



# THE ELOQUENT

A Reservoir of Talent with Plethora of Knowledge

3rd Edition

ANNUAL E-MAGAZINE

AN INITIATIVE OF  
SCHOOL OF MANAGEMENT STUDIES  
SANGAM UNIVERSITY, BHILWARA









## Sangam University, Bhilwara (Raj.)

The word SANGAM means a Confluence of rivers, denoting an act of coming together or all merging into one. To uphold this unity, Sangam University has been established by Badrilal Soni Charitable trust and promoted by Sangam Group of Industries with the mission to make world class higher education affordable and accessible to all sections of society. The vision of our University is to become a center of excellence for holistic development and global education by cultivating and nurturing young minds to transform into global leaders of the future. The University tries to provide a professional environment along with imbibing a sense of moral and human values. We are committed to bring forth an educational milieu which is tuned to the needs of global markets.

Founded in the year 2012, with state-of-the-art infrastructure and facilities, Sangam is built with the objective to become one of the best universities of Rajasthan. We meet the demands of this dynamic corporate and professional society.

Sangam is a student-centered university that empowers each individual to succeed. We offer an accessible, nurturing and student-focused educational experience to those who want to move ahead steadily towards personal or professional growth. Our diverse faculty maintains good association with students, mentoring them throughout their entire educational journey.



## School of Management Studies

School of Management Studies (SOMS) at Sangam University is driven by the vision of being pioneer in the field of management and commerce education. This school came into existence in 2012 with the aim of providing quality education in management and allied areas. We at our school live up to a vision of preparing future world-class leaders. All our programs are aligned with 'National Education Policy 2020'. Here at SOMS, we offer BBA, B. Com (Hons.), and Two-Year MBA program in Marketing, Finance, Human Resource, Business Analytics, Insurance and MBA Executive program.

We also offer Ph.D. degree. Our school ranks 2nd in Rajasthan among the top private B-Schools (University Program) and holds the 43rd position in the North Zone as per the IIRF ranking 2025. SOMS also established 'Centre of Excellence for Economics and Finance' in 2022 with an objective of making students aware about various events and activities which happens in economy on day-to-day basis.

We provide students with a comprehensive education in various aspects of management, including organizational behavior, marketing, finance, accounting and operations management. The curriculum is designed to equip students with the knowledge and skills necessary to succeed in the business world and to make Informed decisions in various business settings. Two esteemed faculty members, along with one student from SOMS have successfully cleared the UGC NET Dec, 2024 examination. Our students are exposed to both theoretical and practical aspects of business management. This can include case studies, group projects, simulations, and hands-on experience through internships and cooperation programs. The focus is on developing critical thinking skills, problem-solving abilities, and leadership qualities in students.

## View of Honorable BOM



### **Dr. S. N. Modani**

Vice Chairman, Sangam India Ltd. and  
Member, Board of Management,  
Sangam University, Bhilwara,  
Rajasthan

**Dear Esteemed Readers,**

It gives me immense pleasure to see The Eloquent—the vibrant think tank of the School of Management Studies—continue to evolve as a platform for insightful expression, intellectual curiosity, and academic creativity. This 3rd edition is a testament to the dedication of students and faculty alike, who have contributed their perspectives, research, and experiences to make this magazine a true reflection of management thought leadership at Sangam University.

In today's dynamic business environment, fostering critical thinking, innovation, and multidimensional learning is vital. The Eloquent embodies these principles by encouraging analytical thought and creative exploration beyond the classroom. It not only celebrates student voice but also nurtures a culture of continuous learning and excellence.

My heartfelt congratulations to the editorial team and all contributors. I am confident this edition will inform, inspire, and ignite meaningful conversations among its readers.

Step into a world of innovation and insight—happy reading!

# View of Honorable BOM



## **Shri Anurag Soni,**

Managing Director, Sangam India Ltd.  
and Member, Board of Management,  
Sangam University, Bhilwara,  
Rajasthan

### **Dear Valued Audience,**

It is both inspiring and encouraging to witness The Eloquent emerge as a powerful channel of student-driven dialogue, innovation, and academic reflection at the School of Management Studies. This magazine is more than a publication—it is a living embodiment of curiosity, inquiry, and the spirit of continuous growth that defines the Sangam University ecosystem.

Through its thoughtfully curated content, The Eloquent captures the pulse of emerging ideas, contemporary business challenges, and evolving management practices. It offers students a rare opportunity to express, critique, and shape their understanding of the world around them, while also engaging with real-world scenarios and interdisciplinary insights.

As this edition reaches your hands, I urge every reader to delve deeply, reflect meaningfully, and let the ideas presented here inspire action and awareness. My sincere appreciation to the editorial team for creating a space where learning and leadership converge.

Enjoy diving into the world of ideas and inspiration!

# Vice Chancellor's Message



## **Prof. (Dr.) Karunesh Saxena**

Vice Chancellor/President, Sangam University, Bhilwara, Rajasthan

### **Dear Inquisitive Readers,**

I am filled with immense pride and excitement as the School of Management Studies introduces the 3rd edition of The Eloquent, the annual magazine at Sangam University. This publication is a compilation of articles; it represents our students' intellectual exploration, creativity, and zeal for learning. It acts as a vibrant platform where ideas flourish, viewpoints expand, and significant discussions emerge.

In today's rapidly changing world, management education should extend beyond traditional textbooks to incorporate innovation, research, and solutions to real-world challenges. The Eloquent captures this essence by highlighting insightful articles, industry viewpoints, and stimulating discussions contributed by our students, faculty, and alumni. I would like to express my sincere gratitude to the SOMS team for their commitment to bringing this edition to fruition.

Wishing you a thoughtful and engaging read ahead!



# Pro Vice Chancellor's Message



**Prof. (Dr.) Manas Ranjan  
Panigrahi**

Pro Vice Chancellor, Sangam  
University, Bhilwara, Rajasthan

**Dear Cherished Readers,**

In a society fueled by knowledge and innovation, The Eloquent is a testament to the intellectual curiosity and creative initiative of our students and faculty. This yearly e-magazine is more than just a publication; it represents a merging of ideas, viewpoints, and experiences that will shape the future of management education.

Management transcends mere strategies and numbers; it encompasses vision, leadership, and adaptability. The Eloquent provides a venue for students to investigate, assess, and articulate their comprehension of these evolving concepts. By engaging with contemporary trends and addressing real-world challenges, they are honing their abilities to become the leaders of the future. I would like to express my sincere congratulations to the SOMS team and contributors for their commitment and effort.

May each page spark curiosity and insight!

# Registrar's Message



## **Prof. (Dr.) Rajeev Mehta**

Registrar, Sangam University,  
Bhilwara, Rajasthan

**Dear Distinguished Readers,**

It is with great joy that I convey my regards to all readers of the third edition of *The Eloquent*, launched by the School of Management Studies at Sangam University. This magazine stands as a reflection of the academic brilliance, intellectual exploration, and creative energy of our students and faculty. It acts as a platform to highlight innovative concepts, insightful dialogues, and varied viewpoints that embody the vibrant learning atmosphere we nurture. At Sangam University, we are dedicated to promoting a comprehensive education, where students not only acquire knowledge but also enhance their critical thinking and leadership abilities. *The Eloquent* represents this mission by promoting intellectual discovery and substantial discussions.

I would like to express my sincere gratitude to the SOMS team and all contributors for their hard work in bringing this edition to fruition. May this magazine keep inspiring and engaging readers in thought-provoking manners.

Wishing you a fulfilling reading journey!

# From the Desk of Chief Editor & Dean



## **Dr. Mukesh Kumar Sharma**

Chief Editor and Dean, School of  
Management Studies, Sangam  
University, Bhilwara, Rajasthan

### **Dear Beloved Readers,**

It is with great joy that we introduce The Eloquent, a magazine that embodies the intellectual dynamism and innovative ethos of Sangam University. This publication acts as a platform for students, faculty, and thought leaders to present their perspectives, research, and creative works, promoting a culture of knowledge exchange and ongoing education.

In our rapidly evolving world, staying relevant requires not only theoretical understanding but also practical insight, critical analysis, and flexibility. The Eloquent reflects our dedication to cultivating these attributes, providing readers with a mix of academic rigor, industry perspectives, and creative ideas.

As a affirmation to our commitment to academic excellence and research advancement, the School of Management Studies (SOMS) is organizing a 10-day Research Methodology Course, sponsored by the Indian Council for Social Science Research (ICSSR), from March 18 to March 27, 2025. I would like to express my sincere gratitude to the editorial team, contributors, and students who have put in immense effort to bring this 3rd edition to fruition.

Hope this magazine leaves you informed, inspired, and intrigued!

# From the Desk of Editors



**Dr. Surbhi Birla, Assistant Dean**  
Associate Professor, SOMS,  
Sangam University, Bhilwara



**Dr. Sandeep K. Chaurasia**  
Assistant Professor, SOMS,  
Sangam University, Bhilwara



**Md. Minhazul Karim**  
Assistant Professor, SOMS,  
Sangam University, Bhilwara

**Dear Esteemed Thinkers,**

As The Eloquent unfolds, it showcases the vibrancy of ideas, innovation, and knowledge that characterize Sangam University. This edition serves as a canvas filled with the creativity and aspirations of our contributors—students, faculty, and thought leaders—each sharing their distinct perspective on management and more.

The purpose of The Eloquent is to encourage a conversation that crosses boundaries, linking ideas to action and theory to practice. Each article illustrates our steadfast commitment to intellectual exploration and the quest for excellence.

This endeavor would not have been achievable without the hard work of our editorial team and the invaluable input from our writers and mentors. Together, we've produced a magazine that not only informs but also inspires.

Immerse yourself in this wealth of ideas and allow it to ignite new thoughts. Thank you for joining us on this journey.

# From the Desk of Student Editors



**Kartikay Pareek**  
BBA Student, SOMS, Sangm  
University, Bhilwara



**Priyal Ajmera**  
BBA Student, SOMS, Sangm  
University, Bhilwara



**Fatema Bohra**  
BBA Student, SOMS, Sangm  
University, Bhilwara

**Dear Insightful Audience,**

As editors representing the student body, we are pleased to share this edition of The Eloquent, a platform where voices connect, ideas thrive, and knowledge expresses itself. This magazine is not merely a collection of pages; it embodies a shared reflection of creativity, intellect, and passion cultivated within the dynamic halls of Sangam University.

With each new edition, we aim to encapsulate the spirit of student viewpoints, insights from the industry, and groundbreaking ideas. This issue is no different, showcasing a wealth of talent and a multitude of knowledge. The enthusiasm and commitment of our fellow students have transformed this magazine into a reality, and we are grateful to every contributor who has enriched its essence.

We hope this edition sparks your curiosity, generates conversations, and encourages you to think without limits. Enjoy your reading!

# Preface

The Eloquent is a vibrant and thought-provoking magazine that unites diverse perspectives, expertise, and experiences from various fields. It serves as a forum for intellectual debate, innovation, and contemplation. Below is a summary of some of its main sections:

## **Book Review**

Books have the ability to influence thoughts and change viewpoints. This segment provides analytical reviews of significant books in business, management, leadership, and more. Contributions from faculty, students, and industry experts offer insights that help readers uncover stimulating literature to advance their understanding and decision-making skills.

## **Industry Insight**

Staying current with industry developments is vital for aspiring leaders. This section explores shifts in the market, technological progress, and new business tactics. Experts and scholars examine contemporary business contexts, providing useful views on how industries are transforming and the implications for both students and professionals.

## **Business Idea Incubation**

Innovation is essential for success in today's competitive landscape. This segment showcases pioneering business concepts, startup experiences, and success stories from emerging entrepreneurs. It also offers information on incubation assistance, mentorship initiatives, and the progression from concept to successful enterprise.

## **Student Voice**

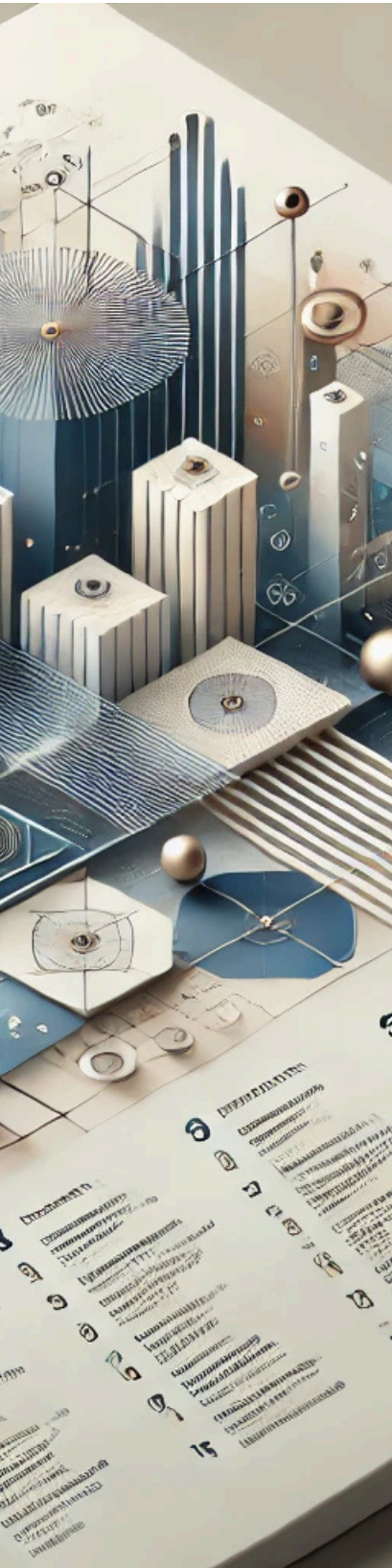
This section is dedicated to showcasing student perspectives and features insightful articles, creative works, and research contributions from the younger generation. It provides students with the opportunity to articulate their opinions on modern issues, share personal stories, and engage in intellectual dialogues that inspire and educate their peers.

## **Alumni Corner**

Our alumni exemplify the accomplishments of our institution. This section spotlights the successes, career paths, and experiences of our distinguished graduates. Their insights, lessons learned, and reflections serve as encouragement for current students, connecting the academic and professional realms.

Each section enhances The Eloquent, creating a well-rounded magazine that informs, inspires, and empowers its audience. We hope you find enjoyment in delving into the rich knowledge and creativity contained within its pages!

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# Book Review

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*Insightful Reads, Thoughtful Perspectives*



# Section Editors



**Dr. Neha Sabharwal**  
Assistant Professor, SOMS  
Sangam University, Bhilwara



**Dr. Aakanksha Maru**  
Assistant Professor, SOMS  
Sangam University, Bhilwara

## **Esteemed Reader,**

Books have the power to inform, inspire, and ignite imagination. In this section, we bring you insightful reviews of thought provoking reads, spanning diverse genres and perspectives. Our goal is to highlight books that challenge ideas, entertain, and leave a lasting impact. Each review goes beyond a simple summary—we analyze themes, writing style, and the book’s relevance to readers today. Whether it’s a bestseller, a hidden gem, or a timeless classic, we dive deep to bring you an honest and engaging critique. For students, book lovers, and curious minds alike, this section serves as a guide to discovering stories that resonate. We welcome diverse opinions and encourage discussions that make reading a shared experience. Stay tuned for our latest recommendations, and let’s explore the world of books together, one page at a time.

# Life's Amazing Secrets

*Author - Gaur Gopal Das*

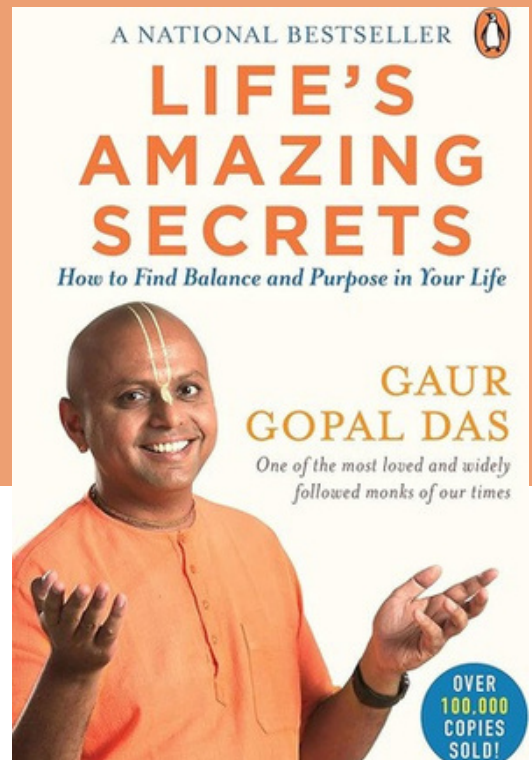
Gaur Gopal Das, an internationally celebrated spiritual coach, draws upon timeless wisdom and practical lessons in his book *Life's Amazing Secrets*. Through an engaging narrative, Das explores the path to a balanced, fulfilling, and joyful life, blending humor, personal anecdotes, and profound insights. The book transcends the self-help genre by weaving spiritual principles into modern-day challenges, making it a compelling read for young adults navigating the complexities of life.

## Structure and themes

The narrative is framed around a car ride shared between the author and his friend Harry, who is struggling with personal and professional conflicts. Through this conversational journey, Das unpacks “Life’s amazing secrets” by focusing on four interconnected areas:

- 1. Personal Life** - Emphasizing the importance of self-awareness, gratitude, and mindfulness.
- 2. Relationships** - Offering tools for building stronger, more meaningful connections with empathy and understanding.
- 3. Work life Balance** - Encouraging readers to align their career goals with their purpose while maintaining balance.
- 4. Social Contribution** - Highlighting the value of giving back to society and leading a life of significance.

**Writing Style:** What sets this book apart is Das’s ability to simplify profound philosophical ideas into everyday language. His use of humour and storytelling makes the content accessible to a diverse audience, including college students seeking inspiration and guidance.



## Key insights

**1. The Art of Gratitude:** Das encouraged readers to develop an attitude of gratitude, emphasising that happiness does not stem from material wealth or external achievements but from inner contentment. He illustrates this with relatable anecdotes, urging us to cherish life's small joys.

**2. Balancing the Four Wheels of Life:** Comparing life to a car with four wheels personal satisfaction, relationships, work, and contribution- Das stresses that harmony among these aspects is essential. Neglecting one wheel often disturbs the whole vehicle of life.

**3. Mind Over Matter:** The author advocates for mindfulness and introspection, teaching readers how to manage stress and negativity. By addressing the power of thoughts, he illustrates how shifting one's mindset can transform outcomes.

**4. The Power of Service:** A recurring theme in the book is the joy derived from helping others. Das explains that contributing to the well-being of others not only enriches their lives but also fulfils a deeper human need for connection and purpose.

### **5. Spiritual Development is Crucial for Inner Harmony:**

Author believes spirituality isn't limited to religion; it's about comprehending oneself more profoundly. Participating in self reflection, meditation, and helping others can foster a feeling of purpose and satisfaction. Spirituality offers insight for making decisions and aids in navigating life's unpredictability

## Relevance to college readers

For students, the transition from adolescence to adulthood can be fraught with uncertainty, academic pressure, and personal struggles. Das's insights resonate deeply in such times, offering clarity and actionable steps to overcome challenges. His focus on self- discipline, resilience, and emotional intelligence provides a roadmap for cultivating a purposeful and balanced life.

## Conclusion

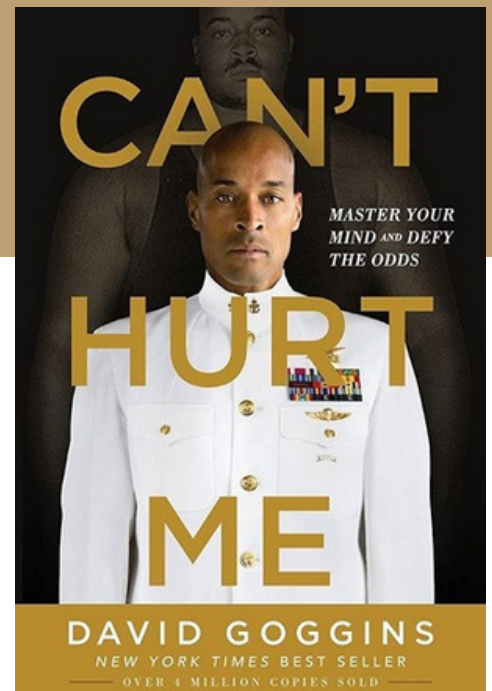
Life's Amazing Secrets is more than just a book; it is a guide to leading a meaningful and joyful existence. By combining timeless wisdom with relatable advice, Gaur Gopal Das inspires readers to pause, reflect, and realign their priorities. Whether grappling with academic stress or navigating complex relationships, this book is a treasure trove of wisdom that can empower college students to thrive both personally and professionally. This book serves as a practical guide to self-improvement, reminding us that happiness is a journey, not a destination.

# Can't Hurt Me

*Author - David Goggins*

*Book Review By: Sneha Gautam  
(BBA VI Semester)*

David Goggins' *Can't Hurt Me* is an inspiring memoir detailing his journey from a tough childhood to becoming one of the toughest men alive. Through personal stories and powerful lessons, Goggins pushes readers to overcome their limits, face fears, and unlock their full potential.



This David Goggins book is the perfect choice if you're looking for inspiration. In the book, Debito describes how he went from being an overweight loser and a miserable Black man to becoming the fittest man in America. For him most of his days were spent in poverty struggling to make a living with a single mother. Every chapter in this book ends with anecdotes from the author's personal life and daily homework to assist the reader accomplish their goals and lead better lives. He adds that we all make self-defeating decisions out of habit that prevent us from better preparing for the struggles that await us all in life. In this book he talks about the tragedies of his life and how every time he defied the odds, attempting to clear BUD/S trice and how he didn't gave up on the training even when he fractured his knee and swam miles in cold chilling water in winters when he himself a few months ago didn't knew how to swim.

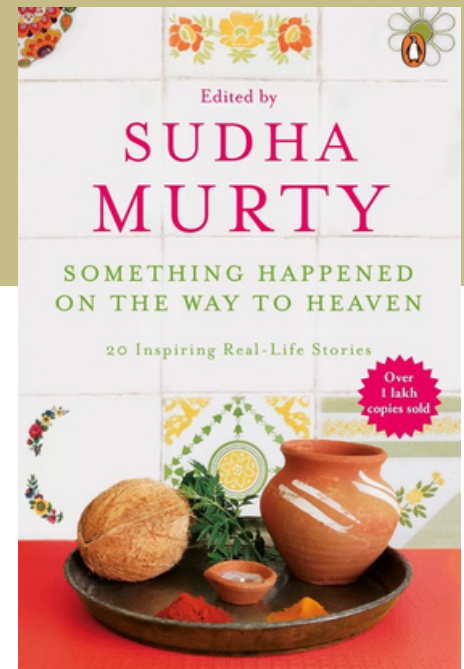
In his words, the only way to change ourselves is to be real to ourselves. He tells us to unshackle our minds, ditch the victim's mentality forever, and try to build an unbreakable foundation within ourselves. He says we all have the potential to be so much more; we just have to push past pain, learn to love what we fear, and find what we are. The book goes beyond motivation; it offers practical approaches to conquer excuses, accept discomfort, and release your complete potential. Goggins demonstrates that pain is fleeting, whereas giving up endures indefinitely, and that the only boundaries we face are those we impose on ourselves. Life can be hard, yet you are harder.

# Something Happened on the Way to Success

*Author: Sudha Murthy*

***Book Review By: Sarthika Dubey  
(BBA IV Semester)***

"Something Happened on the Way to Heaven" by Sudha Murthy shares real-life stories that explore love, resilience, and kindness. Through simple, relatable writing, the book offers valuable life lessons. Stories like "The Little Girl and the Big Gift" emphasize generosity. It encourages readers to appreciate life's moments and take control of their happiness.



