



PRARAMBH

A JOURNEY THROUGH INSIGHTS, IMPACT & INNOVATION

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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.

Learning to Adapt: The Most Valuable Skill in a Changing World

The world today is defined by rapid transformation. Technology evolves at an unprecedented pace, industries continuously redefine themselves, and the skills required for success are constantly shifting. In such an environment, the ability to adapt has emerged as one of the most valuable capabilities for individuals and organizations alike.

Adaptability is no longer simply an advantage; it is a necessity. The traditional model of learning a fixed set of skills and relying on them throughout one's career is gradually fading. Instead, the modern professional must embrace a mindset of continuous learning, curiosity, and resilience.

Those who are willing to evolve with changing circumstances are the ones who remain relevant and competitive.

Organizations across the globe are also recognizing the importance of adaptability. Businesses that thrive in uncertain times are those that encourage innovation, welcome new ideas, and remain open to change. Rather than resisting transformation, successful organizations view it as an opportunity to grow and improve.

For students and emerging professionals, adaptability begins with a willingness to explore new perspectives. It involves stepping beyond comfort zones, acquiring new skills, and learning from both success and failure.

Equally important is the ability to balance technological proficiency with human qualities such as empathy, ethical thinking, and collaboration. These qualities ensure that progress remains responsible and sustainable.

Ultimately, adaptability is not about reacting to change at the last moment; it is about preparing for it with awareness and confidence. In a world where uncertainty has become the norm, those who remain flexible, curious, and committed to lifelong learning will continue to lead the way.



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



JAGSOM SPOTLIGHT

Kanyathon 2026: A Movement for Empowerment and Change

Kanyathon 2026 marked the 15th edition of India's largest student-led charity run, bringing together thousands of participants across Bengaluru, Karjat, and BITS Pilani in support of girls' education and empowerment. The event witnessed an overwhelming response, with over 13,000 runners. Nearly 10,000 participants joined in Bengaluru, over 2,000 in Karjat, and close to 1,000 runners participated at BITS Pilani, demonstrating the growing scale and impact of the initiative.

Organised and executed entirely by students of IFIM Institutions, Jagdish Sheth School of Management (JAGSoM), and Vijaybhoomi University, Kanyathon has evolved from a small campus initiative in 2011 with just 400 participants into a powerful national movement addressing gender inequality and promoting education for girls. The initiative has raised ₹65 lakh in 2026 alone, supported by contributions from individuals and leading organizations such as Wipro, HP, Infosys, Siemens, Deutsche Bank, Tech Mahindra, and Biocon.

The event featured a range of activities including 3 km walkathons, 5 km and 10 km pro runs, family runs, and community fitness activities, allowing people from all age groups to participate in the cause. Beyond the run, Kanyathon has made a significant social impact over the past 15 years, benefiting more than 3 lakh girls through education, scholarships, and infrastructure development in schools.

Through initiatives such as Kanyathon Shiksha Kendras, the programme provides training in spoken English, computer literacy, and health awareness to students from underserved communities. Additional efforts include building school infrastructure, providing sanitation facilities, and supporting menstrual hygiene awareness programmes.

Kanyathon continues to demonstrate how collective action and student leadership can create meaningful and lasting social change.



JAGSOM SPOTLIGHT

International Conference on Sustainable India: Bridging ESG Principles with Indian Knowledge Systems

Jagdish Sheth School of Management (JAGSoM) hosted the International Conference on "Sustainable India: Bridging ESG Principles with Indian Knowledge Systems" on 16–17 February 2026 in Bengaluru. The conference brought together academicians, researchers, industry leaders, and students to explore how Environmental, Social, and Governance (ESG) principles can be aligned with India's traditional knowledge systems to promote sustainable and ethical development.

Plenary Sessions:

The conference featured three plenary sessions that addressed critical dimensions of sustainability and governance.

