



PRARAMBH

A JOURNEY THROUGH INSIGHTS, IMPACT & INNOVATION

APRIL 2026 (VOL-2 - ISSUE - 4)



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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.

From Ideas to Action: Turning Intent into Impact

By April, the year is no longer new. Plans have been made, goals have been set, and intentions have been declared. What remains now is execution. April stands as a quiet checkpoint—a moment to reflect not on what we planned to do, but on what we have actually begun.

In today's fast-paced environment, ideas are abundant. Everyone has ambitions, strategies, and visions for the future. However, the true differentiator is not the quality of ideas, but the ability to translate them into consistent action. Progress is rarely defined by a single breakthrough; it is shaped by small, deliberate steps taken every day.

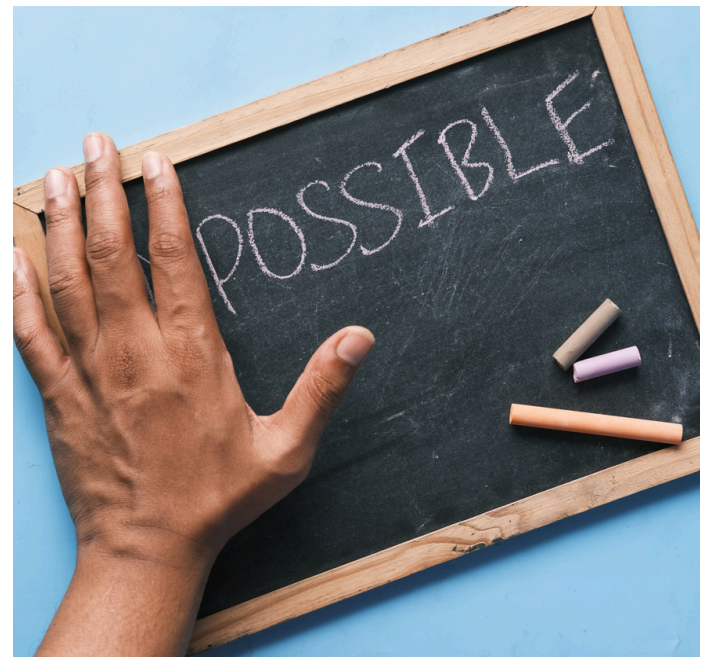
The modern world rewards execution. Whether in business, academics, or personal growth, those who succeed are the ones who move beyond planning and take ownership of outcomes. This requires discipline, accountability, and the willingness to adapt when things do not go as expected. Action brings clarity, while inaction sustains uncertainty.

April also reminds us that momentum matters. The habits we build now determine the trajectory of the months ahead. It is the phase where initial enthusiasm fades and commitment is tested. Showing up consistently, even when results are not immediately visible, is what separates intention from impact.

At the same time, action must be thoughtful. In an era shaped by rapid technological advancement and constant change, it is important to align execution with purpose. Meaningful progress comes not from doing more, but from doing what truly matters.

As the year moves forward, the question is no longer about what we aspire to achieve, but about what we are actively building. Because ultimately, success is not measured by plans made in January, but by actions sustained in the months that follow.

April, therefore, is a reminder that impact begins where intention ends.



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

JAGSOM SPOTLIGHT

Golden Soirée: A Night of Elegance and Celebration

Jagdish Sheth School of Management (JAGSoM) and IFIM Institutions recently hosted an enchanting prom night titled "Golden Soirée," bringing together students for an evening filled with style, celebration, and memorable experiences. The event also included the Kanyathon Award distribution ceremony. Kanyathon is an annual charity event hosted by JAGSoM, IFIM Institutions and Vijaybhoomi University and this year we completed its 15th edition. The event transformed the campus into a vibrant space of elegance, where students embraced the spirit of togetherness and celebration beyond academics.

One of the key highlights of the evening was the ramp walk, where many students confidently showcased their style and personality alongside their prom partners. The ramp walk added glamour and excitement to the event, with participants displaying creativity, coordination, and confidence. The audience enthusiastically cheered for their peers, making the atmosphere lively and engaging.

