

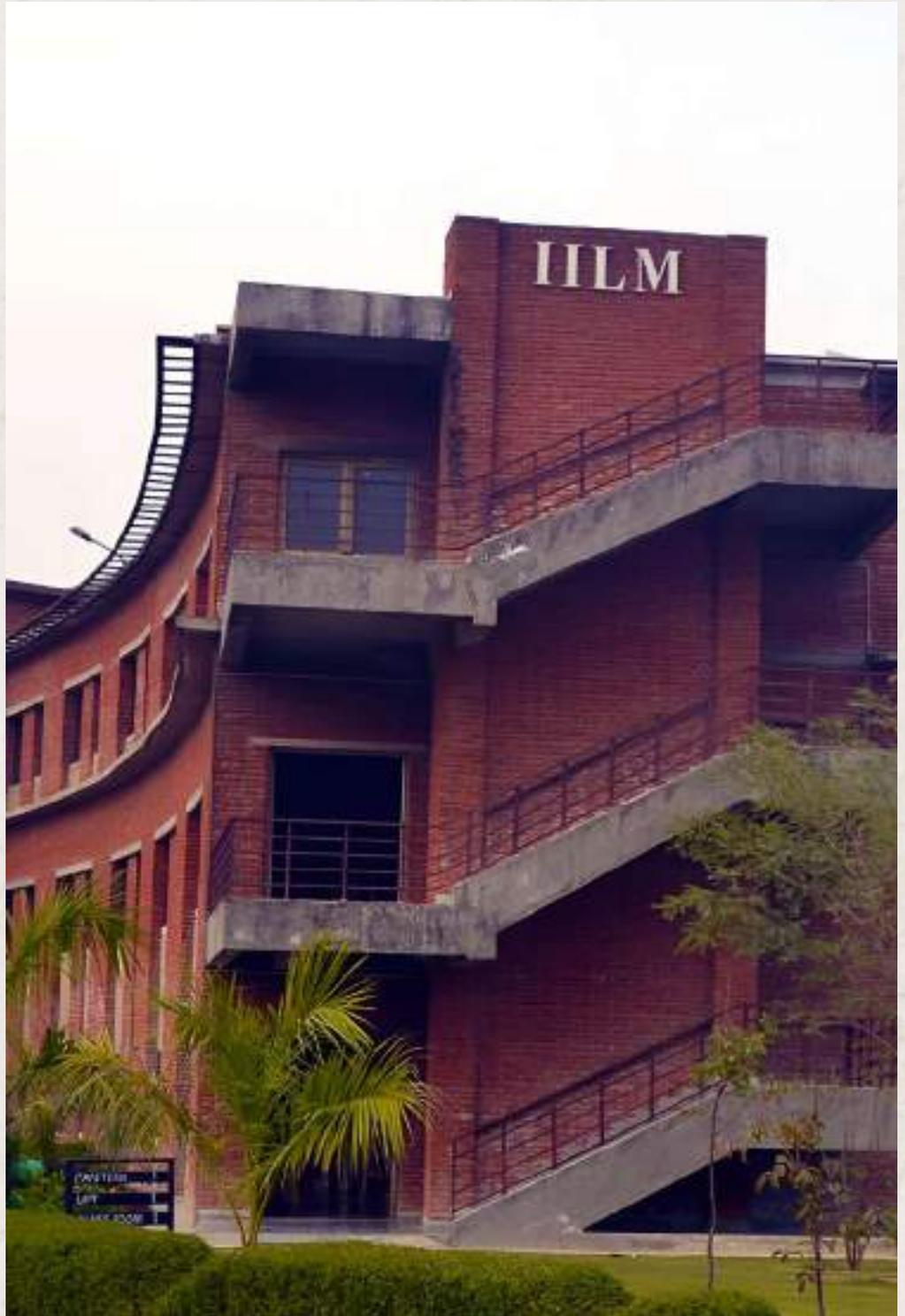


THE PRISM

IILM University Greater Noida School Of Management

 IILM UNIVERSITY

Greater Noida



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LEARN WITH PURPOSE,
LEAD WITH PURPOSE





THE PRISM

IILM University Greater Noida School Of Management

FROM THE EDITOR'S SNAPSHOT

~ Vasu Garg, MBA 1st Year
Managing Editor, The Prism

GLIMPSES:

Momentum: Learning That Moves Beyond Classrooms

In a world that moves faster each day, management education cannot remain limited to textbooks, lectures, or familiar frameworks. Real learning now happens when ideas meet reality. This edition reflects a campus that is not only studying management but living it through experience, exposure, and engagement.

