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PRARAMBH

*A Journey Through Insights,
Impact & Innovation.*



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MEET THE TEAM



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THE BIG PICTURE

This is a space where students and faculty gather to reflect, question, and share their perspectives on the world, giving voice to their ideas.

The Power of Slow Thinking: Why Depth Is Becoming the New Competitive Advantage

In a world that rewards speed, celebrates instant results, and glorifies multitasking, slowing down can feel counterintuitive — even risky. Yet, beneath the rush of deadlines, notifications, and constant digital noise lies a quieter, emerging truth: the future may belong not to the fastest, but to the most thoughtful. Today's professionals often operate in "reaction mode," responding instantly to messages, trends, or decisions. While this creates the illusion of productivity, it often leads to shallow thinking and fragmented focus. In contrast, slow thinking — the deliberate, reflective processing of ideas — opens the path to clarity, creativity, and long-term impact.

History consistently demonstrates that transformative ideas are not born out of haste. Einstein's theory of relativity, Toyota's Kaizen practices, and even Satya Nadella's empathetic shift at Microsoft were rooted in patience, introspection, and a willingness to step back before stepping forward. Great leadership is rarely impulsive; it is intentional.

This shift is becoming increasingly important in the AI-driven age. As algorithms accelerate decision-making and automate repetitive tasks, what sets humans apart is not speed, but depth. Emotional intelligence, ethical reasoning, and the ability to connect dots across disciplines cannot be rushed. They emerge from reflection from slow thinking.

In academia, this philosophy echoes strongly. Students often feel pressured to deliver quick answers, clear opinions, and constant output. But true learning requires absorbing, analysing, and questioning processes that unfold gradually. A thoughtful argument is stronger than a hurried response.

A reflective student becomes a strategic leader. Organizations too are realizing the cost of haste. Rushed strategies, poorly studied markets, and impulsive pivots often lead to long-term inefficiencies. The companies that thrive are those that take the time to listen to their employees, understand their customers, and anticipate trends with nuance. Patagonia, for instance, built its legacy not through loud advertising but through consistent, value-driven choices that resonated deeply — choices shaped by careful, long-term thinking.

Slow thinking is not about moving lazily or delaying progress. It is about creating mental space — to question assumptions, explore possibilities, and make decisions that endure. It is the discipline of thoughtful restraint in a world addicted to instant gratification.

As future leaders, our challenge is to balance urgency with understanding, speed with strategy, ambition with awareness. In an era where everyone is racing, thinking slowly may just be the fastest path to meaningful impact.

Because sometimes, the strongest leadership begins not with action, but with a moment of deliberate pause.



This article is written by Naitik Dave, 1st Year PGDM student at Jagdish Sheth School of Management

JAGSOM SPOTLIGHT

A Campus Ablaze: The Spirit of Diwali at JAGSOM



The Festival of Lights found its truest expression this year at the JAGSOM hostel campus, transforming our grounds into a vibrant tapestry of light, laughter, and community. The celebration was a resounding success, marked by an incredible spirit of togetherness and joy that radiated from every corner.

From the early evening, the campus was abuzz with energy. Students and staff, dressed in their finest traditional attire, came together in a gracious display of unity. The entire hostel seemed to hold its breath as diyas were lit, their gentle flames lining the pathways and balconies, casting a warm, ethereal glow. Intricate rangoli designs, blooming with color at every entrance, were a testament to the creative zeal of the participants.

The air was filled with the delicious aroma of festive sweets and the sound of joyous greetings as everyone exchanged wishes. The true highlight, however, was the moment the night sky was illuminated. With boundless enthusiasm, everyone participated in lighting up the evening with a dazzling display of firecrackers. Showers of sparks and bursts of color painted the darkness, met with cheers and applause.

It was more than just a celebration; it was a reaffirmation of our community. The joyous atmosphere was infectious, a perfect embodiment of Diwali's message of light over darkness and good over evil. It was a night where everyone participated graciously, making it a truly memorable event defined by its immense spirit and collective joy.

JAGSoM SPOTLIGHT

Kanyathon 2026: A Movement Begins Again



As one celebration concludes, the campus now turns its energy toward its biggest annual event—Kanyathon 2026, the flagship student-driven charity marathon scheduled for March 2026. The campaign has officially begun, and the excitement is already palpable.

What is Kanyathon?

Kanyathon, is an annual charity run organised by the students of IFIM Institutions, Vijaybhoomi University and JAGSoM. We as an institution have been giving back to society especially to empower the women and girls of the nation. Over the years, it has evolved from a campus marathon into a regionally significant movement, earning global recognition—including AACSB's prestigious "Innovations That Inspire" award.