The event was not just about fashion and presentation; it was a celebration of friendships, self-expression, and shared moments. Students dressed in their finest attire, creating a visually stunning environment that reflected both sophistication and youthful energy. Music, interactions, and vibrant participation added to the overall charm of the evening.

"Golden Soirée" served as a refreshing break from academic routines, allowing students to relax, connect, and create lasting memories. It highlighted the importance of extracurricular experiences in enriching campus life and fostering a sense of community.

The evening concluded on a high note, leaving students with unforgettable memories of a night that truly celebrated elegance, confidence, and togetherness.



JAGSOM SPOTLIGHT

CONFLUENCE 2026: Exploring AI, Trust, and the Future of Industries

Jagdish Sheth School of Management (JAGSoM) hosted CONFLUENCE 2026 on 19th March 2026, bringing together industry experts, professionals, and students for an insightful exploration of the evolving role of artificial intelligence across key sectors. The event featured two high-impact panel discussions focused on Fintech and Healthcare, addressing the intersection of AI, trust, and decision-making.

The Fintech panel, titled “AI, Trust and the Future of Financial Systems: Can Algorithms Scale Financial Judgement,” examined how AI is transforming financial services, risk assessment, and decision-making processes. The panelists discussed the opportunities and challenges of relying on algorithms in financial systems, emphasizing the importance of trust, transparency, and ethical considerations.

The Healthcare panel, titled “From Healing Hands to Healing Algorithms: Can AI Scale Trust in Healthcare,” focused on the growing role of AI in medical decision-making, patient care, and healthcare delivery. The discussion highlighted how technology can enhance efficiency while maintaining the human touch essential to healthcare.

Each panel consisted of five distinguished panelists and a moderator, facilitating engaging and thought-provoking discussions. The sessions provided deep industry insights, drawing participation from senior corporate professionals, venture capitalists, startup representatives, and healthcare experts.

The audience included selected students from the PGDM 2025–2027 batch, who attended in person, while other students joined through a live telecast shared with the wider student community, including the incoming PGDM 2026–2028 batch.

Overall, CONFLUENCE 2026 served as a valuable platform for knowledge exchange, offering meaningful insights into how AI is shaping the future of financial systems and healthcare industries.



JAGSOM SPOTLIGHT

Brand Marketing Has a Thinking Problem. Who's Going to Fix It?



As execution-led marketing scales rapidly, a deeper capability gap in brand thinking is beginning to surface.

The rise of digital platforms, performance marketing, and content ecosystems has created a generation of professionals highly skilled in doing- running campaigns, optimizing funnels, managing social presence, and producing content at scale.

But as brands compete in increasingly crowded and commoditized markets, a different gap is beginning to surface.

The thinking gap.

Organizations today are not just asking how to execute better, but what to execute, and why.

Yet, the supply of professionals trained to answer these questions remains limited.

Much of early-career marketing talent is shaped within execution-heavy roles. At the same time, traditional management programs tend to approach marketing as a very broad discipline.

The result is a structural imbalance: a surplus of executional expertise, and a shortage of specialized brand thinkers.

This is beginning to influence how both organizations and educators respond.

In recent years, there has been a gradual emergence of specialist pathways in business education, following trends seen in Europe and the United States.

The Specialist Brand School (TSBS), supported by the AACSB-accredited Jagdish Sheth School of Management (JAGSoM), represents one such focused approach.

Its one-year Post Graduate Program in Brand Management (PGP-BM) is designed for professionals seeking to transition from execution-led roles into strategic brand responsibilities.

The program places brand thinking at the center of its curriculum- built around business ownership, strategy, orchestration, and stewardship- combined with applied learning that mirrors real-world brand challenges.



"When you manage a brand, you are shaping meaning, influencing choice, and driving growth. We have a surplus of executional expertise, and a shortage of brand thinkers."

Anand Narasimha, Professor & Dean, TSBS
 TSBS is led by Professor & Dean Anand Narasimha, who has driven brand thinking for more than 40 years as a strategist and educator. The school is guided by the Advisory & Academic Council of senior brand practitioners.