Something Happened on the Way to Heaven by Sudha Murthy is a collection of real-life stories that reflect the complexities and surprises of life. Through these stories, Murthy explores themes of love, compassion, human relationships, and the unexpected twists life often takes. From inspiring us to telling about the hurdles of life to how we can be happier, the quotes from famous personalities in this book have everything. Yes, the writing style of the author is engaging and up to the point. The simple language and smooth pace make this book more appealing. One can relate to each and everything the author said. The book is a mix of humorous and insightful narratives that highlight the beauty of simple human connections and the significance of small gestures. Murthy also reflects on her own journey, both as a woman and a social worker, offering readers valuable wisdom about life's unpredictability and the importance of resilience and kindness. It's a book we should read whenever we feel low. It will fill us with love, hope and gratitude.

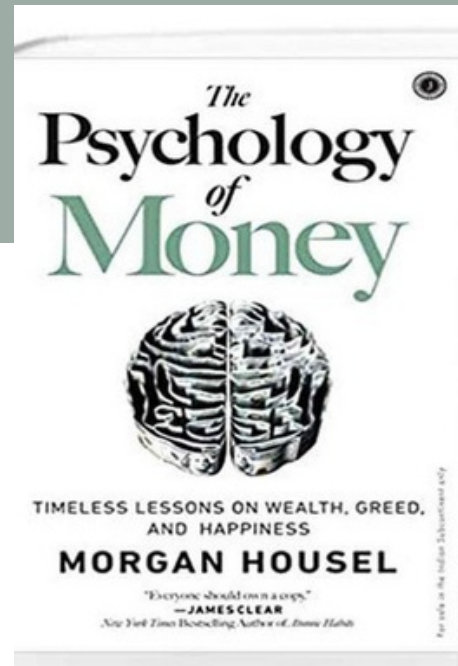
It will make us value every single moment, every person we meet, and every word we say. The powerful words of the author act like an anchor for the readers, telling them to take charge of their happiness, not waste a single moment, and think wisely. Out of all the stories, "The Little Girl and the Big Gift" is one of my favourite stories. It deeply touches on themes of generosity, innocence, and selflessness. There are many powerful lines that can make a great impact on readers. It's a must read book. Ultimately, Something Happened on the Way to Heaven invites readers to pause, reflect, and appreciate the little things in life that make a difference in shaping one's path.

# The Psychology of Money

*Author: Morgan Housel*

**Book Review By: Anjali Jain and Khushu Dangi**  
**(BBA IV Semester)**

The Psychology of Money by Morgan Housel explores how our thoughts, beliefs, and emotions influence financial decisions. The book emphasizes long-term thinking, the role of luck and risk, and the impact of social comparison on money choices. Through accessible storytelling, Housel provides valuable insights into developing a healthier relationship with money.



The Psychology of Money by Morgan Housel is a fascinating exploration of the intersection of finance and psychology. Through engaging storytelling and insightful analysis, Housel exposes the cognitive biases and emotional pitfalls that lead to financial decisions that often sabotage our long term goals. Housel's book is divided into 19 short chapters, each tackling a different aspect of the psychology of money. Some key takeaways include:

- **The importance of long term thinking** - The dangers of getting caught up in get rich quick schemes The role of luck and risk in financial success.
- **The impact of social comparison on financial decisions** - The need to cultivate a growth mindset throughout the book, Housel draws on a wide range of sources, from psychology and economics to history and philosophy. His writing is accessible, engaging, and free of jargon, making the book an enjoyable read for students from all disciplines.

The Psychology of Money is a must read for anyone looking to develop a healthier relationship with money.

**Housel's insights will help you understand** the psychological drivers behind financial decisions, avoid common pitfalls and biases, cultivate a long term perspective on wealth and success, and develop a more mindful and intentional approach to managing your finances.

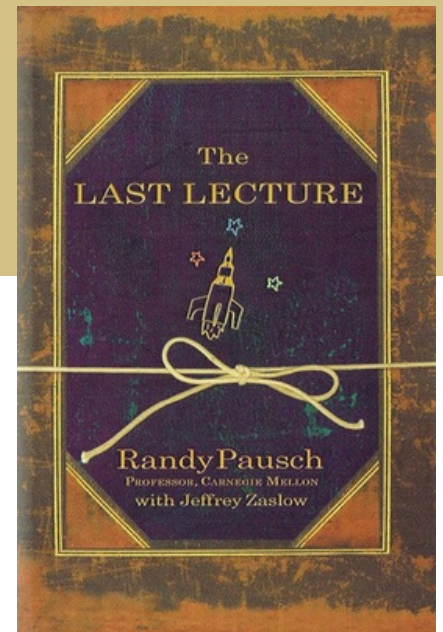
**Recommendation:** If you're interested in personal finance, behavioral economics, or just want to improve your relationship with money, add this book to your reading list!

# The Last Lecture

*Author: Randy Pausch*

*Book Review By: Iha Agarwal  
(BBA VI Semester)*

The Last Lecture by Randy Pausch, co-written with Jeffrey Zaslow, is a deeply moving and inspiring memoir that captures the final lecture of a professor who was terminally ill with pancreatic cancer. Published in 2008, the book goes beyond its academic title to provide profound life lessons, wisdom, and reflections on living a meaningful life.



**Summary:** Computer Science Professor Randy Pausch gave his last lecture, entitled Really Achieving Your Childhood Dreams, in September 2007. During the lecture, Pausch shares some memories of his own childhood dreams and how he developed perseverance, including the values he had that supported him. Pausch uses his childhood dreams, such as becoming a Disney Imagineer and working in virtual reality, as examples of how passion and persistence can lead to fulfilling achievements. He also discusses the impact of mentors, the significance of enabling others to achieve their dreams, and the importance of living with integrity and gratitude. Pausch's humour, wisdom, and emotional vulnerability create a poignant message about making the most of every moment, prioritising relationships and leaving a lasting legacy. The book is not just a reflection on his own life, but also a blueprint for others to live meaningfully, no matter the circumstances.

**Themes:**

- 1. Achieving Dreams:** Pausch emphasises the setting of goals, working hard, and obstacles to fulfil one's dreams.
- 2. Living with Purpose:** The book inspires readers to live life fully, cherish relationships, and find joy in the present moment.
- 3. Perseverance and Resilience:** Pausch highlights the importance of pushing through setbacks and difficulties, showing that resilience is key to turning challenges into opportunities. He encourages embracing failure as a learning experience rather than something to fear or avoid. This book is a powerful lesson on gratitude, resilience, and leaving a lasting impact.

# The Silent Patient

*Author: Alex Michaelides*

*Book Review By: Khushi Bhardwaj  
(BBA 4th sem)*

Alicia is a well-known painter whose life takes an unsettling turn when she murders her husband, Gabriel. The Silent Patient eloquently depicts Alicia's unexplained silence following her husband's death. The entire environment raises issues about her mental state. Theo Faber, a psychotherapist, is desperate to unlock Alicia's thoughts and reveal the truth.



## **What I Loved:**

1. Michaelides expertly uses plot twists to create suspense and build to an unexpected finish. The twist at the end of the novel is so unexpected yet delicately predicted – the author weaves a perplexing tale that keeps the reader captivated by the book, making it impossible to put down.
2. While both characters are severely damaged, they are also totally compelling: the tension between Alicia's quiet and Theo's fixation will undoubtedly pique readers' interest.
3. Michaelides offers a thought-provoking story that is more than a thriller: the examination of pain, love, and obsession, as well as the psychological depth, is breathtaking.

## **Criticisms:**

**Slow Build-Up:** Some readers may find the initial pacing a bit slow as the story sets up its intricate layers. However, the payoff is worth it. **Predictable for Veteran Thriller Fans:** While the twist is brilliant, seasoned thriller readers might anticipate it.

**Verdict:** The Silent Patient is an enthralling and meticulously crafted psychological thriller that lives up to its hype. Perfect for fans of *Gone Girl* or *The Girl on the Train*, it's a story that will leave you questioning everything. Highly recommended for anyone who loves a dark, twisty tale with emotional depth.

## **Who Should Read It?**

Fans of psychological thrillers with shocking twists. Readers who enjoy psychologically character driven mysteries with rich undertones.



# The Essence of Bhagavat Gita

*Author: Swami Kriyananda*

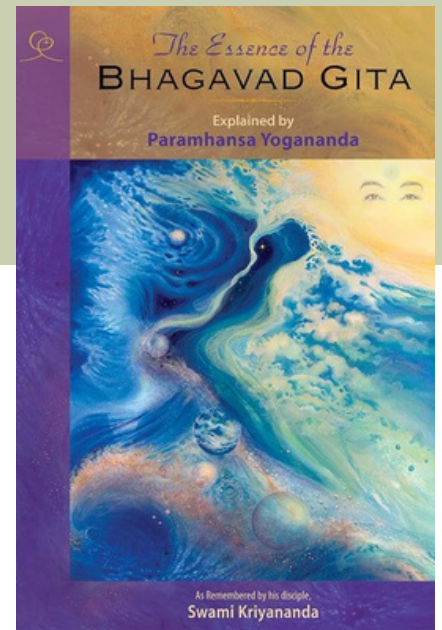
*Book Review By: Aniket Acharya  
(MBA 3rd Semester)*

The Bhagavad Gita is a 700-verse Hindu scripture where Prince Arjuna, filled with doubt about going to war, seeks guidance from the god Krishna. Krishna teaches him about duty, selfless action, devotion, and the paths to spiritual liberation, offering timeless wisdom on living a righteous and peaceful life.

## **About Book**

The essence of the Bhagavad Gita features some talks/notes of spiritual guru Eknath Easwaran on the teachings of the Gita. It doesn't translate the Gita chapter-wise like most other books on the Bhagavad Gita do; rather, it provides some of its essence that can be used in practical life. Easwaran delves into the basic ideas of this beloved text in Indian history. Easwaran demonstrates how the Gita illuminates the essence of reality, the delusion of separateness, the quest for identity, and the significance of yoga by setting the classic book in a contemporary setting. Easwaran was raised in a Hindu household and began studying Sanskrit at a young age. Known for his exceptional translation and interpretation of the Gita, he spent forty years teaching seminars on the text and applying its teachings to his busy family and communal life. In the Bhagavad Gita, the warrior prince Arjuna is shown options by Sri Krishna, the Lord, who then lets Arjuna choose his own decisions. Easwaran demonstrates to us as well how these lessons still hold true for us and how, like Arjuna, we must behave courageously and sensibly if we want the world to prosper. "Change is the law of the universe. You can be a king today and a beggar tomorrow."

The Essence of the Bhagavad Gita, Kriyananda's eighty-sixth book, is the crowning achievement of his highly productive life. In this masterpiece, he declares that Yogananda's insights into the Gita are the most amazing, thrilling, and helpful for any one who has ever read. In today's world, the story of Arjuna represents any of us who have encountered evil and doubted our right to take action. And since the divine source is pure love, self-awareness is critical to taking action that facilitates positive outcomes. Krishna's role isn't just limited to his duty; it is an appeal to the heart. This is why the Bhagavad Gita is a powerful symbol of self-awareness and love in action.

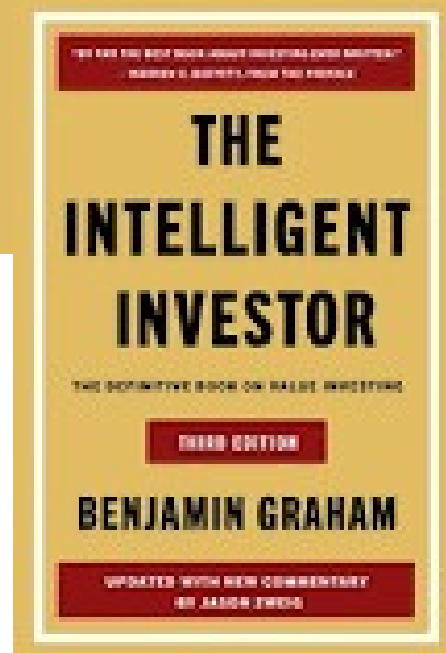


# The Intelligent Investor

*Author: Benjamin Graham*

*Book Review By: – Pratika Kabra  
(BBA IV semester)*

In 1949, Benjamin Graham published *The Intelligent Investor* for the first time. This book has taught and motivated people all across the world and is widely regarded as the best financial advice of the 20th century. Benjamin Graham's philosophy of 'value investing' which shields the investors from making substantial errors has made this book, *The Intelligent Investor* by Benjamin Graham, the stock market bible. In addition, Graham helps people to come up with ways to make long term strategies that help them to meet their financial goals.



## About Book

Market changes throughout time have validated Graham's wisdom. This revised edition maintains the integrity of Graham's original text while adding updated commentary by renowned financial journalist Jason Zweig, whose viewpoint takes into account the current state of the market, makes connections between Graham's examples and today's financial headlines, and provides readers with a more in-depth knowledge of how to apply Graham's principles.

**Summary of the book:** The author distinguishes between two categories of astute investors: defensive investors and aggressive investors. Enterprising investors aim to beat the market by discovering and purchasing highly undervalued stocks, while defensive investors settle for matching the market by diversifying. This is one of the best and most practical books about investments. To beat the market, enterprising investors must be smarter and better informed than the vast majority of their competitors. If someone without the requisite skills and knowledge attempts to beat the market average, they're likely to perform worse than the market average. Thus, the vast majority of us would be wise to settle for the stock market's approximate 10% average annual return.

An investment activity is defined as one that, after careful examination, assures principal safety operations and a sufficient return. Any these that don't adhere to guidelines are risky. Benjamin Graham makes it clear in *The Intelligent Investor* that investing is distinct from trading or speculating. The term fundamental investing refers to the process of choosing an investment opportunity by carefully examining a company's financial and managerial fundamentals. Typically, investments are made for a lengthy period of time, and the only reason to sell would be if the management or direction of the firm no longer met the needs of the investor. "Those who do not remember the past are condemned to repeat it."

Finally, but just as importantly, 'The Intelligent Investor' by Benjamin Graham introduces the concept of margin of safety. Of course, the author places this concept in the context of the Great Depression of the 1930s. The theory goes that a stock can appear inexpensive on paper, but you could still lose out to Mr. Market, the crazy person who keeps driving down the price. Therefore, a stock that appears somewhat cheap is insufficient. "But investing isn't about beating others at their game. It's about controlling yourself at your own game." Graham's investment philosophy is anchored around the concept of "margin of safety": past behaviour of the company is the best available predictor of its future results (and thus returns on investment). Not a good script for a high-risk speculative investment (which Graham calls exactly that – speculation, not investment) "A realist who buys from pessimists and sells to optimists is an intelligent investor."

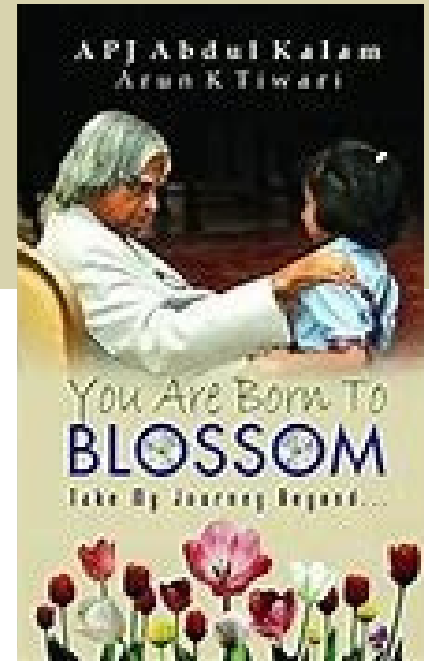
**Conclusion:**

The *Intelligent Investor* is rightfully ranked in the top 5 or top 10 books ever written about investing. It teaches us that investing is not about making quick money but about discipline, patience, and rational decision-making. It provides retail and beginner investors with the basics they need to succeed. Because it focuses on timeless and essential advice, it is equally useful to experienced investors. Some famous investors even claim to re-read it every year. Together with *Security Analysis*, the other Graham masterwork, *The Intelligent Investor*, most likely can help boost the returns of any investors. Graham's principles of value investing, risk management, and long-term thinking continue to be relevant today. This book is a must-read for anyone serious about investing wisely.

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# You are Born to Blossom

*Author: APJ Abdul Kalam*



***Book Review By: Ayushi Jain***  
***(BBA IV semester)***

It is a book that inspires and motivates readers to realize their greatest potential. Kalam, a former President of India and renowned scientist, shares his own life experiences and insights to offer readers guidance on how to overcome challenges, achieve their dreams, and live fulfilling lives.

**The book is divided into three parts:**

**Part 1: Dream Big** - In this section, Kalam encourages readers to dream big and set ambitious goals for themselves. He argues that everyone has the potential to achieve great things, regardless of their background or circumstances.

**Part 2: Blossom Forth** - In this section, Kalam offers practical advice on how to achieve one's goals. He discusses the importance of hard work, perseverance, and positive thinking. He also emphasises the importance of having a strong support system of friends and family.

**Part 3: Give Back to the World** - In this section, Kalam encourages readers to use their talents and skills to make a difference in the world. He argues that we all have a responsibility to give back to the communities that have helped us along the way.

'You Are Born to Blossom' is a well-written and thought-provoking book that is sure to inspire readers of all ages. Kalam's message is simple but powerful: we all have the potential to achieve great things, and we should never give up on our dreams. "Learning gives creativity, creativity leads to thinking, thinking provides knowledge, and knowledge makes you great." – Dr. A.P.J. Abdul Kalam

**Here are some of the key takeaways from the book:**

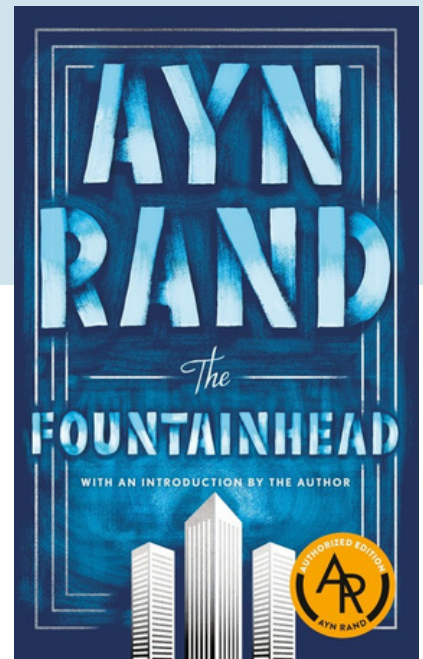
Everyone is born with unique talents and abilities. It is important to identify and develop these talents to reach one's full potential. Hard work, perseverance, and positive thinking are essential for achieving one's goals. It is important to have a strong support system of friends and family. It is our collective duty to improve the lives of others and give back to the community. Overall, You Are Born to Blossom is an excellent book that is sure to motivate and inspire readers. It is a must-read for anyone who wants to achieve their dreams and live a fulfilling life.

# The FOUNTAINHEAD

*Author: Ayn Rand*

*Book Review By: Ayushi Jain  
(BBA IV semester)*

It is a book that inspires and motivates readers to realize their greatest potential. Kalam, a former President of India and renowned scientist, shares his own life experiences and insights to offer readers guidance on how to overcome challenges, achieve their dreams, and live fulfilling lives.



**The book is divided into three parts:**

**Part 1: Dream Big** - In this section, Kalam encourages readers to dream big and set ambitious goals for themselves. He argues that everyone has the potential to achieve great things, regardless of their background or circumstances.

**Part 2: Blossom Forth** - In this section, Kalam offers practical advice on how to achieve one's goals. He discusses the importance of hard work, perseverance, and positive thinking. He also emphasises the importance of having a strong support system of friends and family.

**Part 3: Give Back to the World** - In this section, Kalam encourages readers to use their talents and skills to make a difference in the world. He argues that we all have a responsibility to give back to the communities that have helped us along the way.

The Fountainhead honours independence, ambition, and the bravery to remain independent in a society that requires conformity. Rand's philosophy encourages readers to think independently, celebrate their individuality, and always uphold their principles for validation.

**Here are some of the key takeaways from the book:**

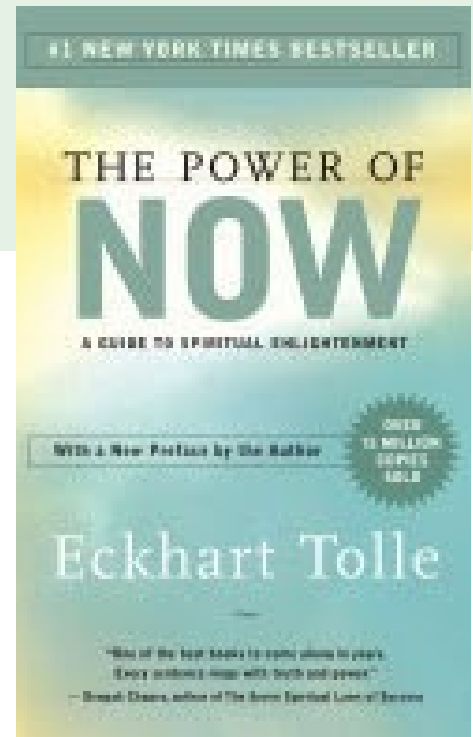
Everyone is born with unique talents and abilities. It is important to identify and develop these talents to reach one's full potential. Hard work, perseverance, and positive thinking are essential for achieving one's goals. It is important to have a strong support system of friends and family. It is our collective duty to improve the lives of others and give back to the community. Overall, You Are Born to Blossom is an excellent book that is sure to motivate and inspire readers. It is a must-read for anyone who wants to achieve their dreams and live a fulfilling life.

# The Power of Now

*Author: Eckhart Tolle*

## *Book Review By: MBA Students*

Eckhart Tolle's book "The Power of Now" is a modern spiritual classic that is both thought-provoking and transforming. Millions of people have been impacted by Tolle's in-depth examination of mindfulness and the value of living in the present. We explore the main ideas and lessons from this spiritual masterwork in this book review.



### **The Essence of the Present Moment:**

Eckhart Tolle's main takeaway from "The Power of Now" is the importance of living in the present moment. He contends that the illusions of our past and future serve to divert our attention from the present reality. We cause needless misery when we are preoccupied with regrets from the past or worries about the future. As the only moment that exists, Tolle exhorts readers to live in the present.

### **Identification with the ego:**

The ego, which Tolle defines as the false identity we create based on our thoughts and prior experiences, is one of the book's central ideas. He claims that because the ego creates an endless loop of attachments, fears, and desires, it is the root cause of human misery. We can start to separate from the ego's influence and achieve inner peace by realizing the ego's function in our lives.

### **Silencing the Mental Chatter:**

Tolle provides practical exercises to help readers silence the constant mental chatter that dominates their minds. Through mindfulness and meditation techniques, he guides us to observe our thoughts without judgment and create space between our true selves and the stream of consciousness. This practice enables us to tap into a deeper state of awareness and tranquility.

**Acceptance and Surrender:**

The concept of acceptance and surrender to the present moment is fundamental to Tolle's teachings. He underlines that suffering stems from resistance to what is now taking place. We can discover peace and clarity by accepting the present, even in difficult circumstances. Especially wise is Tolle's advice on accepting pain—either physical or emotional.

**Living with Purpose:**

Tolle does not support living a meek or indifferent life, even as he promotes awareness of the present moment and letting go of the ego. Rather, he contends that by living in the present, we might find our actual calling. We can make better decisions and build a life that is true to who we are when we are totally present in the moment.

**Conclusion:** A profound and illuminating book, “The Power of Now” provides readers with a road to spiritual enlightenment and inner serenity. The teachings of Eckhart Tolle offer a helpful road map for escaping the ego's confines and appreciating the beauty of the present moment. Though his theories defy popular belief, many individuals who are seeking a deeper understanding of the world and themselves have found resonance with them.

“The Power of Now” is a reminder that true fulfillment can be found in the simplicity of the present moment in a world full of diversions and nonstop activity. It is an enduring manual that keeps readers motivated and empowered as they travel the path of self-awareness and enlightenment. This book is more than simply a read; it's a life-altering event that could alter your outlook on things.

