



kkala®

ONE-YEAR POST GRADUATE PROGRAMME IN CREATIVE LEADERSHIP (ARTPRENEUR) FROM IIM MUMBAI

IN ASSOCIATION WITH
Kailash Kher Academy for Learning Art (KKALA)



Programme Overview

Where Art Meets Entrepreneurship

A one-year immersive programme designed for performing artists to build sustainable, scalable careers by integrating artistic excellence with business, branding, and leadership skills.

Build a Career, Not Just a Craft

Access a curated network of artists, industry leaders, and creative collaborators across IIM Mumbai and KKALA.

Learn Inside a Dual-Campus Ecosystem

Experience a unique learning journey across IIM Mumbai and KKALA, combining management education with artistic practice and cultural immersion.

Programme Outcomes

- Post Graduate Programme Certification in Creative Leadership (Artpreneur)
- IIM Mumbai Alumni Status with access to a lifelong professional network
- Ability to build sustainable and scalable careers in the creative economy
- Strong foundation in business, branding, and audience development
- Hands-on experience through live projects and performance-based learning
- Exposure to artists, industry practitioners, and creative collaborators



Programme Objectives



Build leadership capabilities using interdisciplinary collaboration and creative problem-solving.



Design and execute original projects that combine artistic expression with social and entrepreneurial intent.



Develop the ability to create, manage, and grow independent artistic careers and ventures.



Deepen skills in music, dance, and theatre to improve stage presence and communication.



Understand finance, marketing, and project management tailored for creative industries.



Learn how to position yourself, communicate effectively, and build a strong public persona.



Message from the Programme Chairperson



Dr. Nikhil K Mehta

Program Chairperson, Creative Leadership
(Artpreneur) Programme Faculty Member,
IIM Mumbai

At Indian Institute of Management Mumbai, we view the arts as a catalyst for cultural impact and professional opportunity. The KKALA programme is designed to equip emerging artists with both creative excellence and the business acumen needed to build sustainable careers in the evolving creative economy. Blending structured learning with mentorship, industry exposure, and real-world practice, the programme enables participants to refine their craft while navigating platforms, audiences, and monetization pathways effectively.

With a strong interdisciplinary focus across performance, storytelling, and digital mediums, KKALA prepares individuals to emerge as versatile artists and creative entrepreneurs. We look forward to shaping talent that will redefine contemporary artistic expression and create meaningful impact at scale.

About IIM Mumbai

IIM Mumbai is one of India's leading management institutions, known for excellence in operations, analytics, finance, and leadership education. Established in 1963 (formerly NITIE), it consistently ranks among the top B-schools in India and is recognized for its strong industry integration and academic rigor.

Through this programme, IIM Mumbai brings its management expertise into the creative domain, enabling artists to develop structured, scalable careers.

About Kailash Kher Academy

Under the visionary leadership of Padma Shri Kailash Kher , Kkala is more than just an institution; it's a vibrant ecosystem where art thrives. Inspired by a deep-rooted passion for Indian classical music and a desire to nurture young talent, Kailash Kher founded Kkala with the mission to preserve and promote the rich cultural heritage of India.



Tools & Skills You Will Gain

- Creative storytelling and narrative building
- Personal branding and audience positioning
- Digital presence and platform strategy
- Financial literacy for artists
- Project execution and collaboration
- Audience development and community building

Who Should Apply

- Performing artists across music, dance, theatre, and interdisciplinary arts
- Aspiring creators seeking structured career growth
- Individuals looking to enter the creative and cultural industries
- Professionals aiming to combine creativity with entrepreneurship

Program Structure



Capstone Project: Live performance-based project



Interdisciplinary Learning: Integration of music, dance, theatre, and management



Industry Exposure: Case studies, simulations, and real-world applications



Dual-Campus Learning: Across IIM Mumbai and KKALA

Course Curriculum

Module 1

Artistic Foundations (by KKALA)

- Artistic Foundations (Music / Dance / Theatre)
- Identity Development, Personal Branding & Positioning
- Voice, Body & Stage Presence
- Sound Engineering & Technology
- Yoga, Breathwork & Mindfulness
- Ensemble & Collaboration Practices

Module 2

Business & Leadership for Artists (by IIM Mumbai)

- Artist Psychology
- Entrepreneurial Leadership
- Marketing Communication & Pitching
- Digital Marketing & Web Presence
- Project Management for Creative Ventures
- Financial Literacy

Module 3

Advanced Creative & Industry Integration (Joint)

- Legal Framework & IPR for Artists
- Storytelling & Communication
- Creative Problem Solving & Innovation
- Sustainability in Creative Industries
- Networking, Events & Ecosystem

Module 4

Capstone Project

- Managing a Live Event
- Performance Showcase & Reporting

Capstone Experience

A live, performance-based project where participants:

- Conceptualise and execute an original creative work
- Integrate artistic expression with business strategy
- Present to faculty and industry experts

Dual-Campus Experience

- At IIM Mumbai: Management frameworks, strategy, and leadership
- At KKALA: Artistic training, cultural immersion, and creative practice

Industry Interface & Exposure

- Interactions with artists and performers
- Sessions with media and entertainment professionals
- Exposure to real-world creative challenges
- Insights into audience behaviour and digital platforms

Peer Learning & Network

- Collaboration across music, dance, theatre, and digital arts
- Interdisciplinary cohort experience
- Lifelong access to IIM Mumbai–KKALA network

Learning Approach

- Case studies and industry insights
- Simulations and role plays
- Creative experimentation
- Mentorship from faculty and artists
- Performance-based learning

Evaluation

- **Continuous Evaluation:** Combination of written tests, assignments, and performance-based assessments across all modules
- **Practical Focus:** Strong emphasis on live performances, creative outputs, and real-world application
- **Capstone Project:** Final evaluation through execution of a live event/project integrating art, management, and entrepreneurship
- **Credit-Based System:** Successful completion of all 60 credits required for certification

Admission Process



Application

- Application fee (₹2,500)
- Contact details & Documents



Selection

- Performing Arts IMAT exam
- Personal Interview (PI)



Admission

- Seat booking and fee payment
- Programme begins June 2026

Eligibility Criteria

- **Educational Qualification:**
 - Bachelor's degree (minimum 50%)
 - 45% for SC/ST/PwD candidates
 - Degree must be from a recognized institution (UGC compliant)

Fees Structure

Single Instalment Structure

Fee Category	Amount
Application Fee*	₹2,500
Booking Amount	₹1,00,000
Instalment	₹6,50,000
Total	₹7,50,000

Two Instalment Structure

Fee Category	Amount
Application Fee*	₹2,500
Booking Amount	₹1,00,000
First Instalment	₹3,00,000
Second Instalment	₹4,00,000
Total	₹8,00,000

**Non-refundable*

Refund Policy

- Seat booking amount required to confirm admission
- Refunds governed by IIM Mumbai policies
- Post-commencement withdrawal: only caution amount refundable (as applicable)



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