

No.42/02/2024-5Trg.
HARYANA GOVERNMENT
CHIEF SECRETARY OFFICE
TRAINING DEPARTMENT

Dated, Chandigarh the 22nd December, 2025

To

All the Administrative Secretaries to Govt. Haryana.

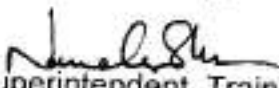
Subject:- Regarding IIMA's Strategic Legacy Management Programme, January 19-21, 2026

Sir/Madam,

I am directed to refer to the subject noted above and to forward herewith an email dated 04.12.2025 received from Suman Verma , Marketing Support- Executive Education, Indian Institute of Management Ahmedabad, New Campus, Vatrapur, Ahmedabad-380015. This letter has been uploaded on the website of Chief Secretary Haryana i.e. (<http://csharyana.gov.in>).

The necessary action may be taken in view of Govt. Instructions No. 22/38/2010-4Trg, dated 21.12.2022.

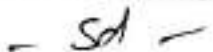
Yours faithfully,


Superintendent, Training

Endst. No. 42/02/2024-5Trg.

Dated Chandigarh, the 22nd December, 2025

2. A copy of the above is forwarded to Suman Verma, Marketing Support- Executive Education, Indian Institute of Management Ahmedabad, New Campus, Vatrapur, Ahmedabad-380015. w.r.t. her email dated 04th December, 2025 for information.


Superintendent, Training

Unlock the Power of Your Legacy: IIMA's Strategic Legacy Management Programme,

Jan 19 - 21, 2026

1 message

Suman Verma <suman-exed@iima.ac.in>
Bcc: branchtrg@gmail.com

4 December 2025 at 18:15

[Handwritten signature]

[Handwritten signature]

Dear Learner:

Greetings from IIM Ahmedabad.

Hope you are doing good. We are glad to inform you that the Institute will be offering a programme on 'Strategic Legacy Management: Using History to Create Business Value' at IIM Ahmedabad Campus, scheduled from Jan 19 - 21, 2026. The programme will be chaired by Prof. Chinmay Tumble.

About Programme: Designed to help organisations tap into the potential of their legacy, the programme focuses on harnessing the value of an organisation's history as a strategic asset to enhance brand value, strengthen stakeholder relationships and better navigate transitions in an ever-evolving business environment. For this, this 3-day course will introduce participants to frameworks and practices for managing, documenting and transforming organisational legacies into valuable resources that drive growth.

Who Should Attend: This programme is ideal for professionals looking to:

- Strengthen and promote the idea of organisational legacy/history within their institutions.
- Integrate organisational legacy into their strategic framework.

Suited for:

- Corporate Affairs and Strategy Professionals
- Marketing, Communications and HR Leaders
- Archivists, Museum, Heritage and Tourism Professionals

Course Fee: INR 102,000 plus 18% GST per participant, which fully covers entire lodging and boarding during programme days on a single occupancy basis including meals.

Online Link for Application: <https://exed.iima.ac.in/programme-details.php?id=MTMzMw==>

We look forward to receiving your interest and participation in the programme. Organisations can avail the benefits of multiple nominations as mentioned in the attached brochure. The closing date for applications is Jan 5, 2026, and early bird discount is available till Dec 29, 2025.

Attached is the programme brochure. Please do not hesitate to reach out to us with any questions. Write back or call at 9227793191.

Thanks and regards.

Suman

PS: You may share this information with your network, colleagues, or friends who may benefit from or be interested in attending the programme.



