



# WAYCOOL FOODS & PRODUCTS PVT LTD

## COVERAGE DOSSIER AUGUST, 2021

❖ **COVERAGE- MEDIA EVALUATION**

❖ **PRINT COVERAGE**

❖ **ONLINE COVERAGE**

# MEDIA EVALUATION

## WayCool

### AUGUST, 2021 PR Evaluation

S. No.	Date	Type	Publication	Location	Ad Evaluation	PR Evaluation
<b>Dinakaran – Vasatham</b>						
<b>Print Coverage</b>						
1	01-08-2021	Print	Dinakaran - Vasatham	Chennai	90000	450000
<b>WayCool kick-starts leadership development programme, announces partnership with IFMR Graduate School of Business at Krea University</b>						
<b>Online Coverage</b>						
2	13-08-2021	Online	Timesofindia.com	Universal	15000	75000
3	13-08-2021	Online	BL.bloncampus.com	Universal	15000	75000
4	13-08-2021	Online	Hrkatha.com	Universal	15000	75000
5	13-08-2021	Online	Indiaeducationdiary.in	Universal	15000	75000
6	13-08-2021	Online	freshplaza.com	Universal	15000	75000
7	13-08-2021	Online	zephyrnet.com	Universal	15000	75000
8	13-08-2021	Online	timesofbengal.com	Universal	15000	75000
9	13-08-2021	Online	dailyhunt.in	Universal	15000	75000
10	13-08-2021	Online	Newsnation360.com	Universal	15000	75000
<b>Total</b>					<b>225000</b>	<b>1125000</b>
<b>Total Ad Value</b>				<b>225000</b>		
<b>Total PR Value</b>				<b>1125000</b>		

**Dinakaran – Vasatham**

**Print Coverage**

Publication	Dinakaran - Vasatham	Location	Chennai
Edition	Chennai	Date	01-08-2021



## விவசாயத்துக்கு இனியில்லை தடை... தொழில்நுட்பத்தால் செம அறுவடை!

**வி**வசாய பெருங்குடி மக்களின் உழைப்புக்கு ஏற்ற வருமானம் கிடைக்கிறதா? இல்லை என்பதே பதில்.

உழுவோருக்கும், நுகர்வோருக்கும் இடையிலிருக்கும் பல்புகள் இருதரப்புக்குமே ஸ்பாடாக அமையவில்லை.

"இடைத்தரகர்களை தவிர்த்து விவசாயப் பொருட்களை நேரடி கோள்முதல் செய்து நுகர்வோருக்கு வழங்குகிறோம். இதனால் விவசாயிகளுக்கும் ஸ்பாடும், நுகர்வோருக்கும் ஸ்பாடும்" என்கிறார் கார்த்திக் ஜெயராமன். துவர் வேக்கல் என்கிற தன்னுடைய நிறுவனம் மூலமாக தொழில்நுட்பத்தின் உதவியோடு இப்பளியை செய்து வருகிறார்.

"அடிப்படையில் நான் மெக்கானிக்கல் என்ஜினியர். கோவையில் பிறந்து, சென்னையில் வளர்ந்தேன். 20 வருஷம் ஆட்டோமொஷன் துறையில் சப்ளை மேனேஜ்மென்ட் பிரிவில் வேலை பார்த்தேன். ஒரு பொருளை கொள்முதல் செய்து, குறிப்பிட்ட நேரத்துக்கு வாடிக்கையாளருக்கு கொடுக்கும் அனுபவம் இதன் மூலம்தான் கிடைத்தது. இந்த தொழில்நுட்பத்தைப் பயன்படுத்தி உணவுத்துறையில் வேலை பார்க்கலாம் என்று என் நண்பர் சஞ்சய்தான் யோசனை சொன்னார். அப்படிதான் இந்தத் தொழிலில் திறங்கினோம்.

விவசாயிகளிடமிருந்து நேரடி கோள்முதல் செய்து வாடிக்கையாளர்களுக்கு வழங்குவதில் என்னென்ன சிக்கல்கள் இருக்குமென்று ஆய்வு செய்தோம். நம் முடைய வயல்வெளிகள் எல்லாம் பெரும்பாலும் தூண்டளவு ஏக்கர் தான் இருக்கும்.