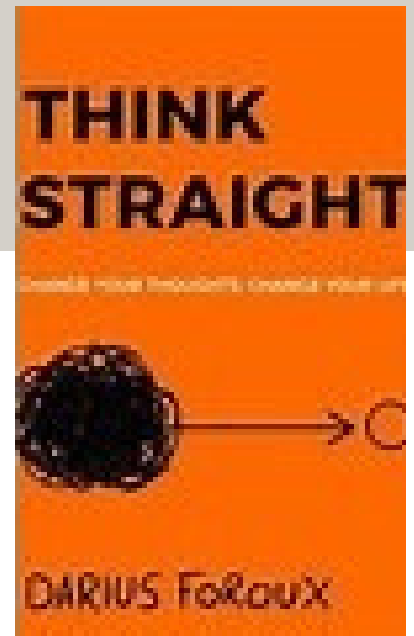
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# Think Straight

*Author: Darius Foroux*

*Book Review By: Khushi Pipara, Arihant Jain  
(BBA VI Semester)*

Think Straight is based on the pragmatism philosophy founded by William James and Charles Sanders Peirce, which states that we can choose one thought over another. In other words, we can control what we think.



Darius Foroux's brief, 109-page book *Think Straight: Change Your Mind, Change Your Life* provides helpful guidance on improving the clarity and efficacy of one's thought processes. The book is divided into two parts. In the first part, Foroux discusses the importance of mindfulness and self-awareness. He argues that we need to be aware of our thoughts to identify and challenge those that are harmful. In the second part of the book, Foroux offers specific tips on how to think more directly, including how to: Focus on the present moment. Foroux provides instances of how he applied these ideas to better his own life as well. She explains, for instance, how she used mindfulness exercises and attention to help her get over her phobia of public speaking. All things considered, *Think Straight* is a practical and educational book that will assist readers in sharpening their cognitive abilities and making better decisions. Those who battle with negative ideas or wish to develop their critical and creative thinking skills may find this to be an extremely helpful read.

**Here are some things reviewers like about the book:**

It is short, easy to read, and to the point. It offers practical advice on how to think more clearly and effectively. It is predicated on the pragmatic philosophy, which emphasises what functions over what is dealt with. It includes instances of how the writer has improved his own life by applying the book's teachings. Here are some things reviewers do like about the book: Some reviewers think the book is too simple and doesn't go deep enough into thinking skills. Others believe that the book focuses too much on the author's own experiences and not enough on general advice.



# First Time Manager

*Author: Loren B. Belker*

## *Book Review By: MBA Students*

This book was recommended to me by my friends. The First-Time Manager is essentially a user manual for a person who is entering management (especially if you are entering management in a large corporation). This book is jam-packed with useful concepts, ideas, and resources that may be applied to the majority of large organisations. If you want a book that covers all the principles of management in an understandable and concise way, this is a great choice, in my opinion.



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### **Key Takeaways:**

In my view, the most fascinating aspect of this book is that it covers topics and resources that, given my professional background, I am already familiar with. It was more of a book to reaffirm the lessons and teachings I was exposed to around me than it was to alter my worldview. I feel like after reading this book, I have better knowledge of the organisational structure in my current job. It makes me more aware of the value of onboarding training programmes and scheduling time in advance for a probationary period. The benefits of performance management tools are also discussed in the book, from the initial steps with a new hire to the final steps with a fired employee. Almost without exception, managers state that education, experience, and credentials are the most crucial factors to consider when hiring a new employee. Seldom do they provide the one thing lacking: attitude. An employee with a poor attitude is someone you have recently recruited, even if they have all the training, credentials, and experience you could ask for. "Your role as a manager is not to do everything yourself, but to build a team that can accomplish great things together."

**Planning (Further) Ahead:** We all know how important it is to plan, but there is a chapter in this book that discusses planning in a slightly different way. When compiling your team and evaluating their skill set, you need to set a timeline and try to forecast how that position will evolve over time. In my current environment, I see individuals moving from role to role every 2-4 years. As a manager, if you are attempting to have a long-term vision, this can be limiting. This thought, combined with some of my recent readings on adopting an infinite mindset, helps me to see that as I am building a team, I should seek out individuals who I believe can be successful in the short term but are adaptable to thrive in the long term. For example, if I observe that my technology development process may trend from physical testing to virtual testing over 5 years, I may want to hire individuals who have a simulation interests.

### **The Crummy Side of Management**

If there is one book that gives you the details on firing, dismissing, terminating or laying off, it is this book. Throughout the different chapters, there is a clear message that there is a difference between being a respectful manager and being a friend. It also makes it obvious that, in your capacity as a manager, you have an obligation to assess each employee's performance objectively and that you should make every effort to avoid letting your emotions cloud your judgment. According to the book, a good manager is careful not to over inflate appraisals because it could result in a false impression of performance.

There is a specific emphasis on documenting the performance of your employees thoroughly because this may ultimately be used when you must terminate the individual. I can relate from my limited experience that being honest about low performance and correcting it is one of the toughest parts of the job.

**Conclusion:** There are many distinct notions and ideas in this book. Each concept is covered briefly and can be profound if only read for the first time. This is a great book to have on hand if you ever need a quick reference for how to handle anything in the work environment as a manager.

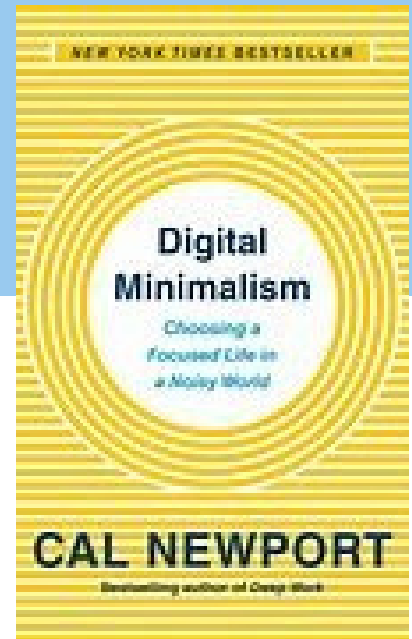
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# Digital Minimalism

*Author: Cal Newport*

*Book Review By: –Mayank Chiraniya  
(BBA VI)*

Cal Newport's Digital Minimalism is a deeply timely exploration of the explosive digital landscape we now inhabit, and the effects that is having on our mental health, productivity, and relationships. "The book provides meaty tools for how to take back your focus, your time, your agency in a time when digital distractions surround us.



## **Key Themes:**

He introduces the philosophy of "digital minimalism," which he describes as an intentional way of using technology that helps him optimise the benefits while reducing its negatives. He advocates that most people interact with technology reactively, often to their detriment, and advocates moving toward intentionality. This philosophy is based on three principles:

**Principle:** Adopt digital tools when they are aligned with your values.

**Slant:** Be intentional with technology do not use it passively.

**Satisfaction:** Revert to analog pursuits that yield better fulfillment hobbies, conversation, creativity.

## **Practical Advice:**

The most compelling part of the book is Newport's "30-Day Digital Declutter" challenge. This is a process of unplugging unnecessary technologies and bringing them back into your life only when you find them useful and aligned with your purpose. He even cites real-life people that he worked with who did this.

**Strengths** Another one of the book's strengths is Newport's research backed insights. Through a mix of psychological studies, historical anecdotes, and interviews, he explains the wider consequences of our digital habits. His case for intentional solitude and "high-quality leisure" feels especially resonant in our hyperconnected age.

**Criticism** While the book offers excellent insights, some readers may find Newport's advice difficult to implement fully. The book occasionally lacks empathy for the challenges faced by those who depend on digital tools for livelihood or community.



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# INDUSTRY

# Insights

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*Expert Perspectives, Smarter Decisions*

# Section Editors



**Dr. Sandeep K. Chaurasia**  
Assistant Professor,  
SOMS, Sangam  
University, Bhilwara



**Dr. Kalpana Nebhinani**  
Assistant Professor,  
SOMS, Sangam  
University, Bhilwara



**Md Minhazul Karim**  
Assistant Professor,  
SOMS, Sangam  
University, Bhilwara

## **Beloved Reader,**

The Industry Insights section serves as a glimpse into the thoughts of professionals who are transforming their fields through innovation, expertise, and strategic foresight. Our aim is to present detailed viewpoints from leaders in various industries, providing readers with a thorough understanding of current trends, challenges, and future possibilities. With these insights, we hope to connect the worlds of industry and academia, emphasizing the changing requirements of the corporate landscape and how emerging professionals can tailor their skills accordingly. Each industry leader shares their personal experiences, illuminating what it takes to thrive in their field, the essential skills that are becoming critical, and how sectors are adapting with a focus on technology, sustainability, and innovation. This section is not merely about highlighting successes but about cultivating a learning environment where aspiring professionals, students, and industry enthusiasts can acquire practical knowledge. By compiling narratives driven by expert insights, we intend to build a platform that is both informative and applicable, ensuring our readers possess the necessary information to steer their career journeys, adjust to industry changes, and make meaningful contributions in their areas of expertise. The Industry Insights section goes beyond being just an editorial; it represents a collective initiative to motivate, educate, and link individuals with the dynamic realms of business, technology, and entrepreneurship.

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# *Personalized Hospitality and Sustainable Luxury: The Changing Face of Guest Experience*



**SANDEEP JAISWAL**  
**SUPERVISOR, JA THE RESORT**  
**(DUBAI)**

Sandeep Jaiswal is a committed hospitality expert who has been a key member of JA The Resort in Dubai for four years. He brings eight years of experience in the hospitality sector. Recognized for his creativity and dedication to outstanding service, Sandeep focuses on wellness-oriented practices and the integration of technology. With a strong emphasis on guest satisfaction and sustainable practices, he has raised the bar for luxury hospitality.

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In 2025, the hospitality industry is influenced by personalized guest experiences and an increased emphasis on sustainability. Guests now anticipate customized services that cater to their specific preferences, ranging from personalized room arrangements to specially designed dining experiences. At JA The Resort, we utilize advanced CRM systems to monitor guest preferences, ensuring that every interaction is distinctive and memorable. Sustainability has become an essential requirement rather than a choice. Initiatives such as the elimination of single-use plastics, sourcing local and organic ingredients, and adopting energy efficient practices are establishing new standards. Moreover, wellness tourism is gaining popularity, with resorts offering tailored wellness packages that include yoga retreats, mindfulness programs, and spa therapies designed to meet individual needs.

## **Bridging the Gap Between Academia and Industry**

Universities should prioritize the inclusion of technology-driven hospitality courses within their programs. Courses on managing guest experiences, sustainable practices, and cultural awareness can better equip students for the changing dynamics of the industry.

Additionally, universities need to promote interdisciplinary education, allowing hospitality students to learn about business management and digital marketing, which will broaden their capabilities.

### **Practical advice for professionals**

Aspiring hospitality professionals need to possess a combination of technical abilities and emotional intelligence. It is essential to comprehend and predict guest expectations, which requires excellent interpersonal skills and the capacity to handle stress. Furthermore, professionals should be skilled in leveraging technology, including property management systems and tools for tracking guest preferences. Sustainability practices must become a fundamental aspect of their methodology. Focusing on efficient waste management and implementing environmentally friendly operational strategies will make professionals who advocate for sustainability highly sought after. Moreover, possessing a global outlook on hospitality, which includes cultural awareness and adaptability, is crucial in today's interconnected environment.

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# *Reimagining the World of Spices: Tradition Meets Innovation*



Aditya Nagpal is a successful entrepreneur and the creator of Masala King, a brand based in Chandigarh that pays homage to Indian spices. After gaining three years of experience in Dubai's esteemed Emaar Hotels and JA The Resort, Aditya returned to India with a mission to revolutionize the spice sector. His commitment to health-oriented, authentic blends has established Masala King as a leader in quality and sustainability.

**ADITYA NAGPAL  
ENTREPRENEUR CUM FOUNDER,  
MASALA KING (CHANDIGARH)**

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Aditya Nagpal is a successful entrepreneur and the creator of Masala King, a brand based in Chandigarh that pays homage to Indian spices. After gaining three years of experience in Dubai's esteemed Emaar Hotels and JA The Resort, Aditya returned to India with a mission to revolutionize the spice sector. His commitment to health-oriented, authentic blends has established Masala King as a leader in quality and sustainability. The spice and culinary sector in 2025 is witnessing a revival of authenticity and a focus on health. Consumers are increasingly seeking products devoid of artificial additives and pesticides, prompting a transformation in the production and marketing of spices. A direct farm-to-consumer approach is gaining popularity, as brands collaborate with local farmers to guarantee quality and traceability.



There is also an increasing interest in region-specific spice blends. For instance, traditional masalas like garam masala, panch phoron, and biryani masala are being adapted to meet global preferences while maintaining their traditional roots. Innovations in packaging, including biodegradable and resealable options, are also shaping consumer purchasing decisions by attracting environmentally conscious buyers.

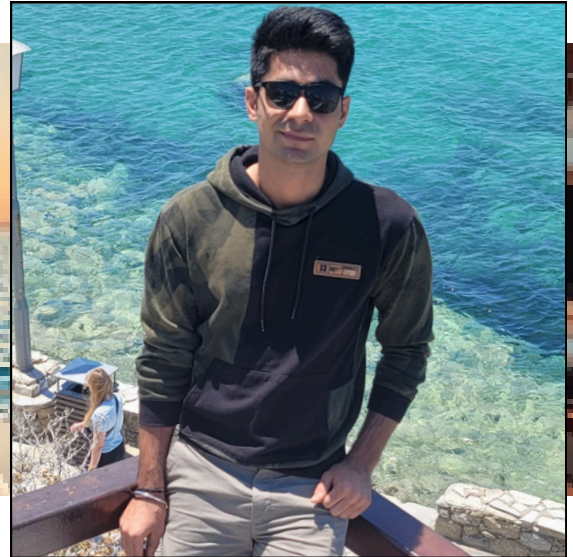
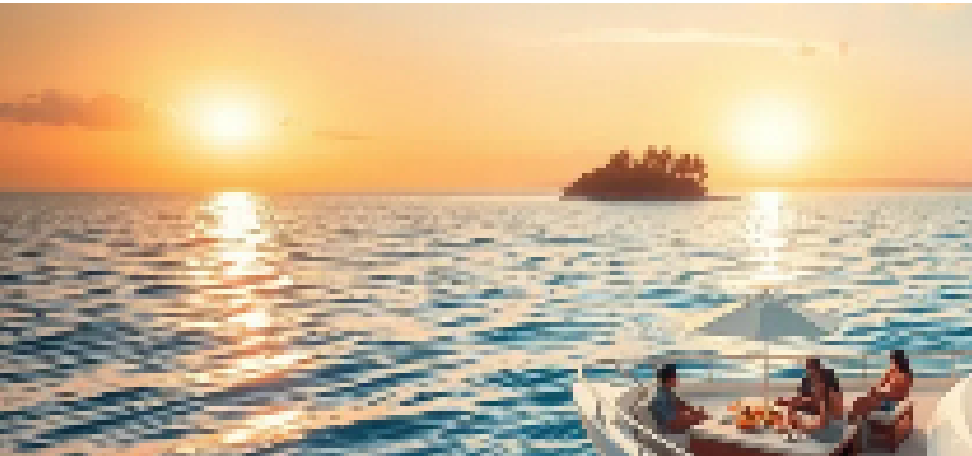
For newcomers to the spice and culinary sector, understanding consumer psychology is crucial. Professionals must appreciate the significance of authenticity and health in developing products. Strong communication and marketing abilities are vital, as storytelling significantly contributes to connecting consumers with the product's heritage and quality.

Innovation is yet another critical expectation. Whether it's crafting new spice blends or designing unique marketing strategies, creativity will differentiate emerging professionals. Furthermore, a solid understanding of digital tools and data analytics will allow professionals to make strategic choices aligned with consumer trends. To equip students for this changing industry, academic institutions should offer specialized courses in spice production, food safety, and packaging technology. Emphasizing hands-on experience through internships with spice brands and exposure to agricultural practices should be a priority.

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# *Sailing into the Future: Redefining Dining and Sustainability in Cruise Hospitality*



Md. Aftaf Ghazi has accumulated more than six years of experience in the hospitality sector, making a notable impact both on land and at sea. As a Restaurant Manager with Royal Caribbean Cruises, he is skilled in leading diverse teams and creating unforgettable dining moments. His strengths include the incorporation of technology, like digital reservation systems, and the implementation of sustainable initiatives on luxury cruise vessels.

**MD. AFTAF GHAZI**  
**ASSISTANT MANAGER, ROYAL CARIBBEAN**  
**CRUISES (GLOBAL)**

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The cruise industry is transforming in 2025 to address the combined needs for luxury and sustainability. A major trend is the adoption of hybrid engines and waste management systems aimed at reducing environmental footprints. Travelers are increasingly mindful of their travel choices and tend to prefer cruise lines that reflect their commitment to environmental responsibility. Additionally, dining experiences on board are evolving. There is a rising interest in themed dining events, offerings of international cuisine, and engaging food experiences. At Royal Caribbean Cruises, we have launched interactive dining options, allowing guests to enjoy live cooking displays and partake in wine pairing activities.

Individuals entering the cruise hospitality field must be flexible and prepared to thrive in high pressure settings. Excellent organizational skills and the capability to lead multicultural teams are vital. An understanding of guest psychology and the ability to uphold exceptional

service standards are also crucial. Familiarity with sustainable practices, including minimizing food waste and adopting eco-friendly operations, is essential. Moreover, knowing how to navigate onboard technology, like reservation systems and customer feedback platforms, will offer a considerable advantage.

Academic institutions should incorporate courses tailored to cruise hospitality, focusing on aspects such as onboard operations, maritime laws, and global cuisine management. Hands-on training via internships on cruise ships can provide invaluable real-world insights. Universities should also emphasize technology integration, educating students about wearable technology and AI applications in the industry. Including modules on sustainability and environmental management, particularly in maritime contexts, can further prepare students for careers in the cruise sector.

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# *Bridging Tradition and Modernity in Culinary Experiences*



Sahil Kapoor possesses over ten years of expertise in the food and beverage sector, serving as Regional Manager at Fusion Dining Group. Residing in Mumbai, Sahil is recognized for his talent in modernizing regional cuisines while maintaining their cultural significance. He holds a degree in Hospitality Management and has collaborated with leading culinary brands prior to his tenure at Fusion Dining Group.

**SAHIL KAPOOR**  
**REGIONAL MANAGER, FUSION DINING GROUP**  
**(MUMBAI)**

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## **The Evolution of the Industry in 2025**

In 2025, the food and beverage sector is characterized by swift change and innovation. A pivotal trend influencing the industry is the incorporation of technology. AI is revolutionizing operations with systems that optimize inventory management, anticipate customer preferences, and customize menu selections. For example, AI-based analytics can now forecast which dishes are likely to be most popular based on past data and customer insights, enabling restaurants to adjust menus in real-time. There is an increasing interest in experiential dining. Patrons are no longer content with merely good food; they desire immersive experiences. In response, restaurants are integrating live cooking displays, thematic atmospheres, and interactive technologies such as augmented reality menus that illustrate the origins and preparation methods of dishes.

### **Skills and Traits for Industry Entrants**

Aspiring professionals need to prepare themselves for a diverse role in this ever-changing industry. Flexibility is essential strategies that are effective today may not be relevant tomorrow, so the capacity to adapt to trends is crucial. Emotional intelligence is also a vital competency, as customer service necessitates understanding and responding to various needs with compassion. Skills in leadership and collaboration are equally important. Professionals should excel at leading teams, especially in multicultural settings. Creativity in menu creation, the ability to tackle operational challenges, and a commitment to consistent quality are traits that distinguish top achievers from others.

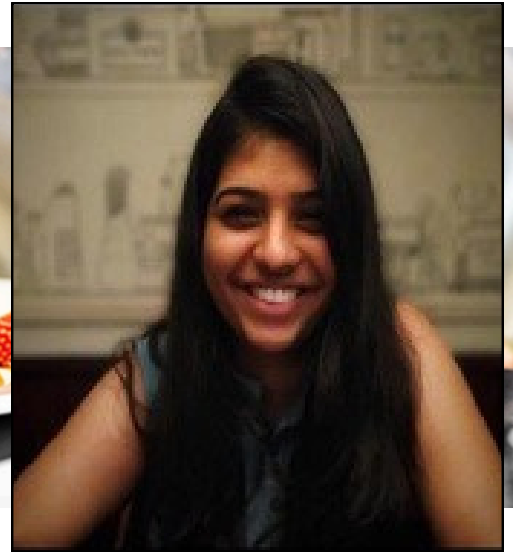
### **How Universities Can Shape Industry Ready Graduates**

Educational institutions must adapt their programs to meet these industry expectations. First and foremost, incorporating technology into hospitality curricula is essential. Equipping students with skills in AI, data analytics, and digital marketing will prepare them for the technology-oriented future of the sector. Interdisciplinary studies that merge hospitality, technology, and management will also be incredibly beneficial. For instance, programs could examine how AI can enhance restaurant processes or how digital marketing tactics can improve customer engagement. By embracing these transformations, educational institutions can guarantee that graduates are industry ready from the outset.

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# *The Art of Patisserie: Where Craftsmanship Meets Sustainability*



Riya Banerjee, the Executive Pastry Chef at Artisan Sweets, has dedicated the past eight years to perfecting her skills in gourmet baking and confectionery. Situated in Kolkata, her bakery is famous for its intricate designs and inventive flavour pairings that challenge the norms of traditional desserts. With a degree in Patisserie Arts, Riya is deeply committed to sustainability, carefully selecting high-quality ingredients to ensure her creations are both beautiful and environmentally friendly.

**RIYA BANERJEE**  
**EXECUTIVE PASTRY CHEF – ARTISAN SWEETS (KOLKATA)**

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The dessert industry has experienced significant changes recently. One notable trend in 2025 is the increasing popularity of plant-based desserts. As more individuals turn towards vegan and health-focused diets, there has been a marked rise in the demand for dairy-free, gluten-free, and sugar-free alternatives. Pastry chefs are exploring options such as almond milk, coconut sugar, and flaxseed replacements to develop luxurious yet health-conscious treats.

Another important trend is the blending of traditional and modern flavours. For instance, traditional sweets like rasgulla or sandesh are being reimagined with global influences, such as matching them with matcha or salted caramel. This fusion attracts a wider audience and creates distinct selling propositions for bakeries. Additionally, interactive baking experiences are becoming more popular. Customers are showing a growing interest in participating in the dessert-making process, whether through classes, live showcases, or customizable offerings. This trend boosts customer satisfaction and fosters brand loyalty.

In an industry influenced by trends, adaptability is crucial. Pastry chefs need to remain informed about global innovations and be open to trying out new methods and ingredients. Strong communication skills are also essential, as engaging with customers and gaining insight into their preferences can greatly improve the overall customer experience.

Educational institutions ought to prioritize hands-on training in conjunction with theoretical instruction. Advanced courses focusing on sustainability in patisserie, such as zero waste baking strategies, should be included. Familiarization with cutting-edge technologies like 3D food printers and edible ink tools will offer students a competitive advantage. Collaborations with international culinary schools can enrich students' global exposure, while internships at prominent patisseries can bridge the gap between classroom education and market needs. Highlighting entrepreneurship through courses on business development and digital marketing will also equip students to thrive in the competitive pastry field.

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# *Innovating Wellness: A Journey Toward Holistic and Sustainable Hospitality*



Ayaan Malik is an experienced expert in managing luxury spas and wellness facilities, boasting over nine years in the field. As the Spa Director at Serenity Wellness Resorts in Udaipur, he has transformed the landscape of holistic health by merging AI-driven wellness strategies with sustainable methods. Renowned for his creative therapies and emphasis on personalization, Ayaan has elevated Serenity Wellness Resorts to a top position in the wellness hospitality industry.

**AYAAN MALIK,  
SPA DIRECTOR – SERENITY  
WELLNESS RESORTS  
(CHENNAI)**

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## **Transformational Trends in the Industry**

In 2025, the wellness sector is characterized by its dedication to sustainability and the offering individualized health advice, have proven to be transformative. These systems assess data from wearable technology to formulate customized wellness plans, significantly boosting guest satisfaction. Sustainability remains a key motivator, with resorts implementing eco-friendly measures such as utilizing biodegradable materials, minimizing energy use, and locally sourcing treatment ingredients. Wellness tourism, especially in culturally rich areas like Udaipur, is flourishing as travelers desire immersive experiences that blend relaxation with local cultural practices.