In recent months, students have stepped into boardrooms, factory floors, conferences, financial institutions, and creative arenas. Each encounter has added perspective that no syllabus alone could offer. Conversations with industry leaders, interactions with policymakers, and engagement with emerging technologies have reshaped how future managers understand responsibility, impact, and decision making in a complex world.

Equally inspiring is the energy of student led initiatives. Clubs and committees have become spaces where leadership is practiced rather than discussed. Planning events, solving problems, coordinating teams, and managing outcomes have taught lessons that extend far beyond theory.

Through competitions, cultural activities, and immersion programs, students are learning to adapt quickly, collaborate effectively, and deliver results under real constraints.

Student initiatives also demonstrate how leadership grows through responsibility. When students organize events, present research, or engage with communities, they learn accountability in its truest sense. These experiences build confidence, empathy, and resilience, qualities that cannot be measured by grades alone.

This issue captures the intellectual and cultural vibrancy of campus life through guest lectures, industry visits, research contributions, and creative expressions. Exposure to diverse voices has expanded perspectives and connected academic ideas with practical realities. Learning here is not passive. It is active, reflective, and deeply human.

Together, these stories portray a community that is learning to pause, question assumptions, and act with intention. They show students evolving into professionals who value insight over impulse and purpose over prestige.

As you move through these pages, we invite you to see this not simply as a record of activities but as a narrative of growth. It reflects a journey shaped by curiosity, collaboration, and the courage to step beyond comfort zones.

Beyond the Boardroom: Where Marketing Meets Human Emotion

~ Abhishek Mishra
(MBA 1st Year)
President, Markbuz Club

Introduction

These days, business thinking around marketing goes way past old-style meetings, number goals, or ad pushes. What drives results now? Seeing customers as real individuals, what they feel, what matters to them, how they see themselves. With rapid technological change and increasing competition, just pushing a product falls short. Strong approaches pull from shared moments, trust, genuine care, threads that tie companies and people together over time. Long term success now depends on how deeply a brand connects with its customers.

Now people know more, care about society, yet act on feelings stronger than past generations. Digital tools spread facts fast, reviews float around, networks share opinions widely. Buyers look beyond what something does, they judge who made it, why it exists, how honest it feels. Shoppers aren't just taking goods home, they're signing onto moments, ideas, inner rewards. Because of this shift, companies now shape messages that speak like humans, show real stories, feel close and respond with genuine care.

Emotion in Action: The Nike Example

A quiet shift happened when Nike told a different kind of story. Not about speed or strength, but about standing alone. Using Colin Kaepernick's choice to kneel, they framed struggle as something human.

He wasn't shown running; he was remembered speaking up. That moment pulled attention far beyond sports.

People talked because it felt real, not rehearsed. Young audiences noticed, especially those who care how companies act, not just what they sell. The campaign focused on values and social issues rather than traditional product promotion. Reaction poured in, both loud praise and sharp anger. Still, the message held: belief sometimes costs more than comfort.

At first, some people pushed back hard against the campaign, yet it ended up deepening Nike's connection with its audience while lifting digital revenue. Stories matter more than slogans now, showing how brands can grow by reflecting what people truly care about inside.



Redefining Beauty: Dove's Real Shift

Not long ago, most advertisements promoted a narrow and unrealistic standard of beauty: flawless, thin, and young. Then Dove stepped in with something different: photos of actual people instead of models. Women with freckles, wrinkles, curves suddenly appeared on billboards and screens.

