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VIVEKANAND EDUCATION SOCIETY BUSINESS SCHOOL

January - July 2026

MESSAGE FROM THE DIRECTOR

Dr. Sandeep Bhardwaj -Director

It gives me great joy to share this edition of our VESBS newsletter, a vibrant reflection of the collective energy, dedication, and creativity that define our institution. This platform is more than just a compilation of updates — it is a celebration of ideas, experiences, and achievements contributed by our students, faculty members, alumni, and industry partners.

In an era where the digital world continues to reshape how we learn, connect, and innovate, this newsletter stands as an inspiring symbol of our community's commitment to growth. I am confident that it will become a dynamic space where our academic pursuits, campus initiatives, and professional accomplishments come together in meaningful ways.

What makes VES Business School special is its people — a family spread across classrooms, offices, and continents. Through this newsletter, I hope we strengthen our bond with alumni who are making an impact globally while fostering deeper engagement among those who are part of our everyday campus life.

I invite each one of you to be an active part of this journey by sharing your stories, insights, and contributions. My heartfelt congratulations to the Prakshepan team for curating this wonderful initiative. I am certain that this newsletter will continue to grow as a proud testament to the spirit and aspirations of the VESBS family.

VISION

"To be one among the premier Business Schools in India, developing innovative leaders with character, competency and inclusive thought to serve the changing needs of industry and society."

MISSION

- Provide students with the knowledge, skills, and research driven insights necessary to excel in their chosen path.
- Pursuing academic excellence - fostering a culture of innovation, collaboration, and continuous learning.
- Prepare students to become socially conscious leaders with equitable, diverse and inclusive approach.

VALUES

- To impart quality education and contribute towards character building.
- Delivery of contemparary courses that nurtures hostilic development with professional integrityand social consciousness.
- Teaching will be based on continuously updated courses that inculcate the principle of entrepreneurship.
- Pedagogy will incorporate global best practices in management education.
- Research will be based on theoretical and evidence based practices, with integrity and frontier based approach.

PARICHAY:
OUTBOUND INDUCTION PROGRAM

Thursday, July 17 2025

OBJECTIVE

The primary goal of the inbound induction program for the PGDM batch 2025–27 is to introduce students to the VBS culture. The program begins with engaging ice-breaking activities to help students connect and build rapport. It then focuses on developing essential skills such as leadership, teamwork, motivation, and collaboration through interactive group exercises. Additionally, the program aims to enhance cultural and corporate awareness, preparing students for their academic and professional journey ahead

BUILDING LEADERS FROM DAY ONE

The orientation program held on July 17, 2025, was designed to seamlessly integrate new students into the VBS culture while alleviating the typical anxieties of starting a fresh academic journey. Led by second-year HR student-trainers, the day featured a motivational kickoff followed by four interactive group activities specifically engineered to sharpen communication and problem-solving skills essential for future managers.

By blending peer-led mentorship with competitive ice-breakers—concluding in a formal felicitation of winners and trainers—the event successfully fostered immediate teamwork and established a supportive professional network that will serve students throughout their tenure.

Independence Day

Wednesday, 12 August 2025

The Vivekanand Business School celebrated 79th Independence Day with great enthusiasm and patriotic fervor under the inspiring theme “Operation Sindoor.” The event beautifully captured the spirit of sacrifice and unity, honouring the brave freedom fighters and soldiers who protect our nation at the borders.

The celebration began with heartfelt speeches by Director Sachin Sir and Dean Sandeep Sir, who reminded everyone of the true essence of independence and the responsibility that comes with it. Their words set a patriotic tone for the day’s festivities.

The auditorium was adorned with vibrant tricolour decorations, creating an atmosphere of pride and celebration. The highlight of the event was a series of captivating performances by the junior students, who danced gracefully to patriotic songs and presented musical performances that stirred emotions in the audience.

The entire program radiated warmth, unity, and admiration for our heroes. It was a small yet memorable celebration that reminded everyone of the price of freedom and the importance of cherishing it together as one community.

Satyanarayan Pooja

Wednesday, 13 August 2025

On Wednesday, August 13th, 2025, the PGDM Batch of 2025–27 came together in the college auditorium to mark the beginning of their academic journey with the auspicious Satyanarayan Pooja. The ceremony beautifully blended academia with devotion, reminding everyone that success flourishes best when grounded in gratitude and positive intent.

The Pooja, an annual tradition of the institute, was organized to invoke peace, prosperity, and spiritual harmony for the entire student fraternity and faculty members. The serene chants and rhythmic hymns filled the auditorium, creating an atmosphere of calm reflection and unity. As the sacred rituals concluded with the Aarti, the entire gathering joined hands and voices, infusing the space with devotion and collective energy.

The day was not just spiritually enriching but also visually radiant. Following the Pooja, the campus came alive in celebration of Traditional Day, where students expressed their cultural pride through vivid attire and joyful camaraderie. The diversity of sarees, kurtas, and regional styles reflected the essence of India’s unity in diversity, while laughter, greetings, and photo sessions added vibrancy to the event.

Together, the Satyanarayan Pooja and Traditional Day marked a heartwarming beginning for the new batch — setting a tone of togetherness, blessings, and enthusiasm for the academic year ahead. It was indeed a day that celebrated both the spirit of learning and the deep-rooted values that define the institution’s ethos.

VBS Celebrates Spirit of Collaboration with "AAROHAN"

4th December - 5th December, 2025

A DYNAMIC START

The **Student Welfare Committee (SWC)** of Vivekanand Business School recently hosted "AAROHAN," a high-energy, two-day interdepartmental cultural and engagement event held on December 4 and 5, 2025. Designed to foster community beyond the classroom, the festival brought together students from various PGDM programs for a celebration of creativity and teamwork.

The festivities kicked off on **December 4** with an energetic flash mob that drew significant attention from both faculty and the student body. This opening act served as a catalyst for the event, generating campus-wide excitement and setting a vibrant tone for the days to follow.

ENTREPRENEURSHIP AND ENGAGEMENT

The second day of AAROHAN transformed the campus into a bustling marketplace and activity hub. Highlights of the day included:

- **Student-Led Ventures:** More than 15 stalls were established, featuring a mix of food, accessories, and interactive games.
- **Skill Development:** These stalls functioned as practical platforms for students to experience entrepreneurship, customer engagement, and real-time coordination.
- **Campus Inclusivity:** The activities were designed to promote an inclusive environment while enhancing the organizational skills of those involved.

A GRAND CULTURAL FINALE

The event reached its climax on the evening of December 5 with a dedicated cultural showcase. PGDM students took to the stage to perform a variety of acts, including music and dance, which highlighted the cultural diversity and creative confidence of the student community. This final evening was well-received by the audience, providing a grand conclusion to the two-day initiative.

Entrepreneurship Unplugged

Wednesday 12th November, 2025

A DYNAMIC CELEBRATION OF INNOVATION AND LEARNING

The **Inceptum Council (E-Cell)** proudly organized Entrepreneurship Unplugged on 12th November 2025, an event designed to celebrate **Entrepreneurship Day** and cultivate an innovative spirit among students. The session brought together creativity, learning, and real-world exposure, creating an inspiring environment for budding entrepreneurs on campus.

The event began with a lively and interactive "Guess the Logo and Founder" activity, which served as an energizing icebreaker. Students enthusiastically participated, demonstrating their awareness of global brands, business leaders, and startup culture. The activity set a positive tone and encouraged students to think about the stories behind successful ventures.

ENGAGING ENTREPRENEURIAL EXPERIENCES AND OUTCOMES

A major highlight was the keynote session by **Dr. Vidhi Bhanushali, Co-Founder and CEO of ScanO, a deep-tech venture in AI-driven oral healthcare.** She shared her entrepreneurial journey and spoke about innovation, resilience, ethical technology adoption, and creative problem-solving in a fast-changing business landscape, giving students a clearer picture of how founders navigate risk, opportunity, and impact

Following the talk, students engaged in a **live case study competition** that required them to craft strategic solutions to real-time business problems. Teams identified market gaps, framed recommendations, and presented to peers and faculty, sharpening their teamwork, critical thinking, communication, and presentation skills under time and resource constraints.

