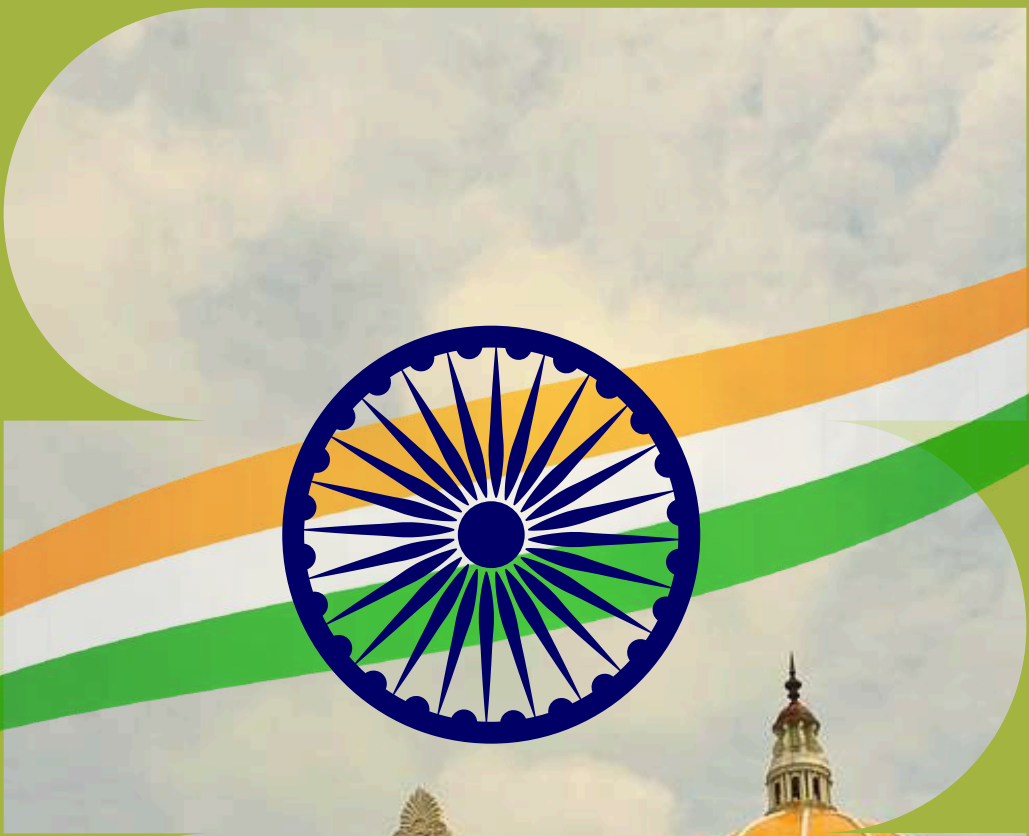




# SYMBIZINE

VOL. 04 | VIKSIT BHARAT | 2023



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**Priyanshu Bharat**  
MBA (2023-25)

Students'  
Voice

FACULTY REFLECTIONS: KNOWLEDGE & EXPERTISE



# LETTER FROM OUR DIRECTOR

Prof. (Dr.) Shailesh Rastogi  
Professor & Director,  
Symbiosis Institute of Business Management,  
Nagpur, Maharashtra, India



Dear Students, Faculty, and Esteemed Readers,

I feel elated to introduce this special issue of **Symbizine**, our annual college magazine. This year we are proud to present our theme: **Viksit Bharat** – a reflection of India's aspirations towards becoming a wholly developed nation, a vision of progress that embodies inclusivity, sustainability and innovation.

The journey of **Viksit Bharat** speaks to the ambition of a nation that has grown through the resilient spirit of its people, their determination and commitment to embracing the future but not forgetting their deep-rooted heritage. That's what we want to see in our students - managers and entrepreneurs who are visionaries and join the movement to build a stronger, developed India.

With the pages of **Symbizine**, you will see many creative expressions from our students and faculty members. Every article, poem, and reflection forms a reflection of an innovative spirit, intellectual curiosity, and diverse perspectives that our university cultivates. These contributions remind us that development is both economic progress and cultural enrichment, ethical leadership and collective growth.

With this journey towards a **Viksit Bharat**, it is justly remembered that each and every one of us is an actor who needs to perform the role in realizing this vision. Whether academic pursuit, community engagement, or professional pursuits, all these rest in the hands of those who would lead with purpose and passion.

I extend my warmest congratulations to the editorial team of **Symbizine** for their tireless efforts in bringing together such a meaningful and vibrant edition. As you read through these pages, I hope the ideas presented will be convicting enough for you to reflect on your own roles in contributing to the future of India.

Warm Regards



# LETTER FROM OUR **EDITORIAL** **TEAM**

Dear Readers,

Welcome to the 2023-24 edition of SYMBIZINE, our SIBM Nagpur's annual magazine, centered around the theme 'Viksit Bharat'. As we navigate through a pivotal phase in our nation's development, this theme resonates with the aspirations of a new India—one that is progressive, inclusive, and resilient.

This year's magazine is a vibrant tapestry of insights, creativity, and achievements. Our students and faculty have come together to explore various facets of a developed India, contributing thought-provoking articles that challenge conventional wisdom and inspire new ways of thinking. The student achievements section celebrates the exceptional accomplishments of our peers, showcasing their relentless pursuit of excellence.

The creative section adds a touch of artistic flair, allowing our students to express their visions of 'Viksit Bharat' through art, poetry, and storytelling. It is a reflection of the innovative spirit that thrives within our campus.

We hope that this edition of SYMBIZINE not only informs and entertains but also ignites a passion within each of you to contribute towards the realization of a developed and prosperous India.

Happy Reading!

**MAGAZINE & INT. PUBLICATION  
SPECIAL INTEREST GROUP**



**“As we celebrate 75 years of independence, we have to set big resolutions for the next 25 years. This is the time for new opportunities, new resolve, and for moving forward with new energy. By 2047, we have to build an India that reflects our pride, where the dreams of our freedom fighters are fulfilled.”**

**-PM Narendra Modi**



# VIKSIT BHARAT

'Viksit Bharat,' or Developed India, represents a collective aspiration for a nation that is economically robust, socially inclusive, and technologically advanced. It is a vision where every citizen enjoys equal opportunities, where innovation drives progress, and where tradition and modernity coexist harmoniously.

As India strides towards becoming a global leader, 'Viksit Bharat' embodies our commitment to sustainable development, empowerment of marginalized communities, and fostering a culture of excellence. It is about building infrastructure that connects and empowers, creating policies that uplift and protect, and nurturing a society that values education, diversity, and integrity.

This theme challenges us to think beyond the present, to innovate, and to work collectively towards a future where India's potential is fully realized—a future where 'Viksit Bharat' is not just a dream, but a reality for all.

As we prepare to enter the corporate world, this theme inspires us to be visionary leaders who can navigate the complexities of a globalized economy while staying rooted in the values of integrity and social responsibility. 'Viksit Bharat' is our opportunity to shape a future where businesses play a crucial role in building a developed and prosperous India.



# TABLE OF Contents

## FACULTY'S PERSPECTIVES

09

**THE ROLE OF LEAN MANUFACTURING  
IN REDUCING WASTE & IMPROVING  
EFFICIENCY**

Vinod G. Surange

20

**BEHAVIOURAL FINANCE :  
UNDERSTANDING MARKET ANOMALIES  
& INVESTOR BEHAVIOUR**

Dr. S.Palaniappan

12

**THE ROLE OF GEOPOLITICAL EVENTS  
ON GLOBAL FINANCIAL MARKETS**

Mr. Anish Buche

24

**HARNESSING AI IN HR FOR BHARAT'S  
DEVELOPMENT**

Dr. Smruti Patre

14

**LEVERAGING DATA & TELEMETRY  
FOR SMART GOVERNANCE : PAVING  
THE WAY TO VIKSIT BHARAT 2047**

Mr. Suman De

16

**FAGRO - ENTREPRENEURSHIP :  
FUELLING INDIA'S GROWTH TO A  
VIKSIT BHARAT 2047**

Dr. Ganesh Kumar Rede

18

**THE EVOLUTION OF TRUST :  
REDEFINING CUSTOMER  
RELATIONSHIPS IN A DIGITALLY  
CONNECTED BHARAT**

Dr. Pulkit Marwah

# TABLE OF Contents

## ALUMNIS' REFLECTION

29

### THE UNFINISHED DREAM : CAN WE CROSS THE FINAL FRONTIER

Yashi Saxena (Batch 2023-  
2025)

31

### VIKSIT BHARAT : CHARTING THE PATH TO A PROSPEROUS & INCLUSIVE INDIA

Swati Srivastava MBA (Batch  
2023-25)

32

### A BLUEPRINT TOWARDS GROWTH : SHAPING INDIA'S FUTURE THROUGH REFORMS

Misaal Thacker MBA (Batch  
2023-25)

# TABLE OF Contents

## STUDENTS' VOICES

34

### SUMMER SCHOOL EXPERIENCE: TRANSFORMATIVE LEARNING

Amrit Dash (Batch 2023-2025)

36

### SUMMER SCHOOL EXPERIENCE: AI & CULTURAL IMMERSION

Manas Gupta MBA (Batch 2023-25)

37

### SUMMER SCHOOL EXPERIENCE:

Anjalesh (Batch 2024-2026)

39

### INDIA 2047: THE GOLDEN BIRD SOARS AGAIN

Akshit Parwal (Batch 2023-2025)

41

### BUDGET AND HR STRATEGIES IN INDUSTRIAL RELATIONS

Mrugmai Ramteke MBA (Batch 2023-25)

43

### A BUDGET BLUEPRINT FOR BRIDGING THE DIVIDE

Preksha Parekh MBA (Batch 2023-25)

44

### FUTURE-READY WORKFORCE: THE ROLE OF GIG ECONOMY IN VIKSIT BHARAT

Shivam Srivastava (Batch 2024-2026)

46

### FINANCIAL INCLUSION AS A CATALYST FOR WOMEN'S ECONOMIC INDEPENDENCE IN A VIKSIT BHARAT

Shivani R MBA (Batch 2023-25)

48

### EMPOWERING INNOVATION, SHAPING TOMORROW

Priyanka Nikose (Batch 2023-2025)

49

### STRUGGLE TO GLORY OF BHARAT

Abul Hasan AK (Batch 2024-2026)

50

### THE GROWING SHARE OF WOMEN IN THE WORKFORCE: A PATHWAY TO DEVELOPED INDIA 2047

Mohita Sarkar MBA (Batch 2023-25)

52

### FROM FARM TO FUTURE: THE ROLE OF AGRI-STARTUPS IN RURAL DEVELOPMENT

Laxmivismita Gopaluni MBA (Batch 2023-25)

55

### CRAFTING LASTING IMPACT: THE ROLE OF CSR AND SUSTAINABLE MARKETING IN 2024 AND BEYOND

Sanju Naik MBA (Batch 2023-25)

57

### YOUTH AT THE HELM: STEERING INDIA TOWARDS VIKSIT BHARAT 2047

Yugansh Vagrani (Batch 2024-2026)

59

### EMPOWERING WOMEN, EMPOWERING INDIA

Aniket Gupta MBA (Batch 2023-25)

61

### A CENTURY OF PROGRESS AND FUTURE ASPIRATIONS

Ria Carlo (Batch 2024-2026)

63

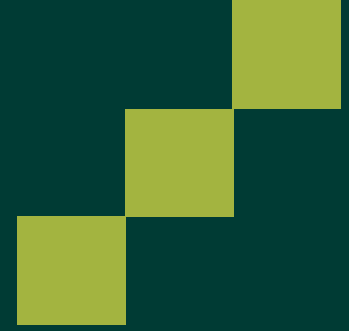
### VIKSIT BHARAT 2047: AURORA AUREA

Tapaswini Giri (Batch 2024-2026)

*Faculty's*  
REFLECTIONS

KNOWLEDGE &  
EXPERTISE

# THE ROLE OF LEAN MANUFACTURING IN REDUCING WASTE AND IMPROVING EFFICIENCY



**Dr. Vinod G Surange**

As India pursues its Vision 2047 goal of becoming a developed nation, efficient manufacturing is key. Lean manufacturing, focused on waste reduction and continuous improvement, offers a crucial pathway to industrial excellence. This article explores how Lean practices can drive India's economic growth and support its ambitious vision for a prosperous future.

## **The Role of Lean Manufacturing in Reducing Waste and Improving Efficiency**

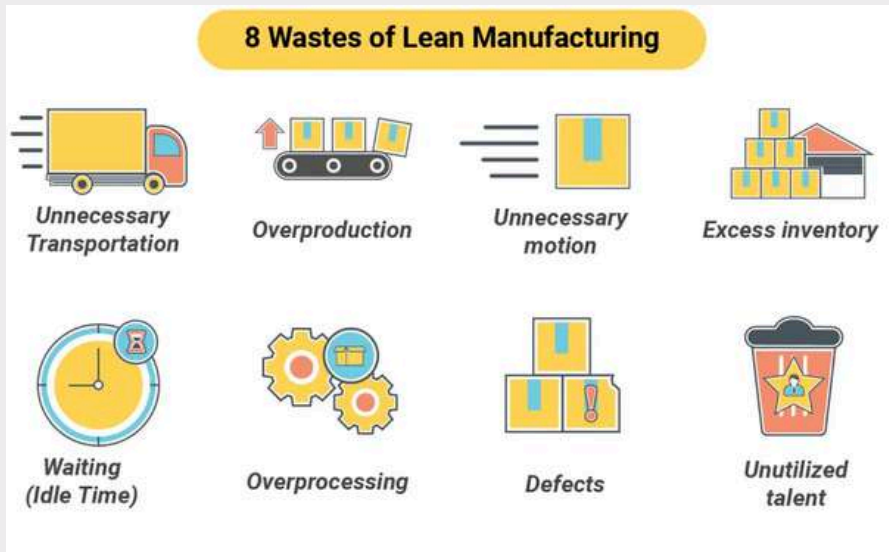
As India strives to achieve developed nation status by 2047, the importance of implementing efficient manufacturing processes becomes increasingly crucial. Lean manufacturing is a highly effective methodology that can greatly contribute to this transition. Lean Manufacturing, which prioritizes waste reduction and efficiency improvement, is in perfect alignment with the vision of "Viksit Bharat 2047," which aims to enhance India's industrial capabilities and overall economic status. This article explores the significant impact that lean manufacturing may have on waste reduction and efficiency improvement, ultimately helping to achieve a developed India.

## **The Essence of Lean Manufacturing**

Lean manufacturing is a methodical strategy for finding and reducing inefficiencies through ongoing enhancement, where inefficiencies are defined as anything that does not contribute value to the product from the customer's viewpoint. Lean, which originated from the Toyota Production System, has seen extensive implementation across diverse industries worldwide. The core principles of Lean involve identifying value from the customer's standpoint, mapping the value stream, promoting seamless workflow, establishing a pull system, and pursuing perfection.

## **Reducing Waste through Lean**

Waste in manufacturing, referred to as "Muda" in Lean terminology, can appear in various forms, including overproduction, waiting, transportation, excessive processing, inventory, motion, and faults. These waste products are devoid of any value to the product or service and typically require a substantial allocation of resources that may be better used for alternative objectives.



- The term "**overproduction**" refers to the situation in which production levels surpass consumer demand, leading to an excess of inventory, higher storage costs, and the possibility of products becoming outdated. Overproduction and waste are minimized by the use of just-in-time (JIT) production in lean manufacturing. This method precisely synchronizes production with actual demand.