A Mission for the Girl Child

At its core, Kanyathon supports the education and empowerment of the girl child, aligning with UN SDG 5: Gender Equality.

All funds raised directly support the Kanyathon Shiksha Kendras (KSKs)—It's a digitally enabled classroom.

These centers provide:

- Digital Literacy
- Conversational Skills
- Health & Hygiene Awareness

By equipping young girls with essential skills, Kanyathon helps combat systemic issues such as child labor, malnutrition, and early marriage.

Get Ready for March 2026

Kanyathon is a celebration of fitness and purpose, offering multiple categories including the 10K Pro Run, 5K Pro Run, 5K Fun Run, and the 3K Walkathon/Family Run.

The Kanyathon team invites students, faculty, corporates, and the wider community to participate, volunteer, or support the cause. This is more than a marathon—it is a collective commitment to creating lasting change.

JAGSoM SPOTLIGHT

Sustainability in Education: Shaping Eco-Conscious Leaders for Tomorrow



At the GoSharpener Sustainability Superstar 2025 Conclave, held on 20th August 2025 in Bengaluru, Dr. Rajendra K., Professor Emeritus and Chairperson of the Centre for Sustainability, delivered a compelling keynote address on the transformative role of education in advancing sustainability. His session highlighted how academic institutions must evolve to create eco-conscious leaders capable of driving meaningful societal change.

Dr. Rajendra emphasized that sustainability in education goes beyond curriculum—it requires integrating sustainable development principles into everyday academic practices. From global best practices to zero-waste strategies, he outlined a comprehensive framework for embedding sustainability into the fabric of educational institutions. The need to prepare students with essential skills for conscious leadership was central to his message.

He also stressed the importance of sustainable campuses, noting that educational environments must themselves model the values they teach. Ethical consumption, responsible purchasing decisions, and lifestyle practices that reflect conscious living were identified as key elements in nurturing environmentally aware students.

Dr. Rajendra further explored the social and cultural dimensions of sustainability, highlighting how conscious living extends into community behaviour, cultural norms, and collective responsibility—emphasizing that sustainable transformation is possible only when individual awareness evolves into shared societal action.

Dr. Rajendra expressed his appreciation for the growing commitment to sustainability across schools and higher education institutions, as shared by participating principals. He also praised the GoSharpener Sustainability Scorecard initiative, calling it an encouraging step toward evaluating and strengthening institutional sustainability practices.

The conclave underscored a powerful message: education is one of the strongest levers for shaping a future where leaders not only understand sustainability but actively champion it through thoughtful action, innovation, and ethical decision-making.

THE COMPETITIVE ARENA

Lumiere Best Management Team



Participating in the Lumiere Best Management Team Competition, hosted by Christ University, was a defining and truly enriching experience for us—Ishan Dubey, Agnirath Dutta, and Atul Kumar Singh. Being our first-ever management fest, we entered with curiosity and came out with immense learning, confidence, and clarity.

The environment was intense, competitive, and incredibly energizing. Each round challenged us to think critically, act quickly, and stay aligned as a team. There were moments when we had just 5–10 minutes to analyse a case, prepare a deck, and present it—pushing us to sharpen our decision-making, communication, and adaptability under pressure.

What helped us ace the competition was our unity and collaborative mindset. We divided tasks instinctively, trusted each other's strengths, and maintained clarity even during high-pressure rounds. More than winning, the experience taught us where we stand as budding managers and how much can be achieved through teamwork, discipline, and quick thinking.

We are especially grateful to Prof. Vishnu Vivek, whose constant guidance and belief in us made a huge difference. His support, motivation, and mentorship kept us focused and pushed us to perform beyond our comfort zones.

The Lumiere experience didn't just give us a trophy—it gave us perspective, confidence, and a deeper understanding of what it truly means to work and win as a team.

THE COMPETITIVE ARENA

STUDENTS WIN FIRST PRIZE AT AKRITI 2025 – INVESTOR TANK



Students from the Jagdish Sheth School of Management (JAGSoM) and IFIM College achieved a remarkable milestone by securing the First Prize at AKRITI 2025 – Investor Tank, hosted by the Arihant Group of Institutions. The victory is a testament to the team's dedication, rigorous preparation, and innovative thinking.

