

# IIMA Alumnus

## TIDINGS FROM WIMWI ALUMNI CELL

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## THE LOGO THAT CAPTURES MINDS & HEARTS

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POST GRADUATE PROGRAMME - II

As an image which carries the name along with it, the significance of the logo is often overshadowed by the name of the institute. However, as the logo of the college, it carries with it a legacy which is not known to many.

IIM Ahmedabad derives inspiration for its logo from an intricately carved window of the Sidi Saiyad Mosque, one of the most famous mosques located in Ahmedabad. Built in 1573—the last year of the existence of the Gujarat Sultanate, it is a spectacle of craftsmanship. With arch-type structures built 360 degrees in the mosque, it marks the 166-year rule of the Gujarat Sultanate, before it eventually fell to the Mughal Emperor, Akbar. It was built by Sidi Saiyad, a slave of Sultan Ahmed Shah. The aesthetic appeal of ten semi-circular windows is enhanced by mesh work, popularly known as “jali”. The particular window, which forms the inspiration for the logo, is carved with designs of trees intertwined amongst themselves and a palm motif. The dexterously carved window is known to many as “Sidi Saiyad nu jali”.

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