## **What the Industry Expects from Upcoming Professionals**

Achieving success in wellness management necessitates a blend of specialized knowledge



thorough understanding of various holistic health approaches, including both Ayurveda and contemporary therapies. It is vital to demonstrate empathy and cultural awareness when interacting with clients from various backgrounds. Flexibility is imperative, given the continuous changes within the wellness sector. Professionals ought to be open to new technologies and committed to ongoing skill development. Furthermore, possessing leadership and collaboration skills is crucial, since overseeing spa operations often requires working closely with a variety of specialized teams.

### **University Curriculums for Future Industry Demands**

Academic programs ought to focus on comprehensive health and wellness management. It is crucial to include courses on the integration of AI, sustainable spa design, and global wellness trends. Universities should also offer practical training opportunities through partnerships with luxury resorts and wellness centers. A multidisciplinary approach that combines aspects of psychology, nutrition, and environmental science will equip students to address the challenges of the wellness sector. Lastly, international exchange programs can provide students with exposure to various practices, enhancing their educational experience.

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# *Career Planning for Management Students*



## **Career Planning for Management Students**

**AKASH VERMA ASSISTANT VICE  
PRESIDENT (PROJECTS) CHAMBAL  
FERTILISERS AND CHEMICALS  
LIMITED GADEPAN, KOTA**

Dear Aspiring Students, At the very outset, I must congratulate each one of you, having come across a long way in the learning process. Moments are not far, while you would be transiting from “An Esteemed Campus” to “A Bright Career”. While shaping my career in last 37+years from “Graduate Engineer Trainee” to the level of “Assistant Vice President”, in large-scale industries, I feel honoured and fortunate to share my thoughts for “Industry Academia Connect” Section of upcoming Magazine of Esteemed Sangam University. The writeup would be an endeavour to highlight the current “Industrial scenario” vis-a-vis “Career Planning” by Students of Universities and Professional Academic Institutes. It is my pleasure to address some of the career-oriented FAQs, about which university students remain inquisitive. Hope the content below would throw some light photons on current trends in industries, that may steer you to take required proactive steps for making a right career choice. As you embark on your career journey, remember that at this juncture of your lives, success means marathon, not a sprint. Staying focused, adaptable, and committed to your goals is the key to achieve a successful professional career. In-fact, the World eagerly needs your unique talents and perspectives. Let’s have a quick look at following critical aspects, for career planning, especially referring to the Industries in India: -

## 1. Current Industry Trends: -

The Indian industry is poised for significant growth in 2025, driven by several key trends.

- **Demographic Dividend and Growing Middle-Class Wealth:** India's demographic dividend and growing middle-class wealth are expected to drive consumption, services, and capital markets. The rising participation of domestic institutional investors has bolstered market stability, underscoring India's demographic dividend and growing middle-class wealth.

- **Resilience in Rural Consumption and Services Sector:**

Rural consumption has remained robust, supported by strong agricultural performance, while the services sector continues to be a key driver of growth. Services exports surged 21.3%, driven by public administration and defence, and finance, insurance, and real estate.

- **High-Value Manufacturing Exports:**

Exports of electronics, engineering goods, and chemicals have grown significantly, now comprising 31% of total merchandise exports. This growth is crucial for India's economy, given the sector's significant contribution to GDP and employment.

- **Digital Ecosystem and Fintech Innovation:**

Driving investments in the digital ecosystem will be crucial for channelling savings effectively. This can be achieved by prioritizing incentives for fintech innovation, expanding tax benefits on digital investment platforms, and allocating funds for open digital infrastructure development.

- **Infrastructure Development and Government Spending:**

The government is expected to prioritize infrastructure development, with a focus on key projects such as transportation, energy, and urban infrastructure. This will not only drive economic growth but also create jobs and stimulate private investment.

## 2. Qualities/ Skills Expected from New Professionals: -

New professionals entering the Indian workforce are expected to possess a combination of skills, including,

### Essential Skills as:

- **Digital Literacy:** Proficiency in digital tools, software, and emerging technologies.
- **Communication:** Effective verbal and written communication, presentation, and interpersonal skills.
- **Problem-Solving:** Critical thinking, analytical, and creative problem-solving abilities.
- **Collaboration:** Ability to work in teams, build strong relationships, and demonstrate emotional intelligence.
- **Adaptability:** Flexibility, resilience, and willingness to learn and adapt to new situations.

### **Desirable Skills as:**

- **Data Analysis:** Basic understanding of data analysis, interpretation, & visualization.
- **Language Skills:** Proficiency in multiple languages, including English, Hindi, and regional languages.
- **Creativity:** Innovative thinking, design thinking, and ability to think outside the box.
- **Leadership:** Potential to take initiative, lead teams, and demonstrate entrepreneurial spirit.
- **Domain Expertise:** Knowledge and skills specific to the industry or job function.

### **Soft Skills as:**

- **Time Management:** Ability to prioritize tasks, manage time, and meet deadlines.
- **Self-Learning:** Willingness to learn, upskill, and reskill throughout their career.
- **Professionalism:** Demonstrate integrity, ethics, and a strong work ethic.
- **Cultural Awareness:** Understanding and appreciation of India's diverse cultures, customs, and values.
- **Global Perspective:** Awareness of global trends, technologies, and best practices.

### **Emerging Skills as:**

- **Artificial Intelligence:** Basic understanding of AI, machine learning, and deep learning.
- **Cloud Computing:** Familiarity with cloud platforms, services, and applications.
- **Cybersecurity:** Knowledge of cybersecurity principles, threats, and best practices.
- **Sustainability:** Understanding of sustainable practices, environmental concerns, and social responsibility.
- **Entrepreneurship:** Ability to think entrepreneurially, innovate, and take calculated risks.

### **3. Alignment of University Curriculum with Industries:**

To better align with Indian industry needs, academic institutions can consider the following:

#### **Curriculum Reforms:**

- **Industry-relevant courses:** Incorporate courses that focus on emerging technologies, trends, and skills in demand by the industry.
- **Interdisciplinary learning:** Encourage interdisciplinary learning to develop holistic understanding and problem-solving skills.
- **Practical training:** Emphasize hands-on learning, internships, and project-based learning to develop industry-ready skills.

### **Industry-Academia Collaboration:**

- **Industry partnerships:** Foster partnerships with industries to develop curriculum, provide internships, and offer job opportunities.
- **Guest lectures and workshops:** Invite industry experts to share their experiences, insights, and expertise with students.
- **Joint research projects:** Collaborate on research projects that address industry challenges and develop innovative solutions.

### **Skill Development:**

- **Soft skills development:** Focus on developing essential soft skills, such as communication, teamwork, and problem-solving.
- **Digital literacy:** Ensure students are proficient in digital tools, technologies, and platforms.
- **Entrepreneurship and innovation:** Encourage entrepreneurship, innovation, and creativity to develop job creators, not just job seekers.

### **Faculty Development:**

- **Industry exposure:** Provide faculty members with industry exposure to update their knowledge and skills.
- **Training and development:** Offer training and development programs for faculty members to enhance their teaching and research capabilities.

### **Assessment and Evaluation:**

- **Outcome-based education:** Focus on outcome-based education, where students are assessed on their ability to apply knowledge and skills.
- **Industry-relevant assessments:** Develop assessments that mimic industry scenarios, challenges, and expectations. By implementing these reforms, academic institutions can better align their programs with Indian industry needs, producing graduates who are industry-ready, skilled, and equipped to drive growth and innovation.

My Best wishes, to you all beginners, for a fulfilling and successful career...!!

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# *Expectations from Upcoming Professionals*



**DR. SUMEET KACHHARA  
CHARTERED ACCOUNTANT &  
COMPANY SECRETARY**

In the current fast-paced job market, newcomers to the workforce must develop a wide range of skills that include both technical know-how and interpersonal competencies. A crucial quality for these budding professionals is the ability to adapt. The skill to respond to new circumstances and welcome change is essential in environments that are often reshaped by innovation and advancements in technology. Flexibility enhances adaptability, enabling individuals to shift between various roles and tasks as they emerge, ensuring they stay relevant and become valued members of their teams.

Learning agility is another vital skill that new professionals should have. In a time when industries can change dramatically in a short period, the capability to swiftly gather and utilize new competencies is priceless. This agility not only boosts an individual's employability but also establishes them as proactive learners who can keep up with the rapid transformations in their fields. Additionally, employers highly value critical thinking and problem-solving skills. These competencies empower professionals to examine complex problems, consider various viewpoints, and devise innovative solutions based on data and evidence. The ability to think critically is crucial for making well-informed decisions and tackling challenges that may not have clear resolutions.

Time management and organizational abilities are also essential, as newcomers to the workforce need to efficiently juggle multiple tasks and deadlines. The skill to assess work based on urgency

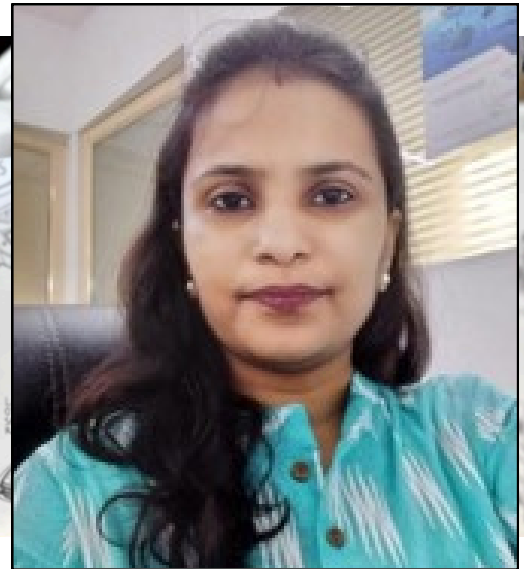
and importance is essential for ensuring that key responsibilities are completed on time. Moreover, a well-organized approach allows professionals to handle their duties, reduce stress, and improve overall productivity. Employers place a high premium on a strong work ethic and accountability. Reliability is demonstrated by consistently meeting deadlines, being punctual, and producing high-quality work, which builds trust among peers and supervisors. New professionals are also encouraged to take charge of their duties, confront challenges proactively, and accept responsibility for their actions.

Leadership potential in new professionals is indicated by their capacity to take initiative and adopt a proactive approach in their roles, even at entry-level jobs. This forward-thinking attitude is further supported by effective decision-making skills, which empower them to make well-informed choices even when information is limited, highlighting their abilities in problem-solving.

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# *Expectations from University Curriculum*



**MRS. KRISHNA NAWAL  
MASTER OF BUSINESS  
ADMINISTRATION**

To ensure that students are adequately equipped for the challenges of the job market, it is crucial for educational institutions to frequently revise their course content. This entails taking into account technological innovations and emerging trends that are influencing various industries. By remaining up-to-date with these changes, institutions can offer students the most pertinent knowledge and skills, thus improving their employability and facilitating a smoother transition from school to the workforce. To successfully prepare students for the changing job market, educational institutions need to consistently evaluate and enhance their curricula to meet industry requirements. By adopting a more flexible, collaborative, and practical educational model, academic institutions can better align their programs with the needs of businesses. As industries and the job market evolve at a rapid pace, universities must ensure that their curricula remain relevant and equip students with the necessary skills and knowledge for success.

To improve the alignment of their programs with industry standards, educational institutions can adopt various strategies that encourage collaboration with businesses, adapt curricula, and equip students with essential skills for the shifting job landscape. One effective method is forming industry advisory boards composed of professionals and experts who can offer valuable input on curriculum development, ensuring it stays pertinent



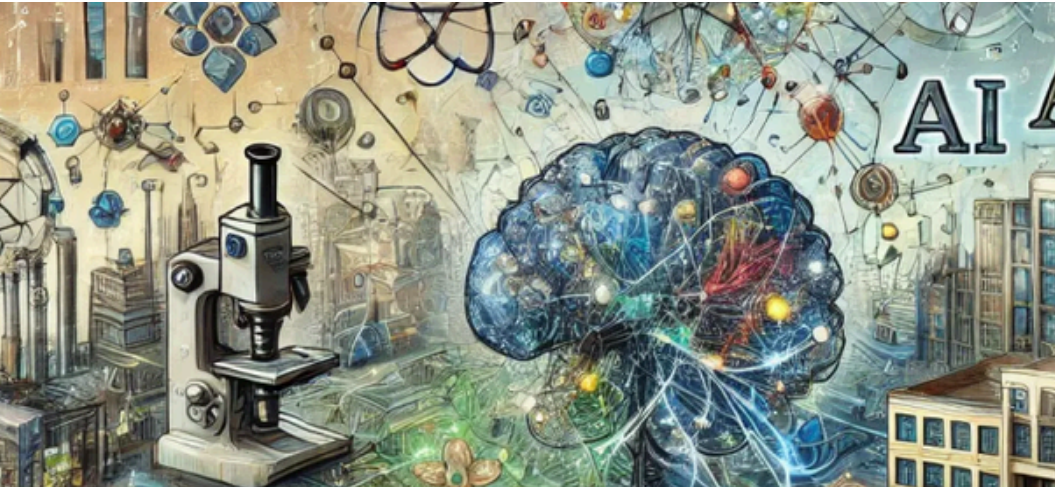
to current industry trends. Furthermore, building partnerships with companies to create more internship and cooperative education opportunities enables students to gain practical experience while continuing their education. Inviting industry experts for guest lectures and panel discussions can also enhance students' comprehension of real-world issues and emerging trends. Regarding curriculum design, a transition towards skill-oriented learning is vital, focusing on hands-on, project-based experiences that impart specific abilities necessary for the workforce, such as coding and data analysis. Institutions should also think about establishing flexible and adaptable curricula that can quickly adjust to industry shifts, thus keeping in sync with technological progress and market needs. Additionally, incorporating cutting-edge technologies like artificial intelligence, blockchain, and cybersecurity into academic programs will better prepare students for future job opportunities.

Encouraging lifelong learning by offering micro-credentials and certifications can greatly benefit students and professionals aiming to elevate their careers. By providing short-term, industry-recognized qualifications in specific fields, institutions can facilitate continuous education and skill development, ensuring that graduates remain competitive in the ever-changing job market. Lifelong learning and continuing education are essential components of professional development, emphasizing the importance of micro-credentials and certifications that provide short-term, industry-recognized qualifications in specialized fields such as digital marketing, data science, and project management. These credentials facilitate career advancement and retraining opportunities. Additionally, the adoption of online and hybrid learning models enhances accessibility for working professionals seeking to up skill or re-skill without interrupting their careers.

Career services and job placement assistance are crucial for closing the gap between education and employment. Improving career counselling services not only helps students secure job placements but also strengthens connections with potential employers through networking events and career fairs. Utilizing data-driven approaches, informed by labour market trends and skill demand analyses, guarantees that educational offerings stay in tune with the changing requirements of the workforce. In conclusion, by proactively interacting with industry partners, integrating experiential learning opportunities, and regularly updating curricula, academic institutions can foster a more dynamic and responsive learning environment. This strategy not only equips students with the necessary tools for achieving success but also strengthens the connection between educational institutions and the job market, promoting a more skilled and adaptable workforce globally.

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# *Revolution and Impact of AI in the IT Sector*



Over 12 years of experience in Software Development.  
Masters in Computer Science from a Premier  
Institution.

**MR. VIVEK SINGH**  
**LEAD TECHNICAL ARCHITECT ESPIRE**  
**INFOLABS, GURUGRAM.**

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The IT industry is leading a groundbreaking change due to the incorporation of Artificial Intelligence (AI). With ten years of hands-on experience in IT and AI, I have witnessed significant changes in processes, solutions, and innovations within the sector. Below are several impactful ways in which AI is influencing the IT field:

### **Redefining Automation and Productivity**

Organizations are leveraging AI to automate repetitive and labor-intensive tasks, including software testing, system monitoring, and troubleshooting. By utilizing AI-powered tools, IT professionals can prioritize strategic innovation over routine operations, leading to a significant boost in overall productivity.

### **Elevating Cybersecurity Standards**

AI is transforming the battle against cyber threats. Machine learning algorithms and AI-based systems can identify anomalies and potential breaches in real time, providing proactive measures to avert security incidents. This advancement has increased global trust in IT systems.

### **Transforming Customer Support**

AI-driven chatbots and virtual assistants are changing the landscape of customer service within the IT sector. By managing routine inquiries and delivering immediate solutions, these tools improve the customer experience while alleviating the workload on human support teams.

### **Powering Advanced Analytics**

Predictive analytics, driven by AI, allows companies to anticipate trends, improve operations, and base choices on data. This development has created fresh opportunities for tailored solutions in software engineering and IT services.

### **Revolutionizing Software Development**

AI is facilitating more intelligent coding methods, automated error correction, and streamlined project management. With resources such as GitHub Copilot, developers can now produce optimized code more quickly, improving software quality and shortening the time to market.

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# *Reshaping Global Industries*



Sovana Mukherjee is a highly skilled GIS professional with over three years of experience in remote sensing, geoinformatics, and spatial analysis. She holds a Master's degree in Geoinformatics, graduating as a Gold Medallist from Sangam University, and a Bachelor's degree in Geography (Honours) from Kazi Nazrul University with gold medal.

**SOVANA MUKHERJEE**  
**GEOSPATIAL SPECIALIST, NATIONAL**  
**INFORMATICS CENTRE**

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The geospatial industry in 2025 is evolving rapidly, driven by technological advancements and an increasing demand for data-driven decision-making. One of the most prominent trends is the rise of geospatial AI, which integrates machine learning with spatial data to create predictive models. These models are being widely adopted in urban planning, disaster risk assessment, and precision agriculture. The democratization of geospatial data through platforms like Google Earth Engine has revolutionized accessibility. Organizations now leverage this open data to address global issues such as deforestation, carbon footprint reduction, and disaster preparedness. Remote sensing is becoming increasingly critical, especially with the integration of SAR (Synthetic Aperture Radar) imagery for high-resolution data in monitoring environmental changes.

**Developing Professionals for Industry Challenges** The upcoming generation of geospatial experts needs to combine technical skills with an awareness of global issues. Having a solid grounding in GIS technologies, remote sensing applications, and programming languages such as Python is crucial.

Nevertheless, what distinguishes professionals is their capacity to innovate and critically evaluate how to implement geospatial solutions to address real-life challenges. Interpersonal skills like project management, strong communication, and collaboration are just as vital. Additionally, professionals should remain informed about new developments in geospatial AI, big data analytics, and cloud technologies.

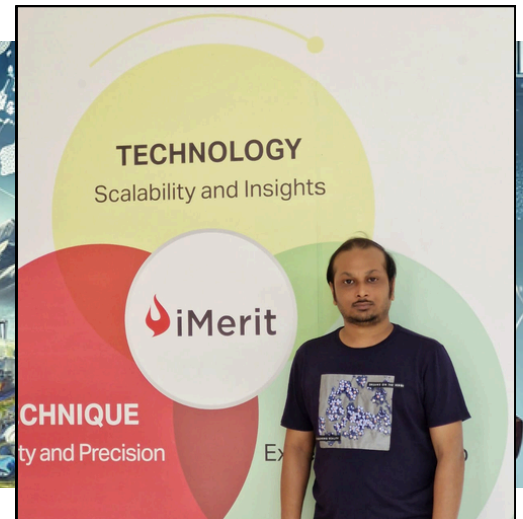
**Design Curriculums for Real-World Impact** Academic programs need to prioritize providing students with hands-on, practical experiences. Universities ought to focus on internships and partnerships with industries, enabling students to work on real-world projects.

Furthermore, offering specialized classes in geospatial AI, SAR imagery processing, and web GIS development can help align academic instruction with industry requirements. Courses addressing sustainability and environmental management, when integrated with geospatial studies, can equip students to address urgent global challenges. Additionally, universities should promote innovation by motivating participation in hackathons, contests, and research initiatives. Opportunities for cross-disciplinary learning that combine geospatial studies with urban development, agriculture, and public policy can significantly enhance graduates' preparedness to make meaningful contributions in the workforce.

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# *Driving Innovation in Geospatial Technology: My Perspective on Trends, Skills, and Education*



**SUBHANKAR NASKAR**  
**GEOSPATIAL TECHNOLOGY LEADER**

Subhankar Naskar is an energetic and skilled Geospatial Technology Team Lead with more than five years of expertise in managing GIS projects and conducting remote sensing analyses. He holds an M.Sc. in Remote Sensing and GIS and is currently working towards a Ph.D. in Geoinformatics, demonstrating a strong history of directing intricate geospatial projects and providing innovative solutions.

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## **What's Driving Change in 2025**

The geospatial technology field in 2025 is undergoing a notable evolution, propelled by developments in AI, machine learning, and cloud computing. These advancements have transformed the processing, analysis, and application of spatial data across various sectors. A prominent trend is the heightened use of predictive GIS models in areas such as agriculture, urban development, and disaster response. These models facilitate real-time decision-making, enhancing resource allocation and effectively reducing risks. Remote sensing technologies, especially SAR imagery, are proving essential for tracking forest health, coastal regions, and the effects of climate change. With rising concerns regarding sustainability, geospatial technologies are being widely applied for carbon monitoring, conservation of biodiversity, and precision agriculture. Additionally, the increased accessibility of geospatial data through platforms like Google Earth Engine has empowered both industries and researchers to easily access and analyze complex datasets.

**Key Competencies for Emerging Talent** For individuals looking to break into the geospatial sector, a solid grounding in GIS technologies and remote sensing methods is vital. Yet, having technical abilities on their own isn't enough. The capacity to combine GIS with new technologies like AI, big data analytics, and cloud computing is essential. Being skilled in programming languages such as Python and R, along with familiarity with tools like ArcGIS and QGIS, will offer a distinct advantage. Soft skills such as project management, teamwork, and problem-solving are also extremely important. The geospatial field frequently involves multidisciplinary initiatives, necessitating professionals to collaborate effectively with specialists from different areas. Additionally, knowledge of global sustainability objectives and the ability to implement geospatial strategies to tackle these issues will be highly appreciated.

**Academic Reforms for Modern Industry Needs** To effectively prepare students for the changing requirements of the geospatial sector, educational institutions should prioritize a practical approach to education. Incorporating hands-on training with tools like Google Earth Engine, ENVI, and Python for geospatial analysis should be a fundamental part of the curriculum. Introducing specialized courses on predictive GIS modelling, SAR image interpretation, and geospatial AI applications can enable students to acquire specialized skills. Finally, promoting innovation through events like hackathons, competitions, and workshops can motivate students to create inventive solutions to urgent global challenges. By aligning their academic offerings with industry demands, universities can ensure that graduates are not only ready for employment but also positioned to lead advancements in geospatial technology.

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# *The AI Revolution: Transforming the Power Sector*



Electrical and Electronics Engineering. Over 10 yrs of experience in the power sector (NTPC Ltd).

**MR. ARVIND KUMAR CHAURASIYA**  
**ASSISTANT EXECUTIVE**  
**(OPERATION)NTPC FARAKKA, WB**

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The energy sector is experiencing a profound transformation, with Artificial Intelligence (AI) at its core. AI is no longer a thing of the future; it is completely changing how we produce, distribute, and use energy. From enhancing the intelligence of power plants to facilitating the integration of renewable energy and maintaining grid reliability, AI is fundamentally altering the energy landscape.

### **Revolutionizing Power Generation:**

Efficiency Meets Innovation AI is revitalizing conventional power generation approaches. The era of reactive maintenance and energy inefficiencies is fading, thanks to the capabilities of predictive analytics and real-time optimizations.

- **Predictive Maintenance:** Envision a scenario where power plants do not experience unplanned downtime. With AI, this is becoming a reality. Utilizing sophisticated algorithms that analyze real-time data from turbines, generators, and machinery, AI can foresee equipment failures before they occur, thereby saving time and financial resources while ensuring uninterrupted power supply.
- **Energy Production Optimization:** Whether it involves refining a coal plant for peak efficiency or modifying a nuclear reactor's output, AI guarantees that energy production operates smoothly. By continually evaluating operational data, AI fine-tunes variables such as fuel consumption and load distribution, ensuring optimal performance while reducing waste.



### **Smart Grids: The Backbone of a Resilient Power System**

The future of energy distribution has arrived, and it's more intelligent than ever. Artificial intelligence is transforming grids into not just "smart" systems, but also self-healing and highly efficient ones, ensuring that power delivery is dependable and adaptable to fluctuating demands.