What began as a simple idea evolved into an intensive journey of brainstorming, refining concepts, debating alternatives, and rebuilding strategies—all culminating in a polished pitch that impressed the jury. Standing on stage with the winning trophy symbolized the moment where hard work, resilience, and collaboration converged.

The team expressed deep gratitude to JAGSoM & IFIM College for fostering an environment that encourages bold ideas, critical thinking, and confident presentation.

The support of faculty mentors played a pivotal role, offering guidance, diverse perspectives, and late-hour preparations that strengthened not only the pitch but also the students' professional abilities.

Representing JAGSoM on such a prestigious platform was a proud moment for the winning team—Vedant Agrawal, Shayan Biswas, Indranil Majumdar and Shantanu Kayath—who showcased excellence, teamwork, and leadership.

This achievement reflects JAGSoM's commitment to shaping industry-ready leaders and inspiring students to pursue innovation with purpose.

THE COMPETITIVE ARENA

TRIUMPH AT THE PRODUCT LAUNCH EVENT IN BANGALORE ORGANISED BY THE S.N. GROUP OF INSTITUTIONS ON 14TH NOVEMBER 2025.



Our experience at the major product launch event in Bangalore, where we competed against teams from prestigious B-schools and Engineering Institutions, was a true highlight of our journey, culminating in a First Place victory. The competition was a showcase of brilliant minds and polished presentation skills.

The event consisted of two demanding rounds, pitting our team against 43 teams overall:

Round 1: Idea Presentation: We presented our original idea (likely NASHELP), and only 10 teams were shortlisted for the final round. This success validated the strength and originality of our concept.

Round 2: Industry Problem-Solving: The final round presented a specific, real-world industry problem that required an immediate solution.

We believe the key to our success lay in preparation and strategy, proving the mantra: "The last impression is the best impression."

We made a point of being present in the hall from 11 AM, observing the environment and demonstrating commitment, even though our final presentation was scheduled for the competitive 7 PM last slot.

Our ability to stand out—not just with a clever solution to the industry problem, but also through a brilliant presentation—ensured we left the most memorable and positive impression on the judges, leading to our big win and securing the top spot.

We extend our deepest gratitude to Banantika Datta ma'am for her continuous support and guidance, which was instrumental in preparing us for this level of competition.

Representing JAGSoM on such a prestigious platform was a proud moment for the winning team —Vedant Agrawal and Shantanu Kayath.

Book Review – Bhujia Barons: The untold story of how Haldiram built a Rs.5000 crore empire

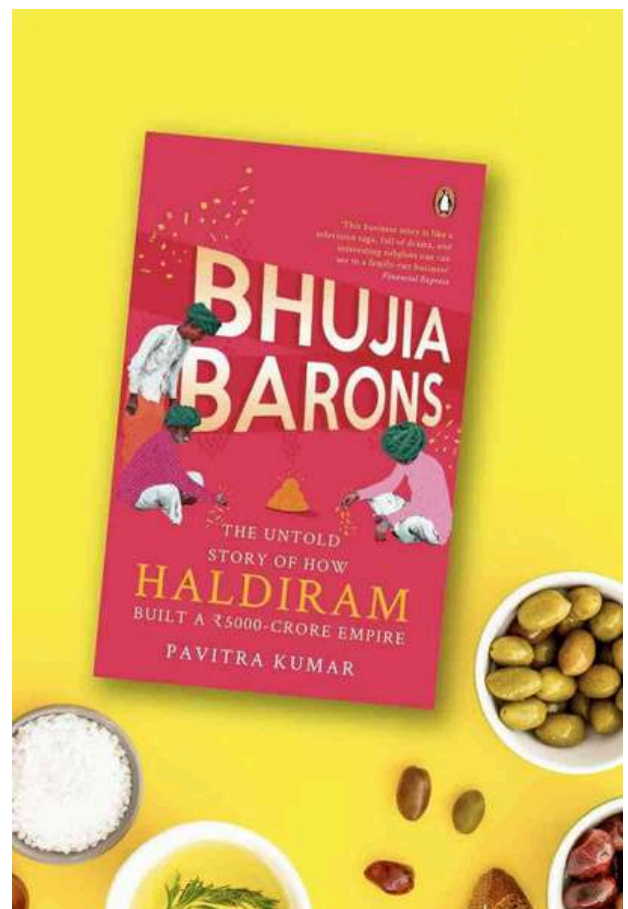
Bhujia Barons presents an authoritative account of how Haldiram evolved from a small regional shop in Bikaner to one of India's most influential and profitable packaged food companies. The book traces the brand's origins to 1937, when its founder, Ganga Bishan Agarwal—popularly known as “Haldiram Ji”—introduced a unique twist to the traditional bhujia recipe. By refining the texture, using innovative ingredients, and ensuring consistent taste, he established a product identity that set Haldiram apart in an otherwise unorganized snack market.