- Waiting** is a consequence of interruptions or delays in the production process, which ultimately reduces efficiency. Lean manufacturing enables a smooth and continuous flow of work, ensuring that each step is ready to take up duties from the previous one, thus reducing periods of inactivity.

- Transportation** incurs unnecessary movement of materials between various stages of the production process, resulting in increased time and financial costs. The major objective of lean approaches is to optimize the structure of the industrial plant in order to reduce needless transportation and enhance overall efficiency.

- Unnecessary processing** entails doing excessive tasks or utilizing excessive resources without contributing any value to the end output. The Lean methodology promotes the meticulous examination of processes to eliminate superfluous steps, guaranteeing that resources are allocated solely to activities that genuinely contribute value.



- Inventory:** Excessive inventory immobilizes capital and storage space, resulting in inefficiency. The lean approach prioritizes the reduction of costs associated with surplus inventory by maintaining inventory levels at the absolute minimum necessary to fulfil production requirements.

- A recent idea suggests that workers' **non-essential tasks**, such as hunting for crucial parts or equipment, could be negatively impacting production. The objective of the lean methodology is to optimize workplace efficiency by minimizing the physical exertion necessary to accomplish tasks.

- Defects:** The production of defective items necessitates extra labor, lost resources, and a decline in client trust. Lean manufacturing emphasizes quality control at the source, prioritizing rapid detection and resolution of issues to minimize the occurrence of faults.

## Improving Efficiency through Lean

Efficiency in manufacturing refers to the process of optimizing productivity by minimizing resource utilization, which directly influences a company's financial gain and competitive advantage. Lean Manufacturing achieves this by optimizing procedures, minimizing inefficiencies, and cultivating a mindset of continuous improvement.

- **Process Standardization:** Lean Manufacturing advocates for the uniformity and standardization of work processes, guaranteeing a consistent and dependable manufacturing outcome. As a result, this leads to more consistent results, decreases variation, and enhances overall effectiveness.
- **Continuous Improvement (Kaizen):** The Lean methodology fosters a culture of continuous improvement, encouraging employees across all hierarchical levels to identify inefficiencies and suggest improvements. This continuous procedure enables the progressive elimination of waste and improved efficiency.
- Lean manufacturing acknowledges the importance of the **workforce** and enables employees to take responsibility for their work processes. Lean methodology supports the continued motivation and engagement of the workforce by actively including employees in problem-solving and decision-making processes.
- Lean manufacturing can expedite the **time-to-market** by minimizing inefficiencies and enhancing the flow of processes, resulting in a significant reduction in the duration needed to introduce a product to the market. The enhancement can offer a competitive edge, especially in sectors with brief product lifecycles.
- **Cost Reduction:** Utilizing resources efficiently results in direct cost savings. Lean manufacturing enhances profitability by minimizing waste and optimizing processes, resulting in a reduction in the overall cost of manufacturing.
- **Improved consumer satisfaction:** Lean methodology prioritizes value production, guaranteeing that products match consumer expectations in terms of quality, cost, and delivery time. This results in increased client happiness and loyalty, which are essential for achieving long-term business success.

## Improving Efficiency through Lean

Efficiency in manufacturing refers to the process of optimizing productivity by minimizing resource utilization, which directly influences a company's financial gain and competitive advantage. Lean Manufacturing achieves this by optimizing procedures, minimizing inefficiencies, and cultivating a mindset of continuous improvement.

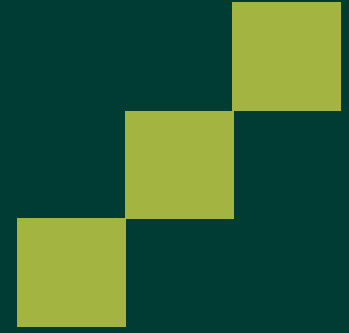
### Lean Manufacturing and India's Vision 2047

India's goal of achieving national prosperity by 2047 hinges on developing a globally competitive industrial sector. Lean Manufacturing, with its focus on waste reduction and efficiency, is key to this transformation. By adopting lean principles, Indian industries can enhance global competitiveness and meet the rising demand for eco-friendly products. This approach not only boosts operational efficiency but also helps India achieve its Sustainable Development Goals by minimizing the environmental impact of industrial activities.

**"Lean Manufacturing, by reducing waste and improving efficiency, aligns perfectly with India's Vision 2047, helping to build a globally competitive industrial sector while advancing sustainable development goals."**



# THE IMPACT OF GEOPOLITICAL EVENTS ON GLOBAL FINANCIAL MARKETS



**Mr. Anish Buche**

**Geopolitical events, from wars to trade conflicts, significantly influence global financial markets, driving volatility and impacting investor confidence. As globalization deepens, understanding these dynamics is crucial, especially for emerging economies like India, where such events can directly affect economic stability and growth. This article delves into how these geopolitical developments shape market behavior and explores strategies India can adopt to mitigate their impact.**

In the present era where globalisation is at its peak, the geopolitical events have a substantial and often an immediate impact on global financial markets which is in turn the influencing investor sentiment, market stability, and the overall economic environment. These events can range from wars and political disturbances to trade wars, each with the potential to cause significant volatility in financial markets.

One of the most direct impacts of geopolitical events is on investor sentiment which at times is turned into investor panic. Financial markets thrive on stability and predictability; when geopolitical tensions arise, investors often react by pulling out the funds from riskier assets, leading to a red colour infusion in stock markets. For instance, during the 2023 Russia-Ukraine war, global stock markets experienced a significant downturn as investors sought safer assets like gold and government bonds. Similarly, the U.S.-China trade war, which began in 2018, caused considerable volatility in global markets as investors grappled with the uncertainty surrounding tariffs and trade policies.

Currency markets majorly sensitive to geopolitical developments. Currencies of countries involved in conflicts or political instability often depreciate due to reduced investor confidence and capital flight. For example, the British pound experienced significant fluctuations during the Brexit process, reflecting investor uncertainty about the United Kingdom's future economic relationship with the European Union. Conversely, safe-haven currencies like the U.S. dollar and the Swiss franc tend to appreciate during periods of geopolitical tension, as investors seek refuge in more stable economies.

Commodities markets are also heavily influenced by geopolitical events, especially those affecting major producers or supply routes. The global oil market, for instance, is highly sensitive to events in the Middle East, a region that is home to some of the world's largest oil producers.

Moreover, geopolitical risks can have long-term implications for global trade and investment. Trade wars, such as the one between the U.S. and China, can lead to the reconfiguration of global supply chains, as companies seek to mitigate the impact of tariffs and trade barriers. This can result in shifts in investment flows and changes in the competitive landscape across industries. For instance, the U.S.-China trade war led many multinational companies to relocate parts of their manufacturing operations from China to other countries, such as Vietnam and India, to avoid tariffs.



As an emerging global power, India is increasingly integrated into the global economy, and geopolitical developments can significantly affect its economic stability and growth prospects. For instance, India's reliance on oil imports makes it vulnerable to fluctuations in global oil prices, which can be triggered by geopolitical tensions in the Middle East.

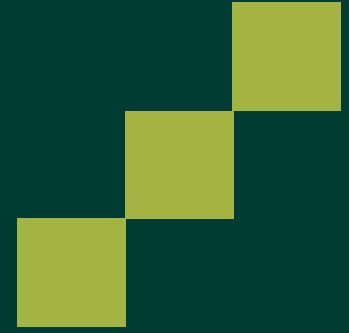
In order to navigate these challenges, India must develop strategies to mitigate the impact of geopolitical risks on its financial markets. This includes strengthening trade partnerships, development of technology infra and enhancing its financial market to better absorb shocks. Additionally, India must actively participate in global diplomatic efforts to promote stability and reduce the risk of geopolitical conflicts that could disrupt global markets. For a country like India, understanding and managing these risks is essential to achieving its economic goals and ensuring long-term stability in an increasingly interconnected world.



**"Geopolitical events have a substantial and immediate impact on global financial markets, influencing investor sentiment, market stability, and the overall economic environment, making it crucial for nations like India to develop strategies that mitigate these risks and ensure long-term economic stability."**

# LEVERAGING DATA & TELEMETRY FOR SMART GOVERNANCE: PAVING THE WAY TO VIKSIT BHARAT 2047

Mr. Suman De



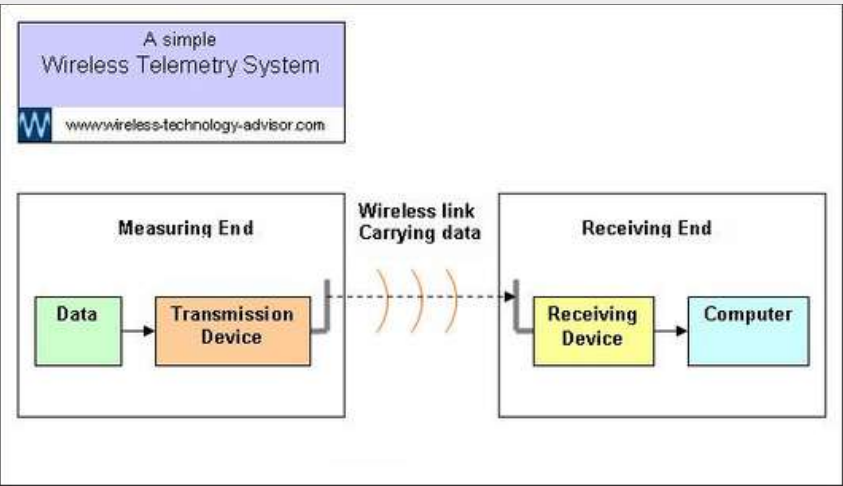
As India strives towards its vision of "Viksit Bharat 2047," the strategic use of data and telemetry in governance is emerging as a critical tool for transformation. These technologies promise to revolutionize public services, making them more efficient, transparent, and inclusive, while addressing the unique challenges posed by India's vast and diverse population.

As India aims to transform into a developed nation by 2047 under the vision of "Viksit Bharat 2047," leveraging data and telemetry in governance becomes essential. These tools are key drivers for improving efficiency, transparency, and citizen-centric services, helping to overcome the unique challenges presented by India's vast and diverse population. Data-driven decision-making enables the government to make informed choices and allocate resources effectively. A prime example is the Aadhaar system, which, as of 2023, has enrolled over 1.3 billion people. This biometric identification system has facilitated the distribution of more than ₹3.65 lakh crore in direct benefit transfers, resulting in savings of ₹1.78 lakh crore by reducing leakages and eliminating fake beneficiaries. Such data-centric initiatives have made public service delivery more transparent and efficient, laying the groundwork for smart governance.

Telemetry, which involves the automatic measurement and transmission of data from various sources, is crucial for real-time monitoring and response. In a country prone to natural disasters, telemetry can significantly enhance disaster management. For instance, Maharashtra's State Water Resources Department has implemented telemetry systems across 2,000 dams, providing real-time updates on water levels. This has helped reduce flood-related damages by nearly 30% in vulnerable areas, showcasing the critical role telemetry plays in proactive governance. India has already seen success stories that highlight the potential of data and telemetry in governance. The Pradhan Mantri Fasal Bima Yojana (PMFBY) uses data from 10,000 weather stations to deliver crop insurance to over 57.2 million farmers. This initiative has reduced fraud by 40% and expedited claim settlements, with over ₹95,000 crore paid out in claims since its inception. Such examples demonstrate how data and telemetry can directly benefit citizens and improve governance outcomes.

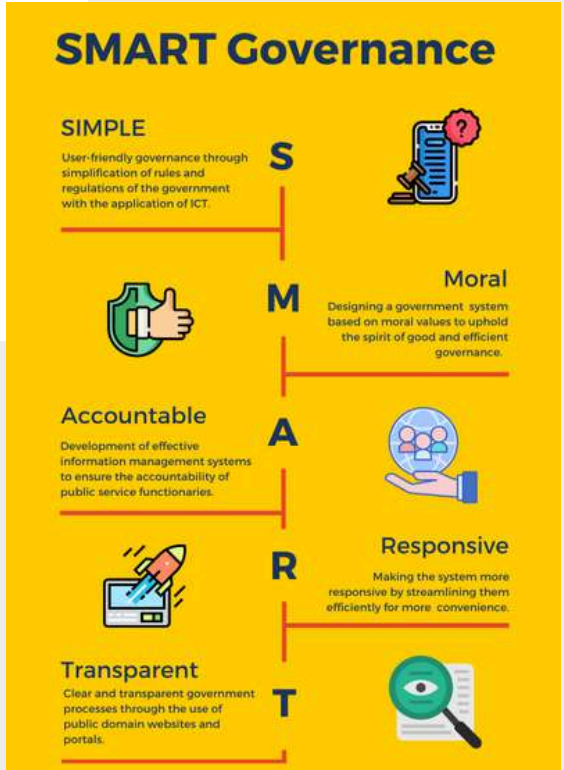
Despite these successes, challenges remain. Data privacy and security are critical concerns, particularly given the sensitive nature of the information being collected. The government must implement strong safeguards to protect against misuse. Additionally, the digital divide still affects nearly 30% of the population who lack internet access.

Bridging this gap is essential to ensure that the benefits of data and telemetry reach all citizens. As India embarks on its journey towards becoming a developed nation by 2047, the strategic integration of data and telemetry into governance emerges as a critical catalyst for transformation. These advanced technologies hold the potential to revolutionize the way government functions, making it more responsive, transparent, and efficient. However, the path to smart governance is not without its challenges.



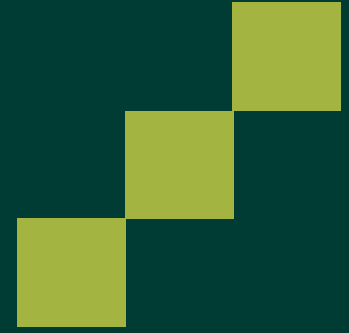
Issues such as data privacy, cybersecurity, and the digital divide must be addressed to ensure that the benefits of technological advancements are equitably distributed across all sections of society. By proactively tackling these challenges, India can set a global benchmark for the use of data-driven governance.

The vision of a "Viksit Bharat" by 2047 is not just about economic growth, but about creating an inclusive and just society where technology empowers every citizen. By leveraging data and telemetry effectively, India can pave the way for a future where governance is not only smart but also deeply rooted in the principles of equity and sustainability. This will ensure that as India advances, no one is left behind, truly embodying the spirit of a developed and inclusive nation.



**"By leveraging data and telemetry effectively, India can pave the way for a future where governance is not only smart but also deeply rooted in the principles of equity and sustainability, ensuring that as India advances, no one is left behind."**

# AGRO ENTREPRENEURSHIP— FUELLING INDIA'S GROWTH TO A VIKSIT BHARAT 2047



**Dr. Ganesh Kumar Rede**

**As India marches towards its vision of "Viksit Bharat 2047," agro-entrepreneurship emerges as a pivotal force in transforming the agricultural landscape. By integrating innovation, economic growth, and sustainability, this approach not only revitalizes rural economies but also plays a crucial role in ensuring food security, environmental stewardship, and overall national prosperity.**

Agro-entrepreneurship has to be one of the most significant defining factors in bringing on board the vision of Viksit Bharat by 2047, covering all challenges in innovation, economic prospects, and sustainability within agriculture. Because of the general developmental goals set by India, which aim to be an enabling environment for entrepreneurial growth and agricultural innovation, shall be the hallmark of a prosperous and resilient future. Agro-entrepreneurship has the potential to hold the keys to long-term economic growth and help surmount the myriad, complex problems besetting Indian agriculture. It is an innovation-intensive approach toward leveraging existing technologies like precision agriculture, artificial intelligence, and the Internet of Things for quality output rise with resource optimization and minimization of environment degradation, reinventing farming practices while adding massive value to agricultural produce.