அதில் இருந்து ஒரு டன் ஏடுக்கலாம். ஆனால் ஒரு ஹரி நிறைய திரப்ப 25 டன் தேவைப்படும். அதனால் பல விவசாயிகளிடம் இருந்து பொருட்களை கொள்முதல் செய்து அது மார்க்கெட்டிற்கு வரும். அங்கிருந்து பிரிக்கப்பட்டு கடைக்காரர்களுக்கு செல்லும். இந்த பிராசஸில் ஒவ்வொரு நிலைக்கும் பல இடைத்தரகர்களை தாண்டி வர வேண்டும். கடைசியாக கடைகள் நமக்கு நிறைய இருந்தாலும், அடையெல்லாம் சிறியளவிலான கடைகள். அதிகப்பட்சம் பத்துகிலோ தக்காளியை தான் ஒரு கடைக்காரர் ஸ்டோர் செய்ய முடியும். எனவே போக்குவரத்து, மார்க்கெட், என்கிற படி நிலையில் நிறைய கை மாறுகிறது. ஒவ்வொரு கை மாறுப்போதும் சம்பந்தப்பட்ட பொருளின் விலை சுடிக்கொண்டே போகிறது. மேலும், நிறைய ஸ்டாக் வைக்க முடியாததால் உற்பத்திப் பொருட்களின் சேதாரமும் கணிசம். இதனால் வாடிக்கையாளர்கள் கைக்கு ஒரு பொருள்

### கார்த்திக் ஜெயராமன்





Publication	Dinakaran - Vasatham	Location	Chennai
Edition	Chennai	Date	01-08-2021

பன்மடங்கு விலையில் கிடைக்கிறது. இதன் வாய் விவசாயிகளும் முழுளையாக போய் செரு வதில்லை. கூ.நத 25 ஆண்டுகளில் இந்தியாவில் ஏற்பட்டிருக்கும் பெரிய மாற்றம் சாலைகள், முன்பெல்லாம் கிராமங்களிலிருந்து விளைப் பொருட்களை நகரங்களுக்குக் கொண்டுவர பெரும் சிரமமாக இருந்தது. இப்போது அது கலமாக்கி இருக்கிறது.

இதையெல்லாம் மனதில் வைத்துதான் நாங்கள் களமிறங்கினோம். விவசாயிகளின் வயல்களுக்கே நேரடியாகச் சென்று காங்குறி களை நாங்கள் கொள்முதல் செய்கிறோம். விவ சாயிகளின் தலையில் போக்குவரத்து களமையை நாங்கள் ஏற்றுவிட்டோம். இன்று எல்லா விவசாயி யும் ஸ்மார்ட் போன் வைத்திருக்கிறார். எனவே அவர்களை ஒரே நேரத்தில் தொடர்பு கொண்டு மார்க்கெட்டின் சூழலுக்கு ஏற்ப கொள்முதல் செய்வது கொள்கிறோம். மார்க்கெட் நிலவரங்க ளையும் அவர்களுக்கு அப்டேட் செய்கிறோம். பணவர்த்தனை டிஜிட்டல் மயமாக்கி விட்டதால், விவசாயிகள் சர்க்கை எங்கள் கையில் அளித்தது மே அளவுக்குரிய விலையை தந்து விடுகிறோம். கடன் என்கிற பேச்சுக்கே இடம் கிடையாது" என்கிற கார்த்திக் தமிழ்நாடு, கர்நாடகா, கேரளா, ஆந்திரா, மகாராஷ்டிரா போன்ற இடங்களில் இருந்து விவசாயிகளிடம் காங்குறி, மளிகைப் பொருட்கள் மற்றும் பால் சார்ந்த பொருட் களை நேரடி யாக கொள்முதல் செய்து அதை மக்களுக்கு எடுத்து செல்கிறார்.



