitive examinations.

Prof. Gummadi also actively promotes student participation in sports and extracurricular activities, working closely with the Gymkhana and student bodies, and supporting the development of sports infrastructure at IIT Madras Campus, including the Thaiyur campus. The firstever Omega Ball in India at IIT Madras has been launched under his stewardship with the latest addition of Phiball at IIT Madras improving the team spirit.

Known for his approachable and student-centric leadership, Prof. Gummadi regularly interacts with and mentors' students beyond academics. His vision as a faculty member and Dean (Students) emphasises a campus environment where academic excellence, wellness, sports, and personal development coexist, reflecting his belief that a happy and healthy student community is essential for a thriving institute.

Connect with Us

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MADRAS MANAGEMENT ASSOCIATION

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