## **Economic Growth and Employment Creation**

To agriculture, this integration of entrepreneurial strategies is beneficial in a good context for economic growth and employment. Agro-entrepreneurs have set up enterprises dealing with the entire agriculture value chain—from production/processing to marketing and distribution. Through diversification, these activities have created employment opportunities in rural and semi-towns and, hence, have helped to solve the national problem of rural unemployment and underemployment. The development of value-added products and exploration of new markets not only help stabilize the rural economies but also contribute to the national GDP.

## **Food Security and Nutrition Improvement**

Agro-entrepreneurship enhances food security by increasing the nutritional result. Entrepreneurship, therefore, takes the lead in developing and coming up with undertakings based on the plantation of nutrient-rich crops and food diversification. Through fostering sustainable agriculture and local food systems, they ensure that food is continuously supplied with a guarantee of its nutritious betterment to the growing population of India. Vertical farming and hydroponic innovations all boost food production not only in the urban regions but also in the peri-urban areas; they are scalable solutions that reduce dependency on rural agricultural outputs.

## Sustainability and Environmental Stewardship

Climate change and environmental degradation challenge calls for sustainable agricultural practices that can only be saved by a new approach. The agro-entrepreneurs are the frontrunners leading in different techniques that involve the preservation of natural resources and cutting on carbon footprints; in this matter, the increased organic farming, agroforestry, and sustainable water management characterize efforts made to ensure soil health, biodiversity, and environmental sustainability continue in the long haul. These practices align with the more extensive agenda, which seeks to achieve ecological balance while supporting economic growth.



## Making rural communities stronger

Agro-entrepreneurship helps bring a culture of innovation and self-reliance into rural communities. Training, resources, and finance are its core operations, enabling agro-entrepreneurs to shift farmers from the more traditional ways of production to efficient and effective practices. This kind of empowerment is thus core to enhancing rural livelihoods, reducing poverty levels, and enhancing socioeconomic development. Furthermore, agro-based enterprise establishments mean more rural infrastructural and related service developments, hence improved living standards.



## Framework of Policy and Institutional Support

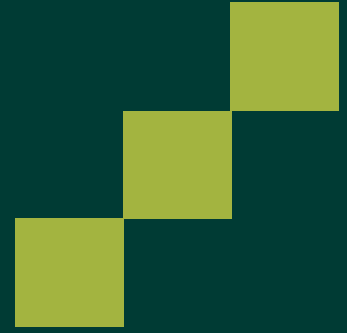
Agro-entrepreneurship needs supportive policies and the institutional framework to realize its full potential. Aggregate growth of agro-based enterprises can be facilitated by various pro-agro-entrepreneurship government initiatives like, among others, subsidies, grants, and tax incentives. In addition, a facilitating environment that includes access to finance, technology, and market linkages is critical to foster innovation and scale successful agro-entrepreneurial ventures.



**"Agro-entrepreneurship has the potential to hold the keys to long-term economic growth and help surmount the myriad, complex problems besetting Indian agriculture, driving innovation, sustainability, and rural empowerment towards the vision of Viksit Bharat 2047."**

# THE EVOLUTION OF TRUST: REDEFINING CUSTOMER RELATIONSHIPS IN A DIGITALLY CONNECTED BHARAT

Dr. Pulkit Marwah



**In a rapidly evolving digital landscape, the foundation of business success lies in trust. As Bharat strides towards a digitally connected future, building and maintaining trust in customer relationships has never been more crucial. This article delves into how transparent communication and consistent delivery are redefining trust, setting the stage for thriving business-to-business interactions in a Viksit Bharat.**

Who do you really trust? That is a complicated question with several possible answers. The answer might be no one, for some. Or it could be everyone, for others. But a vast majority lies between these two extremes. Not only is this question a complicated one, it also has a dynamic answer that constantly changes for a lot of people.

Let's say I am not concerned about trust in your personal life, at least not with reference to this article (I am not heartless, I am just working with a predefined word limit. If you see me in person, TRUST me I would really like to talk about your personal life). In terms of our professional lives, be it a business or a job, success requires taking risks. Trusting someone involves taking risks. If we are to believe the experts researching trust for decades, their work suggests that people's accuracy when it comes to deciding who they can trust is marginally better than probabilistic chance. This is what makes trust a risky decision.

So, this raises another question. Given the resources involved, financial and otherwise, how can one ensure that they are placing their trust in the right person or organization? This question is more pertinent for a business-to-business company when it comes to managing their customer relationships. No matter how big or small two companies doing business together are, they all boil down to one single factor- people. Because at the end of the day it is the people who make decisions and sign deals. We tend to confuse reputation with integrity. A person's or company's past behaviour and practices define how reputable they are. We expect them to operate in line with their reputation. It has become easier for people's and companies' behaviour to be observed, making it important for them to build and uphold their reputation.

Trust is evolving, and with it the way of doing business and managing customer relationships. As a result, there are several implications for businesses in terms of their customer relationships. Communication has become the key. Explicitly outlining your plan, and providing specific details builds trust between two companies. Companies can no longer afford to leave a lot of things unsaid. Globalization and advances in digital technology have brought us all together.



It has resulted in easier communication. Inadvertently, it has also raised the bar of effective communication. It has also increased customer expectation. The only strategy to manage these increased expectations is transparent communication.

"The proof of the pudding is in the eating". This implies that the follow-up to communication- delivery is equally, if not more, important. Results matter. Delivering what they communicated is exactly what builds a company's reputation, making it more trustworthy.

So, ensuring that a company is transparently communicative about its plans, and then successfully delivering on those plans are the two key “strategies” to build its reputation, and indirectly others’ trust in them; more so in this new era of digitally connected Bharat, and a vikasit Bharat.

**"Ensuring that a company is transparently communicative about its plans, and then successfully delivering on those plans are the two key 'strategies' to build its reputation, and indirectly others' trust in them; more so in this new era of digitally connected Bharat, and a vikasit Bharat."**



# BEHAVIOURAL FINANCE: UNDERSTANDING MARKET ANOMALIES AND INVESTOR BEHAVIOUR

Dr. S. Palaniappan



As India's stock market continues to grow and attract new investors, understanding the psychological factors that influence investment decisions becomes increasingly vital. This article explores key behavioural finance principles—such as cognitive biases, loss aversion, emotional management, and realistic expectations—and offers practical tips for navigating the complex world of investing. By adopting these strategies, investors can contribute to building a more resilient and vibrant stock market, aligning with India's broader vision of 'Viksit Bharat' and fostering economic growth and financial inclusion.

## Market Today:

Do you still think Indian stock market is catering to small pie in the population? Do you still consider it as developing and evolving market when compared to global markets? Is your understanding and growth prospect of Indian stock market driven by a popular social media post which compares number OTT subscribers and stock market investors

Metric	Value
Population	144 crores
Aadhar Card Holders	136 crores
Internet Users	120 crores
Mobile Subscribers	114 crores
Total enrolled voters	95 crores
E-commerce users	80 crores
Smartphone users	65 crores
OTT Subscribers	50 crores
Social Media users	40 crores
UPI users	30 crores
Food delivery platforms users	28 crores
BHIM payment users	20 crores
Urban / Rural population (%)	37/63
Digital Learning users	9.3 crores
E-Sanjeevani Healthcare users	9.2 crores
Health Insurance users	51.4 crore
Stock Market users	8 crores
Mutual Fund Investors	3.5 crores

**Retail investors hold over 60% mutual fund assets, 86% in equity alone, reveals AMFI data**

It is also noteworthy that the total assets managed by the mutual fund industry spiked nearly 40 percent (39.83 percent to be precise) from ₹46.28 trillion in July 2023 to ₹64.71 trillion in July 2024.

-The Mint

**India has ten crore registered stock market investors, growth from nine to ten crore happened in five months: NSE**

The Indian stock markets achieved a significant milestone in August as the total number of registered investors in the country crossed the 10 crore mark, according to a report by the National Stock Exchange (NSE).

-Hindustan Times

Though the 10-crore investor base in stock market is 5 times lesser than 50 crores OTT subscribers base, the growth in the recent past is phenomenal. As more and more retail investors are venturing into risky terrain, is the market completely safe and secure for small investors? Will it be a catalyst and game changer in India's march towards Vikshit Bharath 2047? When we look at the other side of the developing story we can understand the harsh realities.

### **How a woman stock trader lost Rs 7.6 crore in share market investment fraud**

Two separate incidents of investment fraud have surfaced, each showcasing a distinct modus operandi but yielding similarly devastating financial losses for unsuspecting victims. In the first case, a stock trader from Faridabad found herself ensnared in a sophisticated scheme orchestrated through social media platforms, losing a staggering sum of Rs 7.6 crore. Her journey into this financial abyss began with a tantalizing Facebook link promising lucrative stock market investment.

### **7 of 10 individual intraday traders lost money: Sebi**

Mumbai: Seven out of 10 individual intraday trades in cash segment made losses in the financial year ending March 2023, a study done by the Securities and Exchange Board of India (Sebi) revealed.

The regulator said there has been a surge of over 300% in the number of individuals participating in intraday trading in equity cash segment in FY23 compared to FY19. It said one in three individuals who trade in cash segment, trades intraday.

A vibrant stock market contributes to economic growth, job creation, and financial stability, all of which are crucial for national development. When we look at the actual returns and experiences of emerging investors, the path to vibrant stock market and prosperous 2047 are quite challenging.

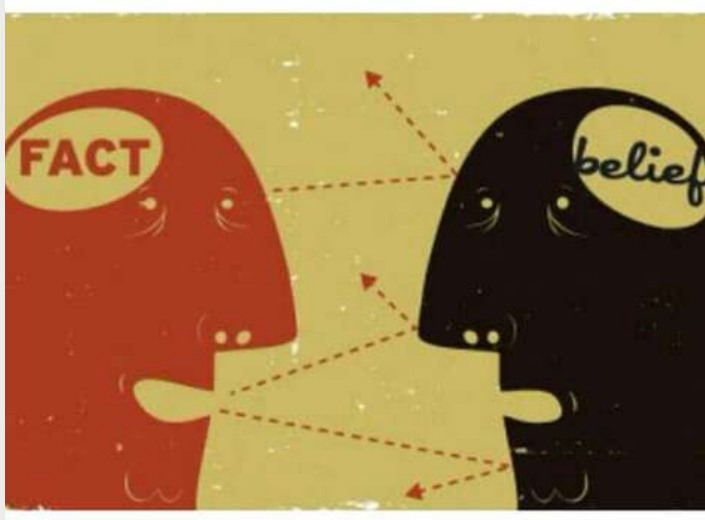
### **Path to Prosperous 2047:**

As the market progresses and accommodates aam aadmi, it is imperative that policymakers should find ways and means to protect the aspirations of emerging investors. As the aspirations and expectations are related to investor behaviour, a closer look at the behavioural finance will provide the solution for prosperous 2047.

### **Behavioural Finance lessons for Aspiring Investor:**

Behavioural finance explores how psychological factors influence investor decisions and market outcomes. Incorporating behavioural finance principles can help investors make more informed decisions and avoid common pitfalls. Let's look at key behavioural pitfalls an aspiring investor could encounter and ways and means to overcome them.





## 1. Awareness of Cognitive Biases

Investors should be aware of cognitive biases that can impact decision-making. Common biases include:

- **Overconfidence Bias:** Believing one has superior knowledge or skill, leading to excessive risk-taking.
- **Anchoring Bias:** Relying too heavily on initial information or price points when making investment decisions.
- **Herd Behaviour:** Following the crowd rather than making independent assessments, which can lead to market bubbles or crashes.

**Tip: Regularly review and challenge your investment assumptions. Use objective criteria and diversify sources of information to counteract biases.**

## 2. Understanding Loss Aversion

Loss aversion is the tendency to prefer avoiding losses over acquiring equivalent gains. This can lead to irrational decision-making, such as holding onto losing investments in the hope of recovering losses or avoiding necessary risks.

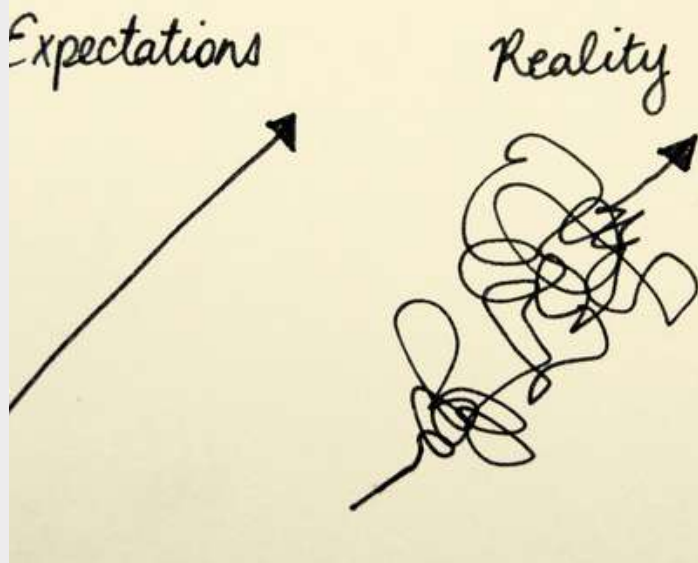
**Tip: Adopt a balanced approach to risk and reward. Set clear investment goals and strategies to manage losses and gains effectively. Consider using stop-loss orders or predefined exit strategies to mitigate the impact of loss aversion.**



## 3. Managing Emotional Reactions

Emotional reactions, such as fear and greed, can drive poor investment decisions. During market volatility, investors might panic and sell off assets or become overly optimistic and overinvest.

**Tip: Develop a disciplined investment plan and adhere to it regardless of market conditions. Regularly review and adjust your plan based on objective criteria rather than emotional reactions. Mindfulness practices and stress management techniques can also help maintain emotional balance.**



#### 4. Setting Realistic Expectations

Investors often have unrealistic expectations about returns and market performance, which can lead to disappointment and rash decisions. It's important to set achievable goals based on historical data and market conditions.

**Tip: Base your investment expectations on historical performance and realistic assumptions. Understand that markets can be unpredictable, and long-term success often requires patience and consistency.**

#### The Closing Bell:

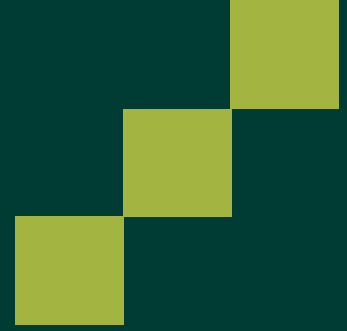
The growth of India's stock market investor base and the evolving investor behaviour since 2020 highlight a dynamic financial landscape. By applying behavioural finance principles, understanding new investor trends, and implementing strategies to enhance financial literacy, technology, and long-term investment, we can ensure that India could build a more vibrant stock market. This will support the broader vision of 'Viksit Bharat,' driving economic prosperity, financial inclusion, and sustainable development for the nation.