For professionals navigating their early careers, here's the fundamental question: In a world where everyone can execute, who is training them to think?

For more information visit:
<http://brandschool.jagsom.edu.in/>

JAGSOM UNPLUGGED

Behind-the-scenes peek into the moments, stories and experiences that shape us beyond academics.

Social Immersion Programme (SIP): A Journey of Learning Beyond Classrooms

The Social Immersion Programme (SIP) conducted by JAGSoM stands as a unique initiative that bridges the gap between academic learning and real-world social engagement. Designed to sensitize students towards societal challenges while equipping them with practical skills, SIP offers an enriching platform where learning extends far beyond the boundaries of classrooms. As part of this programme, students are placed in different cities across South India and are grouped into teams, each assigned to collaborate with specific Non-Governmental Organizations (NGOs).

During this immersive experience, Group 14 had the opportunity to work closely with Bright Future Hyderabad, an NGO dedicated to empowering underprivileged students through education and skill development. The NGO played a crucial role in facilitating our activities by connecting us with students eager to learn and grow. Through this collaboration, we were able to contribute meaningfully by conducting sessions on essential digital and professional skills.

One of the key areas we focused on was imparting knowledge about tools such as Microsoft Excel and Word. We introduced students to the basics of Excel, including data entry, formatting, and simple functions, while also guiding them on document editing and formatting in Word. In addition to these technical skills, we conducted sessions on Artificial Intelligence, where we explained how AI tools work and how they can be used effectively. A significant highlight was teaching students how to write clear and structured prompts so that AI tools can generate meaningful and relevant responses.

This not only enhanced their understanding of modern technology but also prepared them for future academic and professional requirements.

Apart from classroom teaching, we actively engaged with local communities by conducting surveys in areas such as Uppal in Hyderabad. These surveys aimed to understand the aspirations, challenges, and skill gaps among the youth. We interacted with individuals from diverse backgrounds, gathering insights into their career goals, educational levels, and the skills they wish to acquire. This exercise helped us gain a deeper understanding of the ground realities and the urgent need for skill-based education in today's rapidly evolving job market.

Our engagement extended to visiting schools and community centres, where we spread awareness about the initiatives undertaken by Bright Future Hyderabad. We informed students about the opportunities available through the NGO, particularly its focus on providing free education, skill development training, and placement assistance in reputed multinational companies. These interactions were not only informative for the students but also deeply fulfilling for us, as we witnessed their enthusiasm and willingness to learn.

Beyond the technical and social aspects, SIP proved to be a transformative experience in terms of personal development. Working in a team of twelve members, we learned the importance of collaboration, coordination, and effective communication. Each day brought new challenges that required patience, adaptability, and mutual support. We realized that empathy plays a crucial role when working in diverse social settings, as understanding the needs and perspectives of others is essential for creating meaningful impact.

JAGSOM UNPLUGGED

Behind-the-scenes peek into the moments, stories and experiences that shape us beyond academics.

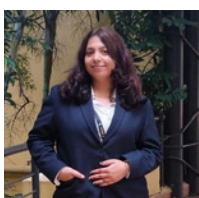
Social Immersion Programme (SIP): A Journey of Learning Beyond Classrooms

The programme also taught us how to handle real-life situations with sensitivity and responsibility. Whether it was addressing the doubts of students, managing time efficiently, or coordinating with NGO representatives, every task contributed to our overall growth. The experience of teaching itself was incredibly rewarding, as it allowed us to reflect on our own knowledge while making a difference in someone else's learning journey.

In addition to the structured activities from 9 AM to 5 PM, we also explored the vibrant city of Hyderabad. These moments of leisure helped us bond as a team and appreciate the cultural richness of the place. The balance between work and exploration made the entire journey even more memorable and enjoyable.

In conclusion, the Social Immersion Programme conducted by JAGSoM has been an invaluable experience that combined learning, service, and personal growth. It provided us with a platform to apply our knowledge in real-world scenarios while developing essential life skills such as teamwork, empathy, and adaptability.

