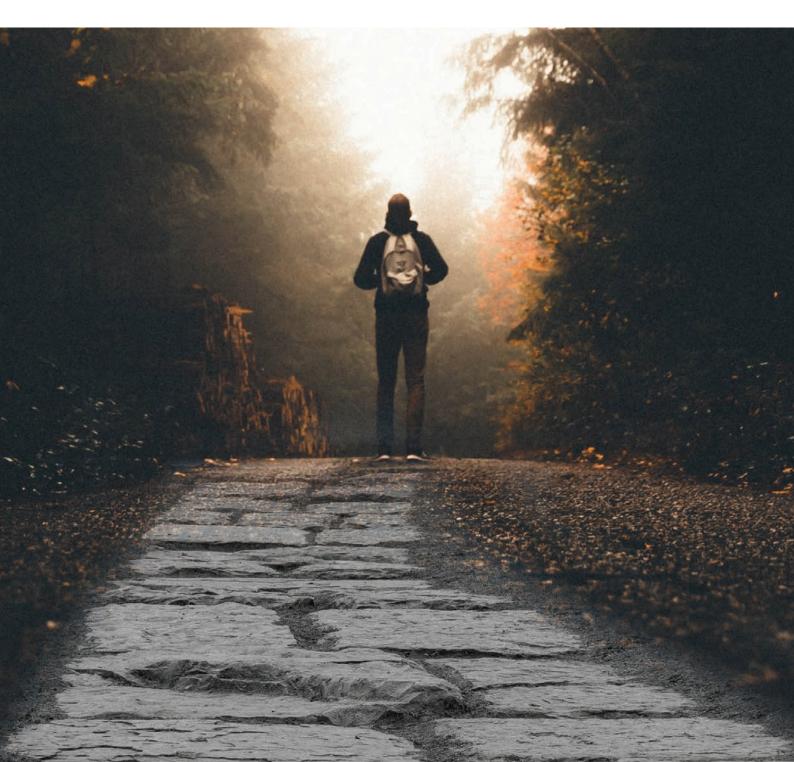
An Annual Magazine By the Students of PGDM



Eldorado

EXPLORING NEW HORIZONS......





OUR VISION

To be an Institute of Academic Excellence with total commitment to quality education and research in Management and Information Technology with a holistic concern for better life, environment and society.

OUR MISSION

To serve the society and improve the quality of life by imparting high quality education in management and information technology, providing training and development services, fostering research, giving consultancy services to industry and disseminating knowledge through the publication of books, journals and magazines.

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Editorial

The joy and fear over artificial intelligence is everywhere. Revolutionizing certain spaces, it is making preventive healthcare stronger than imagination allows. At the same time, it is devouring some work profiles. For the learner community, it is simplifying the enormity and complexity of exploration yet at the same time supressing the quest to think differently, create and innovate. Though nothing new; evil, the twin of virtuous, always accompanies it in every phenomenon & life aspect. Real wisdom is to be cautious in its use.

Some reflections on a few life aspects and modern-day achievements with or without the use of Artificial intelligence make the most of the content of this issue of Eldorado. Divided into five sections, namely walks of life, business and commerce, socio-economic issues, crafts with rhythm and crafts with colour, Eldorado brings a wide range of contributions by the PGDM students. I invite readers to savour their contributions as in the following pages.

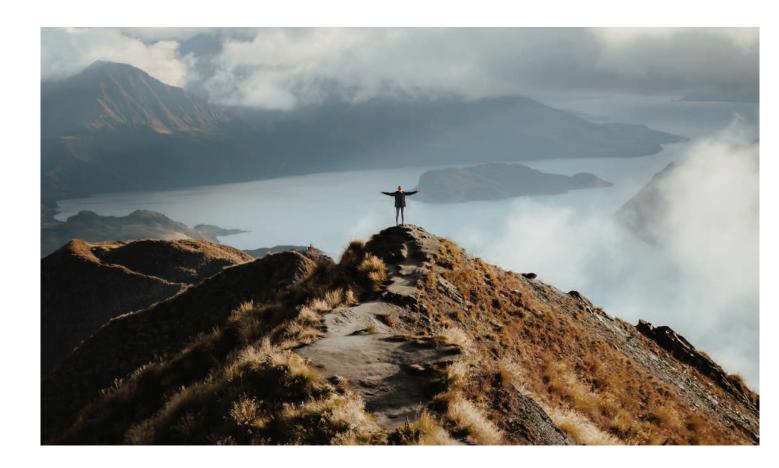
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WALKS OF LIFE



A NEW JOURNEY

Sahil Utkarsh, PGDM (2024-26)

Six months ago, I was standing at the door called 'college life'. There were many questions in the heart, dreams in the eyes, and the mind. If I took the first step, I felt like I have come into a different world. Large classrooms, the smell of the nescafe, and the calm walls of the library. But among all this, I was alone. Everyone was a stranger.

The first week was full of challenges. Class assignments, questions of professors, and hostels crowded. I used to feel that I should return home, but then said to myself, "Dreams are not easy, you will have to work hard." Gradually things started changing. Become new friends, with whom every moment became special. Long things on Nescafe, group study in the library, and laughing with Maggi till midnight. These six months taught me that life is not just the name of studies, but a combination of relationships and experiences.

The nervousness of the presentation, the scolding of the teachers, and the support of friends - all made me stronger. Debate in group projects, and then finding solutions together, all of them taught me that real learning is not from books, but with experiences.

Now when I see the beginning of this journey, I feel that these six months are the most memorable moment of my life. But the story does not end here. Now there is one more year left. I know it will be even more beautiful.

This college has become a part of my life, not just one place. And when this journey is over, then this place, this people, and these memories will always be with me. Because it is not just the story of six months, but the beginning of fulfilling a dream.

CHHATH PUJA

Compiled by Saurav Anand, PGDM (2024-26)

Bihar is known for its dynamic politics, the holiest places of Buddhism, and the land of the world's oldest university, Nalanda University. Chhath Puja is a folk festival in Bihar that transcends mere celebration; it is an emotion deeply felt by the state's people.

