

ALUMNAE ASSOCIATION



The purpose of an association is to foster a spirit of loyalty and to promote the general welfare of the organization. Alumnae associations exist to support the parent organization's goals, and to strengthen the ties between alumnae, the community, and the parent organization.

- Facilitate the association of alumnae with their Alma Mater by promoting interaction and networking among alumnae of the institute
- Contribute to the institute's vision of creating leadership in Strategic Marketing and Communication
- Collaborate, facilitate and support with the selected alumnae participation in ongoing academic activities including teaching, research, workshops, conference events and placements
- Help alumnae achieve their professional and societal goals and help them in their hour of need
- Promote best practices in different areas of marketing and communication for the benefit of the society, especially the weaker sections