The event witnessed active participation from students and faculty, creating a collaborative and motivating atmosphere. With 15 student participants and 8 faculty members attending, the session successfully promoted a culture of innovation, leadership, and idea exploration. Students walked away with enhanced confidence, improved problem-solving abilities, and a clearer understanding of the startup ecosystem.

Fostering a Future-Ready Entrepreneurial Mindset

Entrepreneurship Unplugged not only celebrated the spirit of entrepreneurship but also encouraged students to think beyond traditional boundaries, embrace creativity, and approach challenges with a solution-oriented mindset.

The event truly reinforced the college's commitment to nurturing future innovators and leaders.

Recognising Global Excellence: PMI CAPM Certificate Distribution for Operations Seniors

Tuesday August 12, 2025

Vivekanand Business School (VBS) recently celebrated a major milestone in its commitment to academic excellence and industry readiness by hosting the PMI CAPM Certificate Distribution Ceremony. This event honoured the graduating senior batch of Operations students on **12th December 2025.**

A BENCHMARK FOR PROJECT LEADERSHIP

The CAPM certification, governed by the **Project Management Institute (PMI)**, equips students with the foundational knowledge of the PMBOK® Guide (Project Management Body of Knowledge). For our Operations seniors, this achievement signifies more than just a certificate; it validates their mastery of project life cycles, resource management, and strategic execution—skills that are indispensable in the modern manufacturing and service sectors.

THE FELICITATIONS AND CEREMONY HIGHLIGHTS

Certificate Handover: Each senior was formally presented with their PMI certificate, marking their entry into a global community of project professionals.

• Networking Session: The ceremony concluded with an interactive session where seniors mentored their juniors on the importance of professional certifications in securing top-tier placements.

BRIDGING THE ACADEMIC-INDUSTRY GAP

The success of our seniors in achieving the CAPM credential underscores VBS's mission to produce "socially conscious leaders with professional integrity". By integrating international certifications with the core PGDM curriculum, the institution ensures that its graduates are not just degree holders, but industry-ready professionals capable of managing complex global projects.

GUEST LECTURE ON RETAIL OPERATIONS

Saturday 29th November, 2025

EXPLORING CRM: FROM RELATIONSHIPS TO STRATEGY

Guest Lecture on Strategic Retail Operations as a part of its continuous effort to align academic learning with industry realities, Vivekanand Business School (VBS) hosted an enlightening guest lecture on "Modern Retail Operations" on 29th November 2025. The session featured an esteemed industry leader, **MISS RADHIKA SUBRAMANIAN**(assistant General Manager of Godrej Retails) bringing decades of frontline experience to the classroom and providing students with a deep dive into the complexities of the retail sector.

THE CORE FOCUS

The Honourable Guest Speaker emphasized that in today's hyper-competitive market, the "back-end" of a store—from supply chain logistics to inventory management—is just as critical as the "front-end" visual merchandising.
Key topics covered included: Omnichannel Integration, Inventory Optimization, Customer Centricity, Professional Execution and Institutional Support.

COLLEGE SUPPORT

A guest lecture of this scale requires meticulous planning and a supportive environment. The event was seamlessly coordinated by the VBS operations faculty, ensuring a professional atmosphere conducive to high-level learning.
To ensure the session was interactive and well-managed:
Expert Oversight: The session was moderated by a senior faculty member (Dr Shrinivas Repak), ensuring that the dialogue remained focused on the latest industry trends and academic frameworks.
Operational Support: A dedicated team of supporting staff members handled the technical and logistical requirements, from high-definition audio-visual setups to the smooth conduct of the Q&A session.
Student Leadership: Reinforcing the VBS culture of student participation, entire operations batch attended the lecture enthusiastically, marking the success of the lecture.

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Unlocking GenAI: Fundamentals of Prompt Engineering

Saturday, October 4 2025

BRIDGING THEORY AND PRACTICE

In an era defined by rapid technological leaps, final-year students recently gathered to sharpen a critical new competency: the ability to communicate effectively with Artificial Intelligence. The workshop, titled "**Unlocking GenAI: Fundamentals of Prompt Engineering**," was led by **Prof. Vidhi Parikh** and focused on bridging the gap between human intent and AI execution.

The primary goal of the session was to introduce students to the foundational principles of prompt engineering, a vital technique for interacting with large language models (LLMs) like OpenAI's GPT series. Prof. Parikh structured the event into two distinct pillars: rigorous theoretical sessions and immersive practical exercises.
During the theoretical portion, students explored:

- **The Science of Prompt Design:** An analysis of how linguistic factors, tone, and clarity influence AI outputs.
- **AI Model Behaviour:** An exploration of how different structures affect model interpretation and adaptability.
- **Industry Best Practices:** Guidelines for constructing prompts that yield precise, contextually appropriate results.

HANDS-ON INNOVATION

The workshop transitioned from concepts to real-world application as participants engaged in live demonstrations and hands-on drills. Students utilized AI platforms to design, test, and iteratively refine various prompt types, including command-based and context-driven formats.
Prof. Parikh's live demonstrations illustrated how even minor adjustments in phrasing could significantly alter the accuracy and creativity of an AI's response. Through comparative analysis and real-time troubleshooting, students learned to identify and resolve common formulation issues.

ESSENTIAL OUTCOMES

The session yielded significant learning benefits, equipping students with a toolkit for their future professional endeavours. Key takeaways included:

- **Proficiency in Prompt Crafting:** Developing the ability to construct clear and precise prompts.
- **Analytical Problem-Solving:** Learning to troubleshoot prompt-related issues through systematic iteration.
- **AI Literacy:** Gaining a comprehensive understanding of how LLMs interpret user input.

By the conclusion of the event, the interactive format had successfully fostered an environment of inquiry and critical thinking. This workshop ensures that our graduating students are not just observers of the AI revolution, but active, skilled participants ready for a rapidly evolving professional landscape.

Guest Lecture on Sales & Distribution Management: Insights from Industry Practice

Saturday 15th November, 2025

BRIDGING CLASSROOM LEARNING WITH REAL-WORLD SALES PRACTICE

As part of the Sales and Distribution Management course, the college hosted an insightful guest lecture by **Mr. Karthikeyan Iyer** on Saturday, 15 November 2025. The session, offered students a practical perspective on how sales and distribution concepts function in the real business world.

Drawing on his rich industry background, especially in the B2B space, Mr. Iyer moved beyond theoretical explanations to share real-life business situations. He illustrated how sales and distribution strategies are implemented on the ground, highlighting challenges such as managing long sales cycles, handling diverse client types, and nurturing long-term business relationships.

Using a structured PowerPoint presentation, the speaker covered core topics including sales management, distribution channels, customer profiling, and changing market dynamics. Concepts like understanding customer needs, segmenting customers based on scale, and aligning distribution strategies accordingly were explained in a clear and relevant manner, making complex ideas easier to understand and apply.

EMPHASIS ON MANAGERIAL THINKING

One of the most impactful aspects of the lecture was the emphasis on learning from experience, adaptability, and staying customer-focused in a competitive environment.
Mr. Iyer encouraged students to think from a manager's perspective and understand the "why" behind sales decisions rather than just the "how."

VALUE ADDED TO THE CURRICULUM

Overall, the guest lecture was highly interactive, insightful, and motivating. It gave students a realistic view of the sales and distribution function in today's business environment and reinforced the importance of practical knowledge alongside academic learning. The session was a valuable addition to the curriculum and was well appreciated by everyone who attended.

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Guest Lecture on CRM Strategy: From Relationship Management to Data-Driven Intelligence

Saturday 29th November, 2025

EXPLORING CRM: FROM RELATIONSHIPS TO STRATEGY

The college organized an engaging Guest Lecture on CRM Strategy by **Mr. Sunil Pinto** on Saturday, 29th November 2025. The session provided students with a comprehensive view of Customer Relationship Management (CRM), showcasing its journey from traditional relationship-building practices to a modern, data-driven strategic function.