The campaign was subtle but had a strong impact. Seeing familiar faces made many feel like seeing them for the first time. Confidence wasn't sold; it was reflected back. A message formed without saying much: you already belong.

Trust grew quietly because the images weren't fixed or filtered to fit old rules. People noticed not just the products, but the honesty behind them. What stood out was how the campaign touched people in very different parts of the world, sparking a noticeable rise in both customer devotion and product demand.

Yet beyond numbers, it showed something quieter, by speaking directly to real emotional struggles, Dove built connections that typical ads rarely reach.

Technology with a Human Touch: Spotify

Nowhere is change clearer than in how tech shapes marketing today. With computers watching every click, firms collect details about buyers like never before. Tools that learn from choices, some even guess what happens next, are common now. Still, numbers on a screen do not build connections. What matters comes after: turning cold facts into moments that feel personal, human, alive.

Every year, Spotify presents users with a personalized summary of their listening habits. Instead of cold numbers, people see memories shaped by songs they lived with. Because it feels like a story about them, not an ad, millions post theirs online without being asked. What could be just another report becomes something shared, almost like a badge. When data is presented in an engaging and emotional way, customers respond positively. Loyalty grows where recognition lives.

Ethics as Strategy: Patagonia

One way people judge companies now is by their ethics. Because shoppers care more about the planet, fairness, and honesty in business. When brands act like they support good values just to sell things, it shows.

Patagonia, though, built trust by doing the opposite of what ads usually do. A campaign once told buyers to skip buying a jacket, unless they truly needed it. That move tied respect for nature to how products are sold. Although it seemed unusual for a brand to discourage purchases, the move built real trust with buyers. Because of that, people stuck with Patagonia more closely. Their name felt truer somehow.

Over time, both devotion to the brand and revenue went up. Doing things differently showed honesty could grow respect, and leave space for nature too.



Culture and Connection: Coca-Cola

From one corner of the world to another, culture shapes how messages land. Operating abroad means tuning into local customs, unwritten rules, behaviour patterns, ways people feel seen.

Take Coca-Cola's move with "Share a Coke", a twist that hit home in many places. Instead of the usual logo, they printed common first names found in each nation. The campaign made the product feel more personal and relatable. Names on bottles drew people in, drawing them closer to what they saw on shelves.

Because folks picked up drinks bearing their own labels, or those of friends, it felt more like receiving something made just for them. Swapping out words and touches based on where people helped Coke feel familiar almost everywhere. That small shift, adding local flavour, made distant places seem less far apart. Loyalty grew quietly, one name at a time.

Loyalty Over Promotion: Amazon

Nowadays, marketing leans more toward lasting bonds with customers instead of chasing quick profits. Companies aim to offer steady interactions that foster trust and deeper connection.

Take Amazon, its approach thrives on loyalty, not ads. Rather than pushing promotions, it centres on ease: tailored suggestions appear smoothly, shipping moves fast, navigation feels natural, returns cause little stress. Starting strong with happy customers, Amazon grows loyalty through smart tech moves. Value shows up every time, so people stick around, reliability matters more than ads ever could. By consistently delivering convenience and reliability, Amazon strengthens customer loyalty.

Internal Culture and Leadership

People shaping marketing aren't just focused on customers. Inside companies, their influence runs deep. Fast movement and tight competition shape how these teams function every day. Creativity thrives when teamwork flows freely, sparked by fresh thinking.

A leader tuned into feelings, own and others', can shift the room quietly. Honest talk grows easier when trust forms naturally over time. Supportive spaces let people stay grounded even under pressure. Respect changes how individuals show up each morning. Feeling seen lifts energy in ways that spread across projects. Campaigns gain honesty when made by those feeling secure.

Insight into what drives buyers matters greatly, but so does knowing what fuels coworkers.

Balance shapes result more than pushing harder ever could.

The Power of Conversation: Social Media

Nowadays people do not just watch ads, they join conversations about brands. Because of sites like Instagram, Twitter, and YouTube, customers post stories, react to products, yet also shape how others see companies. Instead of only listening, they talk back, sometimes loudly.