History of Chhath Puja

The Chhath festival is believed to have started when Mata Sita observed a fast here. According to the Anand Ramayana, there was a sage named Mudgal who had an ashram (hermitage) on a hill in the Ganges River, about 3 kilometres from Babua Ghat in the Munger district. This is the place where Mother Sita celebrated the Chhath fast for the first time.

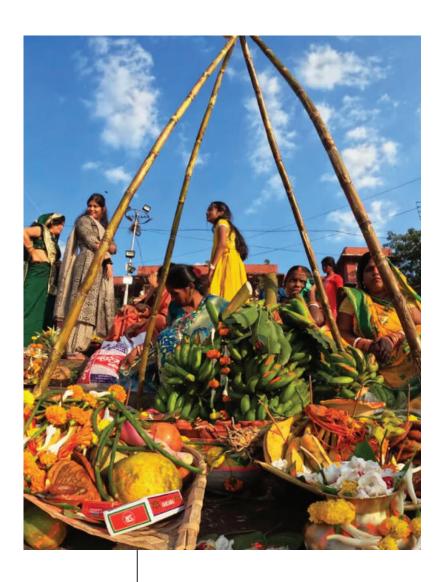
Today, this sacred place is known as Sita Mata Charan Mandir, which means " Temple of Mother Sita's Footprints. This temple holds special significance because it is believed to have impressions of Sita Mata footprints, making it a spiritually important site for devotees. The connection between the Chhath festival and Sita Mata highlights the region's deeply rooted religious and cultural traditions.

It is said that even today, Mata Sita's footprints can be found in the temple of Munger. What makes this temple truly unique is that Garbha-griha remains submerged in the river Ganges for six months of the year. During the other six months, when the water level of the Ganges decreases, the temple emerges above water. During this time, devotees worship Mother Sita's footprints. There is also a strong belief that performing Chhath puja on the temple premises fulfils all of one's wishes and desires. This sacred belief attracts people from far distances to worship at this temple. The natural cycle of the Ganges river's rise and fall creates a remarkable phenomenon in which the temple seems to be under and above the holy waters, perhaps symbolizing the divine connection between Mata Sita and the river Ganges.

Chhath Puja is celebrated on the sixth day of Kartik month. Chhath Puja, also known as Surya Shashti, is a Folk festival followed by a four-day puja and ritual purity. Chhath puja is celebrated especially in Bihar, Jharkhand, and Uttar Pradesh. Chhath Puja is no longer limited to just three states. It is now celebrated in various parts of India and not even in India in different part of countries around the world, such as the United States, Australia, the United Kingdom, and many more.

Biharis await the opportunity to celebrate and perform rituals during Chhath Puja, which is observed over four days. This festival is unique to Bihar because it is the only occasion when both the rising and setting sun are worshipped.

During Chhath Puja, devotees express their reverence for Denanath (the goddess Surya). Mothers or fathers who performed puja fast for 48 hours without food or water, praying solely for the happiness and health of their families. Chhath Puja is not just a festival, it is a symbol of love, strength, and our rich culture. If you want to witness the true beauty of Bihar, come and spend four days here during Chhath Puja.



Day-1(Nahaye-khae)

On the first day, you should take a bath before eating the prasad, which includes rice, chana, kaadu dal, kaadu ki sabji, Lal saag, gobi-aloo sabji, aloo bhujia, and Awla chutney. During the puja, everyone is very humble and kind. A variety of fruits, vegetables, and staple foods like wheat and rice are required. Some People generously provide these items free of cost(in the form of chadwa towards goddess Surya) They even offer free ingredients to make thekuwa or anything which is required during chhath puja like fruits vegetables and thokri or soop (bambooobject) on which prasad is placed. Thekuwa is the major prasad in Chhath Puja and most famous prasad around India .The wheat used should be new and clean, and it is processed into flour at local mills. The mill owners take the time to clean their mills during the puja, even though they offer free processing services for wheat flour during the Chhath puja.

From Day 2 (Kharna)

Those who observe Chhath Puja must fast for 48 hours without water. During this period, all devotees are not allowed to eat fruits from the Day 2 prasad until the Dusre Aarag. On this day, kheer (a sweet dessert) is prepared as prasad. Two types of kheer are made: one with milk and jaggery (gur), and the other with milk and sugar. Roti which is baked with ghee is also served as prasad, along with some fruits. The Prasad is prepared traditionally using a Mitti ka chulha (a clay stove) fueled by Aam ki lakri (mango wood) and cow dung cakes. The prasad is made in the evening and first offered to God. Afterwards, it is distributed to family, neighbours, and the local community.

Day 3: Phle Aarag



On this day, we go to the market to buy fruits and a tokari (a bamboo basket used to serve fruits to the deity). After purchasing, we wash and clean all the fruits. Once cleaned, the fruits are arranged neatly in the tokari. We visited the temple of Goddess Surya and all of the family members had to take 5 or 7 rounds of the temple, then we visited ghats which were near our house and the riverbanks. Our mother or father, who is performing the Chhath Puja, will offer these fruits to Deenanath (Goddess Surya) while watching the sunset. Our mother or father will take five rounds around herself and family members offer water with the help of utensils to Deenanath.

Day 4: Dusre Arag

From 3 or 4 a.m., we prepare for the puja of Day 4, known as Dusre Arag. We begin by arranging the same fruits offered during the Phale Arag. At the same time, we prepare the prasad, which is made without garlic and onions. After bathing, we walk towards the ghats, waiting for Deenanath (Goddess Surya) to rise.

When the sun rises, those performing the puja start their rituals by taking five rounds around Deenanath, offering fruits, and burning Humad. Once the puja is finished, we receive the most awaited prasad, theakuwa. Those who are participating in the puja break their fast by eating the fruits, theakuwa, and the prasad prepared that morning.