The lecture began with an overview of the early days of CRM, when customer management relied on manual records, personal rapport, and the sales team's memory of client preferences. The speaker explained how long-term relationships were nurtured through regular follow-ups, trust-building, and personalized interactions, particularly in B2B settings where strong relationships often ensured business continuity.

As the session progressed, the focus shifted to how technology and data have turned CRM into a powerful strategic tool, integrating customer information across sales, marketing, service, and digital channels. Modern CRM systems use this data to reveal customer behavior and preferences, enabling companies to predict needs, personalize communication, improve retention, and make faster, informed decisions.

The guest lecture was highly interactive, with students engaging through questions, answers, and discussions. The speaker used these interactions to help them relate CRM tools to real organizational use and distinguish customer-centric from product-centric approaches, effectively bridging theory and practice.

BALANCING DATA WITH HUMAN INSIGHT

A key message from the lecture was that, despite advances in data and automation, the core of CRM i.e. understanding and respecting the customer, remains unchanged. The speaker emphasized that technology should support human judgment rather than replace it, and that effective CRM strategies blend data intelligence with empathy, ethics, and long-term relationship building.

RELEVANCE FOR FUTURE PROFESSIONALS

Overall, the session was informative, forward-looking, and closely aligned with the realities of today's digital business landscape. It clarified how CRM has evolved and why data-driven customer management is vital for modern organizations, offering practical insights for students aspiring to careers in sales, marketing, and customer strategy.

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Guest Lecture on Strategic HR Excellence

GUEST LECTURE ON PERFORMANCE MANAGEMENT

The guest lecture by **Mr. Prasad Utekar** offered deep insights into how effective performance management can drive both individual excellence and organizational success. The discussion reinforced the importance of continuous feedback, employee engagement, and data-driven evaluation systems in today's dynamic business environment.

Overall, the session was highly informative and helped students connect academic concepts of HR with real-world corporate practices, encouraging them to think strategically about how HR contributes to sustainable growth and continuous improvement.

GUEST LECTURE ON ORGANIZATIONAL STRUCTURES

On December 3, 2025, Mr. Rahul Kanhere, HRBP at Bridgenext (ex- Mahindra Tech, ex-L&T), led an engaging guest session. The lecture focused on the Employee Life Cycle, providing a comprehensive overview of how each stage operates within the industry. Mr. Kanhere highlighted the practical application of important lifecycle components, such as hiring, performance management, and employee retention, as well as the importance of HR MIS systems in enabling data-driven decision-making.

The session served as a powerful reminder that human resources goes well beyond organising engagement activities and is firmly embedded in strategy, structure, lifecycle management, culture development, and organisational change. Despite the session being scheduled after a tiring, long day in the evening, the subject matter was interesting enough to keep us onour toes throughout. In conclusion, the discussion emphasised the importance of human resources in ensuringthe eamless operation of an organisation.

Empowering Skills:
ATLAS.ti Workshop and Case Study Mastery

A one-day workshop on Qualitative Data Analysis using ATLAS.TI 25 was conducted to build participants' understanding of qualitative data handling and to enable them to practically apply qualitative techniques using software. The session emphasized hands-on learning through real-time data analysis using open-ended responses collected during the workshop.

A workshop titled "How to Analyze and Discuss Case Studies" was conducted at VES Business School to strengthen students' ability to understand, assess, and interpret case-based business scenarios. The session emphasized structured reading, analytical thinking, and effective class participation during case discussions. Participants were guided on how to approach real-life business problems through critical analysis and structured reasoning.

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STEM CELL DONOR REGISTRATION CAMP

Saturday 13th December, 2025

EMPOWERING HOPE

Vivekanand Business School (VBS) continues to demonstrate its commitment to social responsibility by hosting a Stem Cell Donor Registration Camp. This initiative, organized by the CSR Cell in collaboration with **MORROW DONOR REGISTRY OF INDIA**, aimed to bridge the gap between patients suffering from life-threatening blood disorders and potential life-saving donors.

A MISSION TO SAVE LIVES

The primary objective of the camp was to create awareness about blood stem cell donation and to encourage students and staff to register as potential donors. For many patients with blood cancer or other fatal blood disorders, a stem cell transplant is their only chance at survival, but finding a matching donor is often a significant challenge. This drive sought to expand the global donor registry, increasing the likelihood of matches for those in need.

EVENT EXECUTION AND PARTICIPATION

Held on 16th september 2025 at the VBS boy`s lounge, the event followed a systematic registration process:

• Awareness and Counselling: A dedicated team from "Marrow It Forward" provided detailed information to participants, dispelling common myths and explaining the simple, non-invasive nature of the donation process.

• Registration & Swabbing: Interested participants filled out registration forms and provided a simple cheek swab sample to determine their HLA (Human Leukocyte Antigen) type.

• Logistical Support: A group of 15 student volunteers from VBS played a crucial role in managing the event, assisting with registration and ensuring a smooth experience for all attendees.

The response from the VBS community was remarkable. A total of **99 donors** registered during the drive, showcasing a high level of empathy and social consciousness among the students, faculty, and staff. Each registered donor received a certificate of appreciation, recognizing their commitment to potentially saving a life.

PROFESSIONAL SETUP AND SEAMLESS SUPPORT

The success of the camp was underpinned by a robust medical and administrative setup. To ensure the highest standards of safety and accuracy, the camp was staffed by a professional medical team provided by "MARROW DONOR REGISTRY OF INDIA," consisting of one doctor and two specialized nurses. They were assisted by two supporting staff members who managed the collection and transport of the DNA samples.

Furthermore, the spirit of student leadership was on full display as 20 dedicated student volunteers from VBS were stationed throughout the venue. These volunteers acted as the first point of contact, guiding fellow students through the complexities of the registration forms .

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Restoring the Coastline

Saturday 13th September, 2025

PROFESSIONAL OVERSIGHT AND STUDENT SYNERGY

The logistical execution was a testament to effective coordination between the NGO and students:
Expert Guidance: The Khushiyan Foundation provided experienced environmentalist who supervised the safety protocols and proper disposal of the collected waste.
Logistical Support: supporting members from the foundation ensured that all necessary equipment—including biodegradable collection bags, gloves, and sanitation kits—were available and managed efficiently.
VBS Volunteer Force: Entire CSR cell of VBS along with other student volunteers participated in the drive with great enthusiasm.

IMPACT AND AWARENESS

By the end of the drive, several kilograms of waste were successfully diverted from the ocean. More importantly, the event instilled a sense of "Ocean Literacy" among the students, transforming them into lifelong advocates for environmental preservation.

VBS JOINS HANDS WITH KHUSHIYAN FOUNDATION FOR BEACH CLEANING

In a powerful display of environmental stewardship, the CSR Cell of Vivekanand Business School (VBS) organized a massive **Beach Cleaning Drive** in collaboration with the **Khushiyan Foundation on 13th september 2025.** This initiative was aimed at addressing the growing menace of marine plastic pollution and restoring the natural beauty of Mumbai's shores in the aftermath of Ganesh Chaturthi.

COMMITMENT TO THE COAST

The drive focused on the removal of non-biodegradable waste, microplastics, and discarded debris that pose a severe threat to marine life and coastal ecosystems. Representatives from the Khushiyan Foundation provided students with insights into waste segregation and the long-term impact of urban pollution on our oceans.

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Safeguarding the Green Lungs: Mangrove Clean-up Drive

Sunday 23rd November, 2025

PRESERVING A VITAL ECOSYSTEM

Recognizing the critical role of mangroves in protecting Mumbai's coastline from erosion and flooding, VBS partnered with the **Environment Life Foundation (ELF)** for a specialized Mangrove Clean-up Drive on **23rd November 2025.**

Mangroves act as a natural barrier and a carbon sink, yet they are often used as dumping grounds for urban waste. This drive was not just about cleaning; it was about protecting the "Green Lungs" of our city. Experts from ELF educated the participants on the unique biodiversity of the mangrove forests and why their survival is non-negotiable for a sustainable future.