"எங்கடிகிணக்கு அடிப்படை யே தொழில்நுட் யம் தான். எங்களிடம் தொழிலை இணைத்திருக் கும் அனைத்து விவசாயிகள் மற்றும் வாடிக்கையா னர்களுக்கு என ஆப் உருவாக்கி இருக்கிறோம். அதன் மூலம் வாடிக்கையாளர்கள் தங்களின் தேவை என்ன என்று குறிப்பிட்ட அடுத்த நிமிடம் விவசாயிகளுக்கு அந்த செய்தியை தெரிவிப் போம். அதன்படி அவர்கள் காங்குறி மற்றும் மளி கைப் பொருட்களை நபர் செய்து வைப்பார்கள். தினமும் சப்ளை செய்தால், எங்கள் காங்குறிகள் எப்போதும் ஃபிரஷ் எனக் இருக்கும். உருளைக்கிழங்கு மற்றும் வெங்காயம் இரண்டையும் அதிக நாட்கள் பாதுகாத்து வைக்க முடியும். காரணம் உருளை வ. மாநிலத்தில் இருந்து தான்



வரும். குறிப்பாக பிரவரி மாசம் தான் அங்க விளைச்சல் இருக்கும். அதை கோல்ட் ஸ்டோ ரேஜில் சேமித்திருவோம். அதேபோல் தான் வெங்காயமும். இதை கோல்ட் ஸ்டோரேஜ் செய்ய முடியாது. ஆனால் அதற்காக சில வழிமுறைகள் உள்ளது. என்னைப் பொருத்தவரை பாரம்பரியம் மற்றும் தொழில்நுட்பம் இரண்டையும் இணைத்து செயல்படுத்தினால், கண்டிப்பாக நல்ல வளம் பார்க்க முடியும்.

இதைத் தவிர கொள்முதல் மட்டும் செய் யாமல், விவசாயிகளின் மண் வளம் மற்றும் அவர்களின் வயல்களுக்கு தேவையான பாசனம் எட்டடி பெற வேண்டும் என்ற ஆலோசனையும் அளித்து வருகிறோம். இதற்காக எங்களின் நிறுவனத்தில் தனிப்பட்ட ஆய்வுக் குழுக்களை அமைத்து இருக்கிறோம். அவர்கள் விவசாயி களின் மண் வளத்தை ஆராய்ந்து அதை இயற்கை முறையில் புதுப்பிக்க யோசனை வழங்குவார்கள். என்னதான் மண்ணை புதுப்பித் தாலும், அந்த இடத்தில் சீதோஷண நிலைக்கு ஏற்ப என்ன காங்குறிகள் விளைவிக்கலாம், பூச்சிகளிடம் இருந்து பாதுகாக்கும் முறை மற்றும் குறைந்த செலவில் பாதுகாமான விவசாயம் செய்யும் முறைகள் குறித்தும் ஆலோசனையும் வழங்குகிறோம்.

விவசாயிகளை முதலில் நாங்க அணுகிய போது யாரும் எங்களை நம்பவில்லை. அரக சார்ந்த விவசாய நிறுவனங்கள் மற்றும் தொண்டு நிறுவனங்கள் எங்களுக்கு விவசாயிகளுக்கு ஒரு பாலமாக இருந்து செயல்பட்டார்கள். கொஞ் சம் கொஞ்சமாக தான் எங்களின் நிறுவனத்தில் விவசாயிகளின் பங்களிப்பு வரை ஆரம்பித்தது. இப்போது கடைகள் மட்டுமில்லாமல் பெரிய ஓட்டல்கள், ஆன்லைன் துறைகளுக்கும் சப்ளை செய்கிறோம்.

நாங்க இந்த துறைக்கு கால் எடுத்து வசக ஆறு வருஷமாச்சு. ஒவ்வொரு நாளும் ஒரு மாற்றத்தினை சந்தித்து வருகிறோம். அதற் கான திட்டங்களையும் செயல்படுத்தி வருகி றோம். இதன் மூலம் விவசாயம் பெருகி அவர் களுக்கு நல்லது நடக்கும் போது சந்தோஷமாக இருக்கு. விவசாயம் பெரிய கடல். அதில் பல தொழில் துட்பங்கள் செலுத்தி மேலும் வளம் பெற செய்ய வேண்டும் என்ற ஒரே நோக்கத் தோடு பயணிக்கிறோம்" என்றார் கார்த்திக் ஜெயராமன்.