[Handwritten number 147837 and date 5/12/25]

Suman Verma | सुमन वर्मा

Marketing Support - Executive Education | विपणन सहयोग - कार्यकारी शिक्षा

Phone: +91 79 7152 6403 | Mobile: +91 92277 93191

Indian Institute of Management Ahmedabad | भारतीय प्रबंध संस्थान अहमदाबाद

New Campus, Vastrapur, Ahmedabad 380015 | न्यू कैम्पस, वस्त्रपुर, अहमदाबाद

For IIMA Executive Education Programme Calendar: <http://bit.ly/3T2PtUS>




12/5/25, 10:12 AM

Gmail - Unlock the Power of Your Legacy: IIMA's Strategic Legacy Management Programme, Jan 19 - 21, 2026

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हिंदी हमारी राजभाषा है, कृपया इसका अधिकतम प्रयोग करें।

 Strategic Legacy Management 2026.pdf

1740K

STRATEGIC LEGACY MANAGEMENT

Using History to Create Business Value

January 19 - 21, 2026



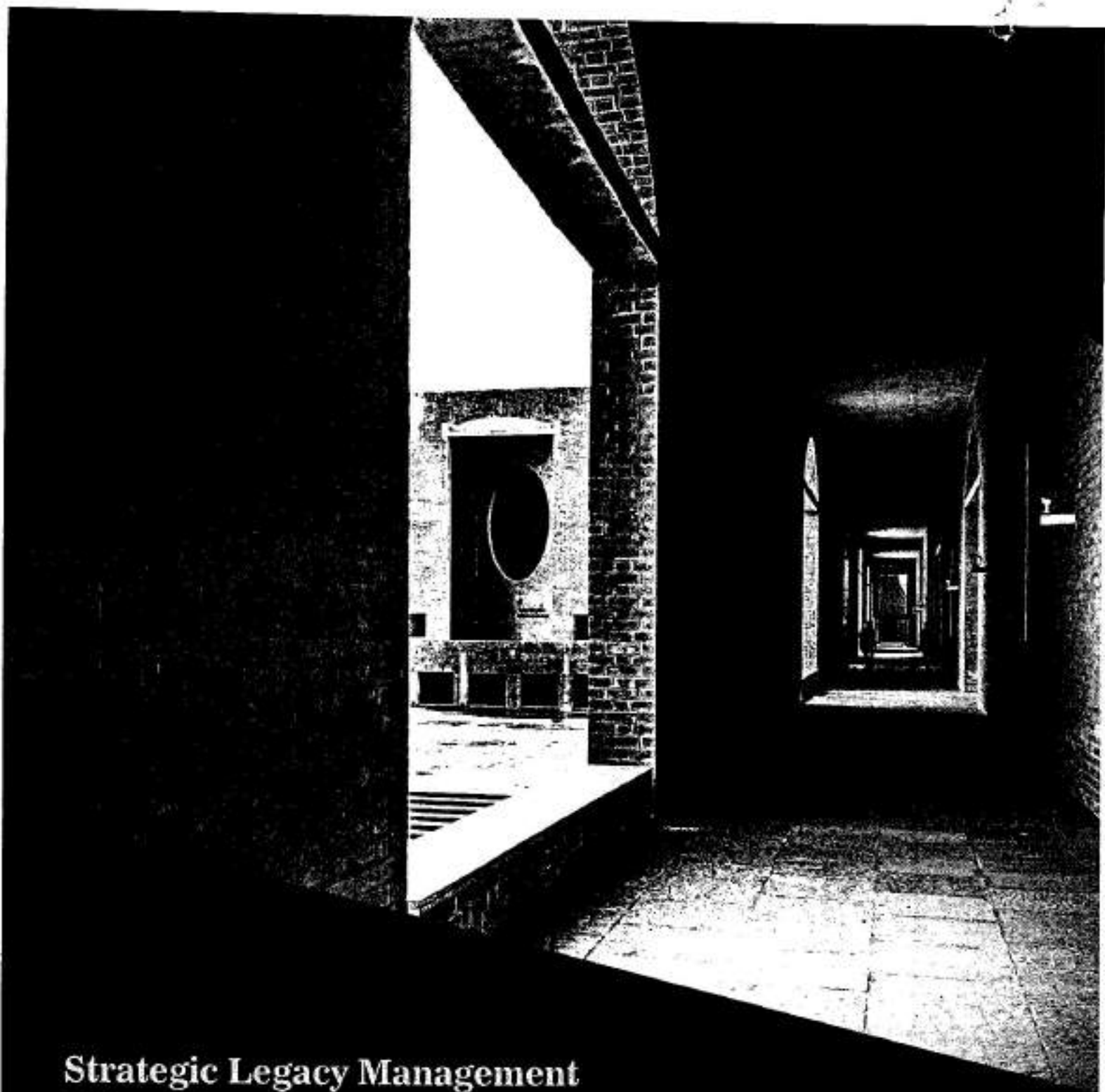
1965: One of the first executive education programmes of IIMA, led by the Institute's first faculty member, Dr. Kamla Chowdhry (seated in the front row in a saree), held at the Clarks Shiraz Hotel in Agra.