THE UNSEEN WARRIOR

Niharika, PGDM (2024-26)

She wakes up before dawn, the world still quiet around her. The day ahead is full—meetings, deadlines, tasks waiting to be done. But it's not just the work that weighs on her. It's the invisible burden of expectations—to perform, to balance, to lead. Always without asking for help, without showing the strain.

She's told to give her best, but never too loudly, never too boldly.

People say education will save her, that it will open doors. Yet, despite her achievements, she still faces a fear—those evil eyes that make her feel unsafe in her own home, her own workspace. A place she pours her heart into but that sometimes feels like a battlefield.

Even with stellar performance, an opportunity slips away. Despite her qualifications, she's passed over—because she can't handle the unknown, because she isn't strong enough for the challenges ahead. A belief that underestimates her. A belief unaware of the silent strength she carries every day.

She walks away—not angry, but with quiet resolve. The journey isn't over. She will rise because she understands her own strengths, her own potential.

In the face of challenges, she still lifts herself up. The rise of women CEOs, leaders, & innovators is proof that, while the road is tough, the destination is worth fighting for. Every woman hopes for a day when she doesn't have to choose between success and self-care. A future where equity isn't just a dream but a reality. A future where the boardroom reflects the community it serves, & every woman is empowered to lead without limitations. The future is hers, and together, we will shape it.



BUSINESS AND COMMERCE



GOVERNMENT SCHEMES PROMOTING WOMEN ENTREPRENEURSHIP

Compiled by Aman Jindal, PGDM-IB (2024-26)

Women entrepreneurs in India have come a long way, breaking barriers and creating successful businesses. Government schemes have played a crucial role in enabling their growth by providing financial aid, mentorship, and market access. However, despite these efforts, women still face challenges that need to be addressed for truly inclusive economic development.

How Government Schemes Support Women Entrepreneurs?

Several government initiatives have been launched to support women entrepreneurs, helping them start, sustain, & expand their businesses. Some of the most impactful schemes include:

- 1. Stand-Up India Scheme Provides bank loans ranging from Rs.10 lakh to Rs.1 crore to women entrepreneurs from SC/ST categories to set up new enterprises.
- 2. Udyogini Scheme Offers financial assistance and interest-free loans to women entrepreneurs, especially those from rural and economically weaker backgrounds.
- 3. Mahila Udyam Nidhi Scheme Helps women set up small-scale businesses by providing financial assistance for infrastructure development and business expansion.
- 4. Women Entrepreneurship Platform (WEP) An initiative by NITI Aayog, this platform provides mentorship, networking opportunities, and funding access to women-led startups.
- 5. MUDRA Yojana Under the Pradhan Mantri Mudra Yojana (PMMY), women entrepreneurs can avail of collateral-free loans to start or expand their businesses.

Success Stories and Impact

These schemes have empowered thousands of women to turn their business dreams into reality. For instance, under Stand-Up India, more than 1.44 lakh loans have been sanctioned to women entrepreneurs, totalling over 33,152 crore. Similarly, MUDRA loans have benefited millions of women-led businesses, helping them expand and create employment opportunities. Women-led startups in sectors like e-commerce, handicrafts, agriculture, and technology have flourished due to these initiatives. Companies like Nykaa (founded by Falguni Nayar) and Mamaearth (co-founded by Ghazal Alagh) are prime examples of how access to finance & mentorship can fuel women-led entrepreneurship.

Persisting Challenges Faced by Women Entrepreneurs

Despite government support, women entrepreneurs in India continue to face several challenges that hinder their growth and success. One of the primary obstacles is access to funding. While government grants provide initial support, many women struggle to secure further investment, as private investors often hesitate to back women-led businesses. Cultural barriers also play a significant role, with societal norms and traditional roles restricting women's ability to take risks and scale their ventures. Additionally, a lack of awareness about financial schemes and support systems prevents many women from fully utilizing the resources available to them. Another major challenge is networking, as women entrepreneurs often find it difficult to connect with strong business networks, limiting their access to mentors, investors, and market opportunities. These challenges highlight the need for more inclusive policies and initiatives to empower women in the entrepreneurial ecosystem.

Conclusion

Government schemes have played a significant role in promoting women entrepreneurship, but more needs to be done to bridge the gender gap in business. By increasing awareness, providing more mentorship opportunities, & encouraging private sector involvement, India can create an ecosystem where women entrepreneurs not only survive but thrive.

TRANSFORMATION OF THE INVESTMENT LANDSCAPE BY AI

Compiled by Aman Jindal, PGDM-IB (2024-26)

Investing has always been about analysing data, identifying trends, and making informed decisions. Traditionally, investors relied on financial statements, market news, and expert opinions. However, with the rise of Artificial Intelligence (AI), the investment world is undergoing a significant transformation. AI is helping investors make smarter, faster, and more precise decisions.

AI-powered algorithms can process vast amounts of market data in seconds. Unlike humans, AI remains unbiased & emotion-free. A study by JPMorgan Chase found that AI-driven investment models are significantly more efficient at analysing financial markets than traditional methods. Hedge funds like Renaissance Technologies have leveraged AI-driven strategies to predict market movements and generate consistent returns.

Robo-advisors have further revolutionized the investment landscape by making professional financial advice accessible to everyone. AI-powered platforms such as Wealth front and Betterment create customized investment portfolios based on an individual's risk tolerance and financial goals. According to Deloitte, robo-advisors are expected to manage trillions of dollars globally in the coming years, making investing more affordable and efficient.

Risk management is another area where AI is making a significant impact. Investing always carries risks, but machine learning algorithms can analyse past market trends to predict potential downturns. BlackRock, the world's largest asset manager, utilizes AI in its Aladdin platform to assess risks and identify investment opportunities, enabling investors to make well-informed decisions.

AI has also transformed high-frequency trading (HFT), where it delivers a major advantage. AI-driven trading systems execute thousands of trades per second, capitalizing on small price fluctuations. In fact, AI-driven trading strategies account for a large portion of stock market trading volume, as firms like Citadel and Two Sigma rely on AI for high-speed, data-driven trading.

