



Corporate Brochure 2026-2027

WHERE IDEAS FIND THEIR TRUE NORTH

//mica.ac.in

| About MICA

MICA was founded in 1991 by Mr. A. G. Krishnamurthy, India's legendary advertising leader. His vision was to create a world-class institution focused on communication, creativity, and strategic thinking.

The MICA Foundation for Communications Research and Education, MFFCRE serves as the exclusive sponsoring body of MICA and has done so with continuity and purpose since its establishment in 1991 as both a registered Society and a registered Public Trust. From its inception, the MICA Foundation's mandate has been expansive in scope yet disciplined in focus: to advance education, research, and training with a distinctive strength in marketing, communication, media, analytics, and emerging technologies, to collaborate with national and international partners, and to award academic distinctions in line with applicable regulations.

Since its inception, Over five thousand students have graduated with diplomas, and over 20,000 professionals have been certified in communication, creativity, and commerce. These students constitute just 1.5% - 2% of all aspirants that apply to MICA each year. MICA students represent almost all states within the union of India and have had gender parity amongst its student cohorts since inception.



A.G. Krishnamurthy's vision has become our reality. This is the Age of Imagination. And MICA has been preparing for it since 1991.

| Vision, Mission, Objectives & Values

Our Vision

We nurture creative thinkers in the age of imagination

Our Mission

- ▲ Shape change-agents who deliver purposeful impact amid ambiguity
- ▲ Fuel imagination through interdisciplinary learning
- ▲ Ignite bold dialogues where diverse voices lead
- ▲ Drive ethical innovation through emerging technologies
- ▲ Build transformative partnerships for world-class research and social progress

Our Values

- ▲ **Dialogic:** have bold dialogues, step into the unknown, take leaps of faith, lead from the front
- ▲ **Empathetic:** leave no one behind, be kind, demonstrate the ability to understand
- ▲ **Curious:** constant learners, openness to new ideas and thoughts, intellectual curiosity
- ▲ **Fortitude:** can bounce back, high emotional quotient
- ▲ **Inclusive:** team players, believe in the power of the many, be good listeners

Our Objectives

- ▲ **Continue** to be an eminent Higher Education Institute (HEI) recognised for its excellence, innovation and impact. Be in the NIRF Top ranked institutions in the Management Category and top 500 QS Rankings for areas that MICA focuses on.
- ▲ **Consolidate** its position as a leading academic trendspotter by actively engaging with global and technological shifts in line with national priorities
- ▲ **Affirm** its leadership in inter, multi, and trans-disciplinary learning, reflected in MICA Deemed to be University – Distinct Category's centres of excellence, studios, faculty mix, curriculum, and pedagogy, with a clear ambition to become a MERU of repute
- ▲ **Champion** its identity as the preferred destination that provides the ecosystem and freedom for those seeking to create cutting-edge knowledge
- ▲ **Position** itself as the University of choice for aspirants seeking to make the world a better place through ethical innovations and creative entrepreneurship
- ▲ **Sustain** its best-in-class 1:12 faculty-student ratio, enriched by strong industry collaboration and a high presence of eminent visiting faculty and practitioners to foster holistic learning
- ▲ **Foster** the best learner experience through a vibrant, inclusive and eco-friendly campus with digital and AI-enabled infrastructure
- ▲ **Lead** by example in providing a safe and respectful space for all voices to be heard, contributing to purposeful social transformation
- ▲ **Broaden** access to opportunities by opening its doors to every deserving candidate, whether they be students, faculty or staff
- ▲ **Combine** forces with national and global educational institutes of repute to realise the vision envisaged in the NEP 2020

| The MICA Campus

MICA, is located in Ahmedabad and is situated within a globally significant academic and cultural ecosystem. It has a lush green, 24 acres, architecturally iconic campus that embodies its ethos. Its location enables participation in the best academic, scientific, creative, and cultural dialogues, while its campus provides a living, breathing environment where nature, creativity, and community converge.