This ten-day journey not only enhanced our understanding of societal issues but also instilled in us a sense of responsibility towards contributing positively to society. JAGSoM has truly offered us a golden opportunity to learn beyond textbooks, shaping us into more aware, skilled, and compassionate individuals ready to face the challenges of the future.



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

Zero to One: Notes on Startups, or How to Build the Future By Peter Thiel with Blake Masters |Crown Business, 2014

What does it mean to truly innovate? Not to copy something that already works — not to go from 1 to n — but to create something entirely new, to go from 0 to 1. This single, deceptively simple idea is the beating heart of Peter Thiel's landmark book, and it challenges everything we think we know about entrepreneurship, competition, and the future of business.

About the Book

Zero to One began as notes compiled by Blake Masters from a course Peter Thiel taught at Stanford in 2012. Thiel, co-founder of PayPal and Palantir and the first outside investor in Facebook, distilled his hard-won insights into a slim but remarkably dense volume. It is not a step-by-step startup manual. It is a philosophy — a way of seeing the world that separates visionary founders from mere managers.

The Core Ideas

Thiel's most provocative argument is his defence of monopoly. Where conventional economics celebrates competition, Thiel argues that competition is for losers. Truly great company, he says, earns a monopoly — not by crushing competitors illegally, but by creating something so unique that there is no real competition to speak of. Google does not compete with anyone in the way two restaurants on the same street compete. It dominates. And that dominance, Thiel insists, is the only foundation for durable value creation.

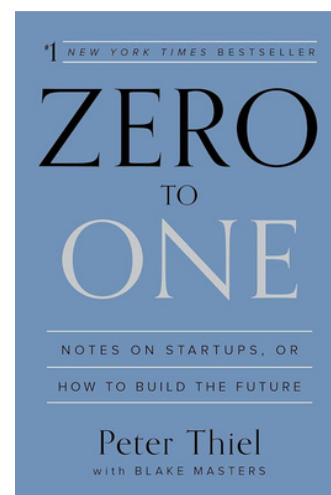
Another idea that lingers long after you put the book down is Thiel's distinction between definite and indefinite optimism. He argues that modern society — especially in the West — has drifted into indefinite optimism: a belief that the future will be better, but with no concrete plan for making it so. In contrast, great founders operate with definite optimism.

They have a specific vision of the future and act boldly to bring it into existence. For MBA students who spend much of their time building frameworks and strategies, this is a genuinely uncomfortable question: Do we know exactly what we are building, and why?

The chapter on secrets is among the book's most memorable. Thiel asks: what important truth do very few people agree with you on? He believes the world is still full of secrets — undiscovered insights, untapped opportunities — and that the best companies are built around a secret that the founder alone has the courage to pursue. This is not mysticism; it is a call to think independently in an age of conformity.



This book review is written by Indranil Majumdar, 1st Year PGDM student at Jagdish Sheth School of Management



Zero to One: Notes on Startups, or How to Build the Future By Peter Thiel with Blake Masters | Crown Business, 2014

Why Every MBA Student Should Read This

For those of us studying marketing, strategy, or operations, the book poses a direct challenge. MBA curricula are, by their very design, built around best practices — proven, repeatable formulas that have worked before. But Thiel argues that the future will not be built by people who repeat the past. It will be built by those who imagine something that does not yet exist and then build it.

His framework for evaluating startups — asking whether a company has proprietary technology, network effects, economies of scale, and a strong brand — is one of the sharpest competitive analysis tools I have encountered, and far more useful in practice than many of the models we learn in the classroom. His view of distribution (that a product without a distribution strategy will fail, no matter how good it is) is something every marketing student should tattoo on their notebook.