विद्याविनियोगाद्विक्रमः

Executive Education

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD



Strategic Legacy Management Using History to Create Business Value January 19 - 21, 2026

All organisations carry a legacy. Young or old, they are what they are because of the road they have travelled and the experiences they've amassed. In India, thousands of organisations are more than thirty years old, with many over fifty or even a hundred years old. Yet, most do not actively engage with their heritage. They don't have an archive or a systematic documentation of their past, let alone practices that enable them to leverage their legacy as a strategic resource. This is unfortunate, since an organisation's legacy can provide significant business and organisational advantages. Organisations of all kinds can use their legacy as a strategic asset, as it is where

their uniqueness lies, setting them apart from the competition.

This programme is designed to address the unmet need of systematic business and institutional legacy management. It aims at harnessing the power of an organisation's past to enhance brand value, strengthen employee connects and manage transitions and risks in an ever-changing world. Participants will be exposed to frameworks and practices for documenting, disseminating and transforming organisational legacies into valuable assets that unlock new potential for growth.

Programme Objectives

- Enable firms and institutions to preserve and nurture their legacies.
- Create and promote the value of having archives within organisations as vital resources.
- Leverage organisational legacies effectively for both internal and external stakeholders.
- Utilise 'history marketing' as a powerful tool for marketing and communications.
- Use organisational history as a catalyst for understanding the present and making more informed decisions for the future.

Programme Contents

Module 1: The Business Value of Legacy

- Using history as a lens for leadership
- History marketing and brand building
- Connecting with internal and external stakeholders
- Storytelling and effective communication
- Social media strategy

Module 2: Building and Working with Archives

- Understanding and curating historical material
- Physical and digital archives management
- Knowledge management
- Oral history techniques

Module 3: Putting it into Practice: Different Strokes for Different Folks

- Family history
- Corporate history
- Institutional history

Beyond the Classroom

- Visit to Gandhi Ashram
- Tour of the IIMA Archives
- Walk through the iconic Louis Kahn IIMA Campus
- Heritage dining at the House of MG

Who Should Attend

This programme is ideal for individuals at any organisational level who are interested in advancing the cause of 'organisational legacy' within their institutions. It is especially suited for:

- Corporate Affairs and Strategy Professionals
- Marketing, Communications and Human Resources Leaders
- Archivists, Museum, Heritage and Tourism Professionals

There are no minimum educational or age requirements.

Pedagogy

The programme features interactive lectures and presentations, complemented by immersive field visits, all led by experienced faculty. The programme will also include lectures by industry experts from India and Sweden.



Faculty Chair



Prof. Chinmay Tumbe

Email: chinmayt@iima.ac.in

Chinmay Tumbe is an Associate Professor in the Economics Area at the Indian Institute of Management Ahmedabad. An economist and historian, he is the author of two books: *India Moving: A History of Migration* (2018) and *The Age of Pandemics, 1817-1920: How They Shaped India and the World* (2020). He helped set up the IIMA Archives.

He has worked across academic, corporate and government institutions in India, the UK and Italy. He is an alumnus of Rishi Valley School, Ruia College, the London School of Economics and Political Science and the Indian Institute of Management Bangalore. He was a Jean Monnet Fellow at the European University Institute in Florence, Italy, in 2013; the Alfred D. Chandler Jr. International Visiting Scholar in Business History at Harvard Business School in 2018; the Asia Global Fellow at the University of Hong Kong in 2024; and France-India Young Leader in 2024.