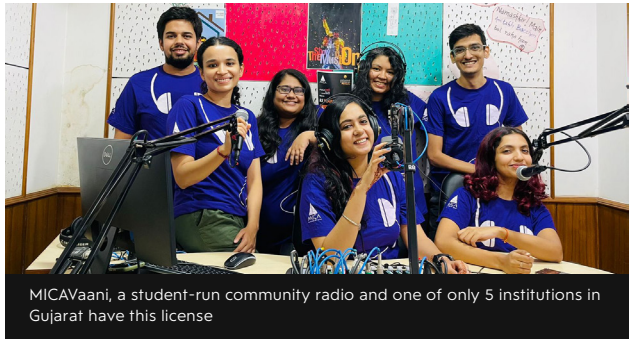
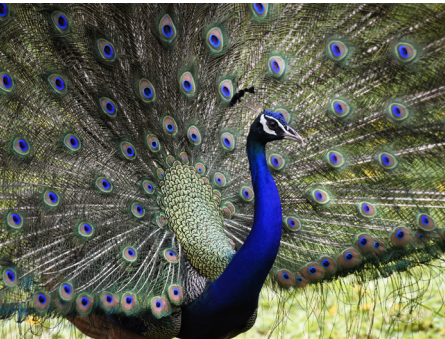
Designed by eminent architect Prof. Anant Raje, student of Louis Kahn, presenting the Ahmedabad's iconic red brick tradition.



Features include tree-canopied plazas, open-air theatre, temple, proposed Ayurvedic garden, and vibrant 24x7 canteens (“Chhota” and “MICAfe”).



Graduation Park links each cohort with a tree planted in their honour, symbolising symbiosis between MICAns and nature.



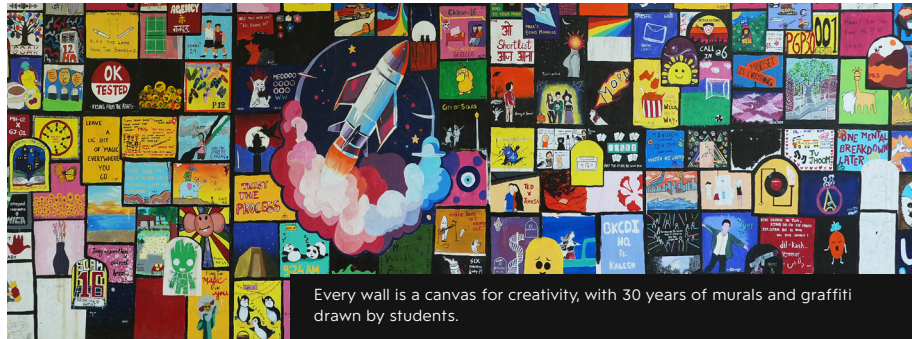
MICAVaani, a student-run community radio and one of only 5 institutions in Gujarat have this license



Outdoor yoga hall for 50 students promotes holistic well-being.



Year-round activities and national-level sports competitions foster strong spirit and community.



Every wall is a canvas for creativity, with 30 years of murals and graffiti drawn by students.

| Unique Multidisciplinary Focus - 5Cs

MICA's identity is defined by the 5Cs:



Communication



Creative



Community



Context



Culture

Making it the pioneering management institute in the Asia Pacific dedicated to this integrated disciplinary learning. Founded at the moment of India's liberalisation to produce leaders who could communicate change, root it in cultural understanding, and bridge commerce and community through creativity, MICA continues to address national needs at today's inflection point.

The 5Cs remain essential in an era shaped by artificial intelligence, climate change, and shifting geo-political forces, and their relevance is affirmed by national policy frameworks from the Ministry of Culture (India), India's G20 and BRICS advocacy, Viksit Bharat 2047, and the Indian National Education Policy. MICA's Schools and programmes operationalise the 5Cs across curriculum, research, and institutional impact.

| Rankings, Accreditations, Awards and Recognition

MICA has consistently ranked among the top 15 privately held management institutes and top 50 overall in the management category for the last three NIRF cycles – these are India's national rankings for educational institutions ([About - MoE, National Institutional Ranking Framework \(NIRF\)](#)).

