

PRESS RELEASE

New Delhi: 25th September, 2009

Release of Research Study on PTC India Ltd. by IIM, Bangalore

Hon'ble Shri Sushil Kumar Shinde, Minister of Power released a report titled *Organizational Growth and Success: A Case Research Study of PTC* by Prof. R. Ravi Kumar and Prof. T.V. Ramanayya of Indian Institute of Management, Bangalore on 25 September, 2009 at Shram Shakti Bhawan, Rafi Marg, New Delhi.

The case research study involves two professional groups, an academic and another corporate. The aim of the academic group (research team of Indian Institute of Management, Bangalore) is to study a burgeoning Indian organization that is known for its exploits and then use the study to evolve a 'management teaching case' as there are hardly any cases written out of actual organizational incidents in the Indian context. The corporate organization, that is, PTC India Limited sharing similar concern of non-availability of management teaching cases expressed its readiness to be subjected for such 'academic exercise' that included close scrutiny and appropriate investigation. In short, both the groups invested their respective energies, competencies and time to achieve a mutually beneficial outcome – documenting the growth and success of PTC, identifying the growth drivers and trajectories that have had a role in its success.

Value enhancement, Capacity maximization and increasing legitimacy and support are three dimensions that influence the growth and success of any organization. This case research study fully validates this model. PTC has enhanced the value of power trading by playing an enviable role in capacity maximization in power generation, established its authenticity and gained support by becoming a 'model' organization that is worthy of being emulated.

Speaking on the occasion, Hon'ble Shri Sushilkumar Shinde, Minister of Power said, "This research document is unique in the sense that it provides a holistic picture of the organization arrived from multiple perspectives. It will encourage similar research with a view to share the success of Indian organizations with the students and academicians".

The minister also said that the successful conduct of the research study calls for thorough and close scrutiny of the organization and it will happen only when the organization is clean and courageous. He congratulated PTC for the cooperation.

The authors Prof. R. Ravi Kumar and Prof. T.V. Ramanayya while speaking on the occasion thanked all those associated with the research study and expressed happiness for being part of this pioneering endeavor. They have also hoped that more organizations and academics will be inspired to emulate, thus enriching "knowledge creation" and "wisdom dissemination" which will make the nation proud.

For more information contact

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