- **Demand Forecasting & Response:** Gone are the days of uncertainty—AI effectively anticipates energy needs using weather data, consumption trends, and market dynamics. This capability enables utilities to manage supply in a dynamic manner, modifying production and consumption in real-time. Even more remarkable, AI-enhanced demand response systems interact with smart devices in households and businesses, optimizing energy consumption during peak times without sacrificing comfort.
- **Fault Detection & Automated Recovery:** Power interruptions? A relic of the past. AI powered systems quickly identify issues within the grid and implement solutions in real time—be it rerouting electricity or isolating damaged sections. This leads to reduced downtime, quicker recovery, and a sturdier grid overall.

### **Renewable Energy: Making Clean Power Smarter**

The shift towards renewable energy sources such as wind and solar is a worldwide imperative, yet it presents its own set of difficulties. Enter AI, which revolutionizes the integration of variable renewable sources into the grid for optimal performance.

- **Maximizing Storage Potential:** Given that energy storage is vital for balancing renewable energy, AI enhances the management of energy storing activities. It captures surplus energy produced during sunny or windy conditions for future use and intelligently disperses it during peak demand times.
  - **Forecasting Renewable Outputs:** Although weather can be erratic, AI can accurately predict solar and wind energy generation. By examining weather patterns and historical data, AI aids grid managers in preparing for fluctuations, balancing supply with demand, and ensuring a consistent, reliable provision of clean energy.
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# *Unlocking Your Potential: Education Fuels Career Growth*



**GAZAL BADLANI**  
**TEAM LEAD, DELOITTE SOUTH**  
**ASIA, LLC**

Gazal is a qualified company secretary and holds an MBA, boasting over five years of experience in the finance sector while working with off-shore clients from various regions such as Hong Kong, the UK, Malaysia, and Singapore

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She firmly believes that education serves as a gateway to the future, and that the future is shaped by those who take the necessary steps today. In today's rapidly changing job market, education transcends the simple acquisition of knowledge—it acts as a vital driver for both personal and professional growth. For college students, the journey to realizing their full potential begins with higher education, which lays the foundation for a satisfying and prosperous career. By mastering specific skills, improving critical thinking abilities, and establishing a solid professional network, education plays a crucial role in determining the trajectory of long-term career success.

**Power of Knowledge** Education provides students with the crucial technical and theoretical expertise needed to thrive in their chosen industries, enabling them to meet professional standards and distinguish themselves in a competitive employment landscape. As industries change, a college education helps students stay informed about the latest trends and technologies, promoting ongoing learning and skill enhancement that fosters sustained career growth and development.

**Problem-Solving Skills and Developing Critical Thinking** In addition to technical expertise, education develops critical thinking, problem-solving, and analytical abilities—skills that employers highly value. These competencies empower individuals to confront complex issues and drive innovation in their positions. College environments encourage students to challenge ideas, question assumptions, and analyze problems from various perspectives— skills essential for achieving success in any profession. By engaging with a broad array of subjects, collaborating with peers, and tackling real-world challenges through projects and internships, students refine their capacity to think quickly and adjust to evolving situations, preparing them for career advancement and leadership roles.

**Public Relations: Building Networks and Opportunities** Creating Networks and Opportunities An important benefit of higher education is the opportunity to cultivate a strong professional network. College provides a unique setting for students to connect with faculty, alumni, and industry professionals, paving the way for internships, mentorship opportunities, and job offers that enhance career progression. Networking within the academic setting exposes students to different perspectives and valuable insights into the industry. Additionally, engaging in student groups, career fairs, and workshops allows students to interact with potential employers and investigate various career options, establishing vital connections as they transition from college to the workplace.

**Confidence and Self-Discovery** As students progress in their educational journey, they gain confidence through academic milestones, internships, and leadership experiences, which boosts their readiness for the professional world. Education also encourages self-discovery by introducing students to a variety of ideas and career possibilities, aiding them in recognizing their strengths and aspirations, and guiding them towards making informed choices that foster career growth.

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# *My Journey*



**BHARGAVI RATHI**  
**ENTREPRENEUR**

In 2021, Bhargavi Rathi made a significant decision. After leaving a prominent career in Singapore, where she held the position of Regional Marketing Manager for In Corp Group, she returned to her roots in Kota, Rajasthan, driven by a vision. This change was not merely a move in location but a critical turning point in her profession. Motivated by the intention to create a local impact while influencing businesses on a global scale, she established her company, Digital Go Where. Beginning in a small town, Bhargavi transformed her entrepreneurial aspirations into a reality, forming a team composed of 80% women. This endeavour transcended business; it was a mission. Bhargavi aimed to empower local talent, offering them the chance to work on both national and international projects while remaining in Kota. Presently, her team operates in Singapore, Dubai, and the UK, skilfully connecting local ambitions with global opportunities.

Bhargavi's venture, Digital Go Where, emerged as a pioneer in Asia by introducing the idea of Digital Sustainability. This ground breaking strategy emphasizes minimizing the carbon footprint of websites and aligning digital practices with the sustainability objectives outlined by the United Nations. Her efforts extend beyond marketing; they aim to foster a more eco-friendly and sustainable digital environment. Recognition soon came her way. In 2024, Bhargavi received the esteemed National Award - Empower Her Excellence from NAREDCO MAHI, under the Ministry of Housing and Urban Affairs, Government of India. That same year, she was acknowledged as one of the top five women marketers in India by SheThePeople, solidifying her standing as a forward- thinking leader.

Her path to success was anchored in a commitment to ongoing learning. Bhargavi kicked off her career as a GIS Analyst, equipped with a degree in Geography (Hons) and an M.Sc in Geoinformatics. However, her inquisitiveness and drive propelled her into marketing, a sector in which she would ultimately excel. She pursued an Executive MBA from IIM-Calcutta, refined her expertise in marketing automation, and completed a diploma in Digital Marketing Strategies: Data, Automation, AI & Analytics from North western Kellogg University in the United States.

Throughout her professional journey, Bhargavi consistently sought to push limits. In 2022, she was chosen for the Goldman Sachs 10,000 Women program at NSRCEL IIMB. Just two years later, in 2024, she was once again selected for the Goldman Sachs' Accelerate Your Growth program at ISB. Currently, as the CEO of Digital Go Where, Bhargavi is revolutionizing the digital marketing arena. In addition to offering Virtual CMO services to startups and SMEs, she emphasizes leveraging AI-driven strategies to facilitate rapid and sustainable business growth. Her proficiency extends to corporate advisory services, where she assists B2B clients in navigating intricate digital challenges. Bhargavi is also dedicated to sharing her expertise, serving as a guest lecturer at various Indian colleges and acting as a consultant for startups. With over 12 years of experience in both national and international digital marketing, she has established herself as a reliable figure in the industry, recognized for her capability to scale businesses through strategic initiatives and innovative customer acquisition techniques.

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# *Bridge the gap between Industry & Academia*



**LOVELY GURBANI**  
**FOOD BLOGGER / CONTENT**  
**CREATOR**

It is a privilege to contribute to your vital and essential effort to close the knowledge and skill gap between industry and academia. As a food blogger with approximately seven years of experience, I can affirm that we continue to learn and adapt in this industry every single day. I began my journey using merger resources, yet that did not prevent me from following my passion for food and sharing it with the community.

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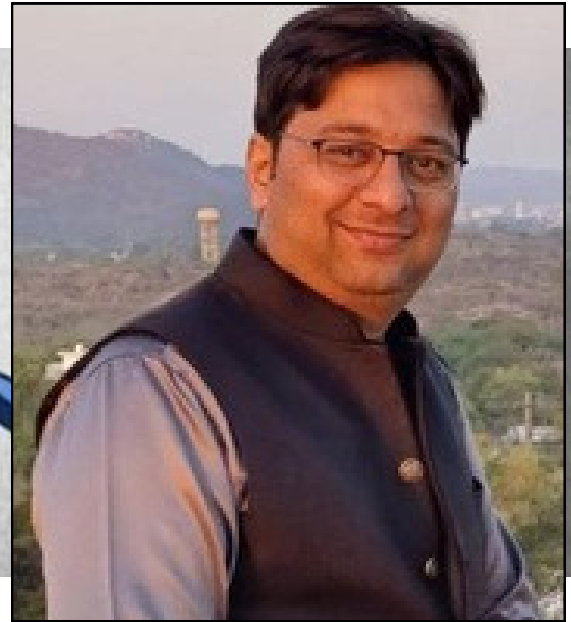
To begin with, the landscape of social media and content creation, in which food blogging is a small but significant and expanding segment, had a highly successful year as both established and new businesses maintained engagement with their customer base through social media. Today, social media and its various tools have become an integral aspect of operating a successful business. Furthermore, it is imperative for students and various stakeholders in academia to keep themselves informed about the ongoing changes in marketing, particularly regarding the use of diverse media applications to connect with different audiences in the fast-paced and dynamic world of social media and content creation.

In addition, it is vital for students to develop an up-to-date understanding on a daily basis by utilizing various media tools. Staying attuned to trends and crafting strategies for specific projects requires dedication and hard work, so students must embed these principles into their work ethic. Moreover, effective communication is fundamental to successful marketing, making it crucial to convey the project's or product's message to potential clients. Therefore, students should consistently familiarize themselves with trendy, attention-grabbing, and practical communication language. As a result, I propose that academic institutions collaborate with industry on a regular basis to ensure students are continuously informed about the latest trends in content creation.

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# *While starting a new business or start up*



**GAURAV BADLANI**  
**ENTREPRENEUR**

Embarking on the journey of launching a business or a new startup can be both challenging and fulfilling, necessitating thorough planning and execution. The initial step involves pinpointing the particular segment that resonates with your interests or expertise. This not only fosters a passion for the work but also establishes a strong base for developing a sustainable business. Once the segment has been determined, assessing the market size for the selected product or service is vital. Gaining insights into potential demand, growth opportunities, and competitive landscape aids in recognizing whether the idea possesses the scalability required for success.

Subsequently, identifying the target customer demographic is crucial. Entrepreneurs must choose whether to focus on a niche market or the broader audience, as this choice greatly influences business dynamics, marketing efforts, and pricing strategies. A niche strategy often enables tailored services but may cater to a smaller audience, while appealing to the masses can lead to greater revenue but requires larger infrastructure and resources. Adopting a forward-thinking perspective is also essential. Entrepreneurs need to visualize how their business could develop over the next decade. This proactive approach necessitates an awareness of industry trends, potential technological progress, and changes in the market. Such foresight aids in crafting a versatile business model that can accommodate changing demands and support long-term growth.



Financial strategy lies at the heart of every startup. Entrepreneurs should secure funding based on anticipated needs for both initial setup and ongoing expenses. Considering financing options such as personal savings, bank loans, venture capital, or partnerships can provide sufficient financial support. Additionally, preserving a financial safety net to navigate unforeseen challenges during the business's early stages is equally important. Assembling the right team is another crucial component of establishing a business. Competent and driven employees form the foundation of any thriving venture. Hiring individuals who align with the company's vision and values enhances teamwork and creativity. The leadership role of the entrepreneur is equally significant. Leading with clarity, demonstrating commitment, and earning trust from the team fosters a productive and encouraging work atmosphere.

Economically viable infrastructure is another key consideration. Startups typically function with restricted budgets, making resource optimization essential. Entrepreneurs might explore cost-effective alternatives like coworking spaces, outsourcing non-essential tasks, or leveraging technology for improved efficiency. Moreover, having an effective supply chain management system is crucial for ensuring smooth operations, timely production, and efficient delivery of goods or services. Collaborations also significantly contribute to business scaling. Entrepreneurs should seek partnerships with like-minded individuals who offer complementary skills, resources, or market access. Such alliances can expedite growth and broaden the business's reach. Furthermore, concentrating on the core product and developing robust marketing strategies is paramount. A distinctive, high-quality product combined with effective marketing endeavors can enable a business to engage its target audience and differentiate itself in a competitive market.

Finally, establishing clear financial objectives, such as ROI and break-even points, is critical. Continuously tracking these indicators ensures the business stays on course and allows for timely strategic modifications. Launching a business demands resilience, flexibility, and a compelling vision, but by concentrating on these essential elements, entrepreneurs can set the stage for enduring success.

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# *Inside IT Word*



Shikha Sharma is an experienced Project Manager at IBirds Solutions Pvt. Ltd. located in Ajmer, possessing a wealth of knowledge in executing projects, managing clients, and leading teams. Her solid expertise in software development, IT solutions, and optimizing business processes has enabled her to successfully manage numerous impactful projects.

**SHIKHA SHARMA**  
**PROJECT MANAGER IBIRDS**  
**SOLUTIONS PVT. LTD. AJMER**

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The landscape of IT and project management in 2025 is changing rapidly, propelled by automation, artificial intelligence, and cloud technologies. Agile methodologies have transitioned from being a choice to a requirement for businesses looking to scale effectively. Companies are increasingly adopting DevOps practices to enhance software development, facilitating quicker deployments and better collaboration between development and operations teams. The rising concern over cybersecurity has led businesses to invest significantly in data protection, compliance, and risk management strategies. The trend toward remote and hybrid work environments has further encouraged organizations to utilize cloud-based project management tools to improve collaboration, tracking, and execution.

Furthermore, as digital transformation reaches unprecedented levels, companies are prioritizing customer experience by leveraging AI chatbots, data analytics, and IoT-driven automation. As technology keeps advancing, it will be essential for both companies and professionals to remain flexible and embrace innovation. New entrants into the field should have a firm grasp of project management methodologies such as Agile, Scrum, and Kanban. Proficiency in areas like software development, cloud computing, and automation tools greatly enhances one's value. Nonetheless, soft skills such as problem-solving, communication, and leadership are equally

important. Project managers must coordinate across teams, manage client expectations, and ensure smooth interaction among various stakeholders. The ability to assess risks, make informed, data-backed decisions, and efficiently manage time is crucial for success in this role.

Moreover, being adaptable is essential. With the rapid pace of technological advancement, professionals must dedicate themselves to lifelong learning and skill development. Obtaining certifications in project management, such as PMP or Scrum Master, can substantially improve career opportunities. Academic institutions should align their curricula with industry needs by integrating practical project simulations, case studies, and hands-on experiences with project management tools. Universities ought to offer courses on Agile methodologies, cloud computing, and cybersecurity to better prepare students for contemporary workplaces. Strengthening industry-academia collaborations, internships, and live projects should be prioritized to give students real-world experience in business scenarios. Promoting cross disciplinary education—where students grasp the connections between technology, management, and business strategy—can help them evolve into more well-rounded professionals.

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# Business Idea

# Incubation

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*From Vision to Venture*

# Section Editors



**Dr. Manoj Kumawat**  
Associate Professors, SOMS,  
Sangam University, Bhilwara



**Mr. Subhash Choudhary**  
Assistant Professors, SOMS,  
Sangam University, Bhilwara

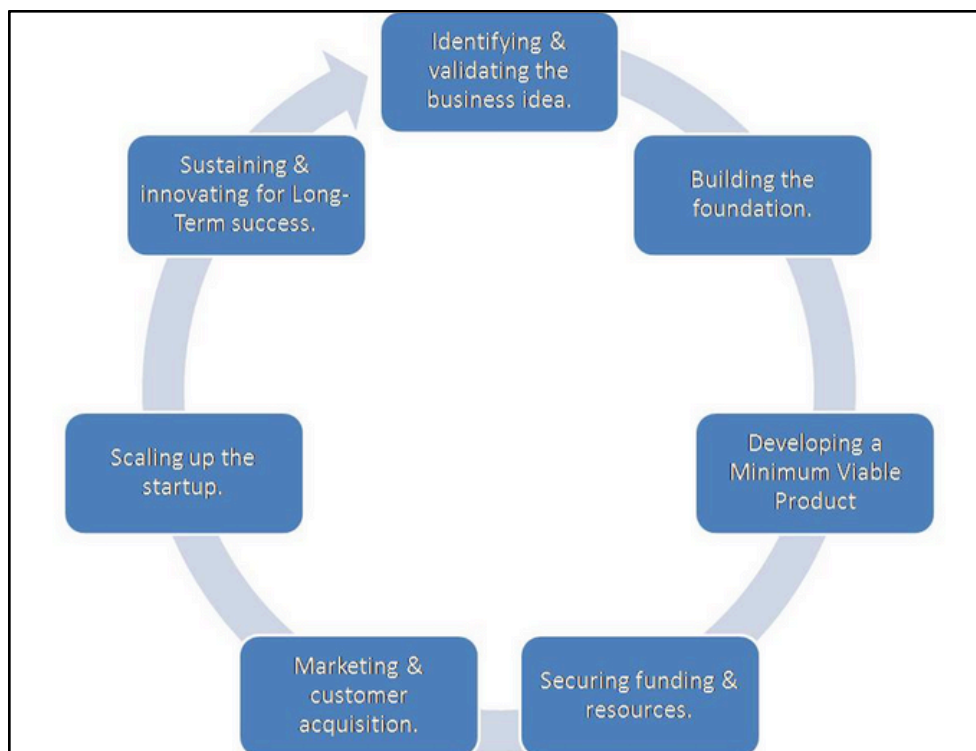
**Dear Distinguished Reader,**

Innovation and entrepreneurship serve as the foundation of advancement, with every successful initiative stemming from a single concept. The Business Idea Incubation section is focused on cultivating creativity, strategic thought, and an entrepreneurial mindset. Our aim is to motivate and assist aspiring entrepreneurs by offering valuable insights, success narratives, and expert viewpoints that aid in converting innovative concepts into viable businesses. In this space, we examine emerging business trends, groundbreaking strategies, and the significance of collaboration in establishing prosperous startups. Whether you are a student, an emerging entrepreneur, or someone passionate about the industry, this section acts as a catalyst for your entrepreneurial path. We are dedicated to empowering visionaries, tackling challenges, and shaping the future through innovation. Let's collaborate to nurture concepts, devise sustainable business frameworks, and create impactful enterprises that transform industries. The journey from concept to success begins here—let's craft the future of business, one idea at a time.

# PATHWAY FOR A STUDENT TO BUILD A SUCCESSFUL STARTUP: FROM IDEA TO EXECUTION

Mihika Bunlia (MBA)

Many students dream of turning innovative ideas into successful startups, but the journey from concept to execution is challenging. With the right approach, mentorship, and resources, students can transform their entrepreneurial vision into a thriving business. This article outlines a step-by-step pathway for students to develop business ideas into successful startups.



## Step 1: Identifying & Validating the Business Idea

Find a Problem to Solve

## Successful startups address real-world problems. Students should:

- Observe daily challenges faced by people.
- Conduct market research to identify gaps.
- Brainstorm solutions that add value.

## Validate the Idea

### Before investing time and money, validate whether the idea has potential by:

- Talking to potential customers – Understand their needs and willingness to pay.
- Analyzing competitors – See if similar solutions exist and what can be improved.
- Creating a simple prototype – Get early feedback before full development.

## Step 2: Building the Foundation

### Develop a Business Model

- Use frameworks like the Business Model Canvas (BMC) to define:
  - Value Proposition (Why will customers choose your product?)
  - Revenue Streams (How will the startup make money?)
  - Cost Structure (What are the initial and long-term expenses?)

### Choose the Right Team- A strong team increases the chances of success. Look for co-founders with complementary skills in:

- Technology/Product Development
- Marketing & Sales
- Finance & Operations

**Seek Mentorship - Guidance from experienced entrepreneurs or professors can provide crucial insights. Students can:**

- Join university startup incubators.
- Attend entrepreneurship workshops.
- Connect with mentors on platforms like LinkedIn and Startup India Hub.

## **Step 3: Developing a Minimum Viable Product (MVP)**

### **Build a Prototype**

- A Minimum Viable Product (MVP) is a basic version of the product with essential features that allow users to test its functionality.
- For tech startups → Develop a simple mobile app, website, or software.
- For hardware startups → Create a working model using 3D printing or low-cost manufacturing.

### **Gather Early Feedback**

- Release the MVP to a small group of users and collect feedback to improve it.
- Use Google Forms or surveys to track customer preferences.
- Modify features based on user experience.

## **Step 4: Securing Funding & Resources**

### **Bootstrapping (Self-Funding)**



## Use personal savings or contributions from family & friends

- Work part-time or freelance to generate capital.

## Apply for Startup Grants & Competitions

## Many universities offer seed funding for student startups

Participate in startup competitions like:

- NASSCOM 10,000 Startups
- Atal Incubation Mission
- Smart India Hackathon

## Seek Incubation & Acceleration Support

- A Minimum Viable Product (MVP) is a basic version of the product with essential features that allow users to test its functionality.
- For tech startups → Develop a simple mobile app, website, or software.
- For hardware startups → Create a working model using 3D printing or low-cost manufacturing.

## Join a Pre-Incubation or Incubation Program for mentorship, workspace, and funding opportunities. Some popular incubators in India include:

- IIT & IIM Incubation Centers
- T-Hub (Hyderabad)
- CIIE (IIM Ahmedabad)

## Step 5: Marketing & Customer Acquisition

### Create a Strong Online Presence

### Develop a professional website and social media profiles

- Use Instagram, LinkedIn, and Twitter for brand building.
- Start a blog or YouTube channel linked to the industry.

### Use Digital Marketing Plans

### SEO (Search Engine Optimization) – To attract organic traffic

- Social Media Ads – To target the right audience.
- Influencer Marketing – Collaborate with student influencers.

### Conduct Pilot Sales & Beta Testing

### Before full-scale launch:

- Offer discounted services to early users.
- Get testimonials and case studies from customers.
- Identify and fix bugs or issues in the product/service.

## Step 6: Scaling Up the Startup

### Raise External Funding

## Once the startup gains traction, seek funding through:

- Angel Investors (early-stage investors).
- Venture Capital (VC) Firms (for high-growth startups).
- Crowdfunding Platforms (e.g., Ketto, Kickstarter, Indiegogo).

## Expand the Business Operations

### Hire a dedicated sales & marketing team.

- Scale the supply chain & logistics for increased demand.
- Launch in new cities or global markets.

## Focus on Customer Retention & Growth

- Improve customer support & engagement.
- Introduce loyalty programs and subscription models.
- Collect and analyze user data for personalized marketing.

## Step 7: Sustaining & Innovating for Long-Term Success

### Innovate Continuously

- Beat the competition by:
  - Investing in R&D (Research & Development).
  - Introducing new features & product lines.
  - Adopting emerging technologies (AI, Blockchain, IoT).

## Build a Strong Brand & Culture

- Define core values and company mission.
- Maintain a positive work culture for employees.
- Participate in industry events & startup summits.

## Plan for Long-Term Sustainability

- Set up diverse revenue streams (subscriptions, licensing, partnerships).
- Focus on scalability without compromising quality.
- Explore opportunities for IPO (Initial Public Offering) or acquisitions.

Starting a business as a student is challenging but highly rewarding. By following a structured approach—from idea validation to execution and scaling—students can build successful startups. The key lies in persistence, adaptability, and continuous learning.

For students passionate about entrepreneurship, the right mindset, mentorship, and resources can turn an idea into the next big startup success! If you have an idea, start today!

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# MAJOR SCHEMES SUPPORTING STARTUPS IN INDIA

Sujal Gupta (MBA)

India has emerged as one of the fastest-growing startup ecosystems, with government initiatives playing a vital role in fostering innovation and entrepreneurship. Numerous schemes have been introduced to provide financial support, mentorship, incubation, and ease of doing business for startups. Here's an overview of some of the major schemes supporting startups in India.

## 1. Start-Up India Scheme

**Launched: 2016**

### Objective:

- To promote entrepreneurship between Scheduled Castes (SC), Scheduled Tribes (ST), and Women Entrepreneurs

### Key Features:

- Startups can avail of a tax holiday for three consecutive years.
- Easier compliance with self-certification for labor and environmental laws.
- Fast-track patent examination and a rebate of up to 80% on patent filing fees.
- A fund of funds (₹10,000 crore) to support startups by Alternate Investment Funds (AIFs).