Programmes are AICTE recognized and have had multiple cycles of accreditation from NBA ([National Board of Accreditation, India](#)) and AIU ([Association of Indian Universities](#)).

MICA's faculty, 130+ in number are a good mix of academics, professors of practice and industry practitioners. Academic faculty have received national and international awards for research and teaching excellence (AIMS International, Abdul Kalam Lifetime Achievement Award, B.K Birla Research Scholar Award, Centre for Education Growth and Research, Femina, Indira Parikh Award).

Students have won prestigious competitions in marketing, analytics, sustainability, and creative domains (L'Oreal, Mahindra War Rooms, Hult Prize, Samsung EDGE, Microsoft GSMO B-School Engage, Tata Steel's Annual Business Challenge, ITC, HUL Carpe Diem).

Ranking Among Private Institutions:

#09
2025

#08
2024

#13
2023

Overall Management Category:

#33
2025

#32
2024

#37
2023



Schools and Programmes

MICA offers the following residential postgraduate & doctoral programmes through its schools today:

The School of Management

PGDM(C) (1994)

- AICTE approved
- AIU MBA equivalence
- NBA accredited
- Communication and brand-led thinking
- Gives unique edge in decoding consumer contexts and narrative crafting



PGDM (2019)

- AICTE approved
- AIU MBA equivalence
- NBA accredited
- Number and technology-driven management
- Give unique edge to Technology-enabled decision making and AI integration



FPM (2010)

- AIU Ph.D. equivalence in 2025
- Navigate complex problems and apply existing knowledge to real-life situations through integrative, evidence-based approaches
- Master diverse research designs, methodologies, and cutting-edge data collection techniques
- Organise, analyse, and interpret information to solve problems with scholarly rigor and practical relevance
- Create awareness around social, cultural, and environmental impacts while designing ethical research frameworks



The School of Applied Creativity

Post Graduate Certificate in Management in Advertising and Marketing Communication (PGCM – AMC), (Earlier CCC) (2000)

- Creative Directors who understand both art and strategy
- Content Strategists who build brands through stories
- Campaign Architects who create culture-shifting ideas
- Creative Entrepreneurs who build content empires
- Brand Storytellers who make products into movements

Post Graduate Certificate in Management in Digital Media and Marketing Communications (PGCM-DMMC), (Earlier CCE) (2026)

- The course is popularly known as Content and Creator Economy (CCE)
- CCE grounds you in business principles, strategic thinking, and commercial viability
- Build your content portfolio through real projects, live briefs, and platform experiments
- Understand how content travels across India's diverse linguistic, cultural, and economic landscapes
- Get deep exposure to major platforms while learning to think platform-agnostically
- Test strategies in real-time, with real audiences, measuring real results



MICA's students continue to enjoy 100% placements for all its programmes with a year-on-year increase in median and average salary (approximately 20.12 LPA for the PGDM programmes and approximately 8.69 LPA for the CCC programme). FPM scholars find roles within prestigious academic institutions such as IIM – A, IIM – K, SPJIMR and others.

| MICA's Future Academic Programmes 2027

Post Graduate Certificate Programme in Sport Management (In 2027)

- AICTE-approved
- Leverage its strong legacy in the media, entertainment, and sports business
- It will address the growing demand for sports management professionals in India's expanding multi-sports ecosystem
- The programme combines industry immersion, live projects, and practitioner-led learning to prepare future-ready professionals, entrepreneurs, and leaders for the global sports industry