- ப்ரியா

**WayCool kick-starts leadership development programme,  
announces partnership with IFMR Graduate School of Business  
at Krea University**



# ONLINE COVERAGE

Date	Type	Publication	Location
13-08-21	Online	<a href="https://timesofindia.indiatimes.com/home/education/news/waycool-partners-with-ifmr-graduate-school-of-business-for-leadership-programme/articleshow/85365860.cms">https://timesofindia.indiatimes.com/home/education/news/waycool-partners-with-ifmr-graduate-school-of-business-for-leadership-programme/articleshow/85365860.cms</a>	Universal

## Timesofindia.com

### WayCool partners with IFMR Graduate School of Business for leadership programme

Sindhu Haritharan | TNN | Aug 16, 2021, 14:39 IST



CHENNAI: WayCool Foods has partnered with IFMR Graduate School of Business (IFMR GSB) at Krea University to kickstart a leadership development programme called LEAP.

(Learn.Emerge.Accelerate.Progress). LEAP will help create future leaders at the company and also drive business and people leadership capabilities in the agri-commerce sector.

"A select few who have come through a rigorous and neutral assessment process have earned the opportunity to take up this unique programme that is slated to be path-breaking with the potential to drive the future direction of the agri-commerce industry," WayCool Foods said.



Krea University commenced the first batch of LEAP programme for the WayCool leadership team in the first week of August.

LEAP will be a one-year industry relevant certification programme consisting of academic content, engagement with other industry experts as part of the academic programme and hands-on experience with different departments within WayCool. It will handle development in three distinct streams, academic, on-the-job, and mentorship.

Date	Type	Publication	Location
13-08-21	Online	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/waycool-ifmr-offer-leadership-programme/article35877453.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/waycool-ifmr-offer-leadership-programme/article35877453.ece</a>	Universal

BL bloncampus.com

## WayCool, IFMR offer leadership programme



*The course is designed to build leadership pipeline for the agri-commerce company*

**T**he agri-commerce company WayCool Foods and IFMR Graduate School of Business (IFMR GSB) at Krea University join hands to offer a leadership development programme — L.E.A.P (Learn, Emerge, Accelerate, and Progress).

L.E.A.P is designed to build the leadership pipeline for WayCool in three streams — academic, on-the-job, and mentorship, a release from Krea University, said. The academic stream will be led by academicians and faculty at IFMR GSB at Krea University. The one-year industry-relevant certification programme consists of academics, engagement with industry experts, and hands-on experience within different departments of WayCool. The mentorship stream of L.E.A.P will be under the direct guidance of WayCool's leadership team.

"We are pleased to partner with WayCool, a pioneer in the technology-led, agri-commerce industry committed to re-imagining India's food supply chain," said Ramkumar Ramamoorthy, Pro Vice-Chancellor of Professional Learning at Krea University. "Working closely with the practising leaders at WayCool, the highly-experienced IFMR GSB faculty members have curated a unique programme that addresses the specific needs of the emerging leaders in the agri-commerce sector."

Lakshmi Priya Somasundaram, Head, Human Resources Operations, Waycool Foods, said, "With this partnership with Krea, we aim to not just breed future leaders for WayCool alone, but, for the industry as a whole."

Date	Type	Publication	Location
13-08-21	Online	<a href="https://www.hrkatha.com/leadership/waycool-kickstarts-its-leadership-development-with-leap/">https://www.hrkatha.com/leadership/waycool-kickstarts-its-leadership-development-with-leap/</a>	Universal

Hrkatha.com

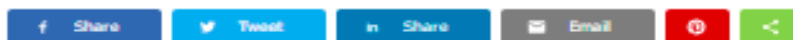
## WayCool kickstarts its leadership development with LEAP

*LEAP will be a one-year long certification programme comprising online and on-premise learning*

Read 99 Times

by HRK News Bureau - August 13, 2021

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In partnership with IFMR Graduate School of Business (IFMR GSB) at Krea University, WayCool Foods, an agri-commerce company, has launched a leadership-development programme for its employees, wherein the Company has given the opportunity to a selected bunch of people who have come through a rigorous assessment process to develop leadership capabilities in the uncharted agri-commerce industry. WayCool has named this programme LEAP — short for Learn, Emerge, Accelerate and Progress. The Company claims that it will be a one-of-its-kind programme, which will not only do good to the Company, but the industry as a whole.

The LEAP programme will be a one-year long certification programme. The design of the LEAP programme at WayCool has three dimensions to it. It includes academic knowledge, on-the-job learning and mentorship. The academic modules for the programme have been designed by the faculty at IFMR GSB, at Krea University. The academic interface of the programme will also include interaction with industry experts and hands-on experience with different departments at WayCool working on flagship projects. The mentorship programme under LEAP will directly come under the leadership team at WayCool, that has immense experience in the industry.