A Word of Caution

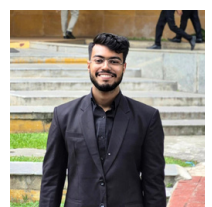
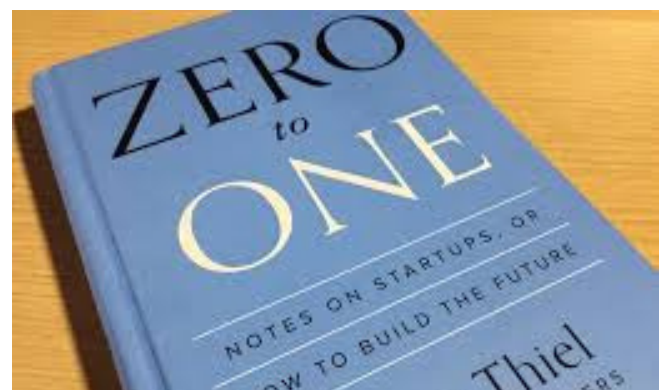
Thiel writes with complete conviction, and that confidence is both the book's greatest strength and its most significant weakness. Some of his arguments are sweeping to the point of oversimplification. His dismissal of globalisation as mere copying, for instance, ignores the enormous value that emerging markets — including India — have unlocked through technology adoption and adaptation. Readers from developing economies may also find his examples skewed heavily toward the Silicon Valley experience, which does not always translate to different cultural and institutional contexts.

That said, these are quibbles with a book that is genuinely trying to do something bold — to change the way you think, not just inform you.

Final Verdict

Zero to One is not a comfortable read. It will make you question your assumptions, interrogate your ambitions, and wonder whether you are building something genuinely new or merely participating in the great human habit of imitation. At roughly two hundred pages, it demands very little of your time — but it gives a great deal in return. If there is one book that every student at this institution should carry through their MBA and beyond, it is this one. Not because it has all the answers, but because it asks the questions that matter most.

★★★★★ | 5 / 5 | Must Read



This book review is written by Indranil Majumdar, 1st Year PGDM student at Jagdish Sheth School of Management

FROM FINANCE LAB

What Drives Stock Market Movements?

Stock markets are often seen as complex and unpredictable, with prices moving up and down every day. In reality, these movements are shaped by a mix of economic, financial, and psychological factors. Investors react not only to hard numbers, but also to expectations about the future. That is why the same market can rise sharply one day and fall the next.

At the most basic level, stock prices are influenced by demand and supply. When more investors want to buy a stock than sell it, the price rises. When the opposite happens, the price falls. This simple rule explains short-term movement, but the reason behind buying and selling usually depends on deeper business and economic trends.

One of the biggest drivers of stock performance is company performance. Strong earnings, rising revenue growth, and a positive future outlook usually attract investors. If a company reports better-than-expected results, the stock may rise because investors believe the business is becoming stronger. On the other hand, weak financial results or negative news can reduce confidence and push prices down.

The broader economic environment also matters. Key indicators such as GDP growth, inflation, unemployment, and consumer spending shape how investors view the market. When the economy is expanding steadily, companies usually have better chances of earning profits, which supports higher stock prices. Slow growth or weak demand can have the opposite effect.

Another important factor is interest rates. When rates are low, borrowing becomes cheaper, which helps businesses invest, expand, and fund new projects. In such an environment, investors may also prefer stocks over fixed-income investments because the potential returns are higher. When rates rise, borrowing becomes more expensive and some investors shift toward safer assets, which can reduce demand for stocks.

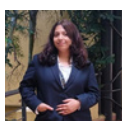
Interest rates are closely linked to the policies of the Reserve Bank of India (RBI). By changing policy rates, the RBI tries to balance economic growth and price stability. If inflation is too high, rates may be increased to cool spending. If growth is too weak, rates may be reduced to support borrowing and investment. These policy decisions often move markets because they affect future profits and valuations.

Investor sentiment is another powerful force. Markets do not always move rationally. Fear and greed can lead to overbuying or panic selling, especially when news is uncertain. Events such as elections, wars, changes in government policy, or global crises can trigger emotional reactions. Even if the direct impact on businesses is limited, market psychology can still cause large price swings in the short run.

Global factors also influence domestic markets. Oil prices matter because they affect transport, manufacturing, and inflation. Currency movements can change the earnings of importers and exporters. In addition, trends in major foreign markets can affect investor confidence in India. Since capital flows across countries quickly, domestic stock markets are now connected to global developments more than ever before.

Finally, institutional investors such as mutual funds, hedge funds, and foreign investors can move markets because they trade in large volumes. Their decisions are often based on research, valuation, and economic outlook. When these players buy heavily, markets can rise quickly; when they sell, markets may correct just as fast.