The narrative follows the brand's strategic expansion as successive generations of the Agarwal family embraced modernization. They invested in mechanised production, standardized processes, and advanced packaging technologies that enabled long-distance distribution and extended shelf life. This commitment to quality and innovation allowed Haldiram to scale rapidly beyond Rajasthan, eventually capturing major metropolitan markets such as Delhi, Nagpur, and Kolkata.

A significant portion of the book explores the intricate family dynamics that shaped the company's growth. As different branches of the family took charge of operations in separate regions, disagreements over brand usage and business control occasionally surfaced. Despite these internal conflicts, each unit contributed to the larger success of the Haldiram name by focusing on customer loyalty, product diversification, and operational excellence.

Haldiram's later diversification into sweets, frozen foods, ready-to-eat meals, and restaurant formats further strengthened its presence in India's competitive food sector. Its global expansion, reaching over 80 countries, reflects the brand's adaptability and strong consumer appeal across cultures.

The book also highlights recent developments, including heightened interest from international investors, which underscores the brand's financial strength and market potential. Ultimately, Bhujia Barons illustrates how a humble family enterprise, built on innovation, discipline, and resilience, transformed into a ₹5,000-crore empire and an enduring symbol of Indian entrepreneurship.



This article is written by Aryan Kaneriya , 1st Year PGDM student at Jagdish Sheth School of Management

FINDIA'S IPO FRENZY 2025: TRENDS, CHALLENGES, AND THE ROAD AHEAD

The year 2025 has been a big and exciting year for India's IPO market. An IPO (Initial Public Offering) is when a private company sells its shares to the public for the first time and gets listed on the stock market. It's like when a business invites everyone to become part-owners by buying small pieces (called shares) of the company. This year, India has seen a record number of companies choosing to "go public," attracting huge interest from both Indian and international investors. Let's look at what made 2025 so special for IPOs, what challenges appeared, and what the future may hold.

A Record Year for IPOs

In November 2025 alone, more than 76,000 crore worth of IPOs were planned, the largest in recent years. Overall, about 80 companies launched IPOs in the 2024 - 2025 financial year, raising nearly 1.63 lakh crore in total. This shows two things, Indian companies are eager to raise money to grow, and Investors are confident in India's strong and growing economy.

Big and popular names like Groww, Lenskart, and PhysicsWallah were among the companies that went public this year. This mix of well-known startups and traditional businesses show how diverse and dynamic the Indian economy has become.

What's Driving This IPO Boom?

Several positive factors have fuelled this surge in IPO activity. Stable government policies have built strong confidence among both businesses and investors, encouraging more companies to enter the stock market. At the same time, regulators have introduced simpler and faster rules, making the IPO process smoother than before. Advancements in technology and digital payments especially through UPI have made it very easy for small investors to apply for IPOs directly from their phones. As a result, retail investors, meaning individual people rather than large institutions, have taken part in record numbers.

Many IPOs have been oversubscribed, which means more people wanted shares than were available, with the average oversubscription in 2025 reaching an impressive 35 times.

Challenges Along the Way

While 2025 has been an exciting year for IPOs, it hasn't been completely smooth. Some IPOs did not perform very well after listing, and the listing gains the profit investors make when shares start trading on the stock market have slightly decreased compared to previous years. This trend shows that investors are now becoming more careful and are paying closer attention to companies with strong fundamentals, such as solid business models, steady profits, and clear future plans.

Smaller IPOs also faced challenges in attracting enough investor attention or funds, leading to mixed results. Also, foreign investors, who are large investors from outside India, have been somewhat cautious because of global economic uncertainties. However, Indian investors have continued to show strong confidence and participation, helping keep the market active and positive.



India's IPO Frenzy 2025: Trends, Challenges, and the Road Ahead:

Sectors That Stood Out

Certain industries clearly led the way in raising money through IPOs in 2025. The automotive, consumer, and industrial sectors collected the highest amounts of funds, showing strong investor confidence in India's manufacturing and consumption-driven growth. Meanwhile, information technology (IT) companies stood out by delivering the best returns on their first day of trading, reflecting the continued strength of India's tech sector.