When someone shares a photo using a product, it carries weight. Often more than commercials. Others tend to believe real voices, not polished slogans. Firms that reply to comments, notice complaints, then adjust plans based on what users say, they build deeper bonds. Not because they try hard. But because they show up. Honesty matters now. So does speed. Also being genuine. That is where trust grows.

Marketing and Social Responsibility

Marketing now does more than sell things. It helps tackle real world issues, too. Alongside shifting feelings and new tools, it shapes how people see fairness and wellbeing. Some groups use their reach to highlight differences among people, welcome varied voices, or talk openly about inner struggles.

When firms act with care on big topics, they tend to earn deeper respect over time. Trust grows when actions match words. People notice if effort is missing behind the message. Real steps inside the company matter just as much as ads outside. If behavior lags, attention fades fast. Staying true keeps listeners listening.

The Future of Human-Centered Marketing

When tech like virtual reality, augmented reality, or artificial intelligence moves forward, marketing management could feel more personal, almost lifelike. Brand interactions might start mirroring actual feelings, drawing people in through simulated moments that echo real emotion.

Even with tools growing sharper, smarter, something steady stays, knowing what humans truly care about makes the difference. Emotion, culture, doing right by others, these shape bonds between companies and people, no matter how flashy the gadgets get.

Conclusion

Nowadays, marketing isn't just about plans and profits, it leans on how well people connect, feel seen, and trust what they see. Instead of pushing items or chasing numbers, strong efforts shape talk, grow groups around ideas, and quietly shift how things are viewed.

When companies act with care, stay real, and place humans at the center, long-term strength grows without force. As tech moves fast and what buyers expect keeps changing, brands that adapt to changing customer expectations and focus on genuine connection will sustain long term success.



Steps towards Workplace Engagement

~ Aadarsh Mishra

Program Manager

School of Humanities and Social Sciences

It's a common practice that the managers are guiding their employees with regards to what is required to be done following the deadline and employee trust and follow his words to attain certain outcomes. But this healthy relation between the “principals” (shareholders) and “agents” (managers/executives) is deteriorating because of the changes in both management and working styles affecting the work-life balance of the employees and over the years the gap has been widened. The loss of trust leads to passive withdrawal of the employee from the workplace and hence ‘remarks’ takes the place when it comes to ‘rate’ them during performance appraisals.

Also, lack of recognition and/or appreciations, favoritism or preference to specific individual or a group of individuals, overburdening them with non-productive tasks, no pay for overtime or working on holidays are somewhere discourages the employee to better put on paper and look outside for better opportunities. Moreover, lack of training and development opportunities and deficiency of incentive/perks discourages employees from thinking creatively to perform better and add value to their current role.

And that's where few leaders understand these nuances to help their employees working with them and hence takes initiatives to make them understand that they are the real stakeholders of the company and encourage them by providing all possible resources that helps them to ‘grow’ ranging from physical resource that are required to carry out the tasks to better incentives schemes to motivate them by understanding their needs while interacting with them more empathetically.

The philanthropic act of Dan Price, the founder and CEO of Gravity Payments, becomes the reason for the happiness of his employees when he cuts his salary from \$1.1 million to \$70K to ensure that the increase in the salary of every employees working for him is not less than \$70k, a direct raise from \$40K (which is a conventional salary in the city). His move has won millions of hearts and he has been called as “Socialist CEO”. Also, from the employee side, the attrition drops to 50% and these “happier” employees help the company to increase its revenue three-folds.





The same case is seen in India as well where Mr. Savji Dholakiya, the owner of Hari Krishna Exports based in Surat, has raised bars for the corporate houses running in India by gifting his employees – apartments, cars and jewelry as a gesture to recognize the hard work of his employees. He believed that when employee thrives, the company thrives. His applauding efforts improve the long-term loyalty in his employees and hence helped the organization to become the leading diamond-trader in the country.

It is right to say that the success of an organization lies in the fact that the vision and mission is not just communicated by the top management in words but should be followed and exercised by the employees running the show in the bottom line.

