

# Srini Raju commmits Rs 35-cr grant to ISB

TIMES NEWS NETWORK

**Hyderabad:** City-based serial entrepreneur and co-founder of Peepul Capital, Srini Raju, has committed Rs 35-crore research grant to the Centre for IT and Networked Economy (CITNE) of the Indian School of Business (ISB). With this, Raju will have naming rights for the centre.

Disclosing this to reporters here on Monday, ISB dean M Rammohan Rao said that the generous grant would help CITNE attract world-class faculty and students and also take CITNE to next level in ICT-centric knowledge creation and dissemination for emerging markets. Rao said that ISB was planning to establish a centre of excellence in the area of strategic marketing soon.

Srini Raju said that ISB was doing seminal work in the area of IT and the funding would help it extend the benefits of IT to all sections in the society.

CITNE executive director Ravi Bapna said CITNE was associated with projects and training related to SMEs leveraging IT, appropriating good value from IT investments, understanding productivity impact of billions of dollars that the Indian IT industry spends on competency development, and estimating the economic impact of mobile telephony in rural India. The centre was also training Indian trained IT engineers to become globally capable managers. Its target was to cover around 12,000 graduates in the coming years under the programme, Bapna said.