

IIM Calcutta to publish BARC India Case Study

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As part of its continuing efforts in bringing real-life learnings from best practices from Indian Industry into the class room, India's premier management institute IIM Calcutta has developed a case study on the TV viewership system in India. The case study traces the history of Television Viewership Measurement, leading up to the setting up of Broadcast Audience Research Council (BARC) India.

The case study is based on an in-depth research done by IIM Calcutta faculty team of Professors Prashant Mishra and Chandradeep (CD) Mitra, which included interviews with former BARC India chairman and ZEEL MD & CEO Punit Goenka, BARC India Board Member and GroupM CEO South Asia CVL Srinivas, Lodestar UM CEO Shashi Sinha, Marico MD & CEO Saugata Gupta, FCB Ulka Advertising Former ED & CEO Ambi Parameswaran, BARC India CEO Partho Dasgupta, and BARC India CBO Romil Ramgarhia, among others.

The case study on BARC India is aimed at helping participants of various IIM Calcutta academic programmes, as well as students of other institutes, to hone their concepts learnt in Marketing, Media, Organizational Strategy & Finance courses based on recent real-life developments in the Indian media industry.

As a prelude to launch of the case study, BARC India CEO Partho Dasgupta (who is also an IIM Calcutta alumnus), participated in an open house session at the institute to analyse the Case Study. The discussion was attended by Prof Prashant Mishra, Professor of Marketing at IIM Calcutta; Prof. Chandradeep (CD) Mitra, Visiting Professor of Marketing at IIM Calcutta and the 161 students who have enrolled for the course "Sports, Entertainment & Media Marketing" designed by Prof. Mitra.

The case study will delve into the unique structure, financing model, state-of-the-art technologies and the multi-vendor construct of BARC India's TV viewership measurement system, enabling it to become one of the most sophisticated and reliable TV measurement systems in the world.

"Piloting a case study before its final publication is a format where the protagonist himself meets the students, and the interaction allows the case to be further refined before its final publication. This is an acceptable methodology globally and we are pleased to introduce the same in India" said Prof. Mitra.

Prof Prashant Mishra added, "BARC India's success in designing and developing the meters is one of the finest examples of the 'Make in India' initiative and we're extremely pleased to introduce a case on the company in our curriculum."

"I had a great time sharing BARC India's journey with students of IIM Calcutta. Giving them insights about our genesis, our greatest challenges, how we overcame it and what the future holds for us was exciting," said Partho Dasgupta.