"We have invested in massive capacity building over the last six years. On the capability front, we have doubled our human resources strength in the last one year, to 2000. As we continue to expand our reach and operations, talent needs to grow continuously. Agri-commerce, unlike any other sector, is very

Date	Type	Publication	Location
13-08-21	Online	<a href="https://indiaeducationdiary.in/waycool-kick-starts-leadership-development-programme-announces-partnership-with-ifmr-graduate-school-of-business-at-krea-university/">https://indiaeducationdiary.in/waycool-kick-starts-leadership-development-programme-announces-partnership-with-ifmr-graduate-school-of-business-at-krea-university/</a>	Universal

## Indiaeducationdiary.in

### WayCool Kick-Starts Leadership Development Programme, Announces Partnership With IFMR Graduate School Of Business At Krea University


By India Education Diary ... — On Aug 12, 2021





Chennai : WayCool Foods, India's fastest growing agri-commerce company, announced their association with IFMR Graduate School of Business (IFMR GSB) at Krea University to kick-start their leadership development program, christened as L.E.A.P. L.E.A.P (Learn...Emerge...Accelerate...Progress) will be a one-of-its-kind programme which will not only enable the creation of future leaders but also drive business and people leadership capabilities in the uncharted agri-commerce space. A select few who have come through a rigorous and neutral assessment process, have earned the opportunity to take up this unique programme that is slated to be path-breaking with the potential to drive the future direction of the agri-commerce industry.

L.E.A.P, designed to build the leadership pipeline within WayCool, will handle development in three distinct streams, academic, on-the-job, and mentorship. The academic stream will be led by renowned academicians and faculty from IFMR GSB at Krea University. Uniquely curated, L.E.A.P will be a one-year industry relevant certification programme consisting of academic content, engagement with other industry experts as part of the academic programme, and hands-on experience with different departments within WayCool, handling banner projects. These projects, which are growth oriented, will have an impact on critical business parameters of each division within WayCool. The mentorship stream of L.E.A.P will be under the direct guidance of WayCool's leadership team who have established themselves as pioneers in the agri-commerce space.

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"We are pleased to partner with WayCool, a pioneer in the technology-led, agri-commerce industry committed to re-imagining India's food supply chain," said Mr. Ramkumar Ramamoorthy, Pro Vice-Chancellor of Professional Learning at Krea University. "Working closely with the practicing leaders at WayCool, the highly-experienced IFMR GSB faculty members have curated a unique program that addresses the specific needs of the emerging leaders in the agri-commerce sector. The program will be delivered using multi-modal learning (online and on-premise) coupled with experiential learning through the application of concepts on the job, working closely with managers and mentors at WayCool.

"Speaking on the tie-up, Ms. Lakshmi Priya Somasundaram, Head- Human Resources Operations, Waycool Foods, said, "We have invested in massive capacity building over the last 6 years. On the Capability front, we have doubled our human resource strength in the last one year to 2000. As we continue to expand our reach and operations, talent needs too shall continue to grow. Agri-commerce, unlike any other sector, is very complex and demands specific skill sets and capabilities. With this partnership with KREA, we aim to not just breed future leaders for WayCool alone, but, for the industry as a whole".

Krea University commenced the first batch of LEAP programme for the WayCool leadership team in the first week of August 2021.



Date	Type	Publication	Location
13-08-21	Online	<a href="https://www.freshplaza.com/article/9344225/waycool-kick-starts-leadership-development-programme/">https://www.freshplaza.com/article/9344225/waycool-kick-starts-leadership-development-programme/</a>	Universal

## freshplaza.com

### WayCool kick-starts leadership development programme

WayCool Foods, India's fastest growing agri-commerce company, announced their association with IFMR Graduate School of Business (IFMR GSB) at Krea University to kick-start their leadership development program, christened as L.E.A.P. L.E.A.P (Learn, Emerge, Accelerate, Progress) will be a one-of-its-kind programme which will not only enable the creation of future leaders but also drive business and people leadership capabilities in the uncharted agri-commerce space. A select few who have come through a rigorous and neutral assessment process, have earned the opportunity to take up this unique programme that is slated to be path-breaking with the potential to drive the future direction of the agri-commerce industry.