**"By understanding and managing cognitive biases, emotional reactions, and setting realistic expectations, investors can make more informed decisions, contributing to the long-term growth and stability of India's stock market, and supporting the broader vision of 'Viksit Bharat'."**



# HARNESSING AI AND ANALYTICS IN HR FOR BHARAT'S DEVELOPMENT

Dr. Smruti Patre



In the evolving landscape of human resources, artificial intelligence and analytics are emerging as transformative forces, reshaping traditional practices and strategically positioning Bharat's workforce for global competitiveness. As AI-driven technologies revolutionize recruitment, development, and employee engagement, they pave the way for a future where innovation and efficiency are at the forefront of HR, driving the nation's progress toward becoming a global economic leader.

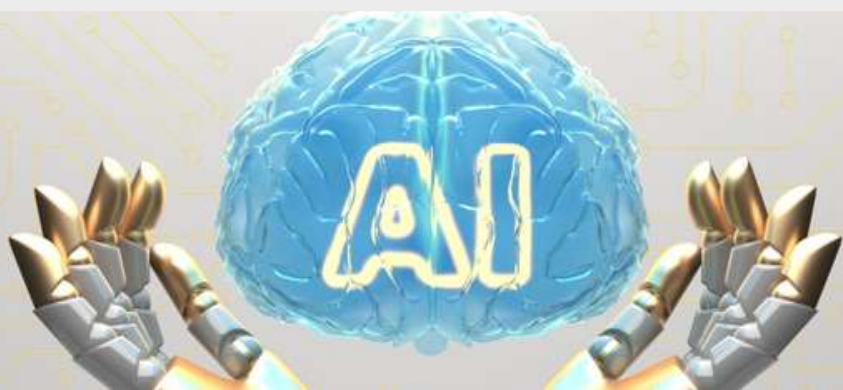
The incorporation of artificial intelligence (AI) and analytics is revolutionizing established procedures in the dynamic field of human resources (HR) by increasing their data-drivenness, efficiency, and effectiveness. In order to properly utilize its enormous human capital, Bharat (India), a country set for unparalleled prosperity, must use AI and analytics in HR.

## 1. The AI Revolution in HR: A Game Changer:

Once considered an idea for the future, AI is today leading the way in HR innovation. It includes a variety of technological advancements such as robotic process automation, natural language processing, and machine learning. Performance management, employee engagement, and recruitment are all being revolutionized by these technologies.

- **Recruitment and Talent Acquisition:** Finding the proper talent might be difficult in a nation where the labor force is expanding. Through the introduction of cutting-edge talent acquisition tools, AI is changing this area. The hiring process is becoming more efficient thanks to AI-driven technologies like chatbots and automated resume screening programs. Turing, for example, has shown that AI can cut the time-to-hire by up to 50%. Turing employs AI to find and screen IT talent. In a nation like India, where there is a vast talent pool that is frequently challenging to manage, this efficiency is vital. Hiring choices are made more accurately and objectively thanks to HireVue's AI-driven technology, which use predictive analytics to evaluate candidates' facial expressions and responses during video interviews. This improves the caliber of hires while also expediting the hiring process. These kinds of technologies are essential for identifying the perfect fit and promoting job growth in India, where there are different skill sets and local talent pools. Also, to better match individuals to appropriate tasks and uncover talent gaps, AI is being used by IT organizations such as Infosys and Tata Consultancy Services. Artificial intelligence (AI) systems examine enormous volumes of data to determine which applicants are most likely to succeed in particular positions, improving hiring quality and lowering attrition.

- **Personalised Learning & Development:** AI is revolutionizing the field of employee development by providing tailored learning opportunities. AI is used by platforms such as Coursera and LinkedIn Learning to suggest courses and professional development programs based on performance metrics and individual needs. This tailored approach guarantees that employees receive training that is both goal-aligned with the firm and increases their capabilities in a diverse country like India, where employees have a range of skill levels and career goals.
- **Employee Engagement and Retention:** By offering individualized possibilities for learning and growth, AI tools are also improving the employee experience. AI is used by platforms such as EdCast to make training program recommendations based on performance data and individual career goals. Higher retention rates can be attributed to the motivation and engagement that this personalization maintains among staff members.
- **Promoting Employee Well-being and Engagement:** AI is also improving worker health by facilitating proactive health programs. Utilizing artificial intelligence (AI), tools such as Lyra Health evaluate employee input and health data to offer individualized wellness recommendations and mental health support. By addressing employee complaints early on, this proactive strategy helps employers cultivate a happier, healthier, and more engaged workforce. As an illustration, Reliance Industries uses AI-driven wellness platforms to track key performance indicators related to employee health and offer customized wellness initiatives. Businesses that put employee well-being first help to create a more contented and productive workforce, which in turn promotes organizational success and the advancement of the country.
- **Driving Inclusive Growth and Innovation:** Closing Skill Gaps: AI can assist in closing the large skills gap that exists in India. Companies and educational institutions can adjust their programs to meet the needs of the workforce by using predictive analytics to identify skill shortages and growing requirements. AI supports the creation of a workforce prepared for the future by coordinating educational objectives with business demands, which promotes equitable economic growth.



## 2. Analytics: Strategic HR Management's Foundation

Analytics, which uses data analysis to provide actionable insights, is the foundation of contemporary HR. To make wise decisions, HR analytics entails obtaining and analyzing data on productivity, employee performance, and turnover.



- **Predictive Analytics:** Predictive modeling is one of the most potent uses of analytics in human resources. Organizations can predict trends and take preventive measures by examining past data. Wipro, for instance, uses predictive analytics to foresee turnover concerns and put retention tactics into place before issues develop. By being proactive, this strategy contributes to reducing interruptions and preserving organizational stability. As an illustration, the Mahindra Group tracks employee performance indicators and identifies high-potential workers using HR analytics. They create development programs that are in line with the objectives of the company and the individual by examining trends and correlations, which promotes creativity and growth.



- **People Analytics for Performance Management:** By offering real-time feedback and insights, analytics also improves performance management. HR professionals can measure progress, create goals, and evaluate employee performance with the use of dashboards provided by platforms such as Workday. This ongoing feedback loop guarantees that staff members stay in line with company objectives and get the assistance they require to be successful. As an illustration, the National Skill Development Corporation (NSDC) and other initiatives provide training programs in AI and data analytics with the goal of closing the skills gap. These kinds of initiatives are essential to supplying the labor force with the competencies required to properly utilize these technologies.



### Concluding remarks

To use AI as a powerful workforce development tool would be like using a powerful compass in Bharat's quest to become a global economic leader. Indian firms can break through conventional limitations and turn HR from an administrative task into a dynamic growth accelerator by integrating AI into HR processes. AI makes it possible to pinpoint skill shortages, tailor employee development, and anticipate future labor demands with accuracy. This helps to create a workforce that is not just creative and adaptable but also strategically in line with the country's development objectives. Bharat has a fantastic opportunity to align its enormous human capital with the needs of a quickly changing global market thanks to this AI-powered HR renaissance, which will help the nation move toward a future where people and technology combine to create previously unheard-of levels of growth.



**"AI-powered HR processes are not just transforming traditional functions but are strategically aligning Bharat's human capital with the demands of a rapidly evolving global market, driving unprecedented levels of growth and innovation."**

*Alumnus'*  
REFLECTIONS

GUIDANCE &  
GROWTH



# "The Unfinished Dream: Can We Cross the Final Frontier?"

By Yashi Saxena  
MBA (Batch 2021-23)

**V**iksit Bharat 2047 envisions a thriving, developed India, but achieving this goal requires addressing deep-rooted issues like poverty, corruption, and inequality."

As we enter the 78th year since India gained independence, India has come a long way, forging its path from India to Bharat. The freedom fighters, who, with their indomitable spirit and valour, broke free out of the shackles of the British, must be smiling pride face at seeing the progress India has made but quickly dismayed at the startling news pervading around corruption, unemployment, malnutrition, mounting deaths from floods and so on. This is not the vision they dreamt of a Viksit Bharat as we deck to celebrate our 78th Independence Day.

The current government coined the term "Viksit Bharat" as part of their roadmap to make India a developed country by 2047 (centenary of India's Independence). But seeing its snail-pace, it still seems a far-fetched dream to turn into a reality by 2047. For India to become a developed nation in its truest form, with the size of USD 30 trillion economy and per capita income of 18,000 dollars per annum by 2047, it needs to grow at a sustained pace of 7-10 per cent for 20-30 years to escape the middle-income trap, as stated by NITI Aayog in the approach paper on making Viksit Bharat a reality. "The GDP would have to grow nine times from today's \$3.36 trillion, and the per capita income would need to rise eight times from today's \$2,392 per annum," the government's think tank said after its 9th Governing Council meeting attended by chief ministers and lieutenant governors. According to Niti Aayog, a 'Viksit Bharat' is one where the Indian economy and per capita income levels are comparable to the world's high-income countries today. "It is a Bharat whose social, cultural, technological, and institutional features will mark it out as a developed nation with a rich heritage and one that is capable of functioning at the frontiers of knowledge. The World Bank defines high-income countries as those whose annual per capita income is more than \$14,005 (in 2023)," it added.

The idea of 'Viksit Bharat' reverberated in this year's Union Budget as presented by our Honourable Finance Minister, Nirmala Sitharaman. The highlight of this budget rests on four pillars – Women, Poverty, Youth and Farmer. Furthermore, the budget focuses on the priorities of a Viksit Bharat, which are productivity and resilience in agriculture, employment & skilling, inclusive human resource development and social justice, energy, security and many more sectors. The Union Budget 2024 focuses on igniting the government's ambitious plan by providing stimulus through 'Make in India' initiatives and ease of doing business. The Finance Ministry is completely armed to unleash the potential a young India holds. "Turning attention to full year and beyond, we particularly focus on employment, skilling, MSMEs (micro, small and medium enterprises) and the middle class," said Finance Minister Nirmala Sitharaman, clearly summing up the government's intent while presenting this year's Union Budget.



As we stand on the threshold of celebrating 78 years of India's independence, it is essential to reflect on the dreams of our freedom fighters, whose sacrifices laid the foundation of our nation. They envisioned a Bharat that would rise from the ashes of colonial rule to become a beacon of progress, justice, and prosperity. Today, their vision beckons us to strive for a "Viksit Bharat" by 2047—a nation that embodies the ideals of equity, economic strength, and cultural richness.

However, the journey to realize this dream is fraught with challenges. The path is not easy, but neither was the struggle for freedom. Just as our forebears overcame insurmountable odds to secure our independence, it is now our turn to fight against the new shackles—poverty, corruption, unemployment, and social inequality.

**"To realize its full potential, India must sustain long-term economic growth, while addressing persistent issues like unemployment, corruption, and social inequality that hinder progress."**





# "Viksit Bharat 2047: Charting the Path to a Prosperous and Inclusive India"

By Swati Srivastava  
MBA (Batch 2021-2023)

The year 2047 marks the centenary of India's independence. It is a milestone that carries the weight of a nation's aspirations. The vision of 'Viksit Bharat' or Developed India by 2047 is not merely a slogan, but a roadmap for transforming India into a global powerhouse. It is a blueprint for a nation that is economically prosperous, socially just, and technologically advanced. Central to this vision is technological advancement. India has shown remarkable progress in the digital sphere, and the government has rightly identified technology as a key driver of growth. From the ambitious Digital India initiative to promoting startups and innovation, the focus is on creating a digitally empowered society. The integration of technology across sectors, from agriculture to healthcare, is expected to revolutionize the way India operates.



Economic growth is another crucial pillar of Viksit Bharat. India has demonstrated its potential as a global economic player. The government's emphasis on infrastructure development, ease of doing business reforms, and attracting foreign investments is commendable. The aim is to create an environment conducive to entrepreneurship and job creation, thereby lifting millions out of poverty.

Social development is equally important. A developed India cannot be achieved without addressing the challenges of inequality, poverty, and illiteracy. The focus on education, healthcare, and social welfare programs is essential. The government's commitment to providing quality education and affordable healthcare for all is a step in the right direction. Empowering women and ensuring gender equality are also crucial for India's progress.

Sustainability is a core component of the Viksit Bharat vision. As a country with a large population, India faces significant environmental challenges. The government's focus on renewable energy, climate action, and sustainable development is commendable. A green and clean India is not just an environmental goal but also an economic opportunity. However, achieving the vision of Viksit Bharat requires more than just government initiatives. It demands a collective effort from all stakeholders – the government, the private sector, and the citizens. The private sector needs to invest in research and development, create jobs, and contribute to social causes. Citizens must play their part by being responsible consumers, participating in the democratic process, and contributing to nation-building.

The journey towards Viksit Bharat is undoubtedly challenging. There are obstacles to overcome, and the path may not always be smooth. But with determination, perseverance, and a shared vision, India can achieve its goal of becoming a developed nation by 2047. It is a vision that inspires hope and a sense of possibility, a vision that can unite the nation and propel it toward a brighter future.

The road to Viksit Bharat is not just about reaching a destination; it is about the journey itself. It is about building a nation where every citizen has the opportunity to thrive, where innovation flourishes, and where the quality of life is unparalleled. As India celebrates its 75th year of independence, the vision of Viksit Bharat serves as a beacon, guiding the nation towards a prosperous and inclusive future.

# "A BLUEPRINT FOR GROWTH: SHAPING INDIA'S FUTURE THROUGH REFORM AND INVESTMENT"



By Misaal Thakker  
MBA (Batch 2021-2023)

**"Achieving a developed India by 2047 demands urgent policy reforms, substantial infrastructure investments, and strategic focus on productivity and sustainability."**

The path towards a developed India by 2047, as defined in the Union Budget, mandates immediate and medium-term policy reforms. India has to increase its per capita income by 5.3 times according to World Bank estimates that require for annual average growth rate of around 9% in per capita GNI over the next twenty-three years.

India's population is predicted to stabilize at about 2045 when there will be approximately 300 million additional jobs needed mostly in the non-farm sector. Besides, India is supposed to ramp up its investments in energy as well as resource efficiency to meet its environmental commitments under the Paris Agreement.

India must concentrate on several priority areas for it to realize these aspirations:

- **Investment and Productivity:** Reducing the cost of borrowing, ease of doing business, and enacting specific reforms for improving efficiency are important. Fiscal consolidation is important, especially given a high fiscal deficit coupled with rising public debt levels.
- **Infrastructure Development:** More capital needs to be allocated for infrastructure comprising transportation, energy, and housing to encourage private participation and enhance productivity levels.
- **Tax and Regulatory Reforms:** To make India competitive in world markets tax system must be simplified, GST made more efficient, and prohibitive labor laws are reduced. It should also be accompanied by steps towards enhancing skills development and creating employment.
- **Urban and Rural Reforms:** The future growth prospects of India depend on both urban and rural reforms. Infrastructure investments would promote sustainable urbanization as well as decrease the gap between cities and villages.

The budget has proposed increasing the proportion of capital expenditure particularly in infrastructure to uplift the growth rates. Additionally, welfare measures have been coupled with privatization as well as asset monetization by accelerating these two processes. To sum up, realizing Viksit Bharat by 2047 will require progressive macroeconomic policies, massive infrastructure investments, investments in human capital, and a combination of fiscal prudence with pragmatism. This monumental task necessitates a cooperative approach between the Centre and State governments.

*Students'*  
VOICE

IDEAS &  
PERSPECTIVES

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# SUMMER SCHOOL EXPERIENCE: TRANSFORMATIVE LEARNING

By Amrit Dash MBA (Batch 2023-25)

## Overview

Attending the summer school program at RWTH Aachen University, which focused on Artificial Intelligence in Industrial Applications, was an incredible experience that blended professional and personal growth. The program was packed with diverse experiences, valuable learning, and the chance to meet amazing people from all over the world.