He was a member of The Lancet Covid-19 India Taskforce from 2020 to 2022 and contributed to the Working Group on Migration for the Ministry of Housing and Urban Poverty Alleviation from 2016 to 2017. He has written widely in newspapers, and his research has been featured in several journals such as *Science*, *Business History Review* and *Business History*.



At IIMA's iconic Louis Kahn Plaza, during the campus tour for participants of the 2025 batch of the Strategic Legacy Management course.

How to Apply

To register for the programme, fill in the application form through the link below: <https://exed.iima.ac.in/programme-details.php?id=MTMzMw==>

The closing date for receiving applications is **January 5, 2026**. The last date for early bird discount is **December 29, 2025**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please contact **Ms. Suman Verma** at suman-exed@iima.ac.in or call on +91 9227793191.



Certification

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Chair.

Venue & Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full boarding and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee & Payment

INR 1,02,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **January 5, 2026**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

1. Name of Beneficiary:
**Indian Institute of Management
Ahmedabad**
2. Savings Bank A/c **IIMAHMOEP**
HDFC Bank Limited, Ahmedabad Vastrapur
Branch (IFSC Code: HDFC0000048,
MICR Code: 380240003)
3. Name of Remitter: _____
(Please mention the name of the
sponsoring organization)
4. Purpose of Remittance: Strategic Legacy
Management: Using History to Create
Business Value
5. IIMA Permanent Account Number
(PAN): AAAT11247F
6. IIMA Tax Deduction Account Number
(TAN): AHMI00189A
7. IIMA GST Registration Number:
24AAAT11247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the following link for Payment Gateway:

https://exed.iima.ac.in/pay-prg-online.php?prg_id=67a6a518-2b14-511a-c83d-6808c5fa1a33

Testimonials



Aparna Surabhi

CFO & CHRO, Caliber Technologies Pvt Ltd., Hyderabad

Our company is into quality management and is entering its 25th year and this course came at the right time for us to clearly think of how we should leverage the 25 years of our existence for our future. The key takeaway was to trace the thread that connects our past to our future. It is more than commercial benefits, as we can make our employees and customers proud of being part of our journey.



Deepak Jain

Vice President, Vardhman Textiles Ltd., Ludhiana

With a 65-year-old company and four generations of legacy, I found this course truly valuable. The blend of faculty insights, case studies, industry peers and field visits provided quite a meaningful view of legacy management and how it can be used for the future. I am eager to apply these learnings at my organisation and build a stronger future on our rich history.



Jayshree Lalbhai

Trustee - Lalbhai Dalpatbhai Institute of Indology, Ahmedabad

I came here looking for some guidance on how to compile the data that I have on our family, on the institutions we have promoted and our business enterprises. I think I have a great takeaway in the sense that it has given me direction on how to start my work now. So, I am very glad that I came for it.



Vibha Kapoor

Principal, Welham Girls' School, Dehradun

The school is planning to create some heritage rooms, and it has just taken a few steps towards archiving its legacy and history. I am going back with a lot of ideas, and I am sure that this particular experience of mine, the learnings from it are going to be reflected in the archiving activities of my own institution.



Ashwin Gandhi

Partner, Keshinor Cloth Stores LLP, Ahilya Nagar, Ahmednagar

With a 90-year-old business, I joined this programme hoping to use our rich legacy as a marketing tool. My learning experience was so much more, as I discovered the deep value of archives and customer collections in shaping our business for a larger impact. The faculty were outstanding, and I am going back with a much richer perspective on legacy and how to use it as a business asset.