Investor sentiment plays a crucial role in market movements, and AI can analyze news articles, social media, and earnings reports to gauge public sentiment and predict stock price trends. Research by the MIT Sloan School of Management found that AI-driven sentiment analysis improves investment decision-making, giving investors a competitive edge.

Financial fraud is a major concern for investors and regulators, and AI is helping investment firms detect fraudulent activities by analysing unusual trading patterns and transactions. The Securities and Exchange Commission (SEC) of the US has implemented AI to identify insider trading and market manipulation, making investing safer for everyone.

Additionally, AI enables personalized investment strategies tailored to individual financial goals. By analysing income, spending habits, and risk tolerance, AI can recommend personalized investment options. Morgan Stanley integrates AI into its wealth management division to assist financial advisors in making data-driven investment recommendations.

While AI offers many advantages, it also has its limitations. AI models require high-quality data for accurate predictions, and unexpected global events, such as pandemics, can disrupt AI-based forecasts. Regulatory considerations are also evolving, as governments work on guidelines to ensure ethical and transparent AI-driven investing.

AI is revolutionizing investing by making it more accessible, efficient, and data-driven. From robot-advisors to high-frequency trading and risk management, AI is helping investors make smarter decisions. However, AI should be seen as a powerful tool that complements human expertise rather than replaces it. As AI technology continues to evolve, investors who embrace AI-driven strategies will gain a significant advantage in the financial markets.



FAST, FIERCE, & DISRUPTIVE: A DIVE INTO QUICK COMMERCE INDUSTRY

Compiled by Nikita Malhotra, PGDM (2024-26)

India's quick commerce industry has seen a rapid growth with more than 280% rise in sales in the last 2 years. Quick commerce has revolutionized the way consumers shop now. Quick commerce refers to the online placing of orders and their delivery at your doorstep within the time frame of 10-30 minutes. From groceries to ready-to-eat items, from hair oil to slippers and from party poppers to gadgets to wedding sherwanis, quick commerce platforms like Zepto, Blinkit, Swiggy Instamart, etc have you covered with everything.



Covid-19 lockdowns and social distancing measures attracted consumers to these platforms for their daily essential needs. The rapid delivery and convenience keep the customers hooked as well as brings new customers every day to these platforms. The busy and fast-pacing lifestyle of Generation Z and Millennials in metropolitan cities makes them one of the top contributors of growth of these platforms. Additionally, quick commerce platforms cashed in on the festive days such as Diwali, New Year's Eve, Valentine's Day and others in India by offering special product category during that festival. With time, quick commerce platforms have extended beyond traditional grocery offerings such as fruits, vegetables, meat, staples, and FMCG and have expanded into a wider retail spectrum, including cosmetics, electronics, home decor, wellness, and other general merchandise. This development has positioned quick commerce platforms in direct competition with established e-commerce giants.

Market Landscape

The quick commerce market in India is currently valued at USD 3.34 billion in 2024 and is projected to reach USD 9.95 billion by 2029, growing at a compound annual growth rate (CAGR) of more than 4.5 per cent over the forecast period (2024-2029). According to the Bain and Company report, it is anticipated that India's quick commerce sector will expand by over 40% annually till 2030 due to the rising demand for 10-minute delivery. According to a report, this growth will be fueled by forays into new product categories, geographical areas, and clientele.

Companies like Zepto, Blinkit, Swiggy Instamart, Dunzo, and BigBasket Now are among the prominent players. A major change in consumer demand and industry trends is being indicated by the entry e-commerce giants like Amazon and Meesho into the quick commerce space. A report by Meta highlighted that, the rise of quick commerce is primarily driven by accessibility, efficiency, and convenience. Interestingly, 57% of consumers spend more money on quick commerce platforms, mostly for personal care and grocery items. Additionally, lowering delivery prices and delivery time and reward schemes can also encourage spending.

Driving Factors

Compared to the days when groceries were only purchased once a month, the typical urban consumer has developed an addiction to quick delivery. Additionally, customers are not choosing scheduled delivery from sites like BigBasket as quick commerce platforms now sell a wide range of products, from toys and appliances to stationery and clothing, consumers are buying on demand and are willing to spend more for it.

With passage of time, the family dynamics of Indian Society are also evolving. Earlier, families pooled labour and capital for agricultural work, family-run businesses, and caregiving. According to NFHS-5 data, the share of nuclear families in India rose from 56% in 2016 to 58.2% in 2019–21, while the average household size fell from 4.6 to 4.4 members. This has led to the re-division of the role of family members in a household. With small family and both men and women working professionally, each member has more work resulting in a busy and time-constrained lifestyle. This encourages the quick commerce industry specially the grocery segment as quick delivery and convenience saves them some trouble.

Another major element that is pushing quick commerce forward and making it more favourable to consumers is the AI integration. AI observes the consumer purchasing pattern and gives personalized recommendations along with supplementary items for the products in cart. Also, it helps the platforms in route optimization, demand forecasting and inventory management.

Operational Costs

Deepinder Goyal, Zomato's Founder and CEO, revealed that quick commerce sector in India is burning approximately Rs 5,000 crore in cash each quarter out of which Zepto alone have burned Rs 2,200-2,300 crore in last quarter.

This is majorly on the account of companies trying to expand their reach and the growing market. In order to facilitate quick deliveries, quick commerce players are making significant investments in infrastructure, such as cold chains, dark stores, and specialized inventory systems. In addition to spending high last-mile delivery expenses to satisfy delivery promises of 10 to 15 minutes, they are actively attracting clients through extreme discounts and special offers. The financial burden is further increased by labor costs for dedicated delivery workers and warehouse employees, as well as large expenditures for real-time inventory tracking and route optimization. Quick commerce is essentially buying market share in an emerging segment by putting expansion ahead of profitability.