## Learning & Tools

Throughout the course, I gained a solid understanding of AI and machine learning fundamentals. We covered various algorithms, their real-world applications, and ways to optimize them for industrial use. I learned about supervised learning techniques like regression and classification, where models are trained on labeled data, and unsupervised learning techniques like clustering and association, which identify patterns in unlabeled data. We also explored reinforcement learning, which involves algorithms learning optimal actions through trial and error in dynamic environments.





We used the Orange data mining tool and tackled data preprocessing, creating interactive visualizations, building and evaluating predictive models, and assessing model performance to fine-tune them for better accuracy. The course also introduced us to big data analytics, addressing the challenges of managing and analyzing large datasets. A significant part of the course was dedicated to Industry 4.0 and the Industrial Internet of Things (IIoT). We explored smart manufacturing, which integrates digital technologies into manufacturing processes to create intelligent systems, and cyber-physical systems that combine physical processes with computational control and networking. Implementing IoT devices to collect data and improve efficiency, productivity, and safety was particularly enlightening.

Practical coding sessions in Python were an essential part of the curriculum and used Python in mining operations such as classification and clustering, and tackled a data challenge focused on predictive maintenance and fault detection in industrial equipment. To reinforce our understanding, we also participated in quizzes to solidify our theoretical knowledge.

### **Global Networking**

One of the most enriching aspects of the program was the opportunity to meet people from all over the world. I made friends with participants from Brazil, China, Taiwan, and fellow Indians, which led to a rich cultural exchange and diverse perspectives. Our dedicated student mentors played a crucial role in helping us settle into the university's culture and environment.

### **Cultural Integration and Activities**

The university organized several activities to help us connect with German culture. One memorable activity was a city rally, where we solved puzzles related to the history and culture of Aachen, encouraging us to explore and learn about the city interactively. Additionally, we went on a city trip to Maastricht, Netherlands. This trip was not only educational but also helped me form deeper connections with fellow participants, creating bonds that are sure to last a lifetime.

### **Industry Exposure**

A standout experience was our visit to Mitsubishi Electric. We explored their advanced labs and saw live demonstrations of automated products, including automated cars and rail systems. This visit provided valuable insights into how AI systems operate in real-life scenarios, broadening my understanding and inspiring future applications.

### **Conclusion**

My summer school experience at RWTH Aachen University was transformative, offering a blend of advanced learning, cultural integration, and global networking. The knowledge gained, friendships formed, and cultural insights acquired will undoubtedly have a lasting impact on both my personal and professional life.



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# Summer School Experience: AI & Cultural Immersion

By Manas Gupta  
MBA (Batch 2023-25)

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Attending the summer school program at RWTH Aachen University in Germany, which focused on Artificial Intelligence in Industrial Applications, was an incredible experience that blended professional and personal growth.

The program was packed with diverse experiences, valuable learning opportunities, and the chance to meet amazing people from all over the world. I gained extensive knowledge related to my specialization, which equipped me with a strong understanding of the domain.

The program enhanced my awareness of emerging technologies, as well as the new software and tools used by international companies globally.

The curriculum also included a company visit to the renowned Mitsubishi Electric in Germany. The University's preparation and organization at Aachen ensured a smooth and enriching learning experience.

Overall, the experience in Germany was also remarkable, as I got to immerse myself in a different culture, which broadened my perspective and provided me with an unforgettable experience.



# SUMMER SCHOOL EXPERIENCE: EXPLORING AI & INDUSTRY 4.0

By Anjalesh Gawaikar  
MBA (Batch 2023-25)

From June 23rd to July 6th, 2024, I had the incredible opportunity to attend the summer school on AI in industrial applications at RWTH Aachen University in Germany. It was a remarkable experience that combined cutting-edge technical learning with a rich cultural immersion.

The program was a deep dive into the world of artificial intelligence, focusing on its applications in industrial settings. We covered a wide range of topics, from the fundamentals of Python and Jupyter Notebooks to more complex areas like supervised and unsupervised learning, deep learning, and data mining. One of the highlights was the hands-on data challenge, where we applied what we had learned in a real-world scenario. The sessions on Industry 4.0, KDD, and IoT were particularly eye-opening, as they showcased the transformative potential of AI in manufacturing and other industries. The course also introduced us to cloud and big data in manufacturing, which was fascinating and highly relevant in today's digital landscape.

Beyond the technical content, the summer school offered an enriching cultural experience. I spent two weeks living in Aachen, a city steeped in history and tradition, yet bustling with modern life. The blend of old and new was evident in everything from the architecture to the way people interacted. The local culture was warm and welcoming, and I quickly made friends with fellow participants. There were 24 students in the class, hailing from different parts of the world. The diversity of the group made discussions lively and broadened my perspectives on various topics. It was inspiring to see how AI is being approached and applied in different countries.



One of the most memorable parts of the program was the industrial visit to Mitsubishi Electric in Düsseldorf. Seeing AI in action within a real-world industrial environment was both exciting and educational. It provided a tangible context to the concepts we were learning in class. Additionally, we had the chance to explore Maastricht in the Netherlands on a city trip. Walking through the charming streets of Maastricht, with its beautiful historic buildings and vibrant atmosphere, was a refreshing break from the intensive coursework.

The faculty at RWTH Aachen University were outstanding. They were not only experts in their respective fields but also approachable and willing to engage in meaningful discussions. Their guidance and insights were invaluable, and they made complex topics accessible and interesting.



This summer school experience has not only broadened my technical knowledge but also added a significant edge to my resume as an analytics student. The exposure to AI applications in industrial settings, combined with the cross-cultural experience, has equipped me with a unique perspective that I believe will be invaluable in my future career. It has also reinforced my passion for analytics, motivating me to pursue further studies in this field.

Overall, the summer school was an unforgettable experience. It was a perfect blend of rigorous academic learning, practical exposure, and cultural exploration. I returned with new knowledge, fresh perspectives, and friendships that I will cherish for years to come. The two weeks I spent in Aachen were a significant milestone in my academic journey, and I am grateful for the opportunity to have been part of such an enriching program.

# INDIA 2047: THE GOLDEN BIRD SOARS AGAIN



By Akshit Parwal  
MBA (Batch 2023-25)

**"Viksit Bharat 2047 envisions a self-reliant and globally connected India, where every citizen thrives and our ancient heritage meets modern achievements."**

As we approach 2047, a century after our independence, India stands on the brink of reclaiming its place as a global leader. Once celebrated as the "Golden Bird" for its wealth, culture, and influence, India is determined to regain this lost glory. The vision of a Viksit Bharat—a developed and prosperous India—is no longer just a dream; it is becoming a reality.

India's journey to becoming the hub of global trade is a story of resilience, innovation, and determination. Historically, India was the centre of international trade, with our spices, textiles, and precious gems sought after by traders worldwide. The richness of our land and culture made India a key player in the global economy. However, the colonial era and subsequent economic challenges dimmed this glow.

Today, as we look toward 2047, India again emerges as a central player in global trade, reclaiming its lost glory.

Our economy is one of the fastest-growing in the world, a testament to the strength and potential of our nation. With a GDP growth rate consistently outpaces many developed nations, India is no longer just participating in the global economy—we are leading it. This economic growth is not just about numbers; it represents the transformation of millions of lives. It means more jobs, higher living standards, and new opportunities for all Indians.

India's role in the global supply chain is becoming increasingly vital. Our strategic location and demographic advantage position us as an essential link in the international trade network. With a young and dynamic workforce, India is set to become the world's manufacturing hub. The "Make in India" initiative, launched to promote domestic manufacturing, has attracted global giants to our shores.



By 2047, India will be at the heart of producing everything from advanced electronics to pharmaceuticals. Our role in the global supply chain is not just about producing goods; it is about driving global innovation and setting standards for quality and efficiency.

India also leads the world in digital payments, showcasing our technological prowess. The rapid adoption of digital platforms like UPI (Unified Payments Interface) has revolutionised the way transactions are conducted in India, making financial services accessible to even the most remote corners of the country.



Photo Credit: The New Indian Express

Our economic policies have also emphasised fiscal prudence, ensuring that our growth is sustainable and responsible. By maintaining a balanced approach to growth and spending, India has laid the foundation for long-term economic stability. This fiscal discipline, combined with our focus on innovation and progress, is what makes our growth story so powerful.

We are not just exporting goods and services—we are exporting our rich culture. Our art, music, cinema, and cuisine are celebrated worldwide, making India a cultural superpower. By 2047, Indian traditions, festivals, and philosophies will be embraced globally, spreading the message of peace, unity, and diversity.

Our cultural exports reflect the soul of our nation—deeply rooted in tradition yet forward-looking and innovative.

The vision of Viksit Bharat 2047 is one where India stands tall on the global stage, a nation that is self-reliant yet deeply connected with the world. We are on the brink of a new era, where India is not just a participant but a leader in shaping global trends and policies. Our rise is a peaceful one, built on collaboration and mutual respect. We are reclaiming our glory, not through force, but through the strength of our economy, the richness of our culture, and the power of our ideas.

As I imagine India in 2047, I see a nation where every citizen has the opportunity to thrive, where innovation drives progress, and where our ancient heritage meets modern achievements. We are once again the "Golden Bird," soaring high and spreading our wings worldwide, leading with wisdom, compassion, and strength. This is the India we are building, and this is the India we will leave for future generations.

**Vande Mataram!**

# SHAPING VIKSIT BHARAT: Budget and HR Strategies in Industrial Relations



By Mrugmai Ramteke  
MBA (Batch 2023-25)

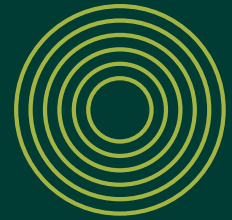
**"Industrial relations and labor reforms are pivotal in driving India's journey toward Vikasit Bharat, with HR professionals playing a crucial role in balancing economic growth with social equity."**

In pursuing Vikasit Bharat (Developed India), industrial relations and labor reforms have emerged as critical elements in driving sustainable economic growth and social equity. The Union Budget, which sets the tone for policy and financial planning, has a climatic impact on these fields because it marks the terrain in which business and employment exist. Prior years' budgets have enshrined infrastructure spending, priority for supporting MSMEs and promoting the formation of the labor market, all consistent with the concept of Vikasit Bharat. These policies seek to expand the formal employment sources to reduce informal employment, which contains weak labor protection and worse job conditions. For example, the PMRPY allocates subsidies for employers' provident fund, which encourages employment generation.

Nevertheless, the set of measures in the budget based on fiscal consolidation and privatization has advantages within the framework of job losses related to the public sector and the rise of flexible opportunities that may pressure the industrial relations systems. Then what remains is to achieve a proper transition and inclusion of all the workers in the promises presumed to be offered by efficient economic growth to the labor environment. More so, the position of Human Resources (HR) in this dynamic cannot be overlooked. Human resource management practitioners are also involved in managing industrial relations and maintaining order in the relationship between labor and management. Where markets are rapidly evolving and economies are quickly transforming themselves, the role of HR is not just one of compliance but also of creating a culture in the organization that is sustainable regarding the welfare of employees. This process calls for consultation with the labor unions, resolving issues raised by the employees. Lifting the lid on the labor laws, and building and sustaining trust within the company.

Sustaining civic cooperation and preventing the development of complex conflict and war necessitates freedom and regular everyday civic communications drills. Besides increasing the motivation level of the workers through the officer incentives and the role of enhancing the employees' satisfaction in the organization and industrial relations and, therefore the productivity, it also provides valuable measures to organize for formal participation in the decision-making in the companies' policies or CSR activities and other positive image of the organization as a responsible company employer. Also, given that the Indian government is in the process of providing massive labor law reforms into four broad headings under which many provisions have been clubbed together, HR strategies have to be strategic and fluid. These, which include measures to streamline the compliance regime, enhance ease of doing business, and increase the protection of workers, are exhibiting both positives and negatives. Employment policies must be reviewed, employment contracts must be modified, and every single HR practice must be checked for compliance with the new conditions.

Therefore, leaders should engage their HR personnel in frequent training and capacity-building programs to enable them to become acquainted with current legislation. Workforce planning is another area that involve essential considerations, especially with the new wage code that focuses on minimum wage and appropriate payment; this may signal a need to review remuneration and payroll management. Moreover, in compliance matters, HR can benefit from technology by using specific HR software that will help avoid non-compliant behaviors while at the same time increasing organizational effectiveness. Therefore, the process towards Vikasit Bharat is fraught with prospects and obstacles in the context of industrial relations and labor changes. With the budget influence, and given that HR has significant responsibility for labor relations and major changes impacting the organization, it will be pivotal in defining how capable India is of delivering on the laid down development objectives. HR professionals must manage these issues with tactful planning flexibility, and responsibility to maintain order and productivity within the industrial relations sphere.



**"As India embraces labor law reforms and fiscal policies, HR's strategic involvement in workforce planning and compliance is essential to achieving sustainable development goals."**



Empowering Rural Women:

# A Budget Blueprint for Bridging the Divide

By Preksha Parekh  
MBA (Batch 2023-25)



The current financial year 2024-25: The Union Budget of India presented for the growth of the rural economy and also enlisted several new schemes that aim to uplift women in rural areas. Focusing on rural development, agriculture, and infrastructure, the budget tries to narrow the rural-urban gap from the woman's point of view. One critical feature is the ₹2.4 lakh crore allocation for social sector spending for the government's scheme for affordable housing for the urban and rural poor, with a particular focus on women – the Pradhan Mantri Awas Yojana. This worthy move will help rural women be economically empowered to own property and their rights. Also, the Mahatma Gandhi National Rural Employment Guarantee Scheme got ₹60,000 crore, reflecting the government's promise of assured employment in rural sectors. Employment guarantee offered through MGNREGS and, more importantly, this Policy provides equal wages for males and females and has given women an opportunity to have a stable source of income, thus improving their empowerment. Of these allocations, it is particularly significant that ₹14,000 crore have been earmarked for raising farmers' productivity through the Krishi Vikas Yojana in the agricultural sector. Since many women are employed in agriculture, especially in micro and smallholder farming, this scheme is likely to increase the productivity and earnings of woman farmers. Similarly, ₹20,000 crore has been provided under the PM-KISAN scheme for direct money transfers to farmers, including women beneficiaries, especially inherited farms by widows and other female-headed households.

The budget also speaks to investment in rural infrastructure via the ₹1. They envisaged executing this by allocating 3 lakh crore for Pradhan Mantri Gram Sadak Yojana based on enhancing rural connectivity. Improved roads are essential, especially for rural women, since they are at times locked out of markets, health facilities, and schools, among other things, due to bad roads. Increased access means that essential services can be accessed quickly and economically, and women get opportunities by being connected to broader markets. In addition, the ₹70,000 crore earmarked for the Jal Jeevan Mission for providing pipe-borne water connection to each rural household will be a boon, especially to women in rural areas responsible for fetching water for domestic work. Piped water will reduce the time and energy rural women would otherwise spend sourcing water for their households, and they will have time for income-generating activities and education. Though these are laudable initiatives, I argue that the budget has not adequately captured some of the most critical issues affecting rural women. Though they primarily center on hem infrastructure and agriculture, it does not give proper attention to the nation's social system, oppression of women and other marginalized cultures, and lack of education. For example, in Saksham Anganwadi and POSHAN 2, the center door is open to admit the viewer into a world of education and nutrition as ways through which the Centre can help the women and children in the country. Even as the ₹20,000 crore allocated to the scheme was aimed at enhancing the nutritional status of women and children, this budget did not systematically bring in harbingers for maternal mortality or reproductive health in rural areas. Despite this, the question of women's access to quality healthcare services continues to be a problem, especially in rural areas, wherein initiatives that could respond to this concern might have been more pointedly said. Also, the ₹38,000 crore for the National Education Mission could have emphasized providing quality education for girls in rural areas. While PM eVIDYA's emphasis on extending digital education is highly laudable, rural girls still lack adequate access to education because of societal and economic factors. Filling these gaps with more targeted approaches is likely to enhance the pace of gender equality and rural women's empowerment and, thus, promote better gender balance in the rural economy.