The first plenary session, titled "ESG in the Indian Context: Inherent Values and Ethos," highlighted how ESG principles are deeply connected with India's civilizational values such as ethical leadership, duty, and collective responsibility. Experts emphasized that sustainability in India is not merely a compliance requirement but a value-driven approach rooted in traditional knowledge systems.

The second plenary session focused on "Artificial Intelligence and Modern Technology in the Indian Knowledge System." The discussion explored the ethical implications of AI, its environmental impact, and the need to guide technological development through principles such as responsibility, balance, and sustainability derived from Indian philosophical traditions.

The third plenary session, titled "ESG for Bharat@2030: Policies, Regulations and National Priorities," examined the role of governance, policy frameworks, and corporate responsibility in achieving sustainable growth in India. The panel stressed the importance of integrating ethical governance, social equity, and environmental stewardship into long-term development strategies.

Paper Presentation Sessions:

The conference also included multiple academic paper presentation tracks, where researchers and scholars presented studies on sustainability, governance, social responsibility, technology, and business practices through the lens of Indian Knowledge Systems. These sessions fostered interdisciplinary dialogue and highlighted how traditional wisdom can complement modern ESG frameworks to create more inclusive and sustainable development models.

Overall, the conference provided a meaningful platform for dialogue, research exchange, and collaboration in advancing sustainability through the integration of global ESG frameworks and India's indigenous knowledge traditions.



JAGSOM SPOTLIGHT

Holika Dahan Celebration at the Hostel

The hostel community at Jagdish Sheth School of Management (JAGSoM) came together to observe Holika Dahan, marking the beginning of the Holi festivities with devotion and tradition. Students gathered at the hostel ground in the evening to participate in the ritual of lighting the Holika, creating a calm and spiritual atmosphere across the campus. Holika Dahan holds deep cultural and mythological significance in Indian tradition.

The ritual symbolizes the victory of good over evil, inspired by the legend of Prahlad and Holika from Hindu mythology.

Lighting the sacred fire represents the burning away of negativity, ego, and obstacles, making way for positivity, renewal, and hope. During the celebration, students assembled around the sacred fire and offered prayers, seeking blessings for peace, prosperity, and well-being. The moment brought everyone together in reflection and gratitude, allowing participants to connect with the spiritual essence of the festival.

Beyond its religious significance, the celebration also strengthened the sense of community within the hostel. Students from diverse backgrounds participated with enthusiasm, sharing the cultural meaning of the ritual and experiencing the warmth of togetherness. The event provided a peaceful pause from academic routines while encouraging cultural awareness and collective participation.

The Holika Dahan celebration at JAGSoM beautifully reflected the spirit of tradition and unity. As the flames rose into the night sky, the gathering served as a reminder that festivals are not only about celebration but also about reflection, faith, and the strengthening of community bonds.



JAGSOM SPOTLIGHT

Alumni Webinar on AI & Digital Workforce: Insights from Mr. Siddharth Das

At Jagdish Sheth School of Management (JAGSoM), learning extends beyond the classroom, strengthened by an accomplished alumni network that continues to guide and inspire students. In this spirit, the institute recently hosted an engaging Alumni Webinar featuring a distinguished alumnus, Mr. Siddharth Das (Batch 1996–98), Managing Partner at Allteam Capital and Co-Founder of Outnovate & Co.

With over 25 years of global experience in technology, strategy, and entrepreneurship, Mr. Das delivered an insightful session on "AI & Digital Workforce." The webinar explored how artificial intelligence and digital transformation are reshaping industries, redefining organizational structures, and altering workforce expectations worldwide.

During the session, Mr. Das highlighted the transformative impact of AI across sectors and emphasized the growing importance of digital fluency, adaptability, and continuous upskilling.

He provided global perspectives drawn from real-world business environments, helping students understand the intersection of technology, strategy, and innovation. The discussion also included practical career guidance, encouraging students to build future-ready skill sets aligned with emerging industry demands.