Strategic Legacy Management 2025

Discount

Early Bird Discount: Applications received with payments on or before **December 29, 2025**, will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

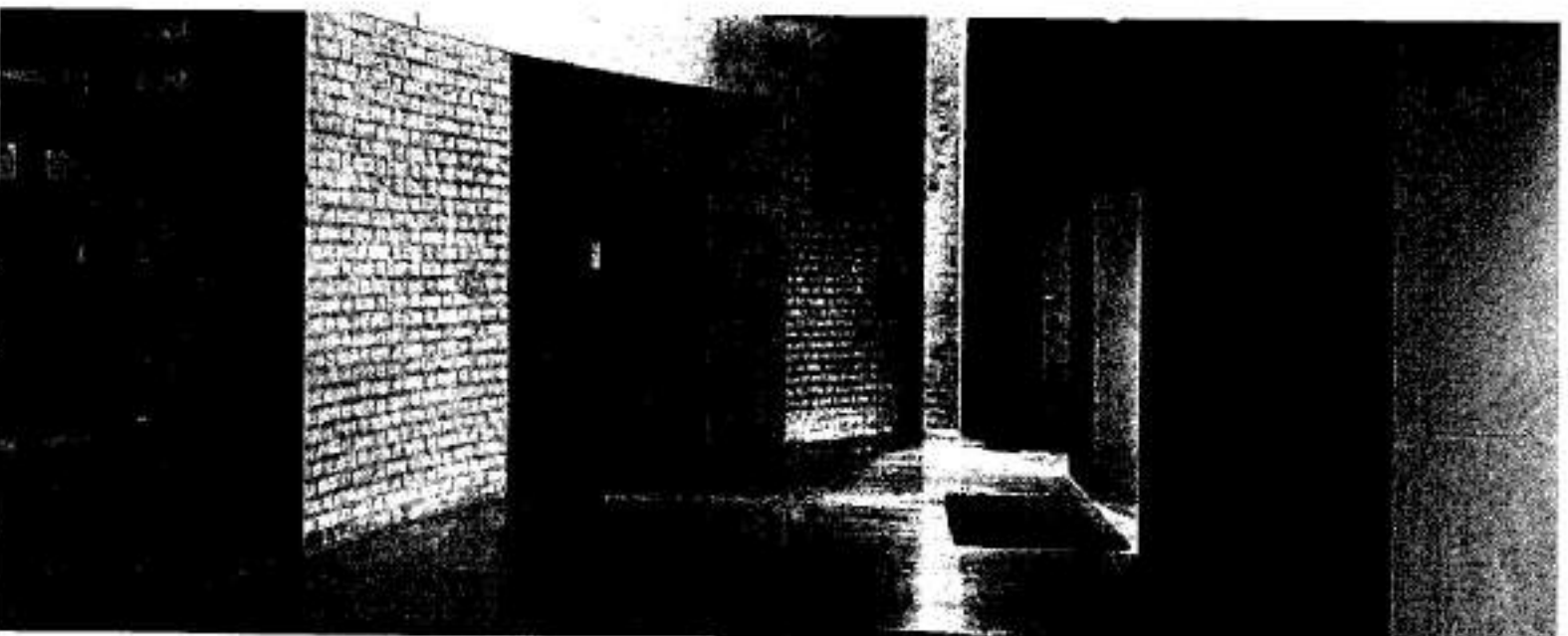
Any organisation sponsoring 25 or more participants across all the Open Enrolment Executive Education Programmes of IIMA in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.

IIMA Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.



Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Major Programmes Offered by IIMA
- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA-FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA-PGPX)
- Short duration Executive Education programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Forces Programme (AFP)
- Blended Post Graduate Programme in Management (BPGP)

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas & Groups

- Centre for Management in Agriculture
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences (O&DS)
- Public Systems Group
- Ravi J Matthai Centre for Education Innovation
- Strategy

Interdisciplinary Centres

- Ashank Desai Centre for Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Management of Health Services
- Centre for Sustainability and Corporate Governance Research
- Centre for Transportation and Logistics
- Gender Centre
- IIMA Ventures (Formerly known as IIMA-CIIE)
- India Gold Policy Centre
- JSW School of Public Policy
- Madan Mohanka Centre of Excellence in Case Method of Learning
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioral Science in Finance, Economics and Marketing



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Vastropur, Ahmedabad - 380 015, India
Phone: +91-79-7152 6400

Email: exed@iima.ac.in • Website: <https://www.iima.ac.in/executive-education>