THE SUPPORT INFRASTRUCTURE

Cleaning a mangrove forest requires specialized knowledge due to the difficult terrain and the fragility of the roots.
Specialized Supervision: trained workers from ELF guided the participants, ensuring that the delicate pneumatophores (breathing roots) of the mangroves were not damaged during the cleaning process.

RESULT OF THE DRIVE

Free press journal reported that this drive which was conducted in Nerul removed nearly **2 tonnes** of mixed coastal waste. They reported that this was made possible due team of strong **170 volunteers** out of which **18 volunteers** were from **VBS**.

Over 170 volunteers removed nearly 2 tonne of mixed coastal waste in Nerul

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HR Conclave 2025 – Session 1: Shaping the Future of HR and Leadership

Saturday 13th December, 2025

LEADERSHIP, TECHNOLOGY AND THE FUTURE OF WORK

Vivekanand Business School recently hosted Session 1 of HR Conclave 2025, an enriching platform that brought together industry leaders, academicians, and students to discuss the evolving landscape of Human Resources and Leadership in a rapidly changing world. The event focused on contemporary themes such as strategic HR, leadership in disruptive times, and the growing influence of technology on people practices.

The session commenced with a soulful Saraswati Vandana, invoking wisdom and knowledge, and setting a reflective and inspiring tone for the day. This cultural beginning beautifully aligned with the conclave's objective of deep learning and thoughtful dialogue.

In his formal welcome address, Mr. Sandeep emphasized the growing importance of strategic HR leadership in today's dynamic business environment. He highlighted adaptability, ethical leadership, and continuous learning as essential qualities for future HR professionals, encouraging students to gear up for emerging challenges and opportunities in the field.

SHAPING THE FUTURE OF PEOPLE-CENTRIC, TECH-ENABLED HR

The conclave was elevated by an insightful keynote address by Ms. Roselet Lovina Fernandes on the theme "**Leadership, Culture & Change in Disruptive Times.**" She shared how leaders can steer organizations through uncertainty by fostering resilient cultures and driving meaningful change amid technological and economic disruptions. Drawing from real-world experiences, she underlined the significance of empathy, agility, and values-driven leadership in building sustainable workplaces. Her session inspired students to view leadership not just as a role, but as a responsibility to uphold culture and drive transformation.

The conclave featured a **thought-provoking panel discussion** on the "Influence of AI & Technology on HR Practices & Policies," moderated by Dr. Neerja Kashive, which explored how artificial intelligence is reshaping HR while balancing innovation with human-centric concerns.

Industry experts **Mr. Vijay Sethi, Ms. Sharmishtha Bhadra, and Mr. Bhooshan Malkani** shared **practical insights on the impact of AI** on recruitment, performance management, learning and development, and employee engagement, alongside critical issues of ethics, data privacy, and the need to retain the human touch in decision-making. The session concluded with an interactive Q&A, where students engaged deeply with the speakers on real-world applications of HR technology, followed by a group photograph that captured the spirit of collaboration and learning, making the discussion highly relatable, impactful, and well appreciated by participants.

STRENGTHENING THE ACADEMIA–INDUSTRY BRIDGE

Vivekanand Business School expressed heartfelt gratitude to all speakers, panellists, and moderators for sharing their time and expertise, as well as to the participants for their enthusiastic involvement. Session 1 of HR Conclave 2025 reaffirmed the institution's commitment to bridging academia and industry, while nurturing future HR leaders who are prepared to navigate change with confidence, competence, and a strong sense of purpose.

HR Conclave 2025 – Session 2:
Strengthening Employer Branding for the Future of Work

Saturday 13th December, 2025

SETTING THE STAGE: LEADERSHIP AND CAREER READINESS

Vivekanand Business School successfully conducted Session 2 of HR Conclave 2025, an engaging event that brought together industry experts, academicians, faculty members, and students to discuss leadership development and employer branding in today's competitive talent market. The session provided a rich blend of strategic insights, practical perspectives, and interactive dialogue, making it highly relevant for aspiring HR and business leaders.

The conclave opened with an insightful keynote address by Dr. Pramod S. Sadarjoshi on the theme "From Classroom to Boardroom." His session bridged the gap between academic learning and industry leadership, emphasizing how foundational knowledge, continuous learning, adaptability, and ethical decision-making shape successful careers. Drawing from real-life experiences, he encouraged students to align their academic efforts with long-term leadership aspirations, making the session both inspiring and deeply relatable.

EMPLOYER BRANDING: INSIGHTS, ENGAGEMENT AND SUPPORT

Following the keynote, a dynamic panel discussion on "**Building Employer Brand in a Competitive Talent Market"** set the tone for an engaging exchange of ideas. Moderated by **Ms. Tejaswini Adhikari**, the conversation focused on how organizations can position themselves as employers of choice in an increasingly competitive and evolving talent landscape. Her questions steered the discussion toward practical, future-focused employer branding strategies.

The panel featured industry professionals **Ms. Swati Das, Dr. Arpita Sen, Ms. Mekhola Ganguly, and Mr. Milind Digambar Rane**, who shared their experiences and perspectives on key elements of employer branding. They discussed organizational culture, employee value proposition, leadership visibility, authenticity in branding, and the use of communication and technology to attract and retain talent, underscoring employer branding as a strategic driver of the future of work.

The session saw active participation from students and attendees, especially during the interactive segment, which encouraged questions, reflections, and real-world viewpoints. This exchange added depth to the discussion and helped participants better understand how employer branding and leadership principles play out in practice.

Vivekanand Business School acknowledged the tireless efforts of the VBS Placement Cell, with special appreciation for Mr. Vipin Jog and Ms. Simran Thayade, whose meticulous planning and coordination contributed significantly to the success of Session 2. Gratitude was also extended to Vibrant Transformers for their collaboration and valuable support in organizing HR Conclave 2025.

CONCLUDING REFLECTIONS

The session concluded with a group photograph featuring the distinguished speakers, panelists, faculty members, and students, capturing the spirit of collaboration, learning, and shared purpose. Session 2 of HR Conclave 2025 reaffirmed the importance of leadership, organizational culture, and employer branding as critical levers in building resilient organizations and shaping the future of work.

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Leadership Series 2025 - Day 1 & Day 2

Thursday 9th October, 2025 - Friday 10th October, 2025

DAY 1: BRIDGING THE GAP FROM CAMPUS TO CORPORATE

The event commenced with a professional introduction of the distinguished guests, highlighting the **Leadership Series** as a cornerstone for student development. In a gesture of appreciation, the Placement Committee felicitated **Sandeep Sir** for his dedicated mentorship and guidance. During his opening address, Sandeep Sir emphasized the necessity of professional discipline and continuous learning, motivating students to actively engage with the series to thrive in today's competitive corporate landscape.

The highlight of the day was an insightful session by **Mr. Dinesh Singh (Ex-VP & CSO, Voltas India)**, who provided a roadmap for navigating a **VUCA** (Volatile, Uncertain, Complex, and Ambiguous) world. He shared his "Yugma" journey, outlined the "TOP 7" approaches for placement success, and broke down the four essential stages of preparation. Stressing the balance between analytical and behavioral skills, he concluded with a powerful call to maintain a positive mindset and a consistent "hustle" toward career goals.

Following the session, **Simran Ma'am** felicitated Mr. Singh to honor his contribution and industry expertise. The event concluded with a heartfelt vote of thanks to the faculty, organizers, and participants. To capture the spirit of the day, **Vipin Jog Sir** led a group photography session, commemorating the successful launch of the series and the collective growth of the students and dignitaries involved.

DAY 2: LEADERSHIP EXCELLENCE WITH MR. SUBRAMANIAN IYER

Day 2 of the Leadership Series featured an inspiring morning session with Mr. Subramanian Iyer, hosted by Shruti Yadav, which focused on the critical role of leadership-oriented learning in professional development. Drawing from his extensive career and his book, "Priceless Nuggets of Brilliant Minds," Mr. Iyer emphasized that long-term success in the corporate world requires a growth mindset, adaptability, and a commitment to value creation beyond academic achievements.