The interactive nature of the session enabled students to engage actively, raising questions about career pathways, technological disruption, and the evolving role of leadership in a digital economy. The webinar underscored the strength of JAGSoM's alumni community—leaders who not only excel globally but also remain deeply committed to mentoring and empowering the next generation.

Such initiatives reaffirm JAGSoM's commitment to industry-integrated learning and lifelong alumni engagement.



JAGSOM SPOTLIGHT

Holi Celebrations at the Hostel

The JAGSoM hostel came alive with colour, music, and enthusiasm as students gathered at the hostel ground to celebrate Holi, one of India's most vibrant and joyful festivals. The celebration brought together students from different regions and backgrounds, creating a lively atmosphere filled with laughter, friendship, and festive spirit.

Holi, often known as the festival of colours, symbolizes the arrival of spring and the triumph of good over evil. Traditionally celebrated across India, the festival encourages people to set aside differences and come together in the spirit of unity, happiness, and renewal. It represents joy, positivity, and the strengthening of relationships within communities.

At the hostel ground, students enthusiastically participated in the celebrations by playing with colours and enjoying the festive energy of the occasion.

The highlight of the event was the music and dance, where everyone gathered around the DJ setup, dancing freely and celebrating the day with great excitement. The vibrant beats, colourful surroundings, and cheerful participation created unforgettable memories for everyone present.

Beyond the colours and music, the celebration served as a reminder of the importance of community and cultural traditions within campus life. Events like these provide students with a chance to relax, connect, and share moments of joy outside their academic routines.

The Holi celebration at the JAGSoM hostel truly reflected the spirit of the festival — a day filled with colours, laughter, music, and togetherness, leaving students with memories they will cherish for years to come.



THE COMPETITIVE ARENA

JAGSoM Students Make Their Mark at iSummit, IIT Madras

In February, six students from our college—Vedant Agarwal, Logi Dasan, Abhishek Kumar, Sarang Shinde, Sreshth Gupta, and Touqir Alam Ansari—represented the institution at iSummit, the prestigious case competition hosted by IIT Madras. Their journey reflected preparation, teamwork, and the determination to push beyond their limits while carrying the pride of the college onto a national platform.

Case competitions demand far more than classroom learning. Participants must analyze real-world business problems, think under pressure, and present practical solutions with clarity and confidence. Simply reaching such a platform is an achievement, as it places students among some of the brightest minds from across the country. Our team went a step further by advancing to the final round, a remarkable accomplishment in a competition known for intense participation and high standards.

Competing at IIT Madras added further significance to this achievement. The team worked closely together—sharing ideas, challenging perspectives, and refining their solution to stand out before a demanding panel. Their journey to the finals demonstrated the strength of their ideas, the depth of their analysis, and the commitment they invested in the process.

Although the team did not secure the top prize, their performance remains a proud moment for the college. Reaching the finals itself sent a strong message that our students can compete confidently with the best. In many ways, success in such competitions lies not only in winning but in the learning, exposure, and standards students set for themselves and others.

Experiences like iSummit go beyond textbooks. They allow students to apply theory to real situations, collaborate effectively, and defend ideas under pressure—skills that shape future managers, leaders, and entrepreneurs. Behind the final presentation were hours of research, discussion, and refinement.

Their journey stands as a testament to dedication and resilience. While it may not have ended with a trophy, it brought recognition, pride, and inspiration—reminding us that sometimes the most meaningful victories are the ones that raise expectations for what is possible.



JAGSOM UNPLUGGED

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

Kanyathon: Where Student Passion Meets Purpose

Kanyathon stands as a powerful example of how a student-driven initiative can create meaningful social impact. Organized by the students of JAGSoM, this unique event goes far beyond a typical sports meet. It combines compassion, management learning, and collective effort to support a noble cause—raising funds for the education and future of children of sex workers. Through Kanyathon, students not only contribute financially to a cause but also help create opportunities for these children to access quality education and a brighter future.