## 2. Atal Innovation Mission (AIM)

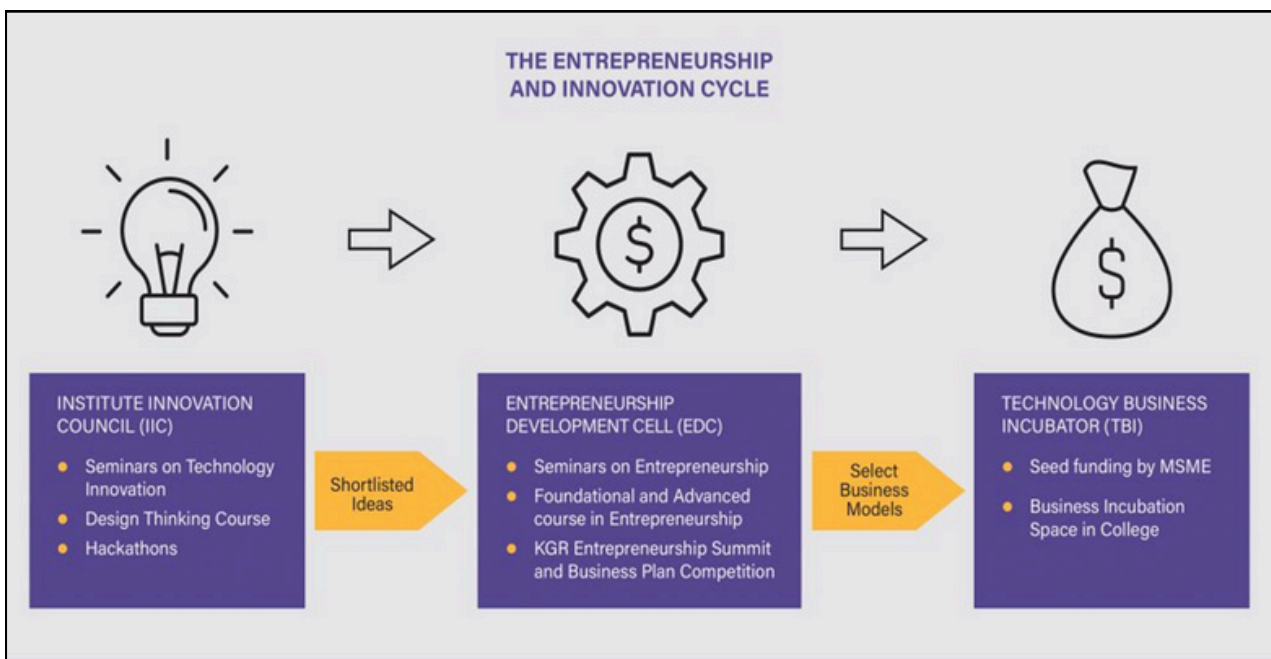
**Launched: 2016**

### Objective:

- To endorse innovation and entrepreneurship among young minds through incubation centers, challenges, and funding support.

### Key Features:

- Atal Incubation Centers (AICs): Provide mentorship, infrastructure, and funding for early-stage startups.
- Atal Tinkering Labs (ATLs): Established in schools to nurture young innovators.
- Atal New India Challenge (ANIC): Encourages startups to work on government-identified challenges.



### 3. MUDRA Loan Scheme

**Launched: 2015**



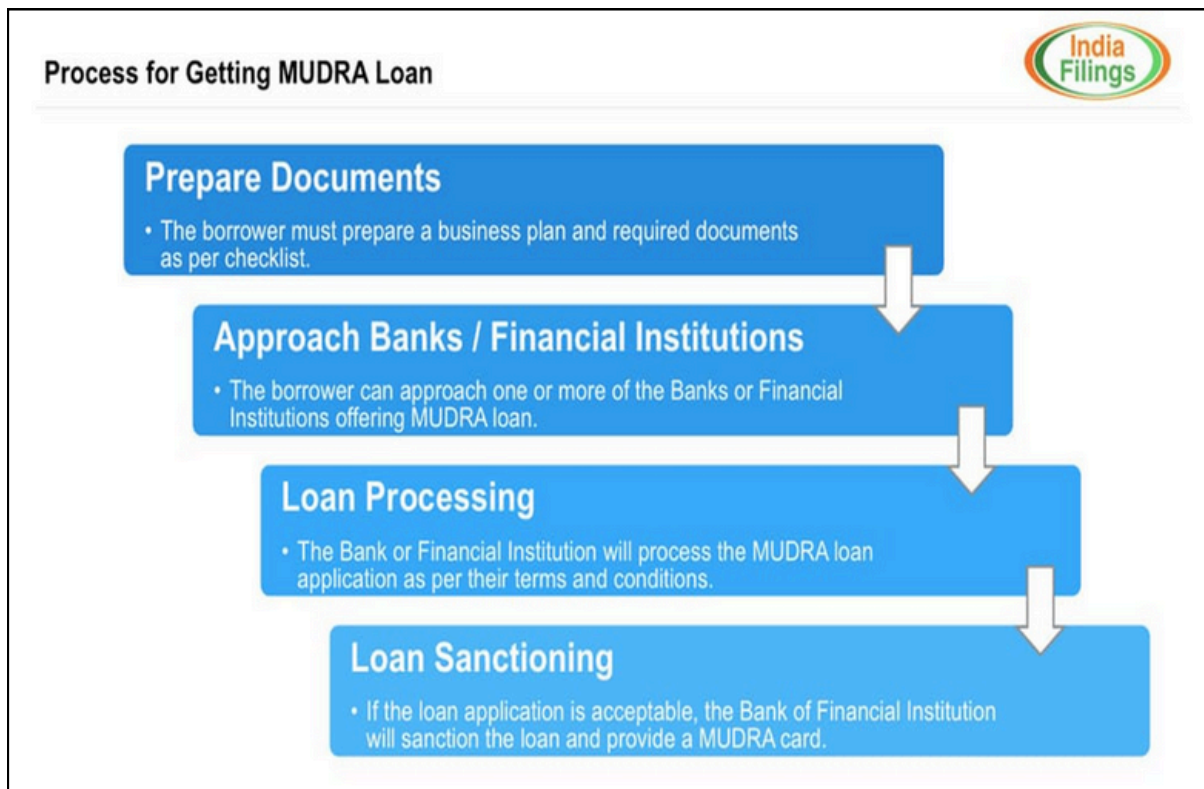
## Objective:

- To provide collateral-free loans to micro and small enterprises (MSMEs), including startups.

## Key Features:

Loans classified under three categories:

- Shishu (up to ₹50,000) – For new businesses.
- Kishor (₹50,000 to ₹5 lakh) – For growing businesses.
- Tarun (₹5 lakh to ₹10 lakh) – For well-established businesses.
- Offered through banks, NBFCs, and Micro Finance Institutions (MFIs).





## 4. Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

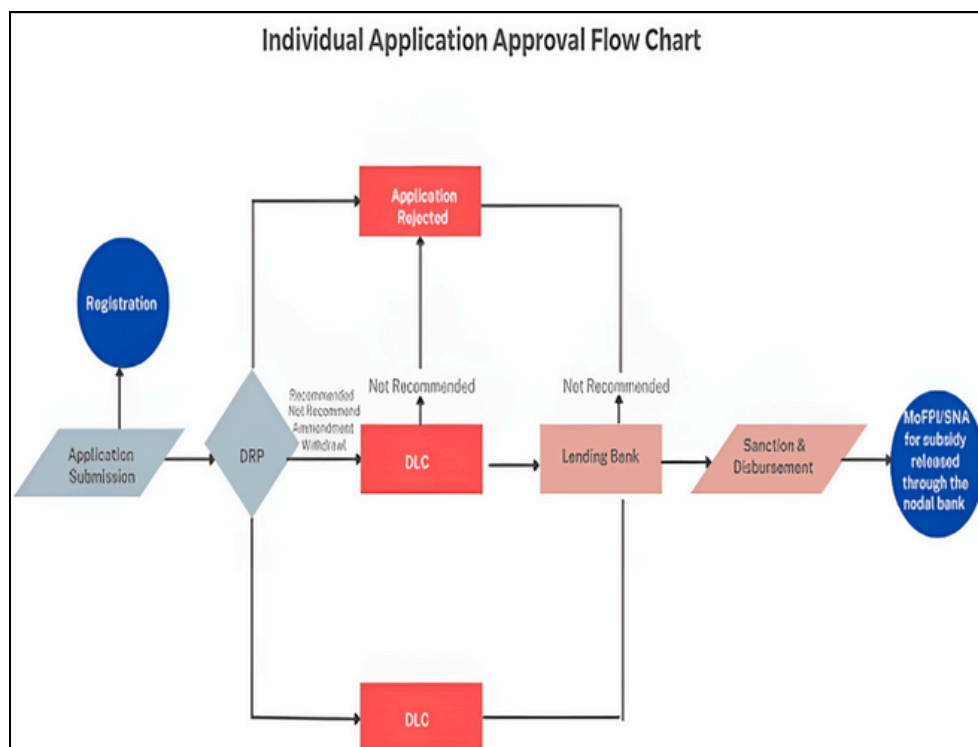
**Launched: 2000**

### Objective:

- To provide collateral-free credit to startups and MSMEs.

### Key Features:

- Startups and small businesses can avail of loans up to ₹2 crore without collateral.
- The scheme provides up to 85% guarantee coverage.
- Helps in securing funds from financial institutions without personal assets as security.



## 5. Support to International Patent Protection in Electronics & IT (SIP-EIT)

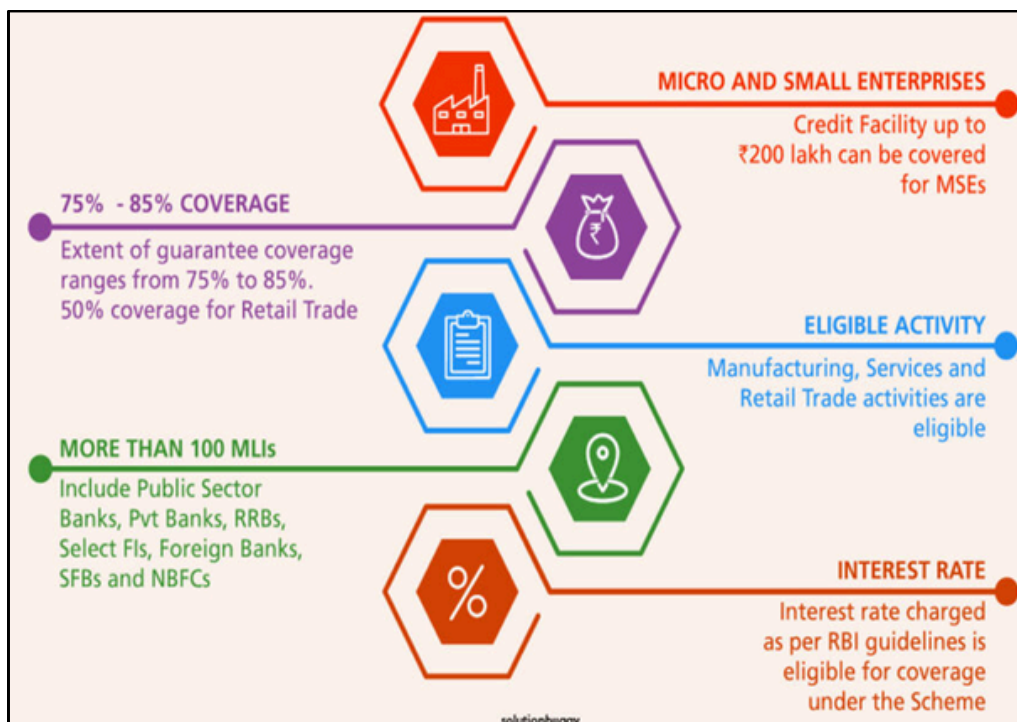
**Launched: 2010**

### Objective:

- To support startups and MSMEs in filing international patents.

### Key Features:

- Reimbursement of 50% of the total patent filing cost, up to ₹15 lakh per invention.
- Encourages Indian startups to expand globally through patent protection.



## 6. Fund of Funds for Startups (FFS)

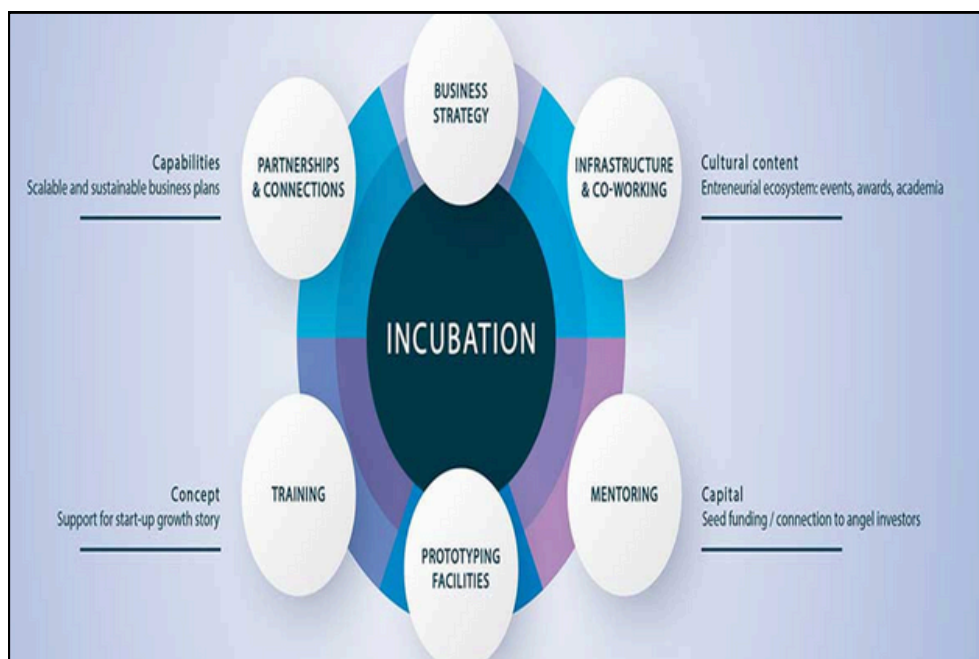
**Launched: 2016**

### Objective:

- To provide equity funding support to startups.

### Key Features:

- Managed by SIDBI (Small Industries Development Bank of India).
- ₹10,000 crore corpus allocated to fund AIFs, which, in turn, invest in startups.
- Focuses on scalable and high-growth potential startups.



## 7. Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME)

**Launched: 2020**

### Objective:

- To support food processing startups and MSMEs.

### Key Features:

- 50% subsidy on brand building and marketing.
- Credit-linked capital subsidy of 35% up to ₹10 lakh.
- Encourages small food entrepreneurs to scale up their businesses.



## 8. SAMRIDH Scheme (Startup Accelerators of Ministry of Electronics and Information Technology for Product Innovation, Development, and Growth)

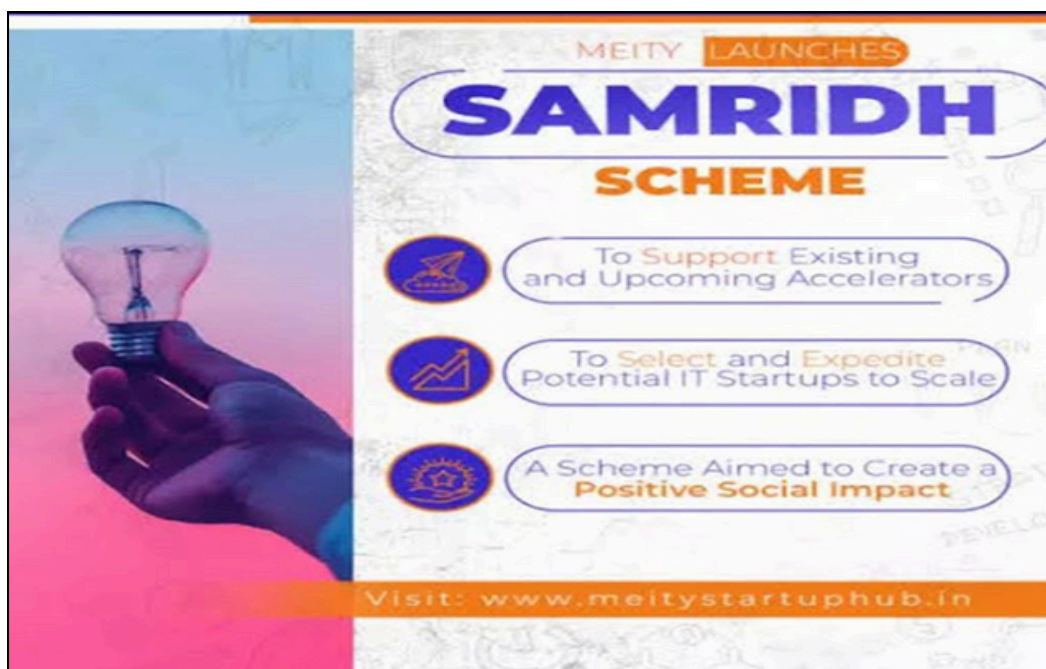
**Launched: 2021**

### Objective:

- To provide financial and market support to tech startups.

### Key Features:

- Funding support of ₹40 lakh per startup.
- Mentorship, networking, and customer acquisition support.
- Helps in product scaling and market penetration.



## 9. NIDHI (National Initiative for Developing and Harnessing Innovations)

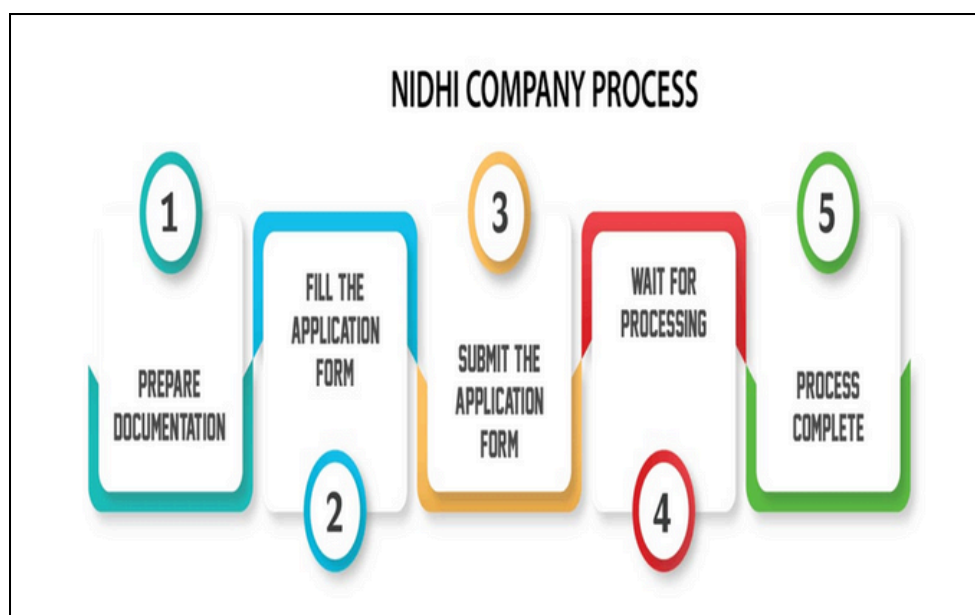
**Launched: 2016**

### Objective:

- To nurture idea-stage startups and product innovations.

### Key Features:

- Provides early-stage funding (₹10 lakh to ₹1 crore) through incubators.
- Encourages technology-based startups.
- Offers mentorship and business development assistance.



The Indian government has made significant steps to build a strong startup ecosystem. These schemes provide essential support through funding, mentorship, infrastructure, and ease of doing business. Entrepreneurs looking to leverage these benefits should explore the eligibility criteria and apply through the respective portals.

With continued support and innovation, India will become a global startup hub in the coming years.

# PRE-INCUBATION PROGRAM: NURTURING EARLY-STAGE STARTUPS FOR SUCCESS

Disha Kothari (MBA)

Entrepreneurship is a challenging journey that requires innovative ideas, strategic planning, and access to the right resources. Many aspiring entrepreneurs struggle to take ideas from concept to execution due to a lack of guidance, funding, and networking opportunities. A Pre-Incubation Program serves as a crucial bridge between ideation and incubation, offering structured support to early-stage startups and individuals.

## What is a Pre-Incubation Program?

A Pre-Incubation Program is an initiative designed to help entrepreneurs refine their ideas, develop business models, and gain initial traction before entering a full-fledged incubation program. These programs typically focus on:



- **Idea Validation:** Ensuring the feasibility and market potential of an idea.
- **Mentorship and Guidance:** Providing expert support from industry leaders.
- **Skill Development:** Enhancing business, technical, and leadership skills.
- **Networking and Collaboration:** Connecting entrepreneurs with investors, industry experts, and potential co-founders.
- **Access to Resources:** Offering co-working spaces, funding opportunities, and technology support.

## Key Components of a Pre-Incubation Program



## 1. Idea Screening & Validation

Participants undergo a rigorous process to evaluate the uniqueness and viability of their ideas. They do market research, analyze competitors, and assess potential customer demand.

## 2. Business Model Development

Entrepreneurs learn about various business models, revenue streams, and pricing strategies. Tools like the Business Model Canvas and Lean Startup Methodology are commonly used.

## 3. Mentorship & Training

Industry experts, successful entrepreneurs, and investors mentor participants through:

- Workshops on business strategy, marketing, finance, and technology.
- One-on-one mentoring to provide personalized guidance.
- Pitching sessions to improve communication skills.

## 4. Access to Resources & Networking

Participants gain access to:

- Co-working spaces for collaboration.
- Funding opportunities such as grants and seed funding.
- Networking events with potential investors and startup ecosystem stakeholders.

## 5. Prototype Development & MVP Creation

Many programs help startups build Minimum Viable Products (MVPs) or prototypes to test their ideas in real-world conditions.



## Who Can Apply for a Pre-Incubation Program?

### Pre-incubation programs are open to:



### Examples of Pre-Incubation Programs in India

- 1.NIDHI-Prayas (by DST) – Supports early-stage hardware startups.
- 2.Startup India Seed Fund Scheme – Offers financial assistance to idea-stage startups.
- 3.University-Led Incubators – IITs, IIMs, and other institutions run pre-incubation programs.
- 4.Private Accelerators like NASSCOM 10,000 Startups, T-Hub, and CIIE at IIM Ahmedabad.

A Pre-Incubation Program plays a crucial role in shaping the next generation of entrepreneurs. It provides structured guidance, mentorship, and resources that help transform raw ideas into scalable businesses. By bridging the gap between ideation and incubation, these programs contribute significantly to the startup ecosystem, fostering innovation, job creation, and fiscal growth.

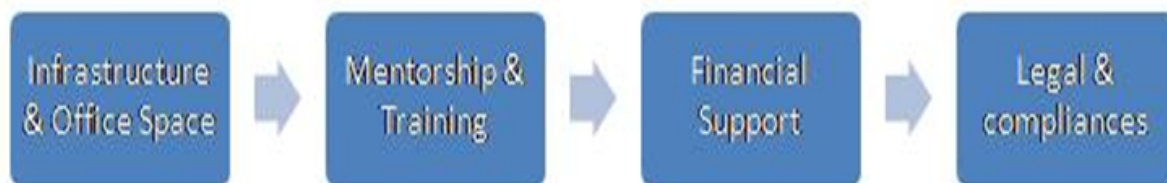
# INCUBATION SUPPORT: EMPOWERING STARTUPS FOR GROWTH AND SUCCESS

**Sejal Jain (MBA)**

Starting a business is an exciting yet challenging journey. Many startups struggle to sustain themselves due to limited funds, lack of mentorship, and insufficient market access. Incubation support plays a vital role in nurturing early-stage startups, helping them nurture into successful enterprises by providing essential resources, mentorship, and networking opportunities.

## What is Incubation Support?

Incubation support refers to the structured assistance provided to startups by business incubators, universities, government programs, and private accelerators. It includes:



- **Infrastructure and Office Space:** Access to co-working spaces, labs, and research facilities.
- **Mentorship and Training:** Guidance from experienced entrepreneurs, investors, and industry experts.
- **Financial Support:** Grants, seed funding, and investment connections.
- **Business Development Assistance:** Help with market research, product development, and business strategy.
- **Legal and Compliance Support:** Assistance with company registration, intellectual property rights, and regulatory compliance.
- **Networking and Market Access:** Opportunities to connect with investors, potential customers, and industry leaders.