The above examples of Dan Price and Savji Dholakiya help us realize that the founder recognizes and address the problem of their employees and has taken “bold” decisions keeping their employees at utmost priority. Providing a sense of purpose, satisfaction and loyalty to work with motivation among the employees helps the founder to realize their mission and vision.

Right now, India is growing at a rapid pace and the country wants to assimilate the growing needs of SDGs especially encouraging DEI (Diversity, Equity and Inclusivity), hybrid work culture, and rise in GIG workforce and GCCs entry in the Indian market which is a challenge to absorb as it requires a change in the current infrastructure and expectations, life style and reaction of the “young” workforce (especially GenZ). These changes gives rise to the new phenomena of ‘moonlighting’, ‘quite quitting’, ‘gas lightening’ in the workplace and hence more empathetic management practices helps to curb the rising trends of mental health issues and fosters emotional safety among the youths followed with a better work-life balance and engagement at workplace.



AI in HR: From Automation to Empathy; The New Face of Human Resources

~ Shambhavi Shukla
(MBA 1st Year)
Connectors Club

Introduction: A Quiet Revolution in HR

Human Resources has traditionally been seen as a people-first function, driven by conversations, intuition, and human judgment. Over the last decade, however, Artificial Intelligence (AI) has begun to reshape HR in subtle yet powerful ways. What started as simple automation of administrative tasks has now evolved into tools that help HR professionals understand employees better, make fairer decisions, and even support emotional well-being. Today, AI in HR is not about replacing humans; it is about empowering them to be more empathetic, strategic, and impactful.

From Paperwork to Productivity: Automation as the First Step

The earliest use of AI in HR focused on automation. Tasks such as resume screening, attendance tracking, payroll processing, and interview scheduling consumed a significant amount of HR time. AI-powered systems now handle these efficiently. For example, companies like Unilever use AI-driven platforms to screen thousands of applications by assessing skills and aptitude through online games and video interviews. This reduced hiring time drastically and allowed HR teams to focus on engaging with shortlisted candidates rather than drowning in paperwork.

Smarter Hiring: Reducing Bias and Improving Fit

Recruitment is one of the most impactful areas where AI has transformed HR. AI tools analyze large datasets to identify patterns in successful hires, helping organizations make data-driven decisions. IBM, for instance, uses AI to match candidates' skills with job roles across the organization, promoting internal mobility. When designed responsibly, AI can reduce unconscious bias by focusing on skills and performance indicators rather than background or personal details, leading to more diverse and inclusive workplaces.

Learning and Development: Personalized Growth Paths

AI has also changed how employees learn and grow within organizations. Traditional training programs often follow a one-size-fits-all approach, which may not suit everyone. AI-based learning platforms analyze an employee's role, performance gaps, and career aspirations to recommend personalized learning paths. LinkedIn Learning uses AI to suggest courses based on an individual's skills and career goals, helping employees feel supported in their professional development rather than forced into generic training modules.

Performance Management: Continuous Feedback Over Annual Reviews

Annual performance reviews are increasingly being replaced by continuous feedback systems supported by AI. These systems track performance trends over time and provide real-time insights to managers and employees. For example, companies like Accenture use AI-enabled performance tools to offer ongoing feedback and coaching. This approach shifts the focus from judgment to development, fostering a culture of trust and growth.

Employee Experience and Engagement: Listening at Scale

Understanding employee sentiment has always been challenging, especially in large organizations. AI-powered sentiment analysis tools now help HR teams listen to employees at scale by analyzing feedback from surveys, emails, and internal platforms. Microsoft uses AI to analyze employee engagement data to identify stress points and improve workplace policies. This enables HR to act proactively rather than reactively, addressing concerns before they escalate.

Mental Health and Well-being: AI with a Human Touch

One of the most promising applications of AI in HR is in employee well-being. AI chatbots and virtual assistants provide employees with a safe, judgment-free space to seek support. Companies like Wysa and Headspace for Work use AI-driven tools to offer mental health support, stress management techniques, and emotional check-ins. While AI does not replace human counselors, it acts as a first line of support, encouraging employees to seek help early.