Interestingly, many smaller IPOs, which belong to younger or fast-growing companies, performed better than larger ones on listing day. This shows that investors are eager to support new, innovative, and fast-rising businesses that have strong potential for future growth.

The Road Ahead

Experts believe that this momentum will continue into 2026. Many strong companies are already preparing to list, and investor confidence remains high. However, factors such as interest rates, inflation, and global politics will play a role in how the market behaves next year. The good news is that India's financial system, digital participation, and rise in venture funding (money invested in startups) are keeping the environment healthy for more IPOs in the future.

Conclusion

The IPO boom of 2025 shows India's growing economic strength and the increasing trust in its capital markets. For investors, IPOs offer a chance to be part of India's growth story by owning shares in promising companies. For businesses, IPOs provide a way to raise large amounts of money to expand and innovate. While there are always risks and challenges, the overall picture is positive. The year 2025 will be remembered as a landmark year for India's IPO market, one that highlights confidence, growth, and opportunity in the Indian economy.



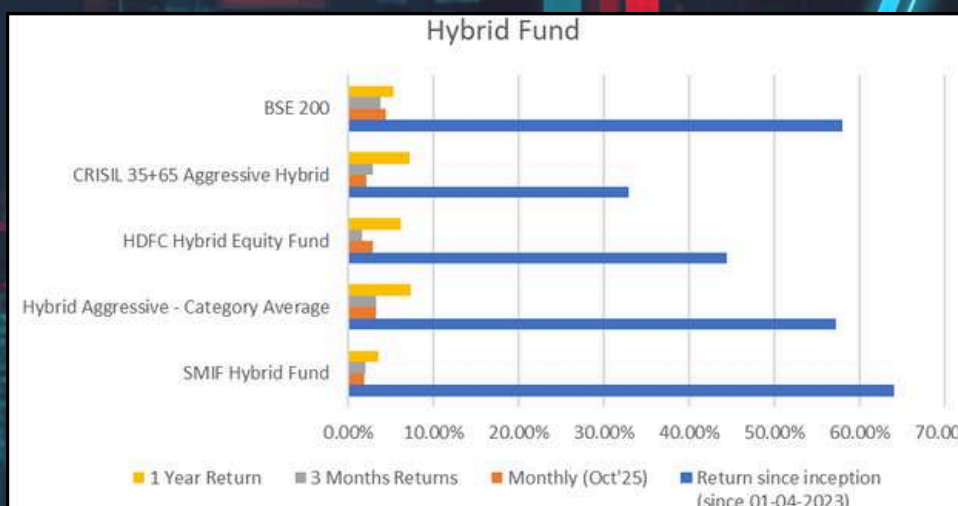
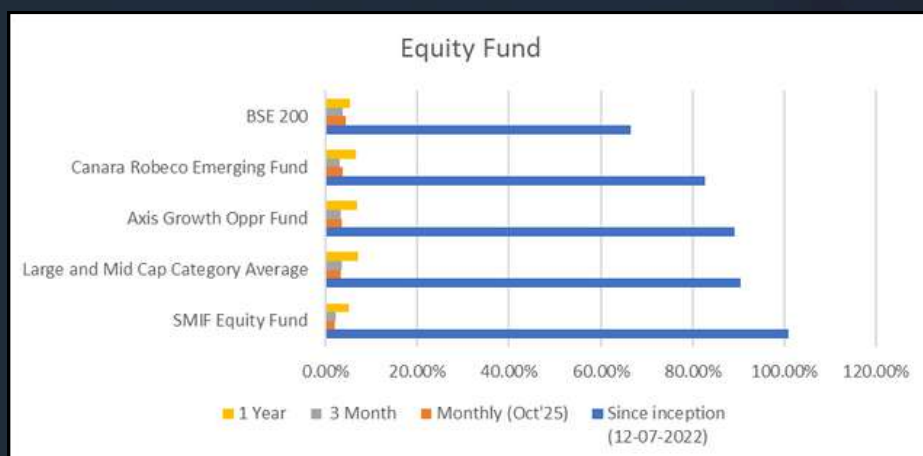
This article is written by Akhileswaradu M, 2nd Year PGDM student at Jagdish Sheth School of Management



This article is written by Keshav Dhoot, 2nd Year PGDM student at Jagdish Sheth School of Management.