At its heart, Kanyathon represents the spirit of youth coming together for social change. Students take complete ownership of planning, organizing, and executing the event. From the initial stage of fundraising to the final execution on the event day, every step is carefully coordinated by different student teams. Their dedication and sense of responsibility ensure that the initiative translates into real impact in the lives of those who need it the most.

One of the most fascinating aspects of Kanyathon is how academic learning finds real-life application. Concepts from Operations Management play a crucial role in making the event run smoothly. Students manage inventories such as race kits, registration materials, refreshments, and event supplies efficiently. They learn how to forecast demand, allocate resources, and coordinate logistics in a time-sensitive environment. What is often studied theoretically in classrooms becomes a practical exercise in planning, coordination, and execution during Kanyathon.

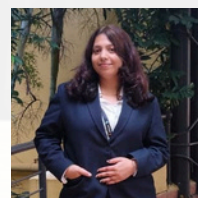
Teamwork is another pillar that defines the success of the event. Various teams work together seamlessly, each handling a specific responsibility. The Registration Team ensures that participants are smoothly onboarded, manages participant data, distributes race kits, and maintains a structured check-in process on the day of the event.

Meanwhile, the Hospitality Team focuses on creating a welcoming experience for participants, guests, and athletes by managing refreshments, assistance, and overall participant comfort.

Beyond operational roles, the event highlights how collaboration across teams is essential for success. Communication between teams ensures that challenges are quickly addressed and the event proceeds without disruption. Whether coordinating with sponsors, guiding participants, or managing last-minute logistical issues, students learn how to function effectively as a unified unit. The synergy between teams reflects the importance of coordination and mutual support in achieving a common goal.

However, Kanyathon is not just about management skills—it is deeply rooted in empathy. Understanding the purpose behind the event reminds students that their efforts contribute to transforming lives. Supporting the education of children of sex workers means giving them access to opportunities that can change their life trajectory. This awareness brings a sense of responsibility and compassion to every volunteer involved in the event.

Kanyathon reflects the dedication and teamwork of JAGSoM students, transforming weeks of planning into a vibrant event that brings people together through runs, gaming, and community spirit. More than a sporting event, it is a student-led initiative that promotes empathy, leadership, and collective action for a meaningful social cause.



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

BOOK SHELF

The 48 Laws of Money: Master The Secret To Wealth and Financial Freedom- by Victor O. Carl

The 48 Laws of Money: Master The Secret To Wealth and Financial Freedom by Victor O. Carl is a modern personal finance book that aims to explain the principles behind wealth creation, financial discipline, investing, and long-term financial freedom. The book promises to reveal the “unspoken rules” that guide individuals toward building, protecting, and growing their wealth. In an era where financial literacy is increasingly important, this promise naturally attracts readers seeking clear and practical guidance on managing money.

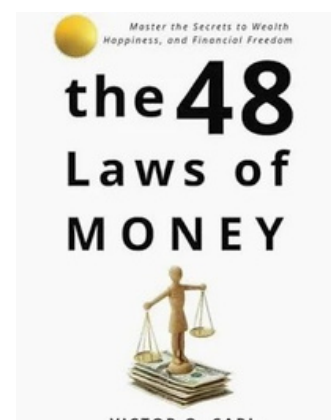
One of the book’s most notable features is its structure. The author organizes financial advice into 48 distinct “laws,” creating a clear and memorable framework. This format simplifies complex financial ideas and makes the content more accessible, especially for beginners or young readers who may find financial terminology intimidating. Each law presents a principle designed to encourage thoughtful financial habits and long-term decision-making. However, this structure also raises a critical question: can wealth truly be explained through universal laws? Financial success is influenced by many factors, including education, opportunities, economic conditions, social background, and sometimes luck. While the concept of financial “laws” is appealing and easy to follow, it may oversimplify a topic that is inherently complex. Readers should therefore approach the book with interest but also maintain a critical perspective.