This address transitioned into a dynamic Q&A session where students gained clarity on real-world expectations and leadership challenges, followed by a formal vote of thanks and a commemorative photography session. The event concluded with closing remarks from Mr. Vipin Jog, who reinforced the session's core themes by urging students to maintain professional agility and a dedication to continuous learning in an increasingly competitive marketplace.

DAY 2: BUILDING CONFIDENCE WITH MS. AMANDEEP NANDA

The afternoon session of Day 2 focused on Communication and Leadership Development with guest speaker Ms. Amandeep Nanda, a professional trainer whose expertise was highlighted during a formal introduction and felicitation by Simran Ma'am. Ms. Nanda's session centered on the transformative power of communication in enhancing personality and professional presence, using relatable examples to guide students toward greater clarity and self-expression.

The program was highly interactive, featuring activities where students shared their personal development journeys and publicly declared their career aspirations and favorite companies to build stage confidence and public speaking skills. The session concluded with a note of appreciation for Ms. Nanda's impactful delivery, followed by a dedicated photography session with female participants and the distribution of feedback forms to evaluate the session's effectiveness in fostering leadership confidence.

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Leadership Series 2025 - Day 3 & Day 4

Monday 13th October, 2025 - Tuesday 14th October, 2025

DAY 3: BUILDING CAREER-READY RESUMES AND PROFESSIONAL BRANDS

Leadership Series – Day 3 at Vivekanand Business School focused on career readiness and professional branding, guiding students on resume writing and LinkedIn optimization to enhance their employability in a competitive job market. The session, hosted by Sumit Jain and Gaurav Kulkarni, began with a warm welcome to guest speaker Ms. Pooja Anandani and an introduction highlighting the importance of strong resumes and professional online presence for securing career opportunities.

The Placement Head felicitated Mr. Vipin Jog for his continued support in placement activities and leadership initiatives, expressing gratitude for his guidance and involvement in organizing such impactful sessions. This recognition added a formal and encouraging note to the event and underscored the collaborative effort behind the Leadership Series.

Ms. Pooja Anandani shared her professional background and delivered a practical presentation on resume writing and LinkedIn optimization, covering ATS-friendly resumes, key structural guidelines, relevance, and the SMART method to present achievements effectively. She also explained what recruiters look for in a profile and offered insights on building a strong LinkedIn presence for networking and career growth, concluding with an interactive Q&A and a group photography session to commemorate the successful, career-oriented event.

DAY 4: OPERATIONAL EXCELLENCE AND CORPORATE READINESS

Leadership Series – Day 4 featured an insightful seminar by distinguished VBS alumnus Mr. Ankit Joshi, now working with JP Morgan. The session opened with a warm introduction and felicitation by Vipin Sir and Simran Ma'am, connecting students with an accomplished alumnus whose journey from VBS to a global financial firm highlighted the power of consistent effort, skill building, and adaptability in corporate careers.

Mr. Joshi shared key insights on corporate work culture, stressing that across industries, professionals are expected to demonstrate efficiency, adaptability, and collaboration. He explained that true efficiency means creating maximum value with minimal waste and outlined three pillars of operational excellence: process thinking, continuous improvement, and human efficiency through strong people skills, teamwork, and communication. He also introduced the SIPOC model to understand and improve processes.

Highlighting the growing role of AI, he noted that technology will augment rather than replace human work and urged students to build deep specialization, a strong professional persona, and skills that are hard to automate. Using examples from organizations like IDFC, Reliance, and JP Morgan, he showed how employee opinion surveys support operational excellence, and encouraged students to sharpen observation, problem-solving, collaboration, and resilience. The seminar concluded with a group photograph with the Placement Committee and the guest, capturing the impactful interaction.

Fintellect Summit 2025

Monday 10th November, 2025

Industry Interaction

The **Finance Cell** of Vivekanand Business School successfully organised Fintellect Summit 2025, a week-long finance conclave conducted from 10th to 15th November 2025. The event aimed to enhance financial knowledge, practical exposure, and industry awareness among students through a blend of simulations, competitions, discussions, and expert interactions. The summit revolved around the theme **"Finance in the Age of Disruption: Skills, Trends, and Opportunities."**

Expert Sessions

The summit commenced with the **Stock Simulation** conducted on **10th and 14th November**, facilitated through the Finlatics platform. Participants engaged in virtual stock trading, gaining hands-on experience in market operations, financial ratios, and investment strategies. This activity enabled students to apply theoretical concepts to real-time market scenarios.

On **11th November, FinQuest**, an online finance quiz, was organised to test students' knowledge of financial markets, corporate finance, and economic fundamentals. The quiz witnessed enthusiastic participation and fostered a competitive learning environment.

The **Insight Circle**, held on **13th November**, featured a group discussion on contemporary financial issues and emerging trends. Students actively shared perspectives, enhancing their analytical, communication, and critical thinking skills.

On **14th November**, teams participating in the stock simulation presented their investment strategies and performance analysis. The presentations highlighted decision-making approaches, risk assessment, and portfolio management techniques adopted during the simulation.

The summit concluded on **15th November** with a **Panel Discussion and Valedictory Session** on the theme **"Finance in the Age of Disruption".** Industry experts shared valuable insights on evolving financial skills, technological advancements, and career opportunities. The event concluded with the felicitation of winners and recognition of outstanding participants.

Overall, Fintellect Summit 2025 was a highly informative and engaging initiative that successfully blended academic learning with practical exposure, providing students with valuable insights into the dynamic world of finance.

FinQuest

Tuesday 11th November, 2025

IGNITING FINANCIAL LITERACY AND TEAM SPIRIT AT VBS

Finquest, a finance-based quiz competition, was successfully organized by the Finance Cell at Vivekananda Business School (VBS) as part of the Fintellect Summit 2025. The event, "Finquest", was conducted on the online platform Wayground and aimed to promote financial literacy among students while providing an interactive platform to test their understanding of financial markets, corporate finance, and economic principles. Played in teams of two, the computer-based quiz featured a structured three-round format. It attracted enthusiastic participation from students across various academic programs, fostering healthy competition and curiosity about the world of finance.

The primary objectives of Finquest were to enhance awareness of key financial concepts and global economic trends, and to encourage students to apply their theoretical knowledge in a practical, time-sensitive environment. The event also focused on building critical thinking, decision-making under pressure, and problem-solving abilities. With team-based participation, it naturally promoted collaboration and communication, as students discussed answers and strategies together. Beyond testing knowledge, Finquest was designed to motivate students to challenge themselves, develop confidence in their financial acumen, and experience the spirit of teamwork in a competitive setting.

FAST-PACED ROUNDS, SHARPER MINDS

Finquest comprised three engaging rounds, each increasing in intensity and complexity. The first round was a computer-based elimination quiz with 20 multiple-choice questions to be answered in 12 minutes, assessing basic to intermediate finance knowledge in areas such as financial markets, instruments, banking, and economic awareness. The top 15 teams advanced to the second round, which again featured 20 questions but with a strict 30-second limit per question, pushing participants to think quickly and accurately on topics including corporate finance, advanced economics, and real-world financial scenarios. The final Buzzer Round brought the top teams face-to-face in a high-energy setting where they had to buzz in to answer questions displayed on the screen, with a scoring pattern that rewarded both speed and strategic risk-taking, making it a thrilling conclusion to the competition.

The event witnessed active participation from around 30 students spanning first and second-year management programs, reflecting strong interest in finance-related learning. The quiz covered a diverse range of topics such as financial markets, economic indicators, corporate finance, investment strategies, and current affairs including cryptocurrencies and global market trends. Finquest was hosted on the Wayground platform and was efficiently managed by the organizing committee, including faculty coordinators Dr. Jyoti Dixit, Dr. Anju Vaswani, and Prof. Hardeep Mundra, along with student event coordinators and quiz masters Ankush Kumar, Vonam Dewangan, Shrikant Reddy, and Aparna Sen. The winners of the competition were: First place – Akshay Jethava & Siddharth Vanakam; Second place – Viraj Sukhi & Vaishnavi Shinde; Third place – Akhilesh Kushwaha & Shardul Wani. Overall, Finquest stood out as a successful initiative that deepened financial understanding, sharpened analytical skills, and reinforced VBS's commitment to nurturing future leaders in the world of business and finance.