# Future-Ready Workforce: The Role of Gig Economy in Viksit Bharat

By Shivam Srivastava  
MBA (Batch 2024-26)



## "Flexibility today, freedom tomorrow— your gig, your path."

India stands at a critical juncture in its journey toward becoming a developed nation, or Viksit Bharat. As the economy diversifies, the workforce must also evolve to meet new challenges. The gig economy, characterized by temporary, flexible jobs, is emerging as a crucial component in this evolution, offering a model that contrasts traditional long-term employment.

In the gig economy, workers engage in freelance or short-term contracts, often facilitated by digital platforms like Uber, Ola, Zomato, and Upwork. This flexibility allows individuals to choose when and where they work, making it particularly appealing in a country as vast and diverse as India. For many, especially in rural or semi-urban areas with limited traditional job opportunities, the gig economy offers a viable and attractive alternative.

As India moves toward becoming a Viksit Bharat, the gig economy plays a pivotal role in creating a future-ready workforce. It provides opportunities for individuals to acquire new skills, gain experience across various industries, and build a diverse work portfolio. This adaptability is essential in a job market that is constantly evolving due to technological advancements and shifts in consumer behavior.

One of the most significant advantages of the gig economy is the autonomy it offers. Unlike traditional employment, where workers are often bound by fixed schedules, gig workers have the freedom to choose their projects and manage their time. This autonomy can lead to greater job satisfaction and a sense of ownership over one's career. Additionally, the flexibility of gig work allows individuals to balance their professional and personal responsibilities, making it an attractive option for a wide range of people. The gig economy is particularly empowering for groups that have been underrepresented in the traditional job market. For instance, women, who often face barriers to full-time employment due to caregiving responsibilities or social norms, can participate in the workforce on their own terms through gig work. Similarly, young people and students can use gig work to gain valuable experience and earn income while pursuing their education, preparing them for more significant roles in the future workforce.

Moreover, the gig economy fosters a culture of entrepreneurship and innovation. Many gig workers see their work as more than just a job—they view it as an opportunity to build their businesses.



This entrepreneurial spirit is essential for driving innovation and economic growth, both of which are critical components of a future-ready workforce. However, the gig economy is not without its challenges. Gig workers often lack the social security benefits that come with traditional employment, such as health insurance, retirement savings, and job security. This lack of benefits can make gig workers vulnerable during times of illness, economic downturns, or personal crises. Additionally, there is a risk of exploitation, as some platforms may offer low wages or poor working conditions.

To ensure that the gig economy can truly empower a future-ready workforce in India, it is essential to address these challenges. Policymakers, industry leaders, and workers must collaborate to create a supportive ecosystem for gig workers. This could include introducing policies that provide social security benefits, access to affordable healthcare, and financial planning resources. Ensuring fair wages and working conditions is also crucial to prevent exploitation and make gig work a sustainable and equitable part of India's job market.

As India progresses toward becoming a Viksit Bharat, the gig economy will play an increasingly important role in shaping the future of work. By offering a flexible and adaptable employment model, it can help bridge the gap between traditional job opportunities and the diverse needs of the workforce. With the right support and policies, the gig economy can empower India's workforce to be future-ready, contributing to the country's overall development and prosperity.

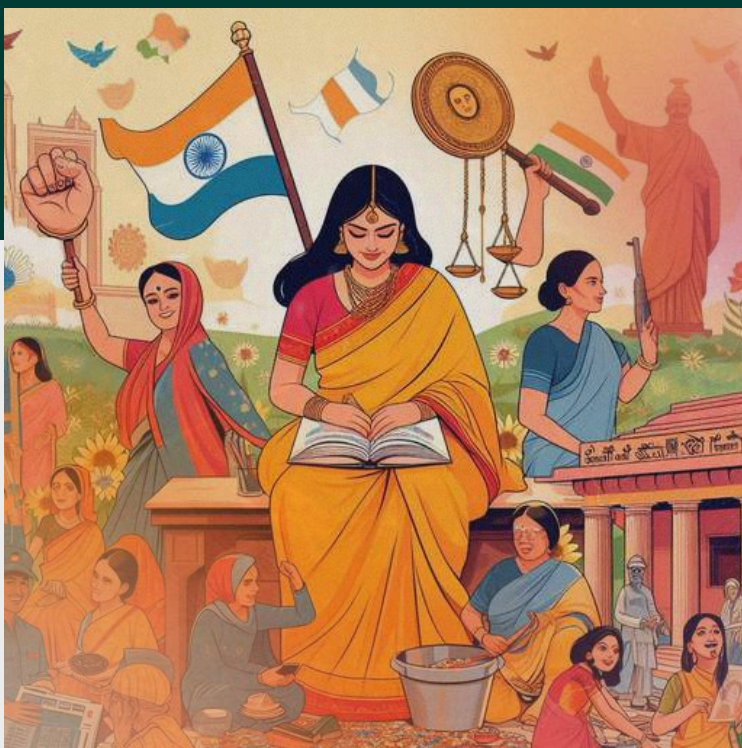




# Financial Inclusion as a Catalyst for Women's Economic Independence in a Viksit Bharat

By Shivani R  
MBA (Batch 2023-25)

As the world pushes toward a more inclusive economy, the Indian government's commitment to financial inclusion has emerged as a cornerstone in its vision for a Viksit Bharat (Developed India). Among various demographics, women stand to gain significantly from initiatives aimed at enhancing financial access. The nexus between financial inclusion, economic independence, and overall societal development is paramount, offering a comprehensive approach to transforming lives and communities.



## Budget Initiatives for Financial Inclusion

In recent years, budgetary allocations have increasingly focused on promoting financial inclusion through various innovative initiatives. The government has prioritized digital payments and access to credit, especially for marginalized groups, including women. The introduction of the Jan Dhan Yojana, which facilitates banking access for the unbanked, stands out as a monumental stride towards creating a robust financial ecosystem. By ensuring that women can open bank accounts, the scheme empowers them to manage their own finances, fostering a sense of ownership and security. Moreover, the push for digital payment systems, such as Unified Payments Interface (UPI) and mobile wallets, has made transactions more accessible and faster. With the growing penetration of smartphones, women, particularly in rural regions, are increasingly engaging in digital financial services. This transition not only simplifies daily transactions but also opens avenues for women entrepreneurs, enabling them to thrive in the marketplace with greater ease.

## The Importance of Financial Literacy

While access to financial services is a crucial first step, financial literacy is the bedrock that sustains women's economic empowerment. Knowledge of budgeting, saving, and investment strategies is vital for women to make informed decisions and seize opportunities. Various government and non-governmental organizations have recognized the necessity of financial literacy programs tailored for women, ensuring that they are equipped with the skills needed to navigate the financial landscape confidently. Workshops, online courses, and community-based initiatives can play a pivotal role in disseminating knowledge. When women understand the mechanics of financial products and services, they become more adept at utilizing them effectively, leading to better management of household finances and thus enhancing their agency within the family and society.

## The Impact of Increased Financial Inclusion on Women's Economic Independence

As financial inclusion deepens, women begin to experience tangible benefits that contribute to their economic independence. Access to credit allows women to start and expand businesses, a critical factor in ensuring sustained income generation. Studies have shown that women entrepreneurs are more likely to reinvest their earnings into their families and communities, fostering a positive cycle of economic growth and development.

Furthermore, financial independence empowers women to make choices that affect their lives significantly. It enhances their bargaining power within households, grants them the freedom to pursue education and healthcare, and reduces their vulnerability to domestic violence and socio-economic discrimination. When women take charge of their finances, they contribute not only to their household's welfare but also to the national economy.

As the Indian government continues to prioritize financial inclusion as a strategy for achieving Viksit Bharat, it is imperative that both access to financial services and education in financial literacy remain at the forefront.



Women's economic independence is not merely an individual gain but a catalyst for broader societal advancement. By fully integrating women into the financial fabric of the nation, India can unlock its potential and drive sustainable development.

In conclusion, the journey towards financial inclusion and women's economic independence is essential for achieving an empowered and developed society. The budget's initiatives provide a foundation, but continuous effort in education, accessibility, and support systems will ensure that these efforts culminate in real-world change—creating not just a Viksit Bharat, but a more inclusive, equitable world for all.

**"Financial inclusion and women's economic independence are crucial pillars for realizing the vision of Viksit Bharat, empowering women to drive sustainable development and societal advancement."**



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# MAKE IN INDIA

EMPOWERING INNOVATION, SHAPING TOMORROW

By Priyanka Nikose, MBA (Batch 2023-25)

The "Make in India" initiative, launched globally in September 2014, represents a pivotal effort by the Indian government to rejuvenate the country's manufacturing sector and integrate it into the global supply chain. Spearheaded by Prime Minister Narendra Modi, the initiative seeks to position India as a premier global manufacturing hub by fostering a conducive environment for investment and innovation.

## Budget Support

- **Infrastructure Investment:** The budget prioritize enhancing infrastructure, including roads, ports, and industrial parks. This investment simplifies logistics and transportation, making it easier for businesses to operate efficiently and attract international investors.
- **Tax Incentives:** To encourage investment, the budget offers tax breaks and subsidies. Lower corporate tax rates and exemptions on certain goods reduce business costs, making it more attractive for companies to expand or start operations in India.
- **Research and Development (R&D):** Funding for R&D and innovation centers is crucial. This support drives technological advancements and supports startups, keeping India competitive in the global market.
- **Skill Development:** Initiatives like "Skill India" receive budget support to train workers for modern manufacturing roles. This investment helps meet industry demands and supports overall economic growth.
- **Ease of Doing Business:** The budget funds improvements in regulatory processes, including digital platforms like the eBiz portal. This streamlining reduces bureaucratic hurdles and makes it easier for businesses to get necessary approvals.



## Marketing Strategies

- **Highlight Quality and Innovation:** Focus on the superior quality and innovative features of Indian-made products. Use certifications and success stories to build trust and showcase value.
- **Leverage Digital Marketing:** Utilize social media and online content to reach a broader audience. Engaging posts and targeted ads can boost visibility.
- **Emphasize Sustainability:** Promote eco-friendly products and locally sourced materials to appeal to environmentally conscious consumers.

## Challenges

Indian brands face issues such as overcoming negative perceptions about product quality, competing with established global brands, and building brand awareness. Infrastructure and logistical challenges also impact manufacturing efficiency.

## Opportunities

The growing middle class and increasing disposable income create substantial opportunities for domestic brands. Government support, technological advancements, and trends in sustainability further enhance growth potential. Expanding into international markets offers additional opportunities for success.

# **STRUGGLE TO GLORY OF BHARAT**

Abul Hasan A K  
MBA (Batch 2024-26)

Woke up and gazed the sky

To see the new rise

The soothing wind made me fly

To see the new life

Blue river quenched all thirst

Green land satiated all hunger

Long haul created homeless lives

Silencing all cries

Every heat and wave generated light

To walk in a pristine night

Each dam gathered raindrop

To save crop from drought

In the stars I see the flag flies

Believing the nation arisen

From worm to soaring eagle

Chanting the name Bharat Viksit Bharat!



# The Growing Share of Women in the Workforce: A Pathway to Developed India 2047

By Mohita Sarkar  
MBA (Batch 2023-25)

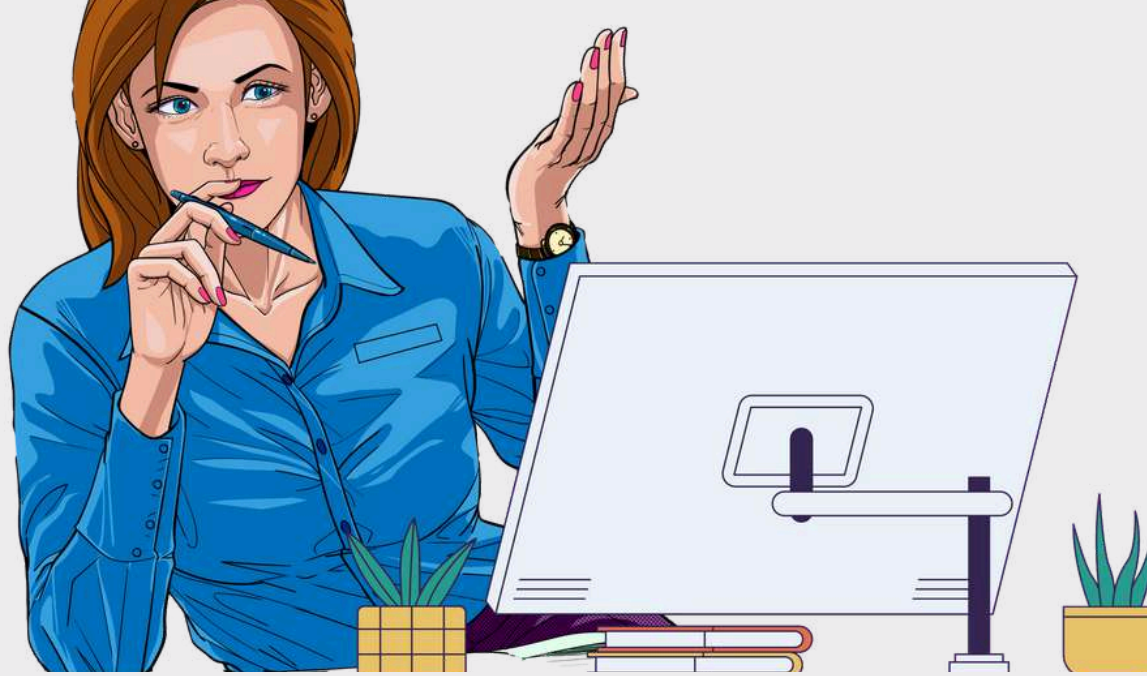
As I look at the Union Budget 2024-25, I feel a strong sense of hope and pride for our nation. The government's focus on women's empowerment isn't just a policy decision; it's a step toward realizing the dream of a Viksit Bharat 2047—a developed India that includes everyone and leaves no one behind. As an MBA student and a future contributor to our country's growth, I believe this moment is crucial in our journey toward becoming a global leader.

The budget's focus on women's employment and skill development is a ray of hope for millions of women across India. The plan to provide a one-month wage to new female workers in all formal sectors, along with reimbursing employers for hiring women, shows the government's commitment to bringing more women into the workforce. These actions are not just about money; they are about recognising women's potential and giving them the chance to play a vital role in our economy.

Picture the impact of working women hostels and creches being set up across the country. These facilities will provide safe spaces for women and encourage them to pursue their careers without having to choose between work and family. This kind of support will help women move beyond traditional roles and step into positions where they can lead, innovate, and inspire.



**"The Union Budget 2024-25 is a beacon of hope for women's empowerment, setting the stage for a Viksit Bharat 2047 where gender equality is not just a goal but a reality."**



The budget's allocation of over ₹3 lakh crore for schemes benefiting women and girls is more than just a large sum—it's a promise to build a future where women are central to India's growth. As we look ahead to 2047, when India will mark 100 years of independence, it's important to understand that women will play a key role in shaping the India of tomorrow. From rural areas to cities, women are the backbone of our society, and empowering them is crucial to our nation's progress.