FROM FINANCE LAB

PERFORMANCE OF OUR EXISTING FUNDS



Top 3 Company Returns (Yearly)	
Company	% Gain
Bharat Electronics Ltd.	49.56%
AU Small Finance Bank Ltd.	43.33%
Eicher Motors Ltd..	33.16%

Bottom 3 Company Returns (Yearly)	
Company	% Gain
Vedant Fashions Ltd	-53.93%
ABB India Limited	-29.74%
Elgi Equipments Ltd.	-24.93%



THE BUSINESS LENS

The Business Lens offers sharp, real-world insights across, Finance, HR, Marketing and Analytics—giving readers a 360° view of today's business challenges and innovations.

Social Media Algorithms in 2025: How Marketers Can Outsmart the Feed

Social media in 2025 is no longer the simple, chronological feed it once was. Platforms like Instagram, TikTok, YouTube Shorts, and X now rely on extremely advanced algorithms that evaluate thousands of data points per second. These systems prioritize content not just based on user behavior, but on predicted emotional response, watch intent, and long-term engagement potential. For marketers, this means one thing: only the most relevant and engaging content will make it to the top.

The biggest shift in 2025 is the rise of AI-curated interest clusters. Instead of grouping users by demographics, platforms now organize them based on micro-interests detected from behavior patterns—what they watch, scroll past, save, replay, or engage with at a deeper level. A user might belong to clusters such as “eco-minimalist lifestyle,” “nostalgia humor,” or “tech productivity hacks.” For brands, tapping into these clusters is essential for visibility.

To outperform the algorithm, marketers must focus on value density—how much meaningful content is delivered in the first two to three seconds. The feed is a competitive battlefield where attention spans are shrinking, and platforms reward content that immediately sparks curiosity. This is why 2025 marketing strategies prioritize strong hooks, fast-paced storytelling, and interactive elements that keep viewers watching longer.

Another major trend is the algorithm's preference for authentic and community-driven content. Overproduced, overly polished posts often underperform compared to behind-the-scenes videos, relatable storytelling, and creator collaborations. Platforms now boost posts that generate real conversation, not just likes. Comments, shares, and saves have become the key metrics powering visibility.

Eventually, consistency is still key. Algorithms favor accounts that post regularly and maintain a stable engagement pattern. Brands that combine frequent posting with creative experimentation—testing formats, captions, and CTAs—gain an algorithmic edge.

In 2025, “outsmarting the feed” isn't about hacking the algorithm; it's about understanding it. Marketers who focus on delivering genuine value, building community, and adapting to rapid platform changes will remain visible in one of the most competitive digital landscapes ever.



This article is written by Aryan Kaneria, PGDM student at Jagdish Sheth School of Management.



THE BUSINESS LENS

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How AI Is Transforming Stock Market Predictions and Trading

Artificial Intelligence has become one of the most disruptive forces in modern finance, reshaping how investors analyze markets, predict trends, and execute trades. In 2025, AI-driven tools are no longer experimental—they are central to the strategies used by hedge funds, institutional investors, and even everyday retail traders.

One of the biggest transformations lies in predictive analytics. Traditional analysis relied heavily on historical price movements, company fundamentals, and human interpretation. Today, AI models process millions of data points in seconds, including news sentiment, social media trends, macroeconomic indicators, earnings reports, and even satellite imagery. These systems recognize patterns and correlations that human analysts might overlook, giving investors a more accurate and timely prediction of market movements.

High-frequency trading (HFT) has also evolved with AI. Trading algorithms can now react to market changes in microseconds, adjusting positions and minimizing risks long before human traders can respond. Machine learning models continually refine their strategies based on real-time performance, making automated trading more precise and adaptive. This shift has increased market efficiency, but it has also intensified competition, as firms with more sophisticated AI tools gain a distinct advantage.

Another major innovation is the use of natural language processing (NLP) to interpret financial news and public sentiment. AI systems scan global headlines, earnings calls, analyst reports, and social media conversations to determine the emotional tone around a stock or sector. This real-time sentiment analysis helps traders anticipate sudden movements caused by public perception.

Retail investors are also benefiting from AI. Trading platforms now offer robo-advisors, AI-powered risk assessment tools, and predictive charts that help individuals make informed decisions without needing deep financial expertise. This democratization of advanced technology is levelling the playing field, giving everyday investors access to insights once reserved for large financial institutions.

However, the rise of AI also brings challenges, including the risk of over-reliance on automated systems and the possibility of algorithm-driven volatility. As AI continues to evolve, regulators, traders, and investors must balance innovation with responsibility.

In the end, AI is not replacing human intelligence—it is amplifying it. Those who understand how to work with AI, rather than compete against it, will lead the next era of financial success



This article is written by Aryan Kaneria, PGDM student at Jagdish Sheth School of Management.