In conclusion, stock market movements are driven by a combination of fundamentals, macroeconomic factors, policy decisions, and investor behavior. Understanding these drivers helps investors look beyond daily price changes and focus on what truly moves markets over time. For anyone studying finance, this is one of the most useful concepts to master.



This was written by Jigyasa Jaggi, 1st Year 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.

FINANCE CORNER-How to Start Investing with Just ₹500

Starting your investment journey doesn't require a large amount of money—what matters most is consistency and the right approach. Even with just ₹500, you can take your first step toward building wealth.

The easiest way to begin is through Systematic Investment Plans (SIPs) in mutual funds. Many platforms in India allow you to invest as little as ₹500 per month. SIPs help you invest regularly, reduce risk through rupee cost averaging, and build discipline over time. Instead of trying to time the market, you invest steadily and benefit from long-term growth.

Another beginner-friendly option is investing in index funds, which track major market indices like the NIFTY 50. These funds are low-cost, less risky compared to individual stocks, and ideal for first-time investors who may not have deep market knowledge.

Before investing, it's important to set a clear goal—whether it's saving for higher education, travel, or future financial security. Even small amounts can grow significantly over time due to the power of compounding. For example, investing ₹500 monthly for several years can build a substantial corpus if done consistently.

You should also ensure you have a basic savings buffer for emergencies before investing. This prevents you from withdrawing your investments prematurely. In today's digital world, starting is easier than ever. With just a smartphone and ₹500, you can begin your financial journey. The key is not how much you start with, but that you start early and stay consistent.



This article is written by Ruchika Goel, 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.

How Companies Use Analytics for Decision Making.

In today's data-driven world, companies rely heavily on analytics to make informed and strategic decisions. Instead of depending on guesswork or intuition, businesses use data to understand patterns, predict outcomes, and improve overall performance.

One of the key uses of analytics is in understanding customer behaviour. By analysing data from websites, social media, and purchase history, companies can identify what customers want, when they want it, and how they prefer to buy. This helps businesses tailor their products, pricing, and marketing strategies to meet customer needs more effectively.

Analytics also plays a major role in operational efficiency. Companies use data to track performance, identify inefficiencies, and optimize processes. For example, analysing supply chain data can help reduce costs, improve delivery times, and manage inventory more efficiently.

Financial decision-making is another area where analytics is crucial. Businesses analyze revenue, expenses, and market trends to forecast future performance and manage risks. Tools like Microsoft Excel and Tableau help in organizing and visualizing complex data, making it easier for managers to interpret and act upon insights.

Moreover, predictive analytics allows companies to anticipate future trends and make proactive decisions. Whether it's launching a new product or entering a new market, data-backed insights increase the chances of success.

In conclusion, analytics transforms raw data into meaningful insights, enabling companies to make smarter, faster, and more effective decisions. It has become an essential tool for businesses aiming to stay competitive in a rapidly evolving market.



This article is written by Mukul Raghav, 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.

How Small Businesses Can Do Marketing on a Budget..

Marketing doesn't always require a huge budget—what small businesses truly need is creativity, consistency, and a clear understanding of their audience. With the right approach, even limited resources can deliver strong results.

One of the most effective low-cost strategies is leveraging social media platforms like Instagram and Facebook. These platforms allow businesses to connect directly with customers, showcase products, and build a brand identity without spending heavily. Posting regularly, engaging with followers, and using trending formats like reels can significantly boost visibility.

Content marketing is another powerful tool. Instead of focusing only on selling, businesses can create valuable content—such as tips, tutorials, or behind-the-scenes stories—that attracts and retains customers. This builds trust and positions the brand as reliable and relatable.

Word-of-mouth marketing also plays a crucial role. Satisfied customers can become brand ambassadors by sharing their experiences with friends and family. Encouraging reviews, testimonials, and referrals can help expand reach organically.

Collaborations with other small businesses or local influencers can further increase exposure at minimal cost. For example, partnering for giveaways or cross-promotions helps both parties reach new audiences.