The emphasis on skilling young people, with many of these opportunities expected to go to women, is another positive step. By giving women the skills they need to succeed in a changing world, we are not just preparing them for jobs but to be leaders, entrepreneurs, and change-makers. This is the vision of a developed India—a country where every woman can reach her full potential and contribute to our shared progress.

As I write this, I think of the countless women who have already made significant contributions to our nation—women who have broken barriers and paved the way for future generations. Their stories inspire me and remind me that the road to a developed India must include women at every step.

In 2047, when we celebrate 100 years of independence, I see an India where women are not just part of the workforce but are leading in every field. An India where gender equality is not just a goal but a reality. An India where the dreams of every woman are supported and celebrated. This budget is a step toward that vision. It recognises that India's development is closely tied to the development of its women. As we move toward 2047, let's carry forward the spirit of this budget and work together to build a country where every woman has the chance to thrive, succeed, and contribute to the greatness of our nation.

Vande Mataram !

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# FROM FARM TO FUTURE: THE ROLE OF AGRI-STARTUPS IN RURAL DEVELOPMENT

By Laxmivismita Gopaluni MBA (Batch 2023-25)

## Introduction

In recent past agri-startups have emerged as pivotal change-makers in India's rural landscape. They transform agriculture sector with innovative solutions and technology. These startups tackle key challenges in industry. Many initiatives focus on improving productivity. Others aim to enhance sustainability. The impact of innovations is profound. Farmers gain access to better resources like never before.

## Catalysts of Change

Agriculture sector is the largest employer of workforce in India. More than 50% of work is involved in agriculture. It has long faced significant challenges. Efficiencies have been lacking for years. The sector struggles with low productivity. Access to modern technologies is limited. Agri-startups have emerged to tackle issues. They introduce innovative technologies. These solutions are tailored to meet rural needs. Innovations cover several domains. They include crop management and they also improve supply chain efficiency. Additionally they aim at enhancing financial inclusion.





## INNOVATIVE SOLUTIONS FOR CROP MANAGEMENT

One of most significant areas of innovation is crop management. Startups like Kheyti and Fasal are changing how farmers access inputs and market information. Kheyti for instance offers Greenhouse-in-a-Box solution. This solution provides farmers with cost-effective high-tech greenhouse system. It helps increase yield. It also reduces impact of climate change. This makes it particularly valuable for smallholder farmers. Similarly Fasal employs advanced data analytics and machine learning. It offers predictive insights on crop health. It also provides information on pest outbreaks. Weather conditions are included. Farmers using Fasal's platform receive timely alerts. They get actionable recommendations. This enables them to take proactive measures. It helps improve crop yields

## BUILDING ROBUST SUPPLY CHAINS

Agri-startups are also handling problems in the supply chain. Companies like DeHaat and Zappfresh are redefining farm-to-fork journey. They effectively streamlined process. DeHaat connects farmers directly with consumers. It connects them with retailers too. This connection creates platform for selling fresh produce and accessing agricultural services. By eliminating intermediaries DeHaat reduces wastage. It ensures farmers receive better prices for their products. Zappfresh focuses on supply of fresh meat and seafood. It ensures quality and traceability from farm to table. Zappfresh uses efficient supply chain model. This model not only improves freshness and safety of products. It also provides fair compensation to producers



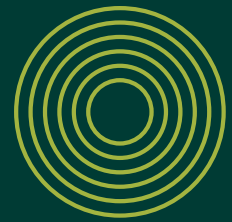
## PROMOTING FINANCIAL INCLUSION

Financial inclusion is another critical area where agri startups are making difference Many farmers struggle with access to credit and insurance This situation limits their ability to invest in modern techniques and tools Startups like Aye Finance and AgriBazaar are bridging this gap. They offer tailored financial products and services Aye Finance provides micro-loans to smallholder farmers This assistance helps them invest in seeds fertilizers and technology The startup uses unique credit assessment model It provides loans at affordable rates This is available even to those without formal credit histories AgriBazaar on other hand offers digital marketplace Here farmers can access loans insurance and other financial products They also gain market linkages for their produce.



The impact of these innovations on rural transformation is profound. They enhance crop management. They improve supply chain efficiency and promote financial inclusion. In doing so agri-startups boost agricultural productivity. These efforts contribute to overall development of rural areas. Startups create employment opportunities. They stimulate local economies. They foster a culture of entrepreneurship in villages.

In conclusion agri-startups are at the forefront of driving rural transformation in India. Their innovative solutions address critical challenges faced by agriculture sector. This leads to improved productivity. It also ensures better market access and greater financial inclusion. As these startups continue to grow and evolve their role in shaping future of rural India will undoubtedly become more significant. For students like me witnessing and understanding these changes offers invaluable insights into dynamic world of agri-business and its potential to drive sustainable development.



**"Agri-startups are revolutionizing India's rural landscape, driving transformation through innovative solutions in crop management, supply chain efficiency, and financial inclusion."**



# CRAFTING LASTING IMPACT: THE ROLE OF CSR AND SUSTAINABLE MARKETING IN 2024 AND BEYOND



By Sanju Naik

MBA (Batch 2023-25)

**"Sustainable marketing and corporate social responsibility (CSR) are integral to building resilient and trustworthy brands in today's business landscape."**

In the evolving business world, sustainability and corporate social responsibility (CSR) are no longer just buzzwords—they're essential to long-term success. The Union Budget of July 2024 underscores this shift, signalling a strong commitment to environmental protection and sustainable development. As Indian businesses align their strategies with these priorities, integrating sustainable marketing and CSR has become crucial for building a resilient and trustworthy brand.

## **A Bold Commitment to Sustainability in the Budget**

The Union Budget of July 2024 represents a significant push towards a greener future, with ₹75,000 crore allocated to environmental initiatives. This includes ₹25,000 crore for renewable energy projects,

₹20,000 crore for sustainable agriculture, and ₹12,000 crore for waste management. In addition, the budget offers tax incentives—companies can receive a 15% reduction in corporate tax rates if they adopt eco-friendly technologies and meet specific sustainability goals. This robust focus on sustainability encourages businesses to align their financial strategies with national environmental objectives. For instance, Tata Power is investing ₹5,000 crore in renewable energy, aiming to have 80% of its energy mix come from renewable sources by 2030. This kind of commitment reflects a growing trend among Indian companies recognizing that environmental stewardship is key to their long-term success.

## **Marketing's role in communicating Sustainability**

Marketing is pivotal in translating a company's commitment to sustainability into something consumers can see and believe in. Recent studies reveal that 68% of Indian consumers are ready to pay more for products from brands that



prioritize sustainability. But as green marketing becomes more prevalent, so does the risk of "greenwashing"—where companies make exaggerated or false claims about their environmental efforts. To address this, the Union Budget of 2024 has introduced stricter rules for environmental claims in advertising. Companies must now provide verifiable data to back up their sustainability claims, with penalties for non-compliance. For example, ITC Limited's "Classmate" brand of eco-friendly notebooks is marketed with transparency, thanks to ITC's commitment to sustainable sourcing and detailed sustainability reports. This level of transparency helps ITC avoid greenwashing and build genuine trust with its consumers.



### **Harnessing CSR to Strengthen Brand Image**

CSR has become a powerful way for companies to enhance their brand image and connect with customers on a deeper level. The Union Budget of July 2024 has made CSR even more appealing by offering a 10% tax rebate on CSR expenditures that align with government sustainability goals. Companies are now required to allocate at least 2% of their average net profits over the past three years to CSR activities focusing on education, health, and environmental sustainability. Reliance Industries is a prime example of how effective CSR can build a strong brand. Through its Reliance Foundation, the company has invested over ₹1,000 crore in areas like rural development, healthcare, and education. Their “Green Mission” promotes renewable energy and reduces carbon footprints, which not only boosts Reliance’s reputation but also strengthens ties with communities and stakeholders. These efforts resonate with consumers who appreciate genuine corporate responsibility. The Union Budget of July 2024 highlights that sustainability is now at the heart of business strategy. With increased support for green initiatives, Indian companies are encouraged to weave sustainability into their operations to stay competitive. As businesses adapt and innovate, sustainable marketing and CSR will play crucial roles. Companies that embrace these principles authentically will not only contribute to a more sustainable world but also build stronger, more resilient brands. In the end, it’s about more than just meeting regulatory requirements—it’s about making a meaningful impact and creating brands that truly stand the test of time.



# YOUTH AT THE HELM: STEERING INDIA TOWARDS VIKSIT BHARAT 2047

By Yugansh Vagrani  
MBA (Batch 2024-26)

As India stands on the threshold of completing a century of independence, the vision of Viksit Bharat 2047—a developed and prosperous India—depends significantly on its youth. With over 50% of the population under the age of 25, India is one of the youngest nations in the world. This demographic dividend presents a unique opportunity to harness its youth's energy, creativity, and dynamism to drive the nation's transformation.

## Youth as Catalysts of Innovation

The Indian youth are at the forefront of innovation, particularly in technology and entrepreneurship. The digital revolution, which has already reshaped various sectors, is being driven by young innovators creating solutions tailored to local challenges while also having global relevance. From developing apps that bring banking services to rural areas to inventing low-cost medical devices that address healthcare needs, Indian youth are redefining what it means to be an entrepreneur. The startup culture in India, fueled by a robust ecosystem of incubators, accelerators, and venture capital, is predominantly led by young visionaries. These entrepreneurs contribute to economic growth, create jobs, drive social change, and position India as a global innovation hub. By 2047, the collective ingenuity of Indian youth can propel the nation into the ranks of the most technologically advanced and economically vibrant countries.



### **Education and Skill Development: The Foundation of Progress**

For India to realize its vision of Viksit Bharat 2047, it is imperative to equip its youth with the skills and knowledge necessary to thrive in a rapidly changing world. Education reform is critical, focusing on fostering creativity, critical thinking, and problem-solving abilities. The traditional rote-learning system must give way to a more holistic approach that encourages students to explore, experiment, and innovate. Vocational training and skill development are equally important. As industries evolve and new sectors emerge, the Indian workforce must be adaptable and proficient in various skills. Initiatives like the Skill India Mission aim to train millions of young Indians, making them employable and ready to contribute to multiple sectors, from technology to agriculture. By 2047, a highly educated and skilled youth population will be the backbone of a developed India.

### **Social Responsibility and Civic Engagement**

The youth of India are not just passive recipients of change; they are active participants in shaping the nation's future. Social responsibility and civic engagement are increasingly becoming integral to the identity of Indian youth. Movements led by young people, whether for environmental conservation, gender equality, or social justice, are driving significant local and national changes. This sense of responsibility extends to the political arena as well. Young Indians are becoming more involved in politics, not just as voters but as candidates and leaders. Their participation is crucial for ensuring that India's policies and governance structures reflect the aspirations and needs of a young population. By 2047, youth-led political and social movements will play a key role in creating a just and equitable society.

### **Global Ambassadors of India's Soft Power**

Indian youth are also the ambassadors of India's soft power on the global stage. Through culture, art, sports, and technology, they are spreading Indian values, traditions, and innovations worldwide. The global Indian diaspora, comprising many young professionals and students, is a testament to this influence. By 2047, Indian youth will have significantly bolstered the nation's global standing, not just through economic contributions but through cultural diplomacy as well.

### **Conclusion: A Collective Effort**

The vision of Viksit Bharat 2047 is not merely a goal but a collective journey that requires the active participation of India's youth. Their energy, creativity, and commitment will drive India's transformation into a developed nation. As we look towards 2047, the role of Indian youth in this journey is not just crucial—it is indispensable. The future of India lies in the hands of its young citizens, and with their passion and dedication, Viksit Bharat 2047 is not just a dream but an achievable reality.



# TOWARDS 2047: Empowering Women, Empowering India



By Aniket Gupta  
MBA (Batch 2023-25)

**“Empowering and ensuring the safety of women is essential for India's progress towards Viksit Bharat 2047, as gender equality is pivotal to achieving a prosperous and developed nation.”**

As India moves toward the ambitious vision of "Viksit Bharat 2047," the empowerment and safety of women stand as critical pillars of our nation's progress. A truly developed India cannot be achieved without addressing the challenges women face daily and creating an environment where they can thrive. The journey to a prosperous and equitable nation is inextricably linked to the advancement of women in all aspects of life. Despite the significant strides India has made in recent years, women continue to encounter substantial obstacles. Deep-rooted societal norms and cultural practices often restrict their freedom and opportunities. In many regions, gender discrimination is an unfortunate reality, beginning from childhood and persisting throughout their lives. Girls are frequently denied access to education, their potential stifled by outdated patriarchal systems. Workplace inequality is another pervasive issue. The gender pay gap, coupled with underrepresentation in leadership roles, reflects the broader systemic barriers women face in their professional lives.

Harassment in the workplace further exacerbates these challenges, creating an environment where women struggle to achieve their full potential. These issues are not only detrimental to women but also hinder the overall progress of the nation. Safety concerns loom large for women across the country. The prevalence of gender-based violence, including domestic abuse, sexual harassment, and assault, remains alarmingly high. While legal protections exist, their enforcement often falls short, leaving many women vulnerable and without recourse. The fear of violence in public and private spaces limits the ability of women to participate fully in society, affecting their mobility, independence, and mental well-being.

However, alongside these challenges lie significant opportunities for empowerment. Ensuring equal access to education for girls is a crucial step in breaking the cycle of discrimination. Initiatives such as Beti Bachao Beti Padhao have made commendable progress in promoting girls' education, particularly in rural areas. Yet, there is still much work to be done to ensure that every girl in India receives the education she deserves, unlocking her potential to contribute to society. Economic empowerment is equally vital. Women's participation in the workforce and their financial independence are key drivers of empowerment.



Government schemes like Mudra Yojana and Stand Up India are essential in providing women with the financial support needed to pursue entrepreneurial ventures and secure their future. These initiatives not only uplift individual women but also contribute to the broader economic development of the country.

Legal reforms play a crucial role in safeguarding women's rights and ensuring their safety. Strengthening legal frameworks, establishing fast-track courts, and imposing stricter punishments for crimes against women are necessary steps toward creating a more just and equitable society. These measures send a clear message that violence and discrimination against women will not be tolerated in a developed India.

As we look ahead to 2047, the vision of an India where women participate equally in all spheres of life becomes essential. Breaking stereotypes and encouraging women to pursue their dreams without the constraints of societal expectations is vital for the nation's growth. We must strive for a future where women are not just participants but leaders in shaping the country's destiny, contributing their voices and perspectives to all areas of life, from politics and business to science and the arts.

Creating a safe and inclusive society is fundamental to this vision. Women should be able to move freely and safely, without fear of violence or harassment. To achieve this, continuous efforts in raising awareness and involving communities in gender equality initiatives are necessary. Societal attitudes must shift to recognize and respect the rights and dignity of women as equal members of society.

Technology offers promising avenues for advancing women's safety and empowerment. Safety apps, GPS tracking, and AI-based surveillance systems can enhance security in public spaces, while digital literacy programs can ensure that these tools are accessible to all women. Moreover, the digital space provides a platform for women to access education, network, and grow their businesses, further contributing to their economic empowerment.