THE BUSINESS LENS

The Business Lens offers sharp, real-world insights across, Finance, HR, Marketing and Analytics—giving readers a 360° view of today's business challenges and innovations.

Data to Decisions: How Business Analytics Is Transforming Modern Management

In today's hyper-competitive environment, decision-making is no longer guided by instinct or experience alone—it is driven by data. Business Analytics has emerged as the backbone of modern management, enabling organizations to turn complex data into actionable insights that shape strategy, operations, and innovation.

Across industries, the demand for analytics-driven thinking has grown exponentially. Companies now rely on predictive modeling, data visualization, and AI-powered tools to understand customer behavior, forecast demand, optimize supply chains, and identify emerging risks. This shift has redefined how businesses measure success—from traditional financial metrics to dynamic, data-centric performance indicators.

The rise of analytics has also transformed management education. Leading business schools now integrate analytics into their curricula, ensuring future managers are equipped not only with statistical knowledge but also with the ability to translate data into strategic decisions. Tools such as Python, Power BI, Tableau, and R have become essential skills rather than optional add-ons.

What makes analytics powerful is its balance of logic and intuition—it empowers leaders to validate ideas, test hypotheses, and design solutions grounded in evidence. In organizations embracing a data-first culture, decision-making becomes faster, smarter, and more transparent.

As digital transformation accelerates, business analytics will continue to bridge the gap between numbers and narratives—helping leaders see patterns where others see noise, and guiding businesses toward clarity in an increasingly uncertain world.



This article is written by Tanmay Bhamkar, PGDM student at Jagdish Sheth School of Management

Shaping Futures Beyond Classrooms: The Enduring Impact of JAGSoM Alumni

Alumni insights from JAGSoM reveal how the institution profoundly shapes careers and lives beyond academics. Many alumni have achieved remarkable milestones across diverse industries, holding leadership positions at top organizations such as Nestlé, Bosch, and innovative start-ups like Wow! Momo. Their journeys reflect not just professional accomplishments but also deep personal transformation—an outcome of JAGSoM's distinctive education model that blends academic rigor with experiential learning.

Capstone: The Bridge Between Learning and Industry

A key differentiator of JAGSoM's learning ecosystem is the Capstone assesment conducted at the end of each term. This unique exercise simulates a real-world professional evaluation, where students appear for interviews with industry experts who assess their conceptual understanding, practical application, and overall growth. The experts provide detailed feedback and performance grades, enabling students to identify strengths and areas for improvement.

This recurring reflection and assessment cycle ensures that learners evolve continuously—enhancing their domain expertise, communication, problem-solving, and leadership skills. Over time, students learn to think strategically, approach challenges analytically, and adapt to diverse work environments, which gives them a competitive edge in the professional world.

Alumni Engagement: A Lifelong Connection

JAGSoM's strength lies not only in its pedagogy but also in its vibrant alumni network. Through initiatives like Milan and Brunch Pe Charcha, the institution fosters continuous engagement between alumni and current students. These platforms go beyond reunions—they are incubators of collaboration, mentorship, and inspiration.

Alumni frequently return as guest speakers, panelists, and career mentors, sharing valuable industry insights and real-world experiences. Their guidance helps current students make informed career decisions, understand evolving industry trends, and prepare for global opportunities. Many alumni also play a crucial role in admissions, placements, and live projects, ensuring the next generation benefits from the same mentorship that once guided them.

Developing Leaders with a Human Touch

At JAGSoM, education is not limited to academic excellence—it's a journey of self-discovery and transformation. This holistic approach nurtures empathy, resilience, and self-awareness—qualities that define impactful leaders in today's dynamic business world.



This article is written by Jigyasa Jaggi, 1st Year PGDM student at Jagdish Sheth School of Management



STUDENT'S CORNER

A vibrant space showcasing student voices, creativity, achievements, and campus life in motion.

Intensity First

It starts with fire, not with calm, a restless pulse, a raging storm. Passion drives the wheel of fate, the rest will follow, let it wait.

Those meant to stay won't lose their way, they'll anchor through the night and day. But nothing moves without the spark, the flame that carves light from the dark.

Dreams are born from burning skies, not from whispers, not from lies.

Intensity is the breath, the beat-it pulls the world beneath your feet.

So burn, and burn without regret, the ones who matter won't forget. The rest can come, the rest can go-the fire decides what seeds will grow.

-By Ruchika Goel



PODCAST

In this section, handpicked episodes that spark ideas, stir questions, and give you a front-row seat to the real business world.