Although these platforms operate on extremely tight margins, investors are placing their money on Q-commerce as the model that will transform e-commerce. Their chances of long-term survival have been harmed by their reliance on ongoing outside funding to pay for operating expenses.

Environmental Concerns

India's waste production is increasing due to rapid commerce, as fuel-intensive deliveries and singleuse plastic packaging are being increasingly used. Some influencers have emphasized how convenience is causing wasteful spending, excessive consumption, and environmental harm. Strong sustainability strategies are lacking on quick commerce platforms, which frequently put development and revenue ahead of long-term waste reduction. To avoid the hidden costs of quick delivery, consumers are being advised to make thoughtful decisions, such as ordering in bulk or selecting less packing.

Labor Issues

India's gig economy is still in its infancy and cannot handle the full impact of Q-commerce. At the moment, the wage structure for Indian delivery workers is not competitive enough to seem long-term viable. In addition to being incredibly stressed and underpaid, workers lack fundamental advantages like job security and health insurance. Although the short-term promise of quick money may draw workers to these platforms, gig workers' high churn rates would result from poor reward and a lack of financial certainty.

Ethical Issues

In the midst of a recovery in unemployment, it is producing low-quality work for the economy. India has the highest number of road accident fatalities while owning only 1% of the world's automobiles. Instantaneity is the primary value proposition of rapid commerce, despite slower-moving electric two-wheelers taking a larger share of the fleet. And when it comes to allowing riders to make at least the minimum wage, there are gaps and collective bargaining is like distant dream for them. Also, the old retail supply chain is so displeased at being left out that it is calling for an investigation.

Quick commerce and certainly revolutionized the way consumers shop now with convenience and speed at your door step. For now, the quick commerce is eyeing a bright future with increase in urbanization and constantly growing consumer base. There is intense competition with huge e-commerce giants also entering the quick commerce space. And the companies are burning cash to stand out in the crowd. But there are concerns related to both workers and the existing offline retail chains. For a more sustainable long-term growth, companies must ensure that the they are not only focusing on the speed and convenience but also on delivering value and quality. At the end, consumer is the king and in the fast-paced world where news travels instantly, survival might become a challenge if there is dissatisfaction among the buyers in regards to the quality of products.



THE LATEST TRENDS & THE FUTURE OF PRODUCT MANAGEMENT

Compiled by: Mansi Garg and Priyanshu Aggarwal, PGDM (2024-26)

Product management is a total process of developing, launching, and evaluating a product. It connects the people from the business, product development, marketing, and sales sides to introduce a product to the customers. According to research, if product management is done effectively, then profits could get a boost of 34.2%.

Traditionally, lead developers and engineers were concerned with product matters such as the identification of user problems and important decisions about the product. However, it became very apparent that a product leader needs a diverse range of abilities: business acumen, UX design expertise, and understanding the product, etc. It does not only help to create superior products but also meets the new needs of markets, explores emerging technologies, and drives strategic growth. As a result, product managers have been highly regarded in businesses from small start-ups to large multinationals. Since it tends to overlap and cut over many previously defined responsibilities, including engineering, business strategy, design, and marketing, the job is still regarded as ambiguous despite its increasing importance.

Today, creating excellent products is only one aspect of product management. It involves these days, developing strategic growth, adapting to new technologies, and collaborating with evolving customer needs. The PM job also keeps on changing as time goes with the change in 2025 through emerging opportunities and difficulties affecting PM activities. Important trends in Product Management include the following:

Product-Led Growth (PLG):

Product-led growth is a business approach in which the product takes the lead in customer acquisition, engagement, and retention. For a business to be successful in PLG, the product needs to be intuitive in solving real problems and delivering value quickly. The benefits of PLG are shortened sales cycles, low customer acquisition costs, and rapid growth. To use PLG, evaluate your product-market fit, team, resources, performance, and product type. SaaS tools with quick time-to-value are ideal.

Companies like Slack have successfully implemented PLG through freemium versions and interactive onboarding. A PLG model enables a business to scale and grow their user base without having sales and marketing teams. With PLG, businesses aim to achieve the highest revenue growth and customer value simultaneously. It also enables the company to be customer-centric while remaining open to the constant improvement of the product.

The AI Revolution:

AI is reshaping the approach of product management so that decisions get smarter and speedier. Through automation of routine activities, personalized user experience, and predictive power in teams as to what is needed by a customer, value creation, speedy launch of products, and deliver experiences that can feel intuitive, and deeply connected to users-this is all with the help of AI. It would alert the PM in case it could detect some minute shift in user behaviour like preference for more personalized features. It could help the PM optimize personalization elements and iterate them in real-time, then to mobilize the team to incorporate this shift before the trend peaks to get competitive advantage.

Have you ever wondered how Spotify creates your perfect playlist or how Amazon knows what you might like? It is all thanks to Artificial Intelligence that analyses your preferences and predicts your next moves.

Data-Driven Strategies:

When the PM has the data points, he can use them to guide the efforts in helping customers solve their problems and drive product growth. In specific terms, data-driven product management will inform that particular product strategy, prioritize features, make design decisions, and make pricing and marketing decisions. As the team implements features and other changes from the strategic roadmap, they will encounter a lot of decisional decisions. The team may look at trends in customer-orientated metrics to identify areas for improvement. Then they may identify several ways to address the issue and use A/B testing to determine which solution performs best.

Ever think why LinkedIn consistently suggests contacts or positions that somehow align with your present job search, for instance? It is data that drives intelligent suggestions. With that, travellers can find the ideal stay thanks to Airbnb's improved search algorithms based on booking trends.