## Types of Incubation Support

### 1. Physical Incubation

Startups get access to physical infrastructure like office spaces, research labs, testing facilities, and co-working environments. This is ideal for product-based and tech startups that require dedicated workspaces.

### 2. Virtual Incubation

With advancements in digital technology, many incubators offer virtual support, including online mentorship, webinars, and funding opportunities. This is beneficial for startups that do not require physical space.

### 3. Sector-Specific Incubation

Some incubators focus on specific industries such as:

- Tech Startups (AI, IoT, SaaS)
- Healthcare & Biotech
- Agritech & Food Processing
- Clean Energy & Sustainability
- Social Entrepreneurship

### 4. University-Led Incubation

Many universities and academic institutions run incubation centers to support student entrepreneurs and researchers in commercializing their ideas.

## Key Services Provided in Incubation Support

### 1. Business Development & Strategy

Incubators help startups improve their business models, conduct market research, and create go-to-market strategies.

## 2.Funding Assistance

Startups receive support in:

- Applying for grants and government schemes
- Connecting with angel investors and venture capitalists
- Accessing crowdfunding platforms

## 3.Product Development & Prototyping

Many incubation programs provide technical expertise, R&D facilities, and guidance in building prototypes and MVPs (Minimum Viable Products).

## 4.Mentorship & Training

Regular mentorship from experienced entrepreneurs, industry leaders, and investors helps startups navigate challenges and make informed decisions.

## 5.Networking & Market Access

Incubators provide networking opportunities through:

- Startup events and pitch competitions
- Corporate partnerships
- Industry meetups and global networking

## 6.Legal & Compliance Assistance

- Startups receive support in:
- Company registration and structuring
- Patent filing and intellectual property protection
- Regulatory compliance and tax advisory

## Examples of Incubation Support in India

1. Atal Incubation Centers (AICs) – Established by NITI Aayog to support early-stage startups.
2. T-Hub (Hyderabad) – One of India's leading startup incubators.
3. Startup India Initiative – Offers incubation, funding, and regulatory benefits to startups.
4. NSRCEL (IIM Bangalore) – Focuses on social entrepreneurship and tech startups.
5. CIIE (IIM Ahmedabad) – Supports deep-tech and high-impact startups.

## How to Apply for Incubation Support?

### Step 1: Research & Select an Incubator

Identify an incubator that aligns with your startup's industry and needs.

### Step 2: Prepare a Business Plan

Most incubators require a well-documented business plan, including market research, revenue model, and growth strategy.

### Step 3: Submit an Application

Fill out the application form provided by the incubator and submit necessary documents.

### Step 4: Pitch Your Startup

Many incubators conduct pitch sessions to assess the potential of startups before offering incubation support.

### Step 5: Join the Program

Once selected, startups receive mentorship, funding opportunities, and access to resources.

Incubation support is a game-changer providing startups' with the necessary resources, mentorship, and funding to succeed in a competitive market. By offering structured guidance, incubators help entrepreneurs overcome early-stage challenges, scale their businesses, and make a lasting impact on the economy.

# CASE STUDY: SUCCESS STORIES OF INDIAN STARTUPS

Since 2020, India's startup ecosystem has witnessed the emergence of innovative companies that have rapidly scaled and disrupted traditional industries. This case study highlights five such startups, exploring their journeys, key success factors, and impacts on their respective sectors.

## 1. Zepto – Pioneering Quick Commerce in India

**Founders:** Aadit Palicha & Kaivalya Vohra

**Founded:** July 2021

**Sector:** Quick Commerce (Grocery Delivery)

**Current Status:** Valued at over \$5 billion as of August 2024



### Key Success Factors:

- **Rapid Delivery Model:** Zepto introduced a 10-minute grocery delivery service, addressing the demand for swift and convenient shopping experiences.
- **Strategic Use of Dark Stores:** Established over 250 dark stores across ten metropolitan areas to ensure efficient inventory management and quick deliveries.
- **Significant Funding:** Secured substantial investments, including a \$200 million funding round in August 2023, which elevated its valuation to \$1.4 billion, making it a unicorn.

### Impact & Growth:

- Zepto's innovative method has set new standards in the rapid commerce sector, influencing competitors to enhance their delivery services.
- The company's rapid expansion and significant valuation underscore the growing consumer demand for expedited delivery services in urban India.

## 2. Virgio – Revolutionizing Fast Fashion

**Founder:** Amar Nagaram

**Founded:** 2022

**Sector:** E-commerce (Fashion)

**Current Status:** Emerging as a prominent D2C fashion brand



## Key Success Factors:

- **D2C Model:** Virgio offers direct-to-consumer fashion, providing trendy, high-quality clothing at affordable prices.
- **Rapid Design-to-Sale Cycle:** Utilizes a swift design and manufacturing process to keep up with the latest fashion trends.
- **Consumer Engagement:** Focuses on understanding consumer preferences to tailor its product offerings effectively.

## Impact & Growth:

- Virgio has quickly expanded traction among fashion-conscious consumers seeking affordable yet trendy apparel.
- The brand's approach has challenged traditional retail models, emphasizing the importance of agility in fashion retail.

## 3.Velocity – Empowering Online Businesses with Revenue-Based Financing

**Founders:** Abhiroop Medhekar, Atul Khichariya, Saurav Swaroop

**Founded:** 2020

**Sector:** Fintech

**Current Status:** Leading revenue-based financing platform for online businesses in India



## Key Success Factors:

- **Alternative Financing Model:** Provides revenue-based financing, allowing online businesses to secure funds without diluting equity.
- **Data-Driven Assessments:** Utilizes real-time data analytics to assess the creditworthiness of businesses, ensuring quick and efficient funding decisions.
- **Founder-Friendly Approach:** Offers flexible repayment options aligned with the revenue streams of businesses.

## Impact & Growth:

- Velocity has facilitated the growth of numerous online businesses by providing accessible and flexible financing options.
- The platform's success underscores the demand for alternative financing solutions in India's burgeoning digital economy.

## 4. Ditto Insurance – Simplifying Insurance Advisory

**Founders:** Shrehith Karkera, Bhanu Harish Gurram, Pawan Kumar Rai, Lokesh Gurram

**Founded:** January 2021

**Sector:** Insurtech

**Current Status:** Recognized among India's top startups in 2023



## Key Success Factors:

- **Advisory-First Model:** Focuses on providing personalized insurance advice to consumers, simplifying complex insurance products.
- **Trust Building:** Emphasizes transparency and customer education, fostering trust in the insurance purchasing process.
- **Strategic Partnerships:** Backed by prominent investors like Zerodha, enhancing credibility and market reach.

## Impact & Growth:

- Ditto Insurance has demystified insurance for many consumers, leading to informed decision-making and increased insurance adoption.
- The company's approach has set new standards in customer-centric insurance advisory services.



## 5. Fashinza – Streamlining Apparel Manufacturing

**Founders:** Pawan Gupta & Abhishek Sharma

**Founded:** 2020

**Sector:** Fashion Tech (B2B Manufacturing Marketplace)

**Current Status:** Valued at \$45 million as of 2022



### Key Success Factors:

- **B2B Marketplace:** Connects fashion brands with manufacturers, streamlining the supply chain process.
- **Technology Integration:** Utilizes technology to provide real-time production updates, ensuring transparency and efficiency.
- **Sustainability Focus:** Emphasizes sustainable manufacturing practices, catering to growing demand for eco-friendly fashion.

### Impact & Growth:

- Fashinza has facilitated efficient collaborations between brands and manufacturers, reducing lead times and production costs.
  - The platform's success highlights the potential of technology in transforming traditional manufacturing processes.
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# Student's Voice

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*Empowering Voices, Inspiring Change*

# Section Editors



**Dr. Neha Ajmera**  
Assistant Professor, SOMS  
Sangam University



**Mr. Kishan Tank**  
Assistant Professor, SOMS  
Sangam University

## Dear Inspired Thinker,

Welcome to the Student's Voice section of our School of Management Studies Magazine. University life is a journey of transformation—an evolving experience that shapes our perspectives, strengthens our ambitions, and prepares us for the dynamic world of management. As students, we navigate through rigorous coursework, insightful discussions, and hands-on learning experiences that challenge and inspire us. But beyond academics, university life is also about personal growth, resilience, and the ability to adapt to an ever changing environment.

The Student's Voice section provides a platform for future leaders to share their experiences, insights, and aspirations. Here, students express their views on innovation, leadership, and the evolving business landscape. Through diverse narratives, we highlight challenges overcome, lessons learned, and the real-world impact of management education.

As we transition from education to professional life, our insights shape the path ahead. We invite students to share their perspectives on key management issues, university experiences, and future aspirations. Let your voice be heard and contribute to a dialogue that inspires and empowers the next generation of business leaders.

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# The Missing Link: Industrial Relations in Academia and the Real World

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**Vanshita Rathore (MBA)**

**HR, IR executive Janki corp limited.**

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Working in the corporate world as an HR executive has given me a fresh perspective on how much of a gap exists between what we learn in classrooms and what industries expect. While students study labour laws, industrial relations, and HR concepts in theory, they often lack the practical understanding needed to handle real-world scenarios.

Labour laws, for example, form the foundation of managing employee rights and employer obligations. Yet, many students graduate without a clear idea of how these laws are applied daily in the workplace. They may know about acts like the Factories Act, 1948, or the Industrial Disputes Act, 1947, but understanding their practical implementation — such as handling employee grievances, ensuring workplace safety compliance, or conducting disciplinary hearings — requires hands-on exposure.

Another overlooked area is industrial relations. Managing relations between employees, unions, and management is critical for maintaining workplace harmony. In the real world, resolving conflicts, negotiating with unions, and creating a collaborative work environment are challenging tasks that demand strong interpersonal and problem-solving skills. These aspects are barely touched upon in academic curriculums.

The disconnect between academia and industry creates a gap that often leaves fresh graduates unprepared for the complexities of industrial relations. Employers, on the other hand, struggle with onboarding graduates who lack a practical understanding of labour laws and workplace dynamics.

## How can this gap be addressed?

### **Case Studies Simulated in Colleges:**

Incorporating real-world case studies and mock industrial dispute resolution scenarios can help students understand the practical aspects of labour laws and industrial relations.

### **Guest Lectures by Industry Experts:**

Professionals with experience in handling labour laws and industrial relations can share insights on how to handle complex situations.

### **Collaboration with Industries:**

Colleges and industries can collaborate to create learning modules that include practical exposure to compliance audits, grievance redressal, and collective bargaining.

### **Internships in Industrial Settings:**

Internships should focus not only on general HR tasks but also on exposing students to legal compliance, employee relations, and union negotiations.

### **Workshops on Labour Laws:**

Hands-on workshops can teach students the application of laws such as the Factories Act, Industrial Disputes Act, and Minimum Wages Act in real industrial settings. Understanding labour laws and industrial relations isn't just about compliance — it's about creating workplaces that are fair, efficient, and collaborative. By equipping students with the right skills and practical knowledge, we can ensure that they are better prepared to contribute to the industry from day one

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# Bridging the Skill Gap: What Colleges Don't Teach

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**Karan Bansal (MBA)**

**Hr Executive Sangam India Ltd.**

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As someone who has started working as an HR executive, I've noticed a huge gap between what we learn in college and what the corporate world actually expects. While the theories and concepts we study are useful, most students don't know how to apply them in real-life situations.

One of the simplest examples is Excel. It's a tool that almost every company uses, yet it's something most students don't take seriously. In college, we might use Excel for small assignments, but in the workplace, it's a key skill for managing data, analysing reports, and creating presentations. Being good at Excel can actually take you ahead, but sadly, it's often ignored.

Another area is communication skills. While we are taught technical knowledge, no one tells us how to communicate effectively with our team or present our ideas in a professional way. These small but important skills are what make a big difference in the corporate world.

## How can this gap be addressed?

1. Focus on Practical Tools: Colleges should train students on tools like Excel, PowerPoint, and other software commonly used in offices.
2. Internships and Projects: Real-world experience through internships can teach students how to work in a professional environment.
3. Workshops on Basic Skills: Workshops on basic but critical skills like communication, time management, and teamwork can prepare students better.
4. More Interaction with Industry Experts: Colleges should invite professionals to share their experiences and guide students on what's really needed in the workplace.

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# A Transformative Journey at Sangam University

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## **Aashi Sethiya (MBA)**

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I Aashi Sethia and proud to be an alumunus of SANGAM UNIVERSITY I firmly believe that my experience there was genuinely transformative. The program offered a perfect mix of theory and practical learning, which helped me understand the real-world challenges of the real world. The instructors were incredibly supportive in addition to being knowledgable, always encouraging us to do our best and think outside the box.

The university provided many opportunities to grow beyond academics, such as internships, events, and networking with professionals, which gave me valuable insights and experiences. The campus was vibrant, and I formed relationships and friendships that have inspired me for a lifetime. Studying at this university provides me with the skills, confidence, and values I needed to succeed in my career and life. I always grateful for the incredible education and experiences I gained here, and I feel pride for being part of such an amazing institution.

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# Sangam University

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## **Aditya Dileep (BBA)**

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Located in Bhilwara, Rajasthan, Sangam University is a hub for learning and growth. Established in 2012, it offers undergraduate, postgraduate, and doctoral programs in fields like engineering, management, law, pharmacy, and arts. The university's focus is on creating an environment where students can prepare for the future with the right mix of education and practical skills

### **1. Education and Supportive Faculty**

Sangam University follows a modern curriculum designed to meet current industry needs. The faculty is experienced and approachable, ensuring students get the guidance they need in their academic journey. Teachers often help students with projects and research, making learning a hands-on experience. The university also provides access to digital platforms to enhance classroom teaching.

### **2. Campus for Learning and Growth**

The campus is clean and green, offering a peaceful place for students to focus on their studies. It includes well-equipped libraries, laboratories, and sports facilities. While some areas could benefit from upgrades, the university is committed to improving its infrastructure to support student needs better.

### **3. Hostels and Accommodation**

Hostel facilities at Sangam University are designed to provide students with a comfortable and affordable living space. Although the basic amenities are available, there's room for improvement in cleanliness and recreational options for students living on campus.



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## **Aniket Pokharna (BBA)**

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An important turning point in a person's educational path is college, which marks the passage from the comfortable boundaries of high school to the threshold of adulthood and further education. It serves as a testing ground for experiences that mold not only academic excellence but also self-improvement, independence, and enduring friendships. Beyond the classroom, college offers a rich environment for creating a broad peer network and enduring friendships. The relationships made in college frequently last long beyond graduation and are a great asset in both one's personal and professional life. Bonds that endure over time are formed by the common experiences, late-night study sessions, and campus excursions. However, there are difficulties associated with college life. Exams, difficult tasks, and tough curriculum can be intimidating. These difficulties present chances for personal development in addition to being obstacles in the classroom. The collegiate experience is also greatly influenced by extracurricular activities. The college experience is enhanced by joining groups, playing sports, doing community service, or pursuing artistic pursuits. These events promote accountability, teamwork, and leadership qualities, which benefit the school community as a whole as well as individual growth.

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## **Aman Dad (BBA)**

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I, Aman Dad student of BBA III sem sharing my voice regarding college experience. One of the most memorable and pleasurable times in a person's life is college. It offers special experiences that everyone should have, and it's completely different from scholastic life. We fantasize of fresh experiences that college opens up for us after school. Some people are unable to attend college because of financial or personal obstacles, therefore I consider myself lucky to have this opportunity. Depending on the individual, college life might imply many things. Some people use it to go out with friends, while others put more of an emphasis on their studies and professions. My experience in college has been a life-changing time that helps me transition from adolescent to adulthood. It's a period of growth, learning, and life-changing events. Beyond academics, college gives me the chance to discover new interests, make friends for life, and hone life skills. Teamwork and leadership are improved by taking part in extracurricular activities, cultural events, and group projects. It is an exciting journey that blends learning with self-improvement, creating enduring experiences and laying the groundwork for a prosperous future.

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## **Divyanshu Somani (DHM)**

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Being able to try something new every day is one of the best things about college life. In addition to studying, my friends and I enjoyed a variety of other activities during our time in college. We experienced new things, went to various places, and picked up a lot of new knowledge. There is no adventure like college life. We enter a world of limitless possibilities at this time, pushing ourself beyond our comfort zone. We become independent, create friendships that last a lifetime, and lay the groundwork for your future as a college student. The ability to select your own classes is one of the most thrilling parts of college life. We have the chance to develop our academic career and investigate our interests. Finding your passions and career aspirations is made easier with the support of this priceless self-discovery process. But college is much more than simply academics. It's a whole experience. Meeting people from different cultures, backgrounds, and viewpoints will broaden our perspective on the world. These friendships encourage one another through difficult times and frequently endure a lifetime.

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## **Ayushi Jain (BBA)**

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I, Ayushi Jain student of BBA III sem sharing my experience about university and learnings from here. I am very that I chose Sangam University for doing BBA. College is a thrilling experience that molds students in a variety of ways. It's a period of personal development, new experiences, and self-discovery. As college offers both freedom and responsibility, it signifies the passage from childhood to maturity for many pupils. In addition to concentrating on my studies during this time, I also learn valuable life lessons, form enduring friendships, and uncover new interests. College offers the chance to delve deeply into topics of interest in terms of academics. Compared to high school, classes are frequently more participatory, encouraged me to engage in discussions and think critically. Important abilities like communication, problem-solving, and independent thought are fostered in this setting. College life fosters personal growth in addition to intellectual achievement. In order to take a break from their academics and develop close relationships with others, students might participate in clubs, sports teams, and other extracurricular activities.

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## **Anil Sharma (MBA)**

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Among the most memorable aspects of college are the "college canteen." The majority of students go there to hang out with their buddies and get a bite to eat. Highlight number two is the "La- Union". Fests always infuse student life with enthusiasm and vitality. They provide opportunities to compete, learn new things, and showcase skills. Students often snap a lot of photos during this time to document their experiences. Finally, trips to college leave a lasting impression. Going on field excursions, where students can learn something new and spend time with friends and teachers, is one of the nicest aspects of college life. These excursions, whether they be field trips or other college outings, are jam-packed with exciting tales and adventures. Each student has a unique story to tell about their college travels. We should cherish our college years because, unlike our school years, they cannot be reclaimed. These memorable moments, which perfectly capture the excitement and delight that accompany such encounters, are frequently what make a college life essay so exceptional.

**Thank you Sangam University.**

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## **Indrajeet Tak (BBA )**

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Leaving college after graduation or post-graduation was the most difficult aspect of college life for me as a student. Knowing that you would soon be leaving your friends, the campus, your teachers, and a piece of life entirely behind made the final days of college the most difficult. One day, while gazing at the photos of your college and old classmates, you will be silently grinning with tears in your eyes and recalling all the wonderful moments you shared throughout your college years. That is what makes attending college so wonderful. You will treasure the memories of your college years even when you are moving up the achievement ladder. Everyone's time in college is unique and significant, and it should be appreciated. It gives us the confidence to take on new tasks and teaches us many important lessons. Making friends and taking part in extracurricular activities are equally as important as studying. These encounters aid in an individual's entire development. A college life frequently demonstrates how this time influences us in our social and personal lives in addition to our academic pursuits

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## **Meghna Kanwar (MBA)**

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I am Meghana Kanwar Rajawat and I am proud to be an alumna of this Sangam University. The BBA program was one of the most transformative experiences of my life. The comprehensive curriculum, combined with practical learning opportunities, equipped me with the skills and knowledge needed to excel in the business world. The faculty was always supportive, offering guidance and mentorship that went beyond the classroom. The diverse community and vibrant campus life enriched my personal and professional growth. The comprehensive curriculum, combined with hands-on projects and case studies, provided me with a solid foundation in business principles and practical skills. The professors were not only knowledgeable but also approachable and supportive, fostering an environment of growth and learning. The university's focus on experiential learning, and industry partnerships, gave me invaluable real-world experience, which has been instrumental in my career development. Additionally, the diverse student community and vibrant campus life enriched my university experience, helping me build lasting friendships and a professional network. The vibrant campus culture, with its diverse student body and numerous extracurricular activities, provided a well-rounded experience that extended beyond academics. I am proud to be an alumna of Sangam University and grateful for the solid foundation it provided for my career in business.

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## Umesh Sharma (MBA)

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I, Umesh Sharma, a student of MBA I Year and an alumnus of BBA, am honored to share my voice. The transition from school to college is a transformative phase in one's life, both profoundly memorable yet strikingly different.

School provides a structured and protective learning environment, where discipline and guidance shape our early academic journey. In contrast, college is a world of independence, offering new challenges, experiences, and lessons that extend beyond textbooks. It is a place where we step out of our comfort zones, embrace responsibilities, and navigate through real-world scenarios.

Unlike school, where teachers constantly mentor and monitor us, college introduces us to professors and mentors who guide and inspire us while allowing us to carve our own path. The friendships we build in college often become lifelong, and the decisions we make here significantly influence our future.

University life has given me the freedom to explore, grow, and evolve into a better version of myself. It has provided me with opportunities to shape my career, develop critical skills, and form invaluable connections. As I continue this journey, I cherish every experience, knowing that these years are preparing me for the road ahead. My time at university has truly been an enriching and transformative experience.

Beyond academics, university life fosters personal growth, self-discipline, and leadership skills. Extracurricular activities, industry interactions, and networking opportunities allow us to refine our talents and develop a strong professional foundation. The exposure to various cultural, academic, and professional events broadens our perspectives, preparing us for the competitive world.

Each challenge I have faced has only strengthened my resolve, teaching me resilience and adaptability. The experiences I have gathered here will stay with me for a lifetime, shaping my journey as I step into the corporate world. I am grateful for the learnings, friendships, and memories that make this phase of my life truly remarkable.

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## **Riya Jain (BBA)**

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College is a special and thrilling time in a young person's life. There are numerous chances for us to broaden our perspectives, acquire new abilities, and form connections that last a lifetime throughout our time in college. Possibly the most important and challenging part of college life is the academic component. We are expected to participate in demanding coursework and are exposed to a broad range of courses. College instructors are authorities in their domains, and their mentoring and advice significantly influence our intellectual development. Apart from coursework, me and my friends participated in a wide range of extracurricular activities. We explored our hobbies, show off our skills, and work together with our peers through these activities. The lively and varied social environment is one of the most fascinating parts of college life. Diverse cultures, ethnicities, and viewpoints coexist on college campuses. Through their interactions with people from different backgrounds, we are able to develop tolerance, empathy, and respect. Thank you Sangam for helping me in exploring my hobbies.

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## **Sujal (MBA)**

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### **Magical Rustic Farm Experience!**

I recently spent the weekend at Sangam Farms and it was an unforgettable experience! This rustic farm is a hidden gem, offering a tranquil escape from the hustle and bustle of city life. The farm's cozy cottages were perfectly appointed, with comfortable beds, plush linens, and stunning views. The meals were exceptional, with fresh, locally-sourced ingredients and delicious homemade recipes. The breakfast was particularly impressive! There were plenty of activities to keep us entertained. Our SPOC was warm, welcoming, and went above and beyond to ensure our stay was comfortable and enjoyable. If you're looking for a peaceful, rustic retreat, Sangam Farms is the perfect destination. We can't wait to return!

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## **Fatema Bohra (BBA)**

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### **Sangam University**

located in the heart of Bhilwara, Rajasthan, is a rising educational institution that offers a blend of quality academics, vibrant campus life, and holistic development opportunities. The university is known for its robust curriculum, which is designed to align with industry standards and equip students with both theoretical knowledge and practical skills. Its faculty members are highly qualified and approachable, fostering a supportive learning environment where students feel encouraged to ask questions and explore new ideas. The integration of resources like NPTEL and other online platforms ensures students have access to supplementary learning materials, helping them excel academically. The campus itself is a highlight, with its green, peaceful surroundings creating an ideal atmosphere for study and growth. Facilities such as well-stocked libraries, sports grounds, and modern labs cater to the academic and extracurricular needs of students. The university regularly organizes cultural events, workshops, and seminars that allow students to showcase their talents, interact with peers, and gain exposure to real-world challenges. Sangam University is also proactive in encouraging research and innovation, with opportunities for students to engage in international projects that broaden their academic horizons. Affordability is another strong suit, with reasonable tuition fees, merit-based scholarships, and cost-effective hostel accommodations making it accessible to students from diverse financial backgrounds. The hostels are safe and provide a sense of community, further enhancing the overall student experience. The university also promotes internships and skill development initiatives, preparing students for their professional journeys. Overall, Sangam University offers an enriching educational experience that goes beyond academics, focusing on developing well-rounded individuals ready to meet the demands of a dynamic world. Its combination of excellent teaching, inclusive opportunities, and a student friendly environment makes it a commendable choice for higher education.