The Gujarati business secrets, a podcast by Ranveer Allahbadia with Rajiv Gupta, Chairperson of Masters' Union.



In this episode of The Ranveer Show, host Ranveer Allahbadia is joined by Rajiv Gupta, Chairperson of the School of Family Business at Masters' Union, to discuss how aspiring entrepreneurs can start a business in India and navigate family-business dynamics. Gupta draws on his expertise in family enterprises to highlight the importance of aligning personal interest, capability and market potential when embarking on a business venture.

The discussion begins by stressing that failures are inevitable in business, but what separates successful entrepreneurs is how they absorb lessons from these setbacks and persevere. Gupta emphasises that foundational decisions—such as choosing the right industry, ensuring fair distribution of business interests and aligning ownership with roles—are often more significant than the initial idea.

The episode then explores various themes: comparisons between Marwari-business and Gujarati-business models, how supply-chain efficiencies distinguish “boring” yet highly profitable ventures, the transition from trader to industrialist, and the role of generational leadership in family enterprises.

Gupta also provides strategic inputs on personal finance both for salaried individuals and for those with inherited wealth—underscoring how financial literacy matters regardless of one's business involvement.

A particularly illuminating segment is when Gupta uses examples such as the Ambani family to demonstrate how vision, delegation and governance structures contribute to large-scale business success. He warns that nearly 99 % of family businesses fail to transition beyond the founder's generation due to lack of systems, clarity and communication.

Overall, the podcast offers a rich blend of inspiration and practical advice: build a business that suits you, invest in financial basics, set up real governance and roles within the family-business framework, and remember that sometimes the most lucrative opportunities are unglamorous but repeatable. For anyone in the 22-30 age group considering entrepreneurship, the message is clear: start early, think long-term, and be prepared to be patient.



This podcast was summarised by Naitik Dave, 1st Year PGDM student at Jagdish Sheth School of Management.

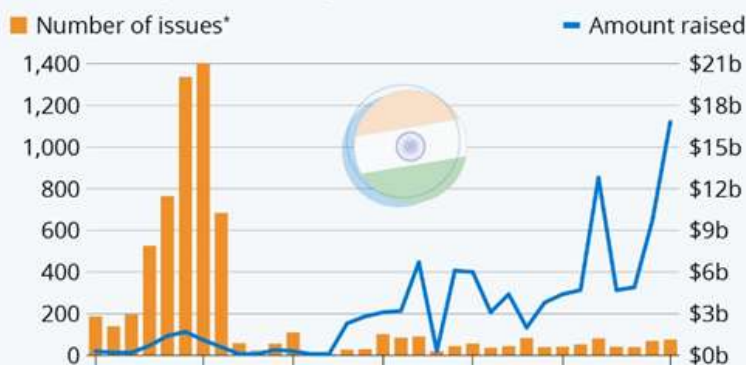
Market Volatility Returns: Why Indian Equities Are Facing a Sharp Reset?

Indian equity markets are witnessing a notable phase of volatility as global and domestic factors converge to create short-term uncertainty. After months of consistent upward movement, benchmark indices have entered a corrective zone, reflecting profit-booking, valuation concerns, and cautious investor sentiment.

Globally, expectations of delayed interest rate cuts, rising crude oil prices, and mixed economic indicators from major economies have prompted foreign investors to rebalance portfolios. This has resulted in fluctuating FPI inflows, adding pressure on Indian markets. Concerns around geopolitical tensions and currency movements have further contributed to the risk-off environments.

The Indian Stock Market Is Booming

Number of stock market issues in India and money raised through them



WHY INDIAN STOCKS ARE STRUGGLING WHILE GLOBAL MARKETS SURGE



On the domestic front, sectors such as metals, FMCG, and mid-caps—many of which reached record valuations—are undergoing healthy corrections. Analysts argue that this reset is necessary to bring prices closer to earnings fundamentals. Despite the pullback, India's macroeconomic indicators remain strong, supported by steady GDP growth, stable inflation, and robust corporate earnings.

Notably, retail participation continues to be a stabilising force. SIP inflows into mutual funds remain at record highs, indicating investor confidence in India's long-term prospects. While short-term volatility may persist, the overall outlook remains positive, with analysts viewing this correction as an opportunity to accumulate quality stocks at attractive valuation.

Thank You!

As we conclude the Seventh edition of PRARAMBH, we thank our readers and contributors for continuing this journey with us. Your support inspires us to raise the bar with every issue.

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