Additionally, tools like Canva make it easy to create professional-looking posters, logos, and social media posts without hiring expensive designers.

In conclusion, budget marketing is about working smarter, not harder. By using digital platforms, focusing on relationships, and delivering value, small businesses can grow their presence and compete effectively—even with limited funds.



This article is written by Shubhangi Dixit, PGDM student at Jagdish Sheth School of Management.

PODCAST

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



Figuring Out with Raj Shamani

INDIA'S YOUTH-CENTRIC BUSINESS PODCAST



Introduction

Figuring Out with Raj Shamani is one of India's most popular modern business podcasts, hosted by Raj Shamani. Known for its relatable and practical approach, the podcast focuses on entrepreneurship, money, career growth, and self-development, making it highly relevant for today's youth.

What the Podcast Offers

The podcast features insightful conversations with successful entrepreneurs, CEOs, creators, and industry experts. It covers a wide range of topics such as:

- Startup journeys and business strategies
- Personal branding and social media growth
- Financial literacy and smart money habits
- Career guidance and self-improvement

Its simple Hinglish language that makes complex business ideas easy to understand and engaging for listeners.

Key Learnings

This podcast delivers practical business lessons that go beyond textbooks:

- You can start a business with limited resources
- Building a strong personal brand is essential today
- Consistency and discipline lead to long-term success
- Understanding money and investments is crucial

Why It Matters for Students

For college students, this podcast bridges the gap between academic learning and real-world experience. It helps in:

- Developing entrepreneurial thinking
- Gaining practical knowledge
- Building confidence for future careers
- Staying updated with industry trends

Impact & Popularity

With millions of listeners across platforms like Spotify and YouTube, the podcast has become a strong voice among Indian youth. Its relatable content and real-life insights make it one of the most influential business podcasts in India today.

Conclusion

Figuring Out with Raj Shamani is more than just a podcast—it is a guide for young individuals who want to grow in business and life. It encourages action, practical thinking, and continuous learning.

Closing Line

"Don't wait for the perfect moment—start figuring things out today."



This article is written by Anwesha Ghosh, PGDM student at Jagdish Sheth School of Management.

In Between Becoming

We are the in-between moments,
not quite lost, not fully found,
walking through unanswered questions,
on uncertain, shifting ground.

We carry dreams in backpacks,
alongside books and doubt,
learning more from silent struggles
than what exams point out.

Some days feel like victories,
others quietly fall apart,
yet every small step forward
is a lesson at its heart.

We are not just marks and numbers,
not a rank or passing grade,
we are stories still unfolding,
in the choices that we've made.

So here's to all the learners,
figuring life as they go-
because growth is not a finish line,
it's the courage just to grow.

*This article is written by Aman Kumar
Singh, PGDM student at Jagdish
Sheth School of Management.*



Impact of Weak Rupee on Indian Economy

The weakening of the Indian rupee has significant implications for the country's economy, affecting businesses, consumers, and overall financial stability. A weak rupee means that the value of the Indian currency falls compared to other global currencies, especially the US dollar.

One of the major impacts is on imports. India relies heavily on imports for crude oil, machinery, and electronics. When the rupee weakens, these imports become more expensive, leading to higher costs for businesses. This often results in increased prices for consumers, contributing to inflation.

On the other hand, a weaker rupee can benefit exporters. Indian goods and services become cheaper for foreign buyers, which can boost exports in sectors like IT, textiles, and pharmaceuticals. This can help improve the country's trade balance to some extent. The depreciation of the rupee also affects foreign investments. Investors may become cautious if the currency is unstable, leading to reduced foreign inflows. This can impact stock markets and overall economic growth.

Additionally, students studying abroad or individuals traveling internationally face higher expenses due to the increased cost of foreign currency. Institutions like the Reserve Bank of India often intervene to stabilize the currency and control excessive fluctuations.

In conclusion, while a weak rupee can boost exports, its negative effects on imports, inflation, and investment make it a critical economic concern that requires careful management.

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



Thank
You!

As we conclude the Ninth 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.

Stay connected for the latest insights and updates.



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