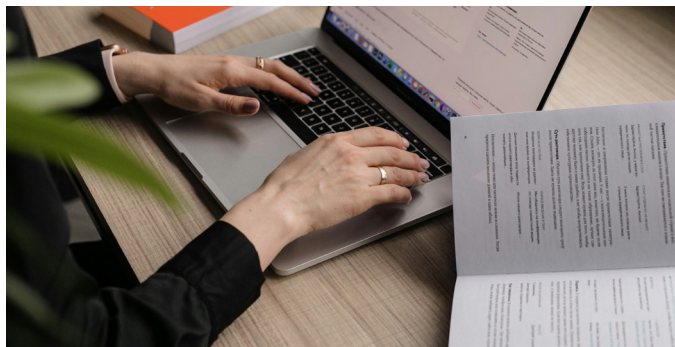


The School of Strategic Communication (SoSC) (In 2027)

- MICA will launch the School of Strategic Communication (SoSC) in 2027, building on its legacy strengths in culture and communication to address the growing need for professionals who can shape business, governance, and society through strategic communication
- The school will focus on developing storytellers, narrative builders, and communication leaders with interdisciplinary insight, critical thinking, and the ability to navigate complex socio-cultural, ethical, political, and technological communication ecosystems
- The first offering will be an 11-month certification programme in Strategic Communication starting in 2027, aimed at building expertise in corporate communication, public relations, and policy communication, with future plans to introduce advanced programmes in areas such as narrative research, public policy, sustainability reporting, and global media communication.

Life-long Learning

- First institution in India to launch a flagship postgraduate certification in digital marketing (2017).
- Over 20,000 professionals certified, making it India's number one programme in this domain.
- Partner with eminent Edtech partners for programmes in strategic marketing and communications.
- Directly aligned with NEP 2020's skilling agenda for lifelong learning and workforce development.



Leadership and Management Development Programmes

MICA's LMDPs are designed for professionals who aspire to lead with clarity, creativity, and strategic foresight in a complex, changing world. Going beyond conventional training, these programmes explore not only the "what" and "how" of leadership, but also the deeper "why" behind decisions, behaviours, and strategies. Some of the Leadership & Management Development Programmes that we offer are:

- | | |
|---|--|
| <ul style="list-style-type: none">• Branding in the Tech-Enabled World• Storytelling in the Age of AI• Advertising Strategy - What will not change in the world of AI?• Personal Branding in the Age of AI• Storytelling for Leaders• Principles of Copywriting• Branding Unbound: Advertising & Digital Communication• A-Z Bootcamp on Digital Marketing (Entry level)• Digital Marketing: Deep Dive (Mid-level)• Customer-Centricity Success Programme for Frontline Staff• Excellence in Branding, Media & Marketing Communication | <ul style="list-style-type: none">• Strategic Partner to Agency (client–agency partnership clinic)• Change Communication• Investor Communications• Internal Communications• Creative problem solving |
|---|--|

MICA has certified over 5000 professionals over the past few years.

| Research

MICA uniquely integrates high impact faculty research, proprietary national databases, free socio-economic and sectoral reports, and government and industry facing management development programmes, all anchored in the 5Cs.

Despite its compact size, MICA ranked fifth nationally for Category A journal publications and third for A ranked articles in 2023–24, with faculty contributing to leading journals and editorial boards. Its flagship Journal of Creative Communication (JOCC), India's first in the field, has achieved Q2 global ranking, underscoring international scholarly impact.

Proprietary data products such as MIMI and MVMI, the Socio-Economic Report, and the annual OTT Platforms Report, cited in the Indian Parliament, provide free, nationally significant insights used by regulators, IIMs, and industry.

Through the Centre for Development Management and Communication and customised LMDPs, MICA has trained over 7,500 professionals and executives, collaborating with UNICEF, UNESCO, state governments, and major corporations. The International Communication Management Conference further extends MICA's reach, convening global universities and renowned scholars to advance transdisciplinary dialogue.



| Alumni

MICA's alumni network of over 5,000 spans leadership across FMCG, FMCD, customer technology, consulting, digital platforms, media, entertainment, advertising, film production, content and creative industries, cultural industries, and academia.