Another strength of the book lies in its motivational tone. Like many personal finance guides, it emphasizes the importance of discipline, patience, consistency, and responsible financial behavior. These qualities are essential for long-term financial stability. For students and early-career professionals, such reminders can be valuable because financial discipline often begins with everyday choices about spending, saving, and investing. At the same time, many of the ideas presented—such as saving regularly, avoiding unnecessary debt, and thinking long term—are common themes in personal finance literature. While these principles are important, the book may not offer significantly new insights for readers already familiar with financial advice.

Overall, The 48 Laws of Money works well as an introductory and motivational guide. Its clear language and structured approach make it accessible for beginners, particularly students and young professionals starting their financial journey. While it may not provide deep economic analysis, it encourages readers to develop discipline, awareness, and long-term thinking—qualities that are essential for building financial stability and growth.



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



FROM FINANCE LAB

Why Interest Rates Matter in the Economy

Interest rates are frequently mentioned in financial news, especially when the central bank announces a policy change. At first glance, the topic may seem complicated or relevant only to economists and bankers. However, interest rates affect many aspects of everyday life and play an important role in how the economy functions.

In simple terms, an interest rate is the cost of borrowing money. When an individual or a business takes a loan from a bank, they have to repay the amount borrowed along with some additional money. This extra payment is known as interest. For example, if someone borrows ₹1,00,000 from a bank and the interest rate is 10%, they will have to repay more than ₹1,00,000 over time because the bank charges interest for lending money.

Interest rates influence how willing people are to borrow and spend. When interest rates are low, borrowing becomes cheaper. This encourages people to take loans for buying homes, cars, or other expensive items. Businesses may also borrow more money to expand operations, invest in equipment, or launch new products. As more people and companies spend and invest, economic activity tends to increase.

On the other hand, when interest rates are high, borrowing becomes more expensive. Individuals may delay major purchases, and businesses may postpone investment plans. Because less money is being borrowed and spent, overall economic activity may slow down. In this way, interest rates can influence economic growth.

Interest rates also affect investment decisions. When banks offer higher interest on savings accounts or fixed deposits, many people prefer these safer options. However, when interest rates are low, these savings options may provide lower returns. As a result, investors may look for other opportunities, such as stocks or mutual funds, in search of higher returns.

Another important aspect of interest rates is their connection with inflation. Inflation refers to the increase in prices of goods and services over time. If inflation rises too quickly, the purchasing power of money decreases. To control inflation, central banks may increase interest rates so that borrowing and spending reduce. This helps slow down the rise in prices.

In India, the Reserve Bank of India (RBI) manages interest rates as part of its monetary policy. By increasing or decreasing policy rates, the RBI tries to maintain a balance between economic growth and price stability. When the economy is growing too slowly, interest rates may be reduced to encourage more borrowing and investment. When inflation becomes a concern, interest rates may be increased to control excessive spending.

Interest rates also influence financial markets. When interest rates rise, government bonds may offer better returns. Some investors may shift their money from the stock market to these safer assets. When interest rates are low, investors often move towards stocks and other higher-return investments.

Overall, interest rates act as an important economic tool that influences borrowing, spending, investing, and saving decisions across the economy. Even small changes in interest rates can affect businesses, households, and financial markets.

In conclusion, although interest rates may appear to be just a number mentioned in financial news, they have a much larger impact on the economy. They influence how people borrow money, how businesses invest, and how investors allocate savings. Understanding interest rates provides a clearer picture of how financial systems operate and why economic conditions change over time.

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-Risk Management in Global Financial Markets

Global financial markets are highly interconnected and constantly influenced by economic, political, and technological changes. While these markets provide opportunities for investment and economic growth, they also expose investors, financial institutions, and corporations to various risks. **Risk management in global financial markets** is therefore essential to ensure financial stability and protect investments from unexpected losses.

Financial risk refers to the possibility of losing money due to fluctuations in market variables such as interest rates, exchange rates, stock prices, or commodity prices. In today's globalized economy, these risks can spread quickly across borders. For example, economic crises in one country can affect markets worldwide due to the interconnected nature of financial systems.

