

BUSINESS

# Aga Khan Academy Hyderabad awarded as one of India's top 100 brands

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Hyderabad: URS AsiaOne Magazine felicitated the Aga Khan Academy Hyderabad at the 3rd edition of India's Greatest Brands & Leaders 2017-18 awards ceremony at Taj Lands End Hotel, Mumbai recently. The Academy was awarded for its contribution to India's economy in its 71st year of independence as one of its top 100 brands. This follows the Academy's selection as one of Asia's 100 greatest brands (K-12 category) earlier this year in January 2018, by AsiaOne Magazine in a special research based listing of regional enterprises by independent industry body, URS (United Research Services Media Consulting). This was the first time a not-for-profit education institution had been identified for brand strength in the India-Asia region.

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Over 400 people were in attendance at the high-profile business summit, including government dignitaries, international diplomats, businessmen, entrepreneurs, industrialists, media representatives, and social leaders. It was highlighted by the presence of Smt. Maneka Sanjay Gandhi, Hon. Union Minister of Women & Child Development, Government of India and Chairman, People for Animals; Mr. Vineet Jain, Managing Director, Bennett Coleman & Co. Ltd; Dr Nirranjan Hiranandani Chairman, Hiranandani Communities; Mr. Ashish Kumar Chauhan MD & CEO, Bombay

Stock Exchange; Ms. Karisma Kapoor, Indian actress.

Head of Academy Dr. Geoffrey Fisher received the award and was also a panelist for a session themed "New India, New Grounds, New Horizons: Challenges and Possibilities, After 71 Years of Independence" alongside business leaders, prolific film personalities and stalwarts in the education sector. In response to the question of how education can help in creating a new and better India, Dr. Fisher said, "I am sitting here as a representative of the Aga Khan Development Network, an organisation which sees clearly that for India to keep growing it must do so through inclusion of all parts of the community and that education is one of, if not the only method, of generating that inclusion and equity. The Academy is an unusual school with a social purpose to generate a cohort of ethical leaders for the future of India. We are doing that by actively seeking a student body that represents the entire economic diversity of the country."

Dr. Fisher was accompanied by his wife Leigh Fisher, who received the Black Swan award for her contribution to women's empowerment through her involvement with an anganwadi digitisation pilot in Mahabubnagar district, and her efforts towards raising funds and awareness for girl child education through the first and second Telangana international kite festivals in January 2016 and January 2017. The business summit had on its agenda not just discussions about ways in which to improve investment in India, but also ways in which India could support the United Nations Sustainable Development Goals and World Health Organisation's targets.

AsiaOne is an international business magazine with readership in 10 countries across Asia. The cross industry awards selection process is based on primary and secondary research from 16 industries in India, with scores allocated by jury members and United Research Services International. Identified organisations are classified as 'iconic, powerful and emerging brands' in relation to their position in the market and the quality of their service offering. The Academy has been recognised for its innovation in approach to education, diversity of student body and the difference this brand has made to Indian society in a relatively short time since its Hyderabad foundation in 2006 and commencement in 2011.

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