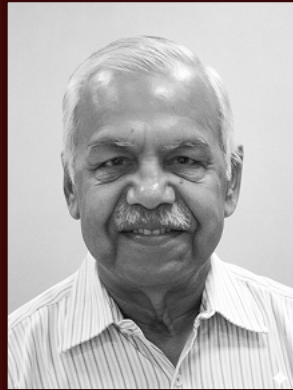
They serve as CEOs, CMOs, CSOs, Chief Product Officers, Country Heads, and National Creative Directors, with distinguished names such as Kedar Lele (CEO India & President South Asia at Haleon), Sushant Dash (CEO, Starbucks India), Akanksha Jain (Managing Director, Accenture Song India), and Rajdeepak Das (Chief Creative Officer, Leo Burnett).

In academia, alumni hold senior positions at premier institutions worldwide, including Reetika Gupta (Deputy Dean, ESSEC Business School APAC), Tanvi Gupta and Akshaya Vijaylakshmi (Faculty, IIM Ahmedabad), Shameen Prashantham (Professor and Associate Dean, CEIBS China), and Anil Shrinivasan (KRUU, Kriyaa). In the creative and cultural industries, alumni include Ayushmann Khurrana (Actor), Chirag Panjwani (Stand-up Comedian), Apoorva Bakshi (Filmmaker), Gaurav Chatterjee (Music Composer), and Alpana Dutt (Executive Producer).

Alumni remain deeply engaged with MICA as Governing Council members, advisors, mentors, guest faculty, and chief guests at major events.



The MICA – Leadership



1993–1995

Prof. Binod Agrawal

Dr. Binod Agrawal was appointed as MICA's first Director in 1993. Since then, the institution has been led by seven Directors.

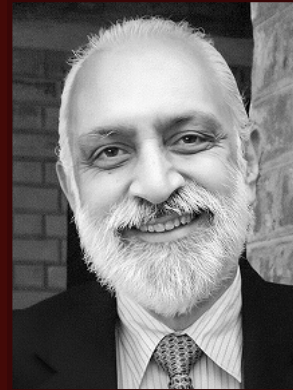
Established MICA's academic foundations, bringing scholarly rigor and communication research expertise to define interdisciplinary standards.



1995–2001

Prof. Anil Kulkarni

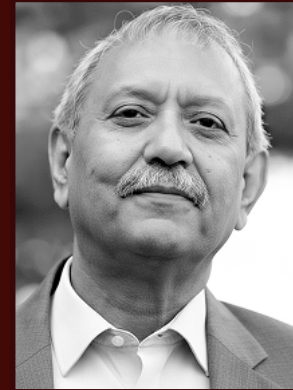
Bridging Industry and Academia - Strengthened corporate partnerships while maintaining academic excellence, ensuring graduates could operate effectively in business environments.



2001–2009

Prof. Atul Tandan

Consolidating Identity - Provided eight years of stability during formative years, deepening industry linkages and establishing MICA as India's premier destination for strategic marketing education.



2009–2011

Prof. Ashok Ranchhod

Global Perspective - Positioned MICA within international management education conversations through partnerships and elevated scholarly profile.



2012–2016

Prof. Nagesh Rao

Digital Transformation - Strengthened MICA's emphasis on digital education and positioned the institution as a knowledge producer in the new economy.



2017–2024

Prof. Shailendra Mehta

Research Leadership and Innovation - Advanced MICA's research standing, launched the PGDM program, and established online certification partnerships for lifelong learning.



2024–Ongoing

Ms. Jaya Deshmukh

In August 2024, Ms. Jaya Deshmukh assumed office as the seventh Director as well as took on the role of CEO, becoming the first woman to hold this position in MICA's history. The appointment is particularly significant given that only a handful of women have served as Directors among the Top 50 NIRF-ranked management schools since the inception of the NIRF rankings. Ms. Deshmukh's leadership is further distinguished by the fact that she is an alumna of MICA's inaugural batch, a rare and noteworthy achievement. Ms. Deshmukh has anchored leadership roles at Microsoft, Google, PwC, Colt, Cognizant & AT&T in UK, Europe & Asia Pacific.

| **Governing Council Members**

The MICA Governing Council comprises eminent people who represent industry, academia and NGOs. They play a crucial role guiding the Director & CEO and the management leadership team of the institute.