There are several types of financial risks that investors and institutions must manage. Market risk arises from changes in asset prices such as stocks, bonds, or commodities. **Credit risk** occurs when borrowers fail to repay their loans or financial obligations. Liquidity risk happens when investors cannot quickly buy or sell assets without affecting the market price. **Operational risk** is related to failures in internal processes, technology, or human error within financial institutions.

To manage these risks effectively, financial professionals use a variety of strategies and tools. One common method is **diversification**, where investors spread their investments across different asset classes, industries, or geographic regions to reduce potential losses. Another important strategy is **hedging**, which involves using financial instruments such as futures, options, or derivatives to offset potential risks.

Modern financial institutions also rely on risk assessment models and data analytics to predict market trends and identify potential threats. Technologies such as artificial intelligence and advanced financial analytics help institutions monitor market volatility and make informed decisions.

Effective risk management is crucial not only for individual investors but also for governments, banks, and multinational corporations. Poor risk management can lead to financial crises, as seen during the global financial crisis of 2008, when excessive risk-taking and weak regulatory oversight caused major economic disruptions.

In conclusion, risk management plays a vital role in maintaining stability in global financial markets. By using strategies such as diversification, hedging, and advanced analytics, investors and institutions can minimize financial uncertainty and protect their investments. As global markets continue to evolve, effective risk management will remain a key component of sustainable financial growth and economic resilience.



This article is written by Harshil Acharya, PGDM student at Jagdish Sheth School of Management.

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CUSTOMER ANALYTICS, PERSONALISATION AND BUSINESS

In the modern digital marketplace, understanding customers has become more important than ever. Businesses today collect vast amounts of data through websites, mobile applications, social media platforms, and online transactions. Customer analytics is the process of analysing this data to understand customer behaviour, preferences, and purchasing patterns. By using customer analytics, companies can make more informed marketing decisions and deliver personalized experiences.

Customer analytics helps organizations identify who their customers are, **what they want, and how they interact with a brand.** Through data analysis, marketers can study browsing habits, purchase history, feedback, and engagement levels. These insights allow businesses to segment customers into different groups based on demographics, behaviour, or interests. This segmentation helps companies design targeted marketing campaigns that are more relevant and effective.

One major advantage of customer analytics is **personalization.** Companies can recommend products, send customized offers, and create tailored communication for individual customers.

For example, many e-commerce platforms suggest products based on previous purchases or browsing activity. This increases customer satisfaction and improves conversion rates.



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

Customer analytics also plays a vital role in measuring marketing performance. Businesses can track metrics such as customer acquisition cost, retention rate, and customer lifetime value. These metrics help marketers evaluate the effectiveness of campaigns and optimize their strategies.

However, while customer analytics offers many benefits, it also raises concerns about data privacy and security. Companies must ensure that customer information is collected and used responsibly while complying with data protection regulations.

In conclusion, customer analytics has become a powerful tool in modern marketing. By transforming raw data into meaningful insights, businesses can better understand their customers, deliver personalized experiences, and build stronger long-term relationships in an increasingly competitive market.



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AI in Modern Marketing: Transforming the Way Brands Connect with Consumers

Artificial Intelligence (AI) has rapidly become one of the most transformative technologies in modern marketing. Businesses today generate enormous amounts of consumer data through websites, social media platforms, and digital transactions. AI helps companies analyse this data efficiently and convert it into valuable insights that improve marketing strategies and customer engagement.

One of the most important applications of AI in marketing is customer personalization. AI algorithms analyse customer behaviour, browsing patterns, and purchase history to deliver personalized recommendations.

For example, e-commerce platforms often suggest products based on previous searches or purchases, increasing the chances of conversion and improving customer satisfaction.

AI is also widely used in marketing automation. Companies can automate email campaigns, social media posts, and targeted advertisements based on customer preferences. This allows marketers to reach the right audience at the right time with minimal manual effort. AI-driven automation not only saves time but also improves campaign effectiveness.