Agile Methodologies:

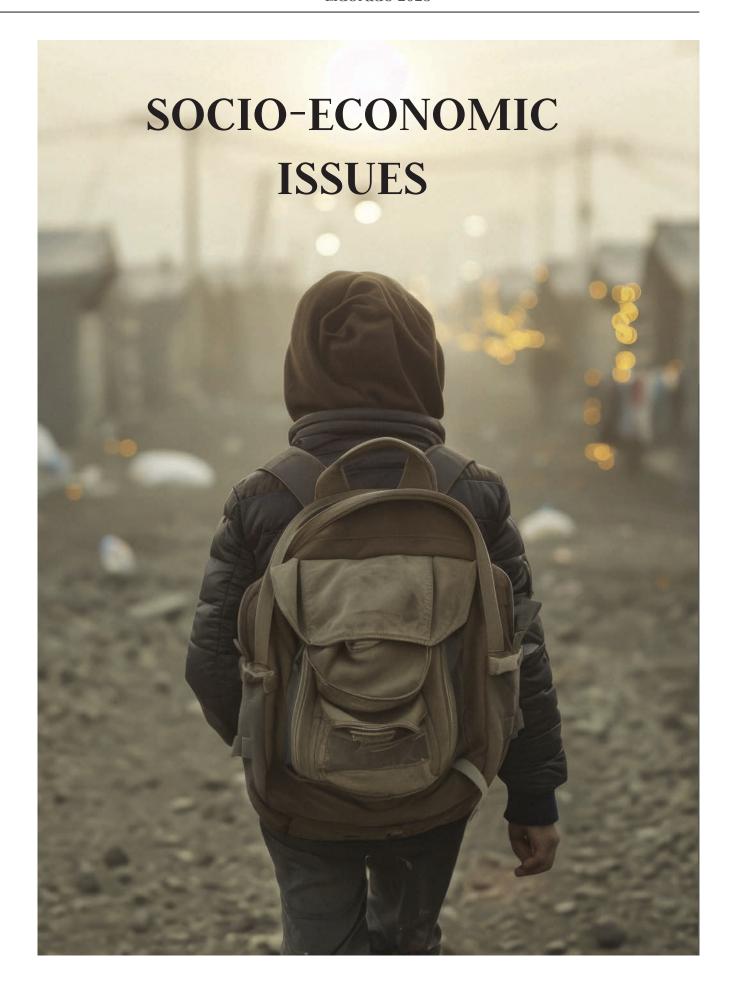
It is a philosophy of product development that promotes flexibility and humanness rather than being process or tool-driven to define the strategy of products and do the work. Teaming is very much directed towards customer feedback to make and adjust roadmaps throughout the whole product management process. This leaves more responsive teams, quicker iteration, and builds a more lovable experience on the whole.

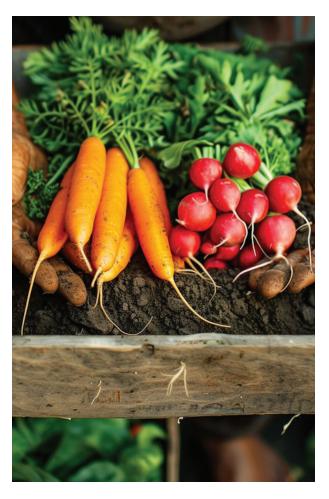
Products are constructed in short iterations, giving time for product managers to adjust a plan along the way. For example, we became aware of Spotify's team structure during our initial days at the MBA, it is known because it works in "squads" in order to test, build, and improve features such as group listening quickly through the agile working practice. Conclusion: The field of product management is rapidly transforming due to revolutionary trends that emphasize efficiency, innovation, and user-centric design. PLG allows users to organically develop the product by prioritizing it and allowing them to recognize its value independently. The AI Revolution enables this transformation by allowing products to stay relevant in dynamic markets through automation, customized experiences, and enhanced decision-making processes. Data-Driven Strategies ensure that every decision is based on insights, thus reducing ambiguity, and more effectively aligning products with customer needs.

Agile methodologies facilitate ongoing enhancement by enhancing flexibility and allowing teams to respond rapidly to feedback and modifications. In addition, embedded analytics provides users with real-time data access, enabling them to make informed decisions by integrating actionable insights directly into products. Collectively, these innovations arm product managers with the ability to build more innovative, responsive, and effective products for businesses in order to not just meet but exceed customer expectations in an ever more intense competitive marketplace. To be able to create a product that does not just work but prospers in the rapidly changing digital world, embracing the trends is the key.

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TECH PUSH TO THE FOOD CRISIS

Keshav Trivedi, PGDM (2024-26)

Somebody, somewhere, is trying to eat one complete, wholesome meal at a time. At this very moment, when the world is on the verge of proxy wars and an economic crisis, or to be precise, a polycrisis. the numbers may possibly be higher. A poly-crisis in this context will be described as multiple crises are converging like increasing food prices, increasing fertilizer prices and the most important, the climate change crisis impacting the crop production.

When food reaches the consumer, it is less accessible, affor able, and flexible due to these difficulties. The disruption of the infrastructure needed to meet needs, however, is also having an effect on the supply chain which is essential in this context. The challenges are vast for India to perform well in this sector. Like the productivity levels being low, Scarcity of water and inefficient irrigation systems and limited access to markets and finance for farmers.

The opportunity and overwhelming potential

India is home to the second-largest agricultural land area in the world, with 157.35 million hectares. India is home to roughly 20 agro climatic zones and all 15 of the world's major climates. As a result, it produces a diverse range of meals in vast quantities. In addition to being the world's second-biggest producer of wheat, rice, fruits & vegetables, sugarcane, cotton, and oilseeds, India is the world's greatest producer of spices, pulses, milk, tea, cashews, & jute. Furthermore, India is the world's largest producer of bananas & mangoes & ranks second in terms of fruit and vegetable production worldwide. It also produces more grapes than anywhere else in the globe. Ten percent of the nation's exports are made up of agricultural products, which rank as the fourth most important export commodity. This immense potential can lead to positive output in near future if utilized with vigilant methodologies and proper utilization of resources.



The missing tech advantage

When it comes to cereal grains, inefficiencies in technology alone can result in losses of up to 50% to 60% during the storage phase. By using scientific storage techniques and modern storage methods, these losses can be lowered to just 1%–2%. Technological innovation plays a great role in improving losses due to improper storage conditions prevailing in current industrial scenario.