Insight Circle – Group Discussion

Thursday, November 13 2025

Summit at a Glance

The "Insight Circle – Group Discussion" was conducted as a key activity under the Fintellect Summit 2025. The event aimed to encourage analytical thinking, financial awareness, and confident communication among MBA students. It provided an academic platform for participants to share perspectives, engage in meaningful discussions, and demonstrate their ability to think critically on financial issues.

Event Overview

The primary objective of the event was to evaluate participants on their understanding of financial concepts and their ability to articulate ideas clearly. The event also aimed to enhance teamwork, critical thinking, and problem-solving skills, while helping students gain confidence in structured discussions.

Participants were placed into small groups consisting of 6 to 7 members. Each group engaged in a discussion on a finance-related topic assigned on the spot. Students from various MBA specializations participated actively and contributed to the overall learning atmosphere.

As per the event guidelines, each group consisted of 6/7 participants, and the topic was announced on the spot to ensure originality in thought. Participants were given 2 minutes to prepare, followed by a 10-minute discussion. Individual evaluation was conducted based on content knowledge, communication skills, critical thinking, and interpersonal skills demonstrated during the discussion.

Participants were assessed on the depth and relevance of the points they presented, their clarity of expression, logical reasoning, ability to engage in meaningful dialogue, and their overall conduct throughout the discussion. The evaluation focused on both individual performance and contribution to group dynamics.

Insight Circle – Group Discussion

Thursday, November 13 2025

Reflections and Outcomes

To acknowledge excellence, trophies and certificates were awarded to the top three performers. Additionally, participation certificates were distributed to all participants to appreciate their involvement and encourage continued learning and skill development.

The event helped students enhance their confidence in public speaking, financial understanding, and group interaction. Participants gained exposure to real-time discussion scenarios, which will be beneficial for future placement processes. The activity also improved students' listening abilities, articulation, and collaborative thinking.

The Insight Circle – Group Discussion was conducted smoothly with enthusiastic participation and positive feedback from both students and faculty. It successfully fulfilled its purpose of promoting analytical and communication skills among MBA students. The event contributed meaningfully to the holistic development focus of the Fintellect Summit 2025 and reinforced the institution's commitment to practical and experiential learning.

Stock Simulation At Fintellect Summit 2025

Monday, November 10 2025

GUEST SPEAKER SESSION - NISANT SIR FROM FINLATICS

The event kicked off with an insightful session by Nisant Sir, made everyone familiar with Finlatics, a platform that helps students dive into practical domains like financial markets. Nisant Sir introduced the students to the basics of stock trading, focusing on key concepts such as market analysis, stock selection, risk management, and portfolio diversification.

He also gave a detailed introduction to Finlatics, explaining how the platform equips students with the knowledge and tools necessary for entering the financial world. His session was a mix of theory and practical insights, giving the students a clear understanding of how trading works in the real world.

GUEST SPEAKER SESSION – SAHIL ALWAR FROM FINLATICS

Sahil Alwar sir instruct about the technical analysis of stock. Sir explain about various types of charts such as line charts, bar charts, Candlestick charts etc. Through his session students learned how to analyze the different patterns of charts and make impactful decision about the selecting stock.

EVENT OVERVIEW

Fintellect, an event organized by the Finance Cell of Vivekanand Business School, was designed to immerse students in the practical aspects of financial markets through a stock simulation. The event provided an opportunity to experience real-world trading scenarios using virtual money. Students were tasked with investing a sum of Rs 500,000 in various stocks over a period of four days, with the goal of maximizing their returns. The event was aimed at introducing students to the complexities of stock trading and to help them develop strategies for making informed financial decisions.

STOCK SIMULATION ACTIVITY

After the guest speaker session, the stock simulation began on 10th November. Each team, consisting of two participants, was provided with a virtual sum of Rs 500,000 to invest in stocks of their choice on the Finlatics platform. This platform provided real-time stock market data, which allowed students to simulate buying and selling stocks just like they would in a real trading environment.

During the four-day simulation (10th - 15th November), the participants tracked the stock market's ups and downs, constantly adjusting their investment strategies to maximize their returns. The teams were required to make informed decisions based on market trends, news, and analysis.

Stock Simulation At Fintellect Summit 2025

Monday, November 10 2025

Final Presentation and Strategy Discussion

On the final day of the event, top five participants presented their strategies to the judges. The presentations involved detailed discussions on their stock picks, the rationale behind each decision, and how they managed risks throughout the simulation. The teams explained their thought processes, how they responded to market changes, and the reasons for choosing particular stocks over others.

Three teams made it to the final round, where the winners were decided based on their performance and the effectiveness of their trading strategies. The presentations were judged on clarity, understanding of stock trading concepts, and overall profitability achieved during the simulation.

The event proved to be a great success, offering students a hands-on experience of stock market trading without the risks associated with real money. It not only helped participants understand the technicalities of trading but also allowed them to test their skills in a competitive environment.

The winners of the event were those who exhibited the best understanding of trading principles and who were able to generate the highest returns from their virtual investments. The feedback from participants was overwhelmingly positive, with many expressing interest in engaging further with financial markets and exploring more opportunities in the field.

Event Participants:

Total Number of Teams: 43

Total Number of Students: 86

Winners:

1st Place: Siddharth Yadav & Tanya Tulsani

2nd Place: Rishabh Aswal & Ayush Gour

3rd Place: Sanket Mane & Akshay pednekar

NISM Study Tour: Financial Data Analytics Certification

October 13 - October 17, 2025

FINANCIAL DATA ANALYTICS STUDY TOUR AT NISM

The Study Tour on 'Financial Data Analytics', organized by VESBS, was a five-day residential learning experience hosted at the **National Institute of Securities Markets (NISM)**, Mumbai, from 13th to 17th October 2025.

The program was designed to provide students with practical exposure to data science applications in financial markets, combining theoretical foundations with extensive hands-on training in Python, Power BI, Tableau, trading simulations, and portfolio analytics.

This initiative aimed to bridge the gap between academic learning and industry practice, helping participants understand how data-driven decision-making, artificial intelligence (AI), and machine learning (ML) are transforming the global financial landscape.

The tour aimed to help students understand data science in financial markets, gain practical skills in Python, Power BI, and Tableau, experience trading and simulation labs, explore AI, ML, and generative AI in finance, and develop a mini-project using analytical and visualization tools.

FROM CLASSROOM TO CAREERS: JOURNEY, SKILLS, AND IMPACT

Day 1 introduced core data science concepts and their applications in finance, followed by basics of Python through practical exercises.
Day 2 focused on trading simulations, order types, and market mechanisms, along with creating financial dashboards using Power BI.
Day 3 covered Tableau-based visualizations and portfolio analytics, including risk-return analysis and diversification.
Day 4 introduced supervised learning models and showcased how AI and generative AI support automation, modeling, and client engagement in finance.
Day 5 was dedicated to group projects, where students built dashboards and predictive models, culminating in presentations and a valedictory ceremony.

Students gained strong exposure to financial data analytics, proficiency in key analytical tools, experience with ML applications like credit risk and fraud detection, and hands-on understanding of trading and portfolio analytics. The collaborative projects further strengthened teamwork, analytical thinking, and presentation skills.

The certification study tour proved to be an enriching blend of academic rigor and practical exposure, deepening students' readiness for careers in investment analysis, data analytics, and AI-driven finance. It reinforced Vivekanand Business School's commitment to experiential and industry-integrated learning.