Another key area where AI plays a vital role is predictive analytics. By analysing historical data, AI systems can forecast customer trends and future demand. This helps businesses design more effective marketing campaigns and allocate budgets more strategically.

Additionally, chatbots and virtual assistants powered by AI are improving customer service. These tools provide instant responses to customer queries, operate 24/7, and enhance the overall customer experience.

In conclusion, AI is reshaping the marketing landscape by enabling data-driven decision-making, personalized communication, and efficient campaign management.

As technology continues to evolve, companies that successfully integrate AI into their marketing strategies will gain a significant competitive advantage in the digital marketplace.



This article is written by Amita Chand, 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.

Learning Business Beyond the Classroom

Podcast Reference: How I Built This
Host: Guy Raz



In the modern business world, knowledge is not limited to textbooks and classroom lectures. Podcasts have become a powerful way for students to learn directly from successful entrepreneurs and industry leaders. One podcast that stands out in the field of business and personal development is “The Diary of a CEO.” The podcast has gained worldwide popularity for its deep conversations, honest insights, and inspiring stories from influential personalities. What the Podcast is About The podcast focuses on meaningful discussions with entrepreneurs, CEOs, psychologists, athletes, and innovators.

Each episode dives into the personal journeys of these individuals, exploring not only their achievements but also the challenges and failures they faced along the way. Unlike traditional business interviews, the conversations are open, reflective, and often very personal.

This approach makes the podcast relatable and engaging, especially for young listeners who are trying to build their own careers. Why It Matters for Students, for management and business students, podcasts like this provide valuable exposure to real-world experiences.

They offer practical lessons on leadership, decision-making, risk-taking, and resilience—skills that are essential for future professionals. Listening to such conversations helps students understand how successful people think, how they overcome obstacles, and how they adapt to a constantly changing business environment. A Different Style of Learning What makes this podcast unique is its storytelling style. The host encourages guests to share deeper insights about their personal lives, career choices, and the lessons they learned through failures. This makes the episodes feel more like genuine conversations rather than formal interviews. For students pursuing careers in marketing, entrepreneurship, or management, this podcast can act as a bridge between academic learning and practical business knowledge. Final Thoughts Podcasts are becoming an important learning tool for today's generation. They allow students to gain inspiration and knowledge from real leaders across the world. “The Diary of a CEO” is more than just a podcast—it is a platform for learning, motivation, and self-growth. For college students who dream of becoming future entrepreneurs, marketers, or business leaders, listening to such podcasts can spark new ideas, broaden perspectives, and inspire them to think bigger. “Success is not only about achievements, but about the lessons learned through the journey.

India's Strategic Shifts: Trade, Mobility and Global Opportunities

Global oil markets have recently experienced significant volatility due to rising geopolitical tensions in the Middle East. The region is one of the world's most important oil-producing areas, supplying a large share of global crude oil. Any conflict or instability in this region can disrupt supply chains and create uncertainty in energy markets, leading to sharp fluctuations in oil prices.

In recent weeks, crude oil prices have surged as investors and governments worry about potential disruptions in oil transportation routes, particularly through strategic passages such as the Strait of Hormuz. This route is critical because a large percentage of the world's oil exports pass through it. Any threat to this supply route can reduce global oil availability and push prices higher.

Rising oil prices have a widespread impact on the global economy. Higher fuel costs increase transportation expenses, manufacturing costs, and electricity prices. As a result, inflation may rise, affecting both businesses and consumers. Industries such as aviation, logistics, and manufacturing are particularly vulnerable to rising fuel costs.

For countries like India that rely heavily on imported oil, increasing crude prices can lead to higher import bills and pressure on economic growth. Governments may need to adjust fuel taxes or explore alternative energy strategies to manage these challenges.

In conclusion, geopolitical tensions in the Middle East continue to influence global oil markets. Monitoring these developments is essential for policymakers, businesses, and investors as energy prices play a crucial role in shaping the global economic landscape.



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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