Dragon taking the lead

In 2022, China unveiled a plan to modernize its supply chain infrastructure. According to the plan, by 2025, there will be an assured supply of grains and other staple agricultural products, increased agricultural sector quality, efficiency, and competitiveness, and new developments in the building of rural infrastructure.

Now, why China and why is the world being compared in this context? India's logistics costs represent 14% of GDP, while the global average is around 8%. This means that India has a \$180 billion competitive advantage, which might rise to \$500 billion by 2030. Vision 2030 seeks to reduce logistics costs to 7-8 percent of GDP, optimize the logistics modal mix, digitalize 90 percent of supply chain operations, create Omni-channels, transition to green supply chains, and improve skill development in order to make India's supply chain resilient, efficient, and competitive.

The strategy

A key element in tackling this problem is providing sustainable consulting for food security & innovation aligned to SDG 2, SDG 12 and SDG 13 - which aids companies, Governments and other organizations in navigating the many connections between food production, sustainability, social impact and the research and development perspectives to secure food for the future.

India's long term vision for sustainable agriculture by 2030 needs a holistic transformation, And McKinsey's 7S Framework gives an appealing roadmap for combining strategy, Organization, and culture to promote innovation and food security.

The "S"	Approach	Present	Desired
Strategy	Agriculture Plan	Focused on organic farming and crop diversification	Aligned to SDG's
Structure	Organizational design	Dispersed	Centralized
Systems	Technology and infrastructure	Limited	Advanced
Skills	Stakeholder L&D	Limited	Comprehensive L&D
Style	Leadership approach	Patronizing	Shared Leadership
Staff	Human resources	Inadequate	Sufficient, Resilient
Shared Values	Culture	Focused on environment	Socio-Economic with environmental focus

Conclusion

India's agricultural potential provides a path for innovation and food security. The Important actions include encouraging sustainability within the techniques used, modernizing the infrastructure, implementing key technologies, and fortifying the value chain. India can guarantee a sustainable future & revolutionize its agriculture sector by putting these concepts into practice.

WHY MEN MATTER IN FEMINIST WORKPLACE INITIATIVES

Compiled by Annu Singla, PGDM (2024-26)

Walk into any forward-thinking office today, and you'll probably hear words like inclusion, equity, and empowerment tossed around. The modern workplace is evolving—and feminist values are increasingly at the core of that evolution. But here's a twist that some might not expect: creating a feminist workplace isn't just a "women's issue." In fact, it won't truly work unless men are part of it. Yes, men. Not just on the sidelines but right in the middle of the movement.

Feminism Isn't Just for Women

Let's clear something up right away. Feminism isn't about flipping the script and putting women in charge instead of men. It's about levelling the playing field so everyone—regardless of gender—can bring their full selves to work, contribute meaningfully, and get the respect (and pay) they deserve.

That's not just good ethics—it's good business. Studies have shown that diverse, equitable workplaces are more innovative, more productive, and more profitable. So the question isn't why men should care—it's why wouldn't they?

The Power of Allyship

Picture this: a male team leader notices that his female colleague keeps getting interrupted in meetings. Instead of staying quiet, he steps in and says, "Let's hear her out." That's allyship in action.

Being an ally doesn't mean taking over or making grand gestures. It's about everyday choices—listening more, interrupting less, and using your voice to make space for others. It's also about being aware of biases (yep, we all have them) and unlearning outdated ideas about leadership, success, and what "professional" looks like.

Advocate for Change, Don't Just Cheer It On

Support is great—but real change happens when men in positions of influence go further. That means questioning hiring practices, pushing for paid family leave for everyone, and making sure salary reviews aren't skewed by unconscious bias.

It also means taking responsibility. If you're in leadership and your company lacks diversity, it's not just HR's problem—it's yours too.

Be Willing to Learn (and Unlearn)

Here's the truth: this isn't always easy. It can be uncomfortable to realize that things you thought were harmless might actually be part of the problem. But being open to learning is one of the most powerful things a man can bring to a feminist workplace.

Read. Listen. Ask questions—respectfully. And when you mess up (because everyone does), own it. Apologize, learn, and keep going.

Redefining Leadership

There's a myth that leadership has to look a certain way—dominant, aggressive, always "in control." But the best leaders today are empathetic, collaborative, and willing to grow. That's not weakness; that's wisdom.

When men lead by example—valuing emotional intelligence, speaking up against inequality, & making room for others—they help build a workplace culture that thrives.

This Isn't About Being a Hero

It's not about applause. It's not about swooping in to save the day. It's about showing up—consistently, thoughtfully, and humbly. Men who support feminist values at work don't just make things better for their women and non-binary colleagues. They help build a stronger, smarter, more human workplace for everyone.

And that's the kind of place where everyone wants to work.



CRAFTS WITH RHYTHM

Songs of the Evergreen

Brahmjyot Singh, PGDM (2024-26)

The trees sway softly when the winds grow strong, Whispering secrets, a gentle song. I wish I could learn their leafy tongue, To speak their wisdom, forever young. If I could return in my next life's plea, I'd choose to stand tall as a graceful tree. With roots in the earth and arms in the skies, A quiet witness as time softly flies. If you came to hear the song in my soul, I'd hum through the leaves where breezes stroll. For trees are like mothers, nurturing, wise, Their shade a shelter beneath endless skies. May their whispers echo, Their shade never cease. In their timeless embrace, I'd find my peace.

Be yourself!

Mittul Goswami, PGDM (2024-26)

Ordinary is arbitrary Different is normal Filling in means invisible So, avoid the conformal Somewhere, someone took that first step Start was good, in between it went rough The mind was trapped But the heart still clapped Distinct gets you unnoticed So who wants to be equal? I'd rather be original Than anybody's sequel! So, when stuck in crowd Decide what's more valuable Will you turn with the heard Or dance to the eternal...