Ethical Considerations: Keeping Humanity at the Core

Despite its benefits, AI in HR comes with ethical responsibilities. Data privacy, transparency, and fairness must remain top priorities. Organizations must ensure that AI systems are explainable and regularly audited to prevent bias. Most importantly, AI should support human decision-making, not replace it. Empathy, context, and moral judgment remain uniquely human strengths that no algorithm can replicate.

Conclusion: The Future of HR is Human-Centred AI

AI is redefining HR by moving it from routine administration to strategic partnership. By automating tasks, enabling smarter decisions, and supporting employee well-being, AI allows HR professionals to focus on what truly matters: people. The future of HR lies in balancing technological efficiency with human empathy. When used thoughtfully, AI does not make HR less human—it makes it more so.



Steel, Systems, and Strategy: A Transformational Industrial Visit Experience

~ Sneha Lahiri
(MBA 1st Year)

General Secretary, Prakriya Club

On a bright winter morning of 29th January 2026, something shifted for us as MBA first-year students at IILM University. What began as an industrial visit organised by Prakriya – The Operations Club soon turned into a powerful reminder that the real classroom often exists beyond four walls and PowerPoint slides.

Our destination was EPACK PREFAB Technologies Limited, a name we had read in reports, but never truly understood until that day. As the bus rolled into the industrial area of Greater Noida, curiosity quietly replaced routine. We weren't just going to observe a factory; we were about to step into the living, breathing world of new-age manufacturing.

Where Steel Meets Strategy

The visit began with an introduction by the HR team of EPACK PREFAB. They walked us through the company's business model, large-scale project execution, and the expanding footprint of prefabricated construction technology. But this wasn't just about buildings and steel structures. It was about systems, precision, coordination, and scale.

Prefabrication, we realised, is not merely construction, it is engineered efficiency. Massive projects are broken down into components, manufactured with accuracy, and assembled with speed. It is the future of infrastructure, where time is money and optimisation is survival.

As MBA students specialising in management, we often discuss scalability in theory. That day, we saw what scalability looks like in motion,

cranes lifting structural frames, machines synchronising like a disciplined orchestra, and raw steel transforming into finished components with near-mathematical precision.

The Reality Check Session

One of the most eye-opening moments came during the industry interaction session led by Mr. Narender Kumar. Instead of a formal corporate speech, he offered something far more valuable, honesty.

He spoke about how decisions are truly made inside organisations. Not everything follows textbook flowcharts. Real-time constraints, human dynamics, urgency, and unpredictability shape outcomes. Team dynamics extend beyond hierarchy charts, and adaptability often outweighs rigid planning.

For us, this was a powerful shift. Operations Management was no longer just about models like EOQ, Lean Systems, or Six Sigma. It was about people, judgement, trade-offs, and resilience. Industries evolve rapidly, he said, and professionals must evolve even faster. That message resonated deeply with us – the future managers sitting in that room.



Walking Through the Heart of Manufacturing

The plant visit, guided by Mr. Deepak Jha and his team, was where theory finally collided with reality.

We witnessed the movement and handling of raw materials, heavy steel sections transported with calculated coordination. Plasma cutting machines sliced through metal with incredible precision. Cranes lifted components effortlessly, but behind that apparent ease was careful planning and strict safety protocols.

What fascinated us most was the seamless coordination between machines and manpower. Each process was interdependent. A delay in one stage could ripple across the workflow. Suddenly, concepts like bottleneck analysis and process optimisation felt tangible.

The shop floor was dynamic. Decisions were not always pre-planned; they were sometimes immediate responses to practical constraints. Machines hummed, sparks flew, and supervisors monitored quality in real time. It was intense, disciplined, and purposeful.

And in that controlled chaos, we saw the beauty of operations.

Lessons No Textbook Can Teach

As MBA students, we often prepare for exams by memorising frameworks. But standing inside that plant, we understood something deeper: frameworks only come alive in execution.

