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NIMRUJI JAMMULAMADAKA

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BHAGAVATULA CHARITABLE TRUST: REINVENTING RELEVANCE

INTRODUCTION

Sri Ram was reviewing the agenda for the upcoming Board Meeting in February 2019. The meeting was being called for the following week to chart out a course for Bhagavatula Charitable Trust (BCT). The last few years had seen crucial changes. His father who had helmed BCT for close to 40 years had stepped down. Sri Ram had taken over the leadership four years earlier during a tumultuous period in the organization. The long-time Chairman of the Board who had worked closely with his father had passed away. Other Board members had also stepped down and new members had been inducted. The incoming Chairman had underlined the need for BCT to reinvent itself to adapt to changing times. The Board was meeting to formally take forward these discussions and zero in on the course of action.

Nimruji Jammulamadaka of the Indian Institute of Management Calcutta developed this case study as the basis for class discussion rather than to illustrate the effective or ineffective running of an organization.

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