Prof. J Ramachandran (President)

Chairman, Redington Limited. Professor of Strategy (Retd.) IIM- Bangalore, Bengaluru, India

Aparna Mahesh

Chief Marketing Officer, Great Learning, Bengaluru, MICA Alum

Ganga Ganapathi

International Country Marketing Leader, Publicis Sapient, Bengaluru, India and MICA Alum

Dr. G. Venkatesh

Director, School of Technology, DAU, Gandhinagar, India

Kedar Lele

CEO India & President South Asia, Haleon, Mumbai, India

Kunal Jeswani

CEO, Ogilvy ASEAN, Singapore and MICA Alum

Ramkumar Ramamoorthy

Partner, Catalincs and former CMD, Cognizant India, Chennai, India

Prof. Shailendra Pratap Jain

Bret Wheat Endowed Professor of Marketing and International Business Foster School of Business, University of Washington, Seattle, USA

Jaya Deshmukh

Director and CEO, MICA, Ahmedabad, India and MICA Alum

| **AI Advisory Board**

The AI Advisory Board is a recently constituted Board in line with MICA's comprehensive AI strategy and is the first of its kind in India for an educational institution. The members of the AI Advisory Board are:

Mr. Shekhar Kapur

International Filmmaker, Storyteller, Philosopher & Speaker

Mr. Niraj Nirmal

Senior Technical Programme Manager, Amazon Artificial General Intel-
ligence

Dr. Maya Indira Ganesh

Associate Director (Research Partnerships), Leverhulme Centre for the
Future of Intelligence, University of Cambridge

Mr. Himanshu Vashishtha

Founder & CEO, Sixth Factor Consulting (MICA alumni)

Mr. Vivek Ganotra

Co-Founder, SentiSum

Ms. Dawn Bloxwich

Senior Director, Responsible Development & Innovation, Google
DeepMind

Ms. Ganga Ganapathi

International Country Marketing Leader, Publicis Sapient, and MICA GC
member

Mr. Ramkumar Ramamoorthy

Former CMD, Cognizant India, Partner, Catalincs and MICA GC member

Mr. Suhaan Mukerji

Partner, PLR Chambers, Founder Member of the Governing Board,
Cloud Computing Innovation Council of India, Expert Advisor to
the Prime Minister of India, Public Information Infrastructure, and
Innovation (2012-2014)

| **Academic Advisory Board**

The Academic Board is the highest academic authority at MICA, entrusted with upholding integrity, quality, rigor, inclusion, and relevance in the generation and transmission of knowledge.

SOMA, School Advisory Board

Mr. Manish Makhijani

CEO, RSPL Group

Ms Vandana Suri

Executive Director, Unilever

Prof U Dinesh Kumar

IIM Bangalore

Mr Abhinav Johri

Partner/Principal, EY

Ms Priya Choudhury

Director, Sales and Business Solutions, Google

SOAC, School Advisory Board

Mr Amogh Dusad

Director & Head of Content, Amazon MX Player

Mr Samir Nair

Founder, Applause Entertainment

Ms Siok Siok Tan

Filmmaker, Innovator and Entrepreneur



At the heart of the MICA logo lies the triangle — a shape both definitive and balanced, representing the union of seemingly contrasting qualities: focus and diversity, freedom and discipline, innovation and tradition.

The design draws inspiration from The Golden ratio (Phi) and the Fibonacci spiral, patterns found throughout nature, from sunflower heads and seashells to fingerprints, DNA, and the Milky Way. These timeless proportions symbolise harmony, organic growth, and creative evolution.

Together, the triangle and spiral reflect MICA's belief in blending science and art, structure and imagination — the very foundation of our philosophy.

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