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"We are pleased to partner with WayCool, a pioneer in the technology-led, agri-commerce industry committed to re-imagining India's food supply chain," said Mr. Ramkumar Ramamoorthy, Pro Vice-Chancellor of Professional Learning at Krea University. "Working closely with the practicing leaders at WayCool, the highly-experienced IFMR GSB faculty members have curated a unique program that addresses the specific needs of the emerging leaders in the agri-commerce sector. The program will be delivered using multi-modal learning (online and on-premise) coupled with experiential learning through the application of concepts on the job, working closely with managers and mentors at WayCool.





Date	Type	Publication	Location
13-08-21	Online	<a href="https://zephyrnet.com/pl/waycool-rozpoczyna-rozw%C3%B3j-przyw%C3%B3dztwa-skokowo/">https://zephyrnet.com/pl/waycool-rozpoczyna-rozw%C3%B3j-przyw%C3%B3dztwa-skokowo/</a>	Universal

**zephyrnet.com**

## WayCool begins leadership development with LEAP



Published Three days ago on August 13, 2021  
By **Plato**

In collaboration with the IFMR Graduate School of Business (IFMR GSB) at Krea University, WayCool Foods, an agro-commercial company, launched a leadership development program for its employees, in which the company gave the opportunity to a select group of people who had undergone a rigorous assessment process to develop skills leadership in an unexplored agri-trade industry. WayCool named this program LEAP - short for Learn, Emerge, Accelerate and Progress. The company claims that it will be a one-of-a-kind program that will benefit not only the Company but the entire industry.

The LEAP program will be an annual certification program. The WayCool LEAP design has three dimensions. It includes academic knowledge, workplace learning, and mentoring. The academic modules for the program were designed by the IFMR GSB department at Krea University. The program's academic interface will also include interaction with industry experts and hands-on experience with the various WayCool departments working on flagship projects. The LEAP mentoring program will report directly to the WayCool management team, which has extensive industry experience.

"Over the past six years, we have invested in tremendous capacity development. In terms of opportunities, over the past year we have doubled our human resources, by 2000. As we continue to expand our reach and operations, talent must continue to grow. Agro-commerce, unlike other sectors, is very complex and requires specific skills and opportunities. Through our partnership with Krea, our goal is not only to educate future leaders for WayCool only, but also for the industry as a whole," says Lakshmi Priya Somasundaram, Head of HR, Waycool Foods.

The first batch of the LEAP program started in the first week of August.

"Working closely with practicing leaders at WayCool, experienced IFMR GSB faculty members have created a unique program that addresses the specific needs of emerging leaders in the agro-commercial sector. The program will be delivered using multimodal learning (online and on-premise) combined with experiential learning through the application of concepts at work, close collaboration with managers and mentors at WayCool" - Ramkumar Ramamoorthy, Pro-Chancellor, Professional Learning, Krea University.

Date	Type	Publication	Location
13-08-21	Online	<a href="https://www.thetimesofbengal.com/2021/08/12/waycool-kick-starts-leadership-development-programme-announces-partnership-with-ifmr-graduate-school-of-business-at-krea-university/?swcfc=1">https://www.thetimesofbengal.com/2021/08/12/waycool-kick-starts-leadership-development-programme-announces-partnership-with-ifmr-graduate-school-of-business-at-krea-university/?swcfc=1</a>	Universal

timesofbengal.com

## WayCool kick-starts leadership development programme, announces partnership with IFMR Graduate School of Business at Krea University

4 days ago Desk



WayCool Foods, India's fastest growing agri-commerce company, announced their association with IFMR Graduate School of Business (IFMR GSB) at Krea University to kick-start their leadership development program, christened as L.E.A.P. (Learn...Emerge...Accelerate...Progress) will be one-of-its-kind programme which will not only enable the creation of future leaders but also drive business and people leadership capabilities in the uncharted agri-commerce space. A select few who have come through a rigorous and neutral assessment process, have earned the opportunity to take up this unique programme that is slated to be path-breaking with the potential to drive the future direction of the agri-commerce industry.