We learned that:

- Operational excellence is a continuous effort, not a one-time design.
- Efficiency depends on real-time coordination between technology and people.
- Scaling production requires not just systems, but strategic foresight.
- Decision-making on the shop floor is as much art as science.

Most importantly, we realised that knowledge exists abundantly outside books. Classrooms introduce us to principles. Industry teaches us perspective.

A New Lens as Future Managers

By the end of the visit, something had changed in us. We no longer viewed operations as a back-end function. We saw it as the backbone of organisational success. Strategy may define direction, but operations ensure delivery.

The world of new-era manufacturing is fast, data-driven, and innovation-led. Prefabricated technology, automation, and streamlined supply chains are redefining how infrastructure is built. As management students, witnessing this transformation firsthand gave us clarity about our future roles. We are not just preparing for corporate jobs; we are preparing to lead systems that shape industries.

The industrial visit organised by Prakriya was not merely an academic activity. It was a bridge, between theory and practice, between aspiration and understanding, between being students and becoming professionals.

As we returned to campus that evening, the discussions didn't stop. We debated decisions we observed, analysed workflows, and reconnected classroom theories with what we had seen. That reflection itself was learning.

In the end, the visit to EPACK PREFAB taught us one profound truth: management education is incomplete without exposure to the real world. Because sometimes, the most powerful lessons are not written in textbooks, they are forged in steel, shaped on shop floors, and experienced firsthand. And at last, The Prakriya Operations Club extends its sincere gratitude to Dr. Mohd Mehdi for leading the visit and making this learning opportunity possible.

Beyond The Boardroom

~ Payal Sindhi
(BBA 1st Year)
Spectrum Club

In today's rapidly evolving world, management is no longer confined to boardrooms, balance sheets, and business strategies. While profit margins and performance metrics remain important, the true essence of leadership now lies beyond numbers. The modern workplace demands empathy, adaptability, and emotional intelligence. In a time shaped by technological disruption, global uncertainty, and shifting employee expectations, the human side of management has emerged as the defining factor of sustainable success.

Traditionally, management was associated with authority and hierarchy. Leaders were expected to direct, control, and evaluate. Decision-making was centralized, and efficiency often took precedence over employee well-being. Success was measured largely through productivity and financial outcomes. However, this model, though effective in stable environments, struggles to meet the needs of today's dynamic and diverse workforce.

The global pandemic marked a turning point in how organizations perceived leadership. Remote work blurred the boundaries between professional and personal lives. Employees were not just workers striving to meet deadlines; they were individuals navigating stress, uncertainty, and personal challenges. In such circumstances, managers who led with empathy, flexibility, and understanding were far more successful in maintaining team morale and productivity. This shift highlighted an essential truth: organizations thrive when people feel valued, heard, and supported.

Emotional intelligence has therefore become a core competency for modern leaders. The ability to recognize emotions, both one's own and those of others, fosters stronger relationships and better decision-making. Leaders who actively listen, communicate transparently, and show genuine concern for their teams cultivate trust. Trust, in turn, enhances collaboration, innovation, and resilience. In a rapidly changing world, these qualities are indispensable.

Furthermore, diversity and inclusion have redefined workplace culture. Management today is not about commanding uniform teams but about embracing varied perspectives. Leaders must create environments where individuals from different backgrounds feel respected and empowered to contribute. When employees feel psychologically safe, they are more likely to share ideas, take calculated risks, and engage meaningfully with their work. Thus, inclusivity is not merely a moral imperative; it is a strategic advantage.

Another critical aspect of human-centered management is prioritizing employee well-being. Burnout, stress, and mental health concerns have become prominent issues in modern workplaces. Progressive organizations recognize that sustainable productivity depends on balance. Flexible working arrangements, wellness initiatives, and supportive policies reflect a shift from rigid control to compassionate leadership. By acknowledging employees as whole individuals rather than mere resources, management fosters long-term commitment and loyalty.

Campus Chronicles: January - February Edition



Avinash Ramachandran delivered an insightful session on skills for early to mid-career growth, a guest lecture hosted by Connectors HR Club.



Students from IILM University visited IIM Sirmaur for a week-long immersion program gaining industry exposure.