The real me

Ayushi Soni, PGDM (2024-26)

Some days
I just wanna wither away
And lose my identity
Unknown to every known face
Just me and tranquillity

A new life A new mess to be Not whom I should be Just reality

I shall die to start anew, To lose what's not me Something genuine, I shall sew

Away from what they'll say Away from what and who I want to be real As real as new

They won't buy
Fans of forgery indeed.
Or maybe they can't
Afford the real me.

The Dreamer's Struggle

Aryan Khandelwal, PGDM (2024-26)

Each morning they rise before the sun, Chasing dreams never to be won. With weary eyes and hopeful heart, They work so hard, yet still depart.

The path is rough, the end unknown, But seeds of hope are always sown. They grasp at chances, big and small, Determined still, they stand tall.

For every door that stays locked tight, They find a way to reignite. Through endless nights and countless tries, They lift themselves, refuse goodbyes.

The world may say, "It's out of reach," But they believe in what they teach. That every fall, each painful scar,

Is just a step to reaching far.

Though doubt may whisper, fears may rise, Their fire burns beneath the skies. For in their hearts, they hold a key, To dreams unseen, yet meant to be.

Tricolour Triumph

Aryan Khandelwal, PGDM (2024-26)

From shadows of despair, a nation arose, With hearts ablaze and spirits that impose. A saga of courage, where heroes did stand, For a land of the free, in every grain of sand.

With tricolor unfurled, we celebrate with pride, The echoes of freedom, where valor did abide. From mountains to oceans, a symphony of souls, United in purpose, reaching lofty goals.

Let's pledge anew, to serve and to care, For this nation's glory, beyond compare. With unity as our shield, we'll face the test, To build a future, truly the best.

So let us rejoice, in this moment of grace, With gratitude in hearts and a hopeful embrace. For India shines bright, a beacon of hope, Inspiring the world, from every scope.

Salute to the parents of martyrs!

Komal Aggarwal, PGDM (2024-26)

The dust that meets the soil on the border, It writes songs of freedom for the nation. The words of bravery are hidden in that soil, And the dreams of the country coloured in the uniform!

It is not easy to be the parents of those heroes, Letting the apples of your eyes to be sacrificed on the border. Ask them, how many times have they raised their hands for praying, How many times has their heart felt the fear.

Their heart skips a beat when they receive a message from the border, When their mothers sit with her eyes waiting for them.
All their dreams are shattered that very moment,
When father shoulders his son's lifeless form!

Still don't know why there is a strange peace in their hearts? A deep silence hums in their hearts. Oh dear, after all, they have sacrificed their son for the country What can one say about mother's love

Her life's anchor was the love for her son Still hiding her tears, She consoles herself caressing her son with love, one last time. Those parents are no less than martyrs Who give a piece of their heart for the motherland.

Eyes may be moist but, they walk with a sense of pride. When they kiss his khaki uniform in the last farewell. There is no shroud more beautiful than the tricolour! And nothing touches their heart more than him.

That hero who has inherited bravery, His name is the one that will create the songs for motherland.

The country smiles in the dreams of the martyr,
The one who dies on the dust, his name becomes immortal.
The stories that the soil of battleground tells,
Become the identity of our motherland.





Artwork

Sakshi Jain PGDM (2024-26)

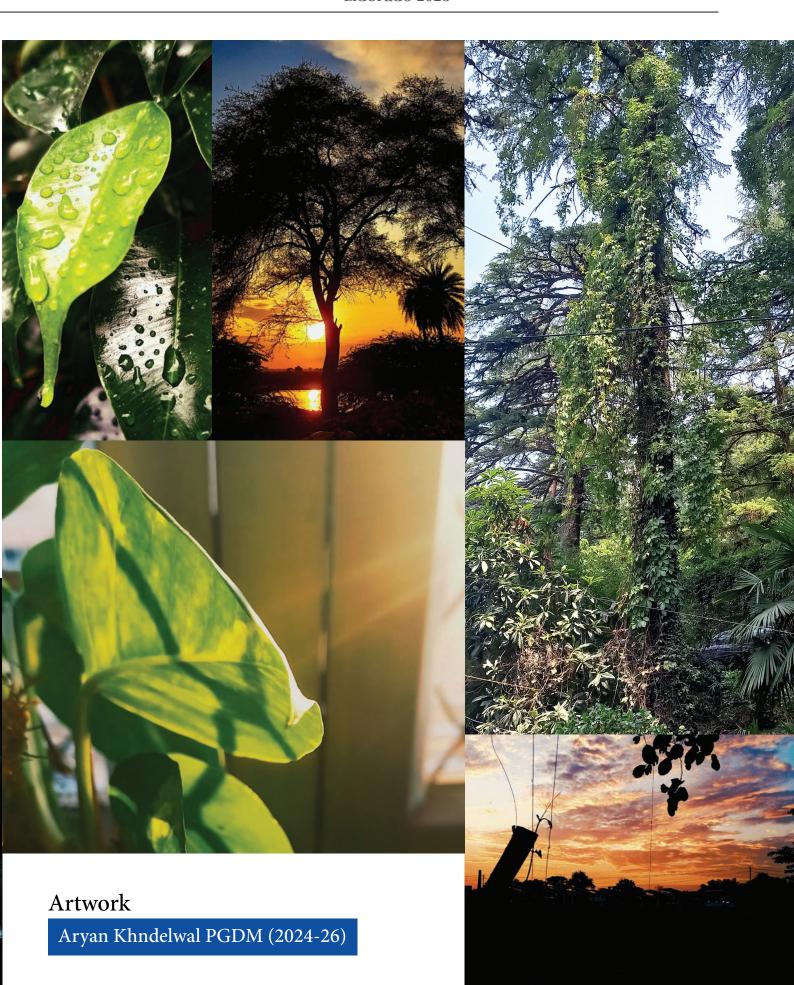






Artwork

Saurav Anand PGDM (2024-26)











Amisha Gupta PGDM (2024-26)