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## **Priyanshu Rathi (BBA)**

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### **A Journey of Growth and Opportunity at Sangam University**

Greetings to the esteemed readers of The Eloquent Magazine,

As I pen this message, my heart is brimming with gratitude and pride for being a part of the Sangam University family. This institution has not only nurtured my academic journey but has also played an instrumental role in shaping my personal and professional growth. The opportunities I have experienced here have been transformative, and I am thrilled to share my story with you.

Sangam University is a beacon of excellence that empowers its students to dream big and work hard to achieve those dreams. The dedicated faculty, state-of-the-art facilities, and the vibrant campus culture create an environment where learning goes beyond classrooms. It is here that I discovered my potential, honed my skills, and gained the confidence to lead and excel.

One of the most defining moments of my journey at Sangam University was being selected to represent the university at a business simulation competition in Panipat. The experience was exhilarating and enlightening. Competing with some of the brightest minds from across the region was both challenging and inspiring. This opportunity was not just about showcasing our skills but also about learning from others, embracing diverse perspectives, and growing as an individual. It was a proud moment for me and a testament to the university's commitment to pushing its students towards excellence.

Beyond academic endeavours, Sangam University also gave me the platform to lead and contribute to various events. I had the privilege of spearheading teams, organizing events, and representing the university in multiple capacities. These experiences taught me invaluable lessons in leadership, teamwork, and time management. More importantly, they instilled in me a sense of responsibility and a drive to strive for the best.

What makes Sangam University stand out is its unwavering support for its students. The encouragement from faculty members and peers has always been a source of strength for me. They believed in my abilities even when I doubted myself, and their guidance has been a cornerstone of my success.



To all the readers of this magazine, I want to say that Sangam University is not just an educational institution—it is a family that nurtures dreams and celebrates achievements. It is a place where you discover yourself, unlock your potential, and create memories that last a lifetime.

I am immensely grateful to Sangam University for all that it has given me. It has been a privilege to grow under its wings, and I am excited about the future that lies ahead, armed with the values, knowledge, and experiences that this university has imparted.

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## **Priya Parashar (MBA)**

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I Priya Parashar and I'm proud to be an alumnus of this Sangam University. The BBA program not only provided me with a strong academic foundation but also honed my leadership and analytical skills. The faculty was incredibly supportive and encouraged innovative thinking, preparing us for real-world challenges. The numerous extracurricular activities, workshops, and internships helped me develop a well-rounded personality. The vibrant campus life and the lifelong friendships I built here are irreplaceable. This university truly shaped my career and personal growth, and I will always cherish my time here. I am proud to be part of a community that continues to inspire and empower its students to excel.

The supportive community and network I built during my time there continue to benefit me in my professional journey. I am proud to be an alumnus of such a forward-thinking institution that prioritizes student growth and excellence."

Beyond academics, the vibrant campus life and diverse community helped me develop invaluable skills and I am deeply grateful for the experiences and guidance I received, which continue to shape my journey even after graduation.

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# A JOURNEY OF EXCELLENCE AND GROWTH AT SANGAM UNIVERSITY

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## **Dipanshu Khoiwal (B.COM)**

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Dear Readers,

With immense gratitude, I share my transformative journey at Sangam University—a place that has shaped me academically, personally, and professionally.

### **ACADEMIC EXCELLENCE**

The well-structured B.Com curriculum blends theory with practical applications, preparing us for real-world challenges. The faculty, more than educators, are mentors who inspire critical thinking through engaging methods like case studies and live projects.

### **WORLD-CLASS INFRASTRUCTURE & SUPPORT**

With modern facilities like a well-stocked library, smart classrooms, and advanced labs, the university ensures an enriching learning environment. The unwavering support from faculty and staff has been instrumental in my growth, instilling confidence and integrity.

### **EXTRACURRICULAR & LEADERSHIP OPPORTUNITIES**

Beyond academics, Sangam University fosters holistic growth. Representing the university at a business simulation competition in Panipat sharpened my strategic thinking and teamwork. Leadership roles in various initiatives have strengthened my communication, resilience, and time management skills.

### **A MESSAGE TO FUTURE STUDENTS**

Sangam University is more than an institution—it's a family that nurtures dreams and celebrates achievements. It's a place where you'll discover your potential, build lifelong friendships, and create lasting memories.

As I reflect on my journey at Sangam University, I am filled with gratitude for the values, knowledge, and experiences it has imparted to me. With the skills and confidence I have gained here, I am excited to embrace the opportunities that lie ahead and contribute meaningfully to the world

## Antima (BBA Retail)

# SANGAM UNIVERSITY

COME FIND YOUR  
*Successful Tomorrow*

AT



## ACADEMIC EXCELLENCE AND CAMPUS LIFE

The university offers a wide range of courses, from engineering and management to arts and sciences. The faculty is knowledgeable and supportive, providing personalized attention to each student.

The campus is Good From sports facilities to cultural events, there's always something happening. The university encourages extracurricular activities, helping us develop our passions and interests outside academics.

## OPPORTUNITIES AND PLACEMENTS

SANGAM UNIVERSITY HAS A STRONG INDUSTRY CONNECT, PROVIDING SO MANY OPPORTUNITIES FOR INTERNSHIPS, PROJECTS, AND PLACEMENTS. THE PLACEMENT CELL WORKS TIRELESSLY TO ENSURE STUDENTS GET THE BEST JOB OFFERS. MANY OF MY BATCHMATES HAVE SECURED JOBS IN TOP COMPANIES.

## PERSONAL GROWTH

MY TIME AT SANGAM UNIVERSITY HAS BEEN A JOURNEY OF SELF-DISCOVERY AND GROWTH. I'VE BUILT LASTING RELATIONSHIPS WITH THE TEACHERS AND GAINED CONFIDENCE IN MY ABILITIES. THE UNIVERSITY'S EMPHASIS ON INNOVATION, ENTREPRENEURSHIP

# SANGAM UNIVERSITY: A HUB OF LEARNING AND GROWTH LOCATED IN BHILWARA, RAJASTHAN

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## Academic excellence

The university offers a wide range of courses, from engineering and management to arts and sciences. The faculty is knowledgeable and supportive, providing personalized attention to each student.

2

## Campus life

The campus is Good From sports facilities to cultural events, there's always something happening. The university encourages extracurricular activities, helping us develop our passions and interests outside academics.

3

## Opportunities and placement

Sangam University has a strong industry connect, providing so many opportunities for internships, projects, and placements. The placement cell works tirelessly to ensure students get the best job offers. Many of my batchmates have secured jobs in top companies.

4

## Personal Growth

My time at Sangam University has been a journey of self-discovery and growth. I've built lasting relationships with the teachers and gained confidence in my abilities. The university's emphasis on innovation, entrepreneurship



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**Overall, Sangam University is a place where students can explore their potential, pursue their passions, and create a bright future for themselves**



Hetal Agarwal

SANGAM UNIVERSITY: A Hub of Learning and Growth  
Located in Bhilwara, Rajasthan,  
Sangam University has been my second home for the past few years.

**\*Academic Excellence\***

The university offers a wide range of courses, from engineering and management to arts and sciences. The faculty is knowledgeable and supportive, providing personalized attention to each student.

**Campus life**

The campus is Good From sports facilities to cultural events, there's always something happening. The university encourages extracurricular activities, helping us develop our passions and interests outside academics.

**\*Personal Growth\***

Sangam University has a strong industry connect, providing so many opportunities for internships, projects, and placements. The placement cell works tirelessly to ensure students get the best job offers. Many of my batchmates have secured jobs in top companies.

My time at Sangam University has been a journey of self-discovery and growth. I've built lasting relationships with the teachers and gained confidence in my abilities. The university's emphasis on innovation, entrepreneurship

Palak Laddha  
BBA RETAIL  
MANAGEMENT  
STUDENT

**Overall**

Sangam University Is a place where students can explore their potential, pursue their passions, and create a bright future for themselves



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# Alumni Corner

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*From Campus to Career - Stories That Inspire*



# Section Editors



**Dr. Surbhi Birla**

Associate Professor, SOMS,  
Sangam University, Bhilwara



**Dr. Tanuja Singh**

Assistant Professor, SOMS,  
Sangam University, Bhilwara

## Dear Insightful Reader,

The Alumni Corner honors the accomplishments, experiences, and paths taken by our distinguished graduates. Our alumni exemplify the principles, knowledge, and skills instilled by our institution, and this section allows us to reconnect with their motivating narratives. Whether they are at the helm of industries, starting new ventures, or making significant contributions in their fields, their experiences provide essential insights and inspiration for current students. This section acts as a link between the past and the present, nurturing a robust network of professionals who continue to motivate and guide future generations. By sharing their achievements, obstacles, and lessons learned, our alumni create opportunities for a brighter tomorrow. We take great pride in highlighting their contributions and fostering lasting relationships. Here's to honoring our alumni, their legacy, and the ever-expanding spirit of excellence that bonds us all!

My time at Sangam University has taught me that education is not just about getting good grades or earning a degree. It's about becoming a better person and learning values like honesty, hard work, and respect for others. The university has helped me face challenges with confidence and turn them into opportunities for growth. I've realized that learning goes beyond books and classrooms; it's about discovering my strengths, thinking creatively, and growing as a person. Sangam has shown me the power of working together, respecting different perspectives, and believing in myself. My experience here has been a journey of self-discovery and growth, and it has prepared me to make a positive difference in the world.



**Rishita Soni**  
B.COM

### **Sangam: My Second Home**

Sangam helped me find my way,  
To learn, to grow, in every way.

It gave me chances to lead and try,  
To fail, to rise, to aim for the sky.  
From attending events to organizing too,  
Sangam taught me what I could do.

One gold medal I proudly hold,  
A story of memories, more precious than gold.  
Not just a prize, but proof I've grown,  
In strength, in confidence, in seeds I've sown.

It's not just a college; it's much more,  
A world of memories I'll always adore.  
Sangam isn't just a college to me,  
It's the place where I became ME.



**Rakshita Dashora**  
BCOM HONS.



Being part of this incredible institution shaped not only my career but also my character. The memories made here remain close to my heart, and the bonds we share transcend time. Wishing you all the very best—always proud to be associated with Sangam.



**Aditi Basawatia**  
MBA 2020-2022

My name is Priyanka Sharma , an MBA (HR) student at Sangam University. Initially, I was nervous as I came from a Hindi-medium background and was unsure about scoring well in English. However, the faculty here supported me greatly. Vibhor Sir, Mukesh Sir, Tanuja Ma'am, Manoj Sir, Kirti Ma'am, Aakansha Ma'am and all other faculty members guided me every step of the way, boosting my confidence and helping me achieve good scores. The placement cell also played a vital role in my success. Anurag Sir, Atul Sir, and Sakshi Ma'am provided constant guidance, mock interviews, and regular updates, enabling me to prepare well and crack my interview. As a result, I got placed as HR Associate at Macsen Laboratories, a pharmaceutical company in Udaipur.



**Priyanka Sharma**  
MBA - HR (2022-24)

I am immensely grateful to Sangam University and all the faculty members who supported and guided me throughout my journey.

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The Interview experience, emphasising patience and perseverance: The interview at Sangam India Limited in January was a great test of my patience and tenacity. Juggling final year examinations and an interview schedule was already a daunting task. Following a successful first round, the lengthy wait for comments was worrisome. The surprise call for the second round, followed by a long wait at the venue, heightened the nervousness. This event taught me the value of patience in the business world. It emphasised that successful outcomes frequently necessitate unwavering commitment and the ability to navigate unexpected delays. While the original wait and subsequent rescheduled interview were frustrating, they eventually resulted in a favourable ending. Reflecting on this event, I realise that patience is more than just waiting passively. It's about staying positive, making the most of your waiting period, and exhibiting resilience in the face of uncertainty. These skills are essential for success in any professional context, and this interview experience taught me an important real-world lesson.

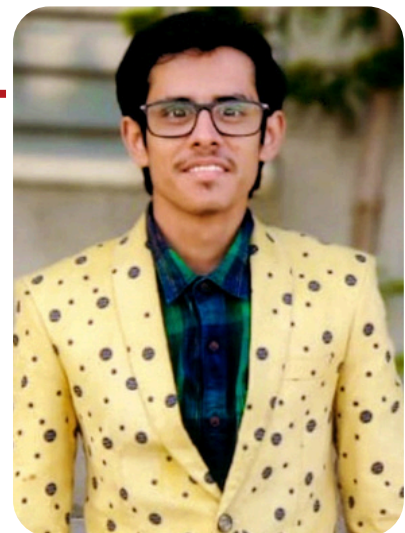


**Eshaan Jain**  
MBA

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Sangam University has been a great platform for me. It allowed me to learn and grow in my professional field. Starting from my first year, I observed overall development of our university as well as myself. Faculty is very supportive and allows every student to build themselves stronger. I suggest every student must visit Sangam University at least once before starting their college life.

Now, I would like to mention some faculty members who supported and guided me throughout my learning years, Dr. Vibhor Paliwal Sir, Dr. Tanuja Singh Mam, Kalpana Nebhinani Mam, Akshat Sharma Sir and Dr. Jyoti Dashora Mam.



**Avi Ghiya**  
MBA

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The academic experience is fundamental to college life. A love of learning is fostered by the excitement of delving into topics we are enthusiastic about, having stimulating conversations, and working on projects with peers. Studying late into the night while powered by coffee and friendship turns become a tradition. In addition to improving our knowledge, the challenge of meeting deadlines, studying for tests, and asking academics for assistance also strengthens our resilience. Every paper we write and every lecture we attend serves as a springboard for our future employment.. The atmosphere created by shared homes or dorms is ideal for fostering connections. These experiences, which range from impromptu late-night talks to weekend excursions, serve as the cornerstone of enduring bonds. Meeting people with diverse origins, cultures, and viewpoints teaches us to value diversity. We learn empathy, teamwork, and the value of community from these friendships—lessons that go well beyond the classroom.



**Ajay Kumar Vyas**  
MBA

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### **The College Journey: A Life-Changing Experience**

The college journey is a transformative chapter filled with growth, challenges, and memorable experiences. It begins with a mix of excitement and anxiety as students step into a new world of independence, facing academic and social opportunities that shape their future.

In college, learning extends beyond textbooks. It's about discovering passions, honing skills, and building lifelong relationships. From late-night study sessions to engaging in clubs and internships, every moment contributes to personal and professional development.

Challenges like academic pressures and self-doubt teach resilience, while milestones like graduation mark the culmination of hard work and the start of new possibilities. The college journey, though brief, leaves an indelible mark, preparing individuals for the adventures ahead.



**Rishabh Kumar Jain**  
MBA

## MY EXPERIENCE AT SANGAM UNIVERSITY

My name is Syed Farhan a recent post graduate of sangam university in masters (MBA 2022-2024) my time and experience at sangam university was very enjoyable I still miss all the lectures and fun things that happened at my time at sangam university.

Why I choosed MBA as my post graduation course:-

I chose this course due to the availability of various and vivid job opportunities. I suggest my department increase the number of programs relevant to our course. Various events are conducted each year, including both cultural and academic activities. The college surroundings are full of gardens and trees, and various scholarships from the government are available.

So now let's talk about sangam university for a bit :-

**Placements:** Placements are good, and more than 95 percent of students were placed. The highest salary package offered is 7 lakhs per annum, and the lowest salary package offered is 3 lakhs per annum. Many MNCs, including IBM, have visited. About 10 percent of students got internships.

**Infrastructure:** The infrastructure is excellent, and various facilities are available. Separate departments are provided, and classrooms are well cleaned. Wi-Fi and labs are available, and the food quality is acceptable. The mess is very hygienic, and sports and games are offered. Medical facilities are also available.

**Faculty:** Lecturers are very strict and every professor holds Ph.D. degrees, demonstrating good knowledge in teaching. The teaching quality is excellent, which helps us gain a good understanding. Our course curriculum is relevant, making us industry-ready. Exams are easy, but we need to study daily. The passing percentage is 45 percent.



**Syed Farhan Abid**  
MBA 2022-2024

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My time at Sangam University Bhilwara was truly transformative. Pursuing my Bachelor's in Business Administration not only laid a solid foundation in management principles, but also instilled in me invaluable skills such as teamwork, leadership, and problem-solving. Beyond academics, the university's vibrant campus life offered a plethora of opportunities to engage in extracurricular activities, fostering personal growth and networking. The connections I made with peers and mentors have been instrumental in shaping my professional journey. Three years undergraduation, I look back at my time at Sangam University with nostalgia, grateful for the knowledge, experiences, and relationships that continue to enrich my life.



**Saransh Lohiya**  
BBA 2021-2024

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Kamal Kodwani is a successful entrepreneur and the founder of KDS Industries, a key supporting industry for the nation's garment sector. KDS Industries plays a critical role in providing high-quality products and solutions that enhance and streamline garment manufacturing processes, making it a trusted name within the industry.



**Kamal Kodwani**  
MBA 2018-2020

In addition to his work with KDS Industries, Kamal is the Managing Director of Indu Enterprises and NGS. Indu Enterprises specializes in the trading of garment accessories across India, supplying essential items that support the garment production cycle. NGS, on the other hand, focuses on providing sewing machine parts, offering specialized solutions that keep garment manufacturing operations running smoothly.

With his vast expertise in the garment and manufacturing sectors, Kamal has successfully built and led these companies, contributing to the growth and efficiency of the garment industry. His entrepreneurial vision, strong leadership, and commitment to quality have earned him a respected position in the business world, and he continues to innovate and drive the success of his ventures.

My journey at Sangam University while pursuing a Bachelor's in Business Administration has been truly remarkable and filled with excitement. It was an incredible experience that not only enhanced my academic knowledge but also taught me how to live life to the fullest. From the joyful moments shared with friends to organizing and coordinating events like farewell parties for seniors, the grand La Union Fest, and several other activities, every experience enriched my personal and professional growth. These moments at Sangam University have been a perfect blend of learning, fun, and unforgettable memories that I will cherish forever.



**Apoorv Vijayvargiya**  
BBA 2021-2024

Being part of this incredible institution shaped not only my career but also my character. The memories made here remain close to my heart, and the bonds we share transcend time. Always proud to call myself an Alumni of Sangam University.



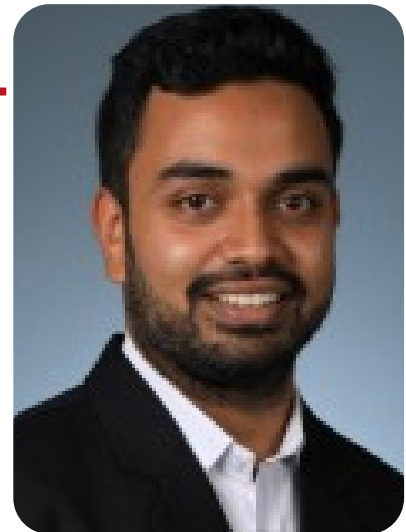
**Mahima Pareek**  
MBA 2020-2022

As a proud MBA alumnus, I am deeply grateful for the invaluable lessons and experiences gained during my time here. This university shaped my vision and prepared me to face the challenges with confidence. The friendships and networks built here are truly irreplaceable. Wishing the university continued success in transforming futures and inspiring excellence!



**Avi Jain**  
MBA 2020-2022

My journey at Sangam University equipped me with not just skills and knowledge but also a mindset to excel and lead. The relationships forged and the lessons learned here will forever guide me. Proud to be an alumnus, and I wish the university boundless success.



**Aashit Sharma**  
MBA 2020-2022

My MBA experience at Sangam University in Bhilwara, Rajasthan (2022–2024) has involved a dynamic fusion of theoretical knowledge and real-world experience. I now have a strong grasp of corporate management, finance, and strategic decision-making thanks to the MBA Finance program, which has also helped me hone my technical and leadership abilities.

My involvement as member of editorial committee in an International Conference on Management Practices April 7-8, 2023. Through this experience, I was able to learn about global business trends centered on sustainability and management practices while also improving my organizational, editorial, and communication abilities. I was able to network with professionals, learn about international business viewpoints, and improve my editing and organizing abilities.

A life-changing educational experience that combines theoretical understanding with real-world application is provided by pursuing an MBA Finance at Sangam University in Bhilwara, Rajasthan. Students acquire important knowledge in fields such as entrepreneurship, human resources, operations, marketing, and finance.

Through case studies, industry interactions, workshops, and internships, the institution places a strong emphasis on experiential learning, which helps students comprehend real-world business difficulties and hone their problem-solving abilities. A dynamic learning environment is created by exposing students to a range of business methods and providing them with opportunities to work together with peers from different backgrounds.

The university's faculty also consists of seasoned academics and professionals who mentor students for both professional and personal development while assisting them in their academic endeavors.

All things considered, my time at Sangam University has been a life-changing experience that has combined possibilities for both professional and personal development with business exposure and rigorous academic study.



**Nivedita Vyas**  
**MBA FINANCE**  
2022-2024



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**College is a place where you learn, take risks and create memories for lifetime**

Sangam University is that place for me. Where I learnt how to get up again when I fell down. It has given birth to my inner talent which I didn't even know exists. Whenever I look back, I find myself comparing that Avani who was just a girl with the only mindset to complete a 3 year degree course and to that Avani who not only completed a 3 year degree course but also gained her own unique identity.

To my surprise I gained the management power, research power and way to tackle any situation which maybe the worst in front.

These memorable 3 years not only includes achievements but also the memories. The memories of sitting in the class and listening to the life lessons of your gurus, learning to get up stronger whenever you felt like you are falling down- their will be your mentors or your closest friends picking you up by cheering your name aloud, dancing and singing with your favourite people around and the time which we never wanted to fly by.

“You don't need any universal power when you have blessings of your Parents and Gurus”

This read is incomplete without thanking my dearest gurus who never put their hands off me and motivated me to do the best wherever I go. They molded me to what I am today. Firstly, Thank you to our dearest Vice-chancellor Prof. Dr. Karunesh Saxena sir I don't think even the dictionary could describe you in the best possible way. Thank you to our dearest Registrar Prof. Dr. Rajeev Mehta sir for your unconditional support. Thank you to our dearest Prof. Dr. Vibhor Paliwal sir for being “The Guru” for all of us and all the faculty members who supported me in direct and indirect way to make me who I am today. I will never forget the contribution of each one of you!



**Avani Baheti**  
BBA\_2020-23

I have always believed in growing and learning, and my time at Sangam University helped me build the right foundation to do so. College taught me how to aim higher and work hard to achieve my goals. I learned that growth is a journey, and it's not just about success but about learning from every experience. The memories I made at Sangam, the friends I met, and everything I experienced there continue to inspire me. They remind me to keep moving forward, never give up, and always keep learning.

S - Seeking growth,  
A - Aspiring higher,  
N- Never giving up,  
G - Gaining strength,  
A - Always learning,  
M- Making memories.



**Sakshi Chhajed**  
MBA 2020-2022

Being an MBA alumnus of Sangam University is a badge of honor I wear with pride. The transformative education, inspiring mentors, and lifelong connections have left an indelible mark on my life. I owe much of my professional and personal growth to this institution. Here's to its continued legacy of excellence and innovation!



**Shivali Parik**  
MBA 2020-2022

Sangam University has been more than just an institution—it's been a place of growth, learning, and lifelong memories. The bonds I formed here are treasures I'll carry forever. Proud to be part of this family, and wishing everyone success and happiness always!



**Manali Sharma**  
MBA 2020-2022





The Third Annual Spring Time Edition



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