L.E.A.P. designed to build the leadership pipeline within WayCool, will handle development in three distinct streams, academic, on-the-job, and mentorship. The academic stream will be led by renowned academicians and faculty from IFMR GSB at Krea University. Uniquely curated, L.E.A.P will be a one-year industry relevant certification programme consisting of academic content, engagement with other industry experts as part of the academic programme, and hands-on experience with different departments within WayCool, handling banner projects. These projects, which are growth oriented, will have an impact on critical business parameters of each division within WayCool. The mentorship stream of L.E.A.P will be under the direct guidance of WayCool's leadership team who have established themselves as pioneers in the agri-commerce space.

"We are pleased to partner with WayCool, a pioneer in the technology-led, agri-commerce industry committed to re-imagining India's food supply chain," said Mr. Ram Kumar Ramamoorthy, Pro Vice-Chancellor of Professional Learning at Krea University. "Working closely with the practicing leaders at WayCool, the highly-experienced IFMR GSB faculty members have curated a unique program that addresses the specific needs of the emerging leaders in the agri-commerce sector. The program will be delivered using multi-modal learning (online and on-premise) coupled with experiential learning through the application of concepts on the job, working closely with managers and mentors at WayCool."

"Speaking on the tie-up, Mr. Lakshmi Priya Gomasundaram, Head - Human Resources Operations, WayCool Foods, said, "We have invested in massive capacity building over the last 6 years. On the Capability front, we have doubled our human resource strength in the last one year to 2000. As we continue to expand our reach and operations, talent needs too shall continue to grow. Agri-commerce, unlike any other sector, is very complex and demands specific skills and capabilities. With this partnership with KREA, we aim to not just breed future leaders for WayCool alone, but, for the industry as a whole."

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13-08-21	Online	<a href="https://m.dailyhunt.in/news/india/english/the+times+of+bengal+english-epaper-timbanen/waycool+kick+starts+leadership+development+programme+announces+partnership+with+ifmr+graduate+school+of+business+at+krea+university-newsid-n306726864">https://m.dailyhunt.in/news/india/english/the+times+of+bengal+english-epaper-timbanen/waycool+kick+starts+leadership+development+programme+announces+partnership+with+ifmr+graduate+school+of+business+at+krea+university-newsid-n306726864</a>	Universal

## dailyhunt.in

ENTERTAINMENT

### WayCool kick-starts leadership development programme, announces partnership with IFMR Graduate School of Business at Krea University



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Date	Type	Publication	Location
13-08-21	Online	<a href="https://www.newsnation360.com/waycool-leadership-development-program">https://www.newsnation360.com/waycool-leadership-development-program</a>	Universal

## Newsnation360.com

### WayCool Kick-Started Leadership Development Programme

News Desk, News Nation 360 : WayCool Foods, India's fastest growing agri-commerce company, announced their association with IFMR Graduate School of Business (IFMR GSB) at Krea University to kick-start their leadership development program, christened as L.E.A.P. L.E.A.P (Learn...Emerge...Accelerate...Progress) will be a one-of-its-kind programme which will not only enable the creation of future leaders but also drive business and people leadership capabilities in the uncharted agri-commerce space. A select few who have come through a rigorous and neutral assessment process, have earned the opportunity to take up this unique programme that is slated to be path-breaking with the potential to drive the future direction of the agri-commerce industry. Ramkumar Ramamoorthy, Pro-Vice-Chancellor of Professional Learning at Krea University said that they are pleased to partner with WayCool, a pioneer in the technology-led, agri-commerce industry committed to re-imagining India's food supply chain. Working closely with the practising leaders at WayCool, the highly experienced IFMR GSB faculty members have curated a unique program that addresses the specific needs of the emerging leaders in the agri-commerce sector. The program will be delivered using multi-modal learning (online and on-premise) coupled with experiential learning through the application of concepts on the job, working closely with managers and mentors at WayCool. L.E.A.P, designed to build the leadership pipeline within WayCool, will handle development in three distinct streams, academic, on-the-job, and mentorship. The academic stream will be led by renowned academicians and faculty from IFMR GSB at Krea University. Uniquely curated, L.E.A.P will be a one-year industry-relevant certification programme consisting of academic content, engagement with other industry experts as part of the academic programme, and hands-on experience with different departments within WayCool, handling banner projects. These growth-oriented projects will have an impact on the critical business parameters of each division within WayCool. The mentorship stream of L.E.A.P will be under the direct guidance of WayCool's leadership team who have established themselves as pioneers in the agri-commerce space.

*Report : Anustup Kundu*

**THANK YOU**