For lasting change, we must also focus on transforming cultural and societal norms. Education and media play a crucial role in challenging stereotypes and promoting gender equality. Role models and influencers who advocate for women's rights can inspire younger generations to break free from traditional constraints and pursue their ambitions. Grassroots movements and community organizations are instrumental in advocating for women's rights and safety, working at the local level to address issues that may not be visible on a national scale but are nonetheless critical.

As we march towards the year 2047, it is evident that the empowerment and safety of women are not only essential for their individual growth but are also pivotal for the development of our nation. By addressing the challenges women face and seizing the opportunities for their empowerment, we can build a truly developed India. This is not just a women's issue but a societal one that impacts everyone. We all have a role to play in promoting gender equality and ensuring the safety of women in our communities. Through collective effort and unwavering commitment, we can create a safer, more inclusive, and empowered India, realizing the vision of Viksit Bharat 2047.

# Viksit Bharat:

## A Century of Progress and Future Aspirations

By Ria Carlo  
MBA (Batch 2024-26)

Since the time of independence (1947), India has embarked on a transformative journey. The Green Revolution of the 1960s turned the nation into an agricultural powerhouse, significantly increasing food production and ensuring food security. The liberalization of the 1990s opened the doors to global trade and economic growth, leading to an average GDP growth rate of about 6% annually over the past three decades. Today, India stands at the cusp of becoming a digital superpower, with advancements in technology and innovation. For instance, India's IT industry contributes approximately 7.7% to the GDP and employs over 4 million people. As we envision Viksit Bharat, we must build on these foundations, leveraging our historical achievements to forge a future of unparalleled development.

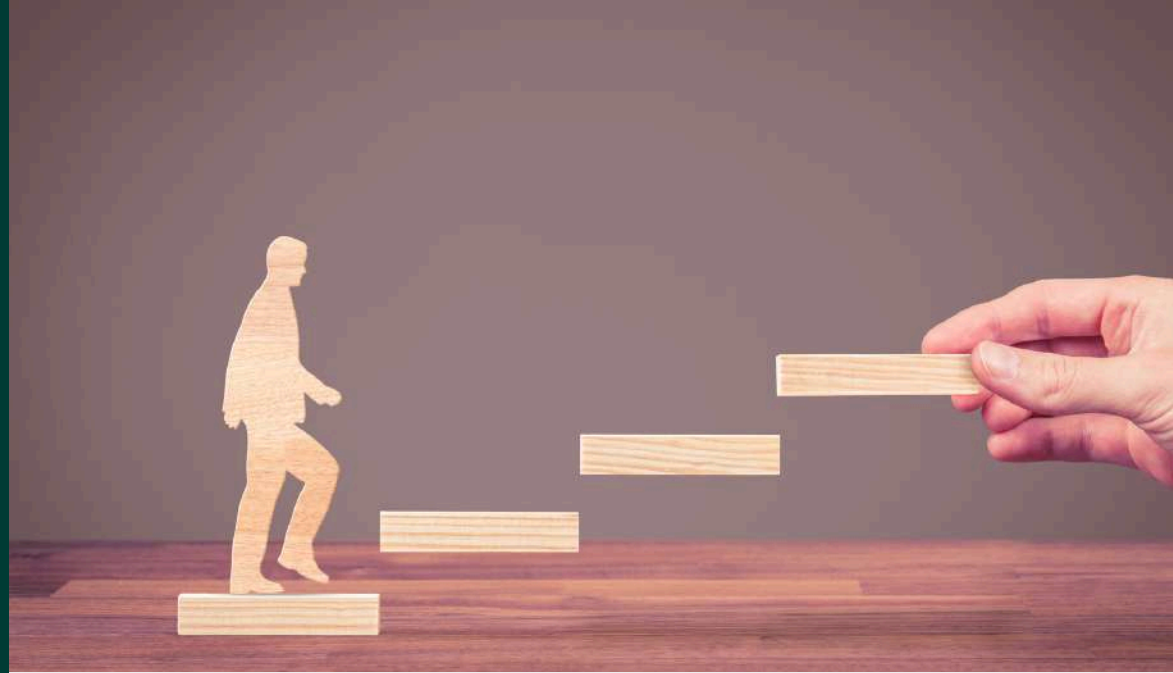
We will celebrate our country's 100th anniversary of independence in 2047, and I am excited about what that means for our cherished country. My mind is captured by the idea of Viksit Bharat, an inclusive, developed, and sustainable India, which inspires hope for the future. Promising initiatives such as 'Make in India' and 'Digital India' are likely to propel us ahead in the future. For instance, the manufacturing sector's present 16% share of our GDP is predicted to rise to 25%. For millions of Indians, this translates into more work, more possibilities, and a higher standard of living.



**"Viksit Bharat 2047 envisions a prosperous and inclusive India, driven by technological advancements, sustainability, and equal opportunities for all citizens."**



**"Viksit Bharat 2047 highlights the journey towards a developed India with reduced income inequality, robust technological advancements, and a commitment to environmental sustainability."**



Viksit Bharat's technology will be its beating heart. We are already well-known throughout the world for our IT expertise. However, I see us rising to the top in industries like biotechnology, blockchain, and artificial intelligence. Imagine how artificial intelligence (AI) might improve healthcare, detect illnesses before they happen, or increase agricultural productivity by forecasting crop harvests. These are not merely idealistic dreams; they are attainable benchmarks that have the potential to significantly alter our day-to-day existence.

But to me, an India that is fully developed entails progress that affects everyone. I see an India where income inequality has drastically decreased and extreme poverty has vanished by 2047. Financial inclusion has already advanced thanks to initiatives like the Pradhan Mantri Jan Dhan Yojana, which has deposited millions of people into banks. Imagine if all citizens, regardless of background, had access to high-quality healthcare and education. Ensuring that every Indian gets the chance to contribute to and profit from the advancement of our country is more important than simply looking at the stats.

Another aspect of Viksit Bharat that I'm interested about is sustainability. While challenging, our goal of having net-zero carbon emissions by 2047. Currently ranked as the fourth-largest generator of renewable energy, we have achieved great progress already. Greener future initiatives such as the International Solar Alliance demonstrate our dedication to this goal. Just consider our modern, environmentally friendly cities, which have clean air and effective waste management systems. The future generations' well-being depends on this concept of sustainable urban development.

Strong worldwide ties and sound governance are also crucial. In my opinion, India can have a more effective and transparent political system by 2047, utilizing technology to improve public services and fight corruption. We can strengthen our position as the world's frontrunner in trade, diplomacy, and peacekeeping on the international scene. It is within our power to advocate for climate action and sustainable development and to play a significant role in international decision-making processes.

To sum up, Viksit Bharat 2047 is a plan for a prosperous, inclusive, and sustainable future rather than just a vision. We must all work together and remain steadfastly committed to our ideal. Let's seize the chances and challenges that lie ahead as we move closer to this goal. By working together, we can make sure that India not only reaches its goals but surpasses them, shining a light of progress and optimism for the entire globe.

# VIKSIT BHARAT 2047: AURORA AUREA

Tapaswini Giri  
MBA (Batch 2024-26)

Aging like fine wine,  
India, where everyone's hope shine!  
From villages to cities, there will be change,  
With growth and development at its peak range.

The golden fields and clear sky,  
Shouts "Prosperity is nearby".  
From deep oceans to mountains high  
We will see the progress, we can't deny.

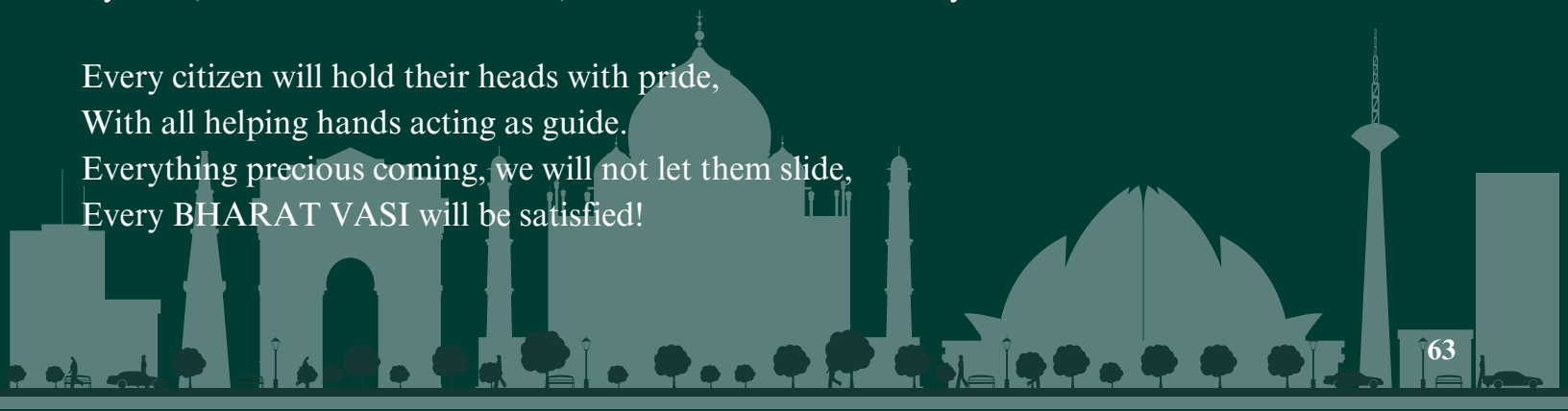
Sustainable and green, the path is laid,  
For a better tomorrow, a promise is made.  
Everyone's soul is dancing, A Viksit Bharat, affluence is ringing.

With hand in hand, we together proceed,  
With broad minds taking the lead.  
With rivers flowing like a Beast  
With having hesitation at the least!

With innovation and tech in sight,  
Economy blooming like a diamond through light!  
Education and skills, for all to share,  
A future bright, with no one left bare.

To build a nation, where we all will together stand,  
With lots of unity and hope, we will make Viksit Bharat grand!  
By 2047, a milestone we'll achieve, Viksit Bharat will definitely succeed WE BELIEVE!

Every citizen will hold their heads with pride,  
With all helping hands acting as guide.  
Everything precious coming, we will not let them slide,  
Every BHARAT VASI will be satisfied!





# CAMPUS REFLECTIONS



**REDUCTION OF VIOLENCE  
AGAINST WOMEN**



**INAUGURATION OF  
ENTREPRENEURSHIP CELL**



**DIWALI CELEBRATION**

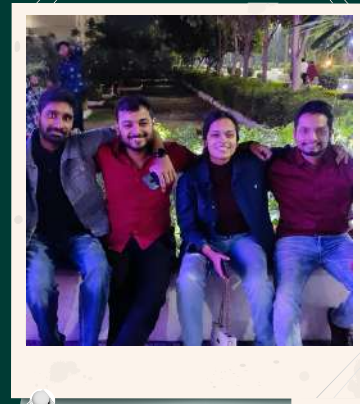


**CHASE THE CASE**

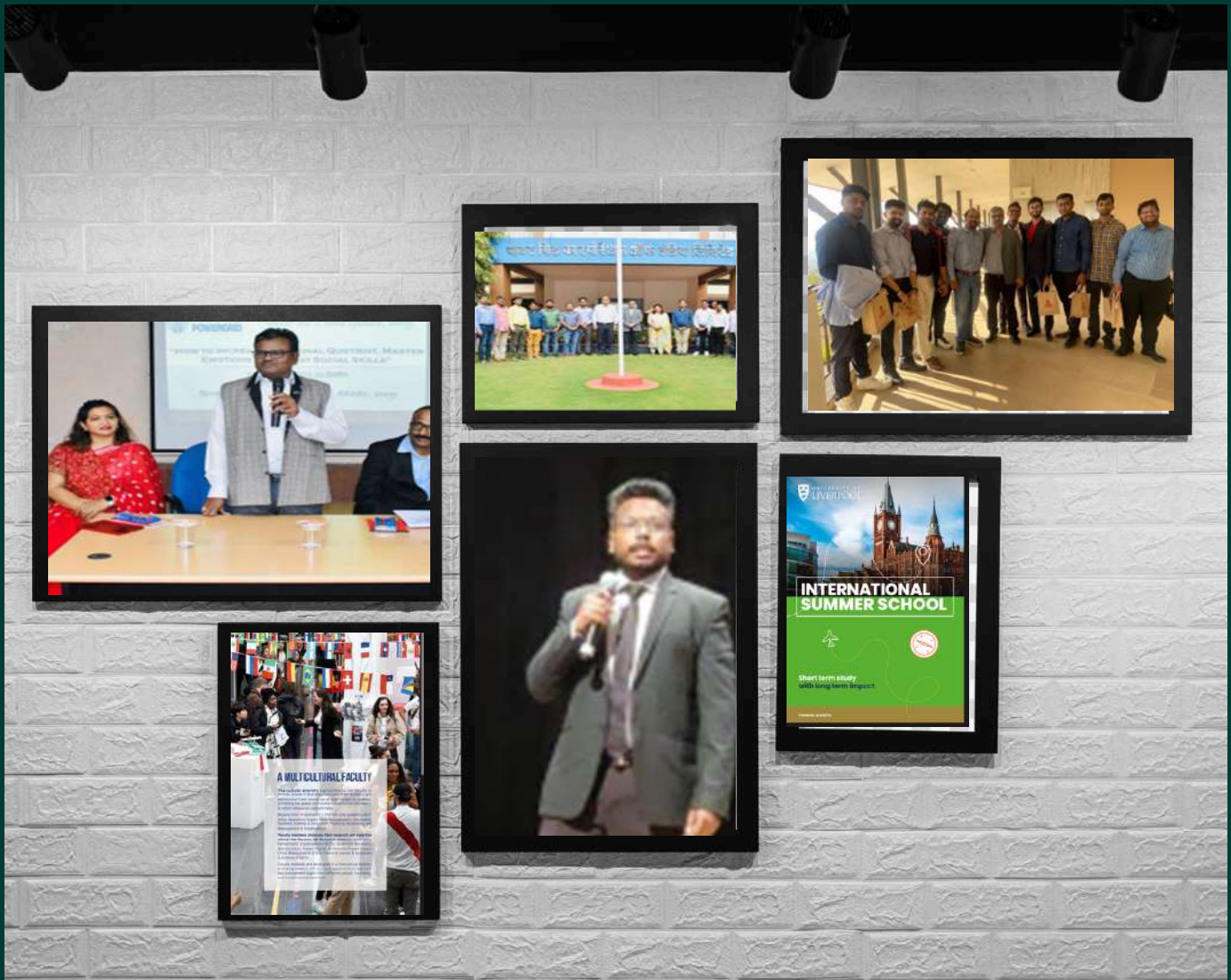
*Snapshots of Success: College Events from  
June 2023 to July 2024*

# CULTURAL WEEK

From December 18–21, 2023, SIBM Nagpur hosted Cultural Week, which honored various cultures and was coordinated by Team Symfonia. Different days were celebrated, like Ethnic Day, Grouping Day, and Mismatch Day, and finally ended the week with a Christmas Eve celebration.



# CAMPUS BOARD



"THE JOURNEY AT SIBM NAGPUR IS A HOLISTIC BLEND OF LEADERSHIP AND GROWTH, FROM ENGAGING IN STUDENT ELECTIONS TO EXPERIENCING INDUSTRY VISITS AND PARTICIPATING IN GLOBAL SUMMER SCHOOL OPPORTUNITIES, PREPARING STUDENTS FOR FUTURE CHALLENGES."

# CELEBRATING ACHIEVEMENTS



"EMPOWERING LEADERS,  
SHAPING FUTURES: THE SIBM  
NAGPUR EXPERIENCE"