Faculty & Student Articles

SMART BANKS, SMARTER RISKS: NAVIGATING THE AI-DRIVEN FUTURE OF BANKING

by Dr. Meena Sharma (Prof. Finance VESBS)


Dr. Meena Sharma - Prof. Finance VESBS

AI AS A GAME-CHANGER IN BANKING OPERATIONS

One of the most impactful applications of AI in banking is in operational efficiency and risk management. Banks now use machine learning algorithms to analyse large volumes of transactional and customer data in real time. This enables early detection of fraudulent activities, improved credit risk assessment, and better management of non-performing assets (NPAs). As a result, banks can make faster, data-driven decisions while minimising human error and operational costs.

AI-powered chatbots and virtual assistants have also transformed customer service delivery. These tools offer round-the-clock assistance, reduce response time, and handle routine queries efficiently, allowing bank employees to focus on higher-value tasks. The outcome is improved service quality and enhanced customer satisfaction.

FUTURE-PROOFING BANKING THROUGH RESPONSIBLE AI

Artificial Intelligence has the potential to redefine the future of banking by making it faster, smarter, and more inclusive. However, technology alone cannot guarantee sustainable success. Ethical implementation, regulatory oversight, transparency, and responsible governance must evolve alongside AI adoption. The true challenge for banks lies not in embracing AI, but in balancing innovation with accountability to ensure trust, stability, and long-term growth in the financial system.

THE AI TRANSFORMATION IN GLOBAL BANKING

The global banking industry is undergoing a profound transformation driven by rapid technological advancements, with Artificial Intelligence (AI) emerging as a key catalyst of change.

From automating routine operations to enhancing complex decision-making processes, AI is reshaping how banks operate, serve customers, and manage risks. While the benefits of AI adoption are significant, its growing influence also raises important ethical, regulatory, and governance concerns that demand thoughtful attention

CHALLENGES EMERGING CONCERNS AND ETHICAL

Despite its advantages, AI adoption in banking presents serious challenges. Algorithmic bias remains a major concern, as biased data can result in discriminatory lending or unfair financial decisions. Transparency and explainability of AI models are therefore critical, particularly in a sector where trust is foundational.

Additionally, the extensive use of customer data increases data privacy and cybersecurity risks. Protecting sensitive financial information requires robust data governance frameworks and strict adherence to regulatory standards. Any failure in this area can erode customer confidence and damage institutional credibility.

From Classroom Lectures to Life Lessons

by Saranya Sivaprasad Menon (PGDM 24-26)

REFLECTIONS OF AN MBA STUDENT: FROM UNCERTAINTY TO UNDERSTANDING

I entered Vivekanand Business School with a mix of aspirations and uncertainty. Still, the orientation week, with its ice-breaking sessions and introductions, helped me realise that this journey would require more than academic rigour, would require a transformation. My nervousness about starting was eased by the knowledge that everyone around me had a different goal and was just as uncertain as I was about the road ahead.

The first semester was foundational; finance, marketing, and people management subjects that initially appeared massive and complex began to take form as lectures, case studies, and group projects taught me that the MBA was not just about theory but about practice; late nights prepping presentations, discussions in the classrooms, and the adrenaline rush of submitting an computer based exam in the Google classroom before the deadline became the norm for me (The thrill when you click the submit icon as if you are winning a WWE match plus the john cena's entrance music blasting in the head).

By the middle of the program, finance became my specialisation, and soon I emerged from the bubble that finance is not just about numbers - it's a tool for storytelling, whether it's valuation models that reveal the liquidity of companies or bond math that explains risk and return. Finance is all about connecting theory to practice.

AS THE JOURNEY NEARS ITS CLOSE

If Sell On taught me how to sell with empathy, the industrial immersion in Singapore taught me how strategy and innovation play out in a developed economy, and if Yuva for seva makes you realise how privileged you are based on things that some sections of society think of as luxury, then the Summer internship gives you a reality check on your skills and knowledge. There was a moment of self-doubt, too, but each obstacle sharpened my mindset and confidence. Placements may test patience, lectures may stretch hours, but CCD's filter coffee with a slice of chocolate cake acted like an IV drip.

As I stand at one final semester away from graduating, looking back, it was more than just earning a degree, but a journey of personal growth. Each phase taught me the importance of resilience, but also how the right mentorship and experiences can shape a student into a professional.

And that to me is the true legacy of these years.

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"Between Deadlines and Dreams: Inside Gen-Z's Mental Health Struggle in Mumbai"

by Prateek Shrivastav (PGDM 25-27)

RISING MENTAL HEALTH STRUGGLES AMONG MUMBAI'S YOUTH

Mpower, an organization based in Mumbai, conducted a survey concerning mental health that was conducted around World Suicide Prevention Day on September 10th to show that the number of young people between the ages of 18 and 25 were struggling with their mental health due to stress related to school, work, and relationships. This information was gathered through campus outreach programs and crisis hotline contacts, providing evidence of a generation who are striving for success but is also suffering from self-imposed pressure to succeed. (Media Infoline)

"I have so many responsibilities - I'm a student, intern, social media influencer, and future planner, and it seems that none of these allow me to have a feeling of peace," says 22-year-old Aisha, who is about to graduate from university in South Mumbai. "People would never think I feel like this, but I feel like this more than people realize. I am tired." Classroom and social media conversations indicate that there are many other college students in the city who share these feelings.

According to a recent mental health survey done with college students by IIT Bombay, 55% of students experience moderate mental health, implying that most students do not experience high levels but aren't clinically ill, indicating that there is a huge percentage of young adults who are functioning but are not flourishing. (The Times of India)

MUMBAI'S GEN Z: BREAKING THE MENTAL HEALTH SILENCE

Many of today's young people are more open about their struggles with mental wellness than previous generations have been. Many millennial and Gen-Z young adults are openly discussing topics like anxiety and burnout in various environments including cafes, co-working environments, and shared living spaces throughout Mumbai. Some young people are discussing their mental wellness through social media influencers, student counselors, or campus groups. Others continue to struggle with accessing mental health services due to social stigma and a sense of being weak if they've sought help from a therapist. "My parents think if I go to therapy that I'm failing," said Rohan, 24 years of age and an aspiring filmmaker, "so I just discuss my issues with peers or online".

A national report about young people in India in 2022 echoed these experiences. A significant group of young adults (Gen-Z) reported that they felt challenged by a lack of work/life balance and that therapy is either too expensive or looked down upon as a societal norm. (www.ndtv.com).

The expectations to succeed in Mumbai are extremely high. Individuals are expected to secure a spot in college, intern, get a job after graduation, excel in creative endeavors, and be present on social media; and the ability to constantly connect online, scroll late into the night, and experience "FOMO" only adds to feelings of anxiety and isolation. (Hindustan Times)

Generation Z is making noise with campus-based organizations such as COPE clubs, peer-to-peer training in Mental Health First Aid through Youth Ambassadors, and multiple language support from helplines and nonprofit organizations in the city (e.g., AASRA and Vandrevala Foundation). All of these new services will help students access the help they need more easily than ever.

What direction can Mumbai take from here? First, universities need to enhance their counselling services so that students can access mental wellness in real-time, instead of just when they are struggling. Employers, particularly in the startup and media sectors, must define wellness policies and provide flexible working hours while creating plans to help prevent burnout. Publicly funded campaigns that promote balance, resilience and self-care can help to reduce the stigma surrounding mental health issues and allow for thoughtful discussions about mental health.

Mumbai has always been known as the City of Dreams. In order to keep its youth talent, it needs to become a City of Well-Being, where Generation Z can pursue their dreams whilst preserving their peace of mind.

LVMH:
The Pinnacle of Luxury Empires

by Shruti Bhosle (PGDM 25-27)

INSIDE THE EMPIRE-BUILDING GENIUS OF MODERN LUXURY

While researching for my marketing presentation, I discovered the luxury industry's allure, with LVMH's captivating history and empire-building standing out as the most fascinating element. LVMH (Moët Hennessy Louis Vuitton) is the world’s largest luxury products company. They control 75 luxury brands across five distinct sectors: fashion, jewelry, wines & spirits, perfume & cosmetics, and timepieces & selective retailing.

With a long history and innovative approach to business strategy, these brands work together to offer a compelling choice for consumers who recognize the value of each brand. LVMH combines volume and creativity, shown by the company's revenue growth to over €40 billion ($47 billion) in the first half of 2025.

