Dr. Mrityunjay Athreya has been a founder and pioneer in Indian management education. He joined the faculty of the Indian Institute of Management, Kolkata, as early as 1967. The IIM-Kolkata along with IIM-Ahmedabad was one of the two first Institutes of Management set up by the Government of India, in 1962. He was one of the outstanding members of the IIM faculty, much sought after by Public and Private enterprises as a Trainer and Consultant. Since 1967, over the last more than four decades, he has advised enterprises in several sectors, such as oil & gas, power, fertilizers, steel, automobiles, banking & insurance, IT, health, etc. By the decade of the 1980’s, his name became synonymous with management in India. He has been an icon of Management to several generations of Indian managers, management teachers, trainers, consultants, and students. Dr. Athreya chose Management as his life mission early in his academic career. He returned from the US in 1967 with a Doctorate in Business Administration from Harvard Business School, Massachusetts, USA. Before Harvard, he also studied at the Stanford Business School, California, USA. Before proceeding to US with full scholarship aid, Dr Athreya had acquired a first degree in statistics from Loyola College, University of Madras, Chennai. He also qualified Cost Accountant with all India first rank and Gold Medals throughout. He was very clear that his karma bhoomi was Bharat and he was not tempted for a moment to stay on for a lucrative career in the US. Dr. Athreya has served on many Government policy Committees. The best known is the 1991 Athreya Committee on Indian Telecom Restructuring. He chaired the Committee. Its distinguished members included Dr. Sam Patroda; Mr. N Vittal, IAS; Dr. V. Krishnamurthy; late Mr. M. R. Pai, Consumer Activist; and other very senior professionals. Dr. Athreya’s consulting work has evolved through several phases, along with reforms of the Indian economy. Initially, in the 1970’s, the MNC’s already present in India, like ITC and Levers were more receptive to Management, and called upon his expertise. In the 1980’s, many PSUs like IOC, ONGC, BHEL, SAIL, HMT, HAL, NFL embarked on Strategic Planning. Considering his invaluable contributions in the field of Management, the Govt. of India honoured Dr. Athreya with a Padma Bhushan in 2014.