This growth comes from building the company's empire through acquisitions, starting with the purchase of Christian Dior for 15 million euros in 1984. Arnault's brilliance is in a decentralized model that allows brand leaders to act like entrepreneurs while preserving the unique identity of each maison.

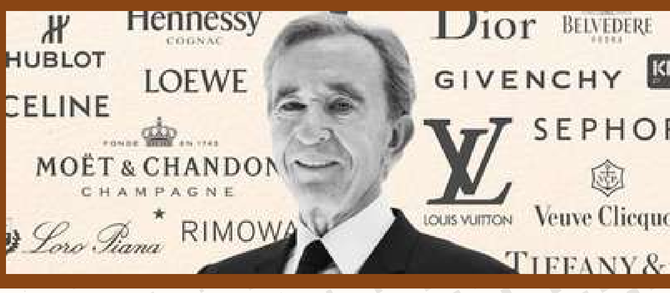
HERITAGE, LUXURY, AND GROWTH: MAPPING THE POWER OF A GLOBAL PORTFOLIO

The portfolio consists of six main areas: Wines & Spirits, featuring Moët & Chandon and Hennessy; Perfumes & Cosmetics, with Guerlain; Watches & Jewellery, including Tiffany and TAG Heuer; Fashion & Leather Goods, which drives revenue through partnerships and icons; rules for selective retailing through Sephora; and Other activities, which cover media and lodging.

All these efforts honor cultural heritage. Dior strengthened its couture presence by fully joining in 2017 for 12–13.1 billion. In 2019, Tiffany's story began with $14.5 billion in unsolicited revenue, culminating in $15.8 billion in 2021, which doubled net profits and confirmed American jewelry leadership. Key acquisitions included Givenchy in 1988, Sephora in 1997, Guerlain in 1994, TAG Heuer in 1999, Joseph Phelps in 2022, an Off-White investment in 2021, and Belmond ($3.2 billion) in 2019.

CRAFTING DESIRE THROUGH EMOTIONAL LUXURY

Emotional luxury is developed and maintained through limited edition drops, pop-up events, and celebrity involvement, while creating strong emotional connections with high-end customers. This means LVMH sells "the feeling of desire," not just physical products. Heritage and vision can help to overcome all hurdles and challenges faced when creating and delivering high-level products.
For LVMH, exclusivity is fundamental, created through limited editions, celebrity collaborations, pop-up experiences, and marketing that generates cultural excitement. LVMH makes less than 20% of its sales through wholesale. It focuses on direct channels and builds emotional connections with high-end customers by offering personalized artisan experiences.
This includes custom engraving of products and providing lounge access at international airports for travelers waiting for their flights. LVMH's empire centers on lifestyle brands. It combines 19th-century expertise with 21st-century digital communications to create enduring and evolving luxuries. As LVMH moves toward 2026, its journey shows how heritage and bold vision can shape desire and create successful brands.



Alumni Spotlight

Face in the Crowd: A Young Visionary Helping Deserving Underprivileged Students Realize Their Dreams

FROM VESIT TO THE SHRESHTA AWARD: A STORY OF GRIT AND COMPASSION

In a world where many young people are busy spending their free time with friends, social networking, or gaming, we found a student from our own community who is doing something truly worth emulating. **Manish Bharthi, a final year B.Tech student from VESIT**, was recently conferred the **Shreshta Award** by the VES Leadership Academy and Research Centre (VESLARC), and his story is one of profound determination and empathy.

TURNING PERSONAL SETBACKS INTO SOCIAL GOOD

Manish's journey is rooted in his own struggle. Originally, he aspired to become a doctor. However, a lack of funds forced him to abandon that dream and pursue engineering instead. Rather than sulking over his fate, Manish decided to utilize his experiences to pave the way for other underprivileged yet deserving students.

In 2013, he founded **Kartavya Foundation**, an NGO dedicated to identifying and helping students from deprived sections of society pursue UG and PG level courses. What began as a spark of imagination has grown into a movement that now involves more than 100 volunteers from various colleges across Mumbai.

ACTS OF COMPASSION

The foundation's work is hands-on and heartfelt. One notable initiative involved Manish setting up a stall at the Ghatkopar Metro station to sell rakhis made by a blind girl. Manish paid for the registration expenses out of his own pocket, and the stall generated sales worth **Rs. 21,000**, every penny of which he gave back to the girl.

Under his leadership, Kartavya Foundation also:

- Provides monetary assistance for college fees.
- Buys books and stationery for needy students.
- Arranges writers for blind students and trains volunteers on how to assist them during exams.
- Helps students understand basic concepts of their subjects through tutoring.

A COMMUNITY OF SUPPORT

Manish credits much of his success to the guidance of **Piya Mukherjee, Director of VESLARC**. "Right from the beginning, Piya Madam has been supportive of my work and has always been a great source of strength and inspiration," Manish stated. He also expressed gratitude to the faculty at VESLARC for ensuring his own B.Tech studies did not suffer while he expanded the foundation's reach.

THE ROAD AHEAD

Manish is not resting on his past laurels. His ultimate dream is to start a full-fledged school by 2020 to provide free education to poor, deserving students. By working part-time jobs in multiple companies to fund his initiatives and keep his family supported, Manish proves that age is no barrier to making a significant impact.

From Resilience to Leadership: An Alumni Journey

by Sidhesh Rege (ALUMNI PGDM 19-21)

Graduating with an MBA in Operations Management from Vivekanand Business School in 2021 has been a pivotal milestone in my professional journey. The program offered a strong blend of academic rigor and industry relevance, bridging core operational concepts with real-world business challenges. This holistic exposure equipped me with the strategic and analytical skills that have been invaluable in my growth as a Senior Project Manager at Dentsu Global Services.

A defining aspect of my time at Vivekanand Business School was being part of a batch that completed a significant portion of the course during the unprecedented COVID-19 pandemic. Despite lockdowns and uncertainty, the college ensured that learning never came to a standstill. Regular online lectures, interactive case-based discussions, and virtual mentoring sessions by experienced faculty kept us engaged and academically on track. This shift to digital platforms also helped us build crucial competencies in virtual collaboration and remote working—skills that are now indispensable in today's business environment. The faculty's consistent support and adaptability made the virtual learning experience seamless, meaningful, and deeply enriching.

Beyond technical knowledge, Vivekanand Business School shaped my overall professional outlook by instilling resilience, discipline, and a problem-solving mindset. The institution's ability to adapt quickly, maintain academic quality, and support students through challenging times has been a powerful source of inspiration in my career. I can confidently say that the MBA program did more than prepare me for a role—it prepared me for a dynamic, ever-evolving corporate world. I wholeheartedly recommend Vivekanand Business School to anyone seeking a transformative and future-ready education in business and management.

Reminiscence

Friday, December 20 2025

The Alumni Event titled "**Reminiscence**" of the PGDM programme was successfully organized on **20th December 2025** at Vivekanand Business School. The event aimed to strengthen alumni relations, celebrate achievements, and promote networking between alumni, students, and faculty. Alumni from batches ranging from **2010–2012 to 2023–2025** participated enthusiastically, making the event memorable and engaging.

The Director, Mr. Sandeep Bhardwaj, addressed the gathering and spoke about the growth of Vivekanand Business School over the years. He acknowledged the valuable contribution of alumni in enhancing the institution's reputation and encouraged them to remain actively associated through mentorship and collaborative initiatives.

An alumnus shared experiences from college life and professional journeys, highlighting how the values and education received at Vivekanand Business School contributed to career growth and personal development.

The batch of 2013–2015 was felicitated on completing ten years since graduation. Legacy Awards were also presented to alumni who demonstrated excellence and leadership in their respective fields.

Fun games and interactive activities were organized, fostering camaraderie among alumni.

The event concluded with a live band performance followed by dinner, providing opportunities for informal networking.

Reminiscence was a well-organized and successful event that strengthened alumni relations and reinforced a sense of pride and belonging among the Vivekanand Business School community.

Prakshepan Newsletter Team