A vibrant art and singing event where students express creativity through painting and music was hosted by Spectrum Club.



Tanzil Shandilya and Vasu Garg from IILM University Greater Noida attended IIM Nagpur's 2nd Case and Research Conference, presenting their respective case study and research paper.



Finvision 2.0, a dynamic finance and economics challenge by EcoFin Club, tested analytical skills, market awareness, and strategic decision-making.



Prakriya, the Operations Club, visited EPACK Prefab to explore innovative construction methods and real-world operational practices shaping the industry's future.

Campus Chronicles: January - February Edition



KPMG India invited students from IILM University Greater Noida to their Gurugram office for corporate exposure and learning.



Connectors HR Club took students on an industry visit to Surajkund International Crafts Mela for cultural and experiential learning.



Seventy-one students from IILM University Greater Noida joined a two-week immersion program in partnership with NISM.



Students from IILM University Greater Noida visited National Stock Exchange of India for practical exposure to financial markets and trading operations.



Students from IILM University Greater Noida represented the institution at the India AI Impact Summit 2026, engaging with emerging trends in artificial intelligence.



Teams from IILM University Greater Noida represented the institution at IILM I-Fest in Gurugram, returning with multiple laurels.

Business News

~ Aditi, MBA, 1st year
Content Editor, The Prism



Strategic Debt Management: Government Extends Maturity Profile

In a calibrated move to manage its borrowing programme efficiently, the Government of India executed a large bond switch operation, replacing near-term maturing securities with long-term bonds due in 2040. The exercise helps smoothen redemption obligations and reduce refinancing pressures amid a substantial borrowing calendar. By extending the maturity profile, policymakers aim to enhance debt sustainability while maintaining investor confidence and market liquidity.

Source: Reuters | February 12, 2026

Foreign Capital Flows Remain Cautious Despite India's Growth Strength

Despite India's relatively strong macroeconomic outlook, global investors remain under-allocated to Indian markets. Portfolio flows have been influenced by global risk aversion, elevated interest rates in developed economies, and capital rotation toward other asset classes. Analysts suggest that continued structural reforms and improved trade integration could gradually restore foreign participation. The divergence between economic fundamentals and capital flows highlights the sensitivity of emerging markets to global liquidity cycles.

Source: Reuters | February 13, 2026

Inflation Recalibrated: India's First Reading Under the Revised CPI Framework

India's retail inflation stood at 2.75% in January 2026, marking the first release under the revised Consumer Price Index (CPI) series. The updated basket reflects evolving consumption behaviour, with greater weightage assigned to services and digital expenditure. While inflation remains comfortably within the target band of the Reserve Bank of India, the methodological revision is significant. Changes in base year and weight distribution may influence inflation sensitivity going forward, potentially shaping monetary policy assessments in the months ahead.

Source: Reuters | February 12, 2026



UK Economy Shows Tepid Expansion Amid Persistent Uncertainty

The United Kingdom recorded marginal growth in the final quarter of 2025, reflecting subdued consumer demand and cautious business investment. Fiscal adjustments and lingering inflation concerns continue to weigh on economic momentum. The modest expansion underscores broader challenges facing advanced economies as they navigate tight financial conditions and structural productivity constraints.

Source: AP News | February 13, 2026

Finance Newsletter

~ Aditi, MBA, 1st year
Content Editor, The Prism

Singapore Upgrades 2026 Outlook on Technology-Led Momentum

Singapore revised its 2026 growth forecast upward following stronger-than-expected performance in late 2025. The upgrade is largely attributed to sustained demand in semiconductor and artificial intelligence-linked industries. As a major Asian trade and financial hub, Singapore's improved outlook provides encouraging signals for regional supply chains and global services trade.

Source: Reuters | February 10, 2026

Global PMI Signals Early Stabilisation in Economic Activity

Latest Purchasing Managers' Index (PMI) data released by S&P Global indicates a modest improvement in global business activity at the beginning of 2026. Both manufacturing and services sectors have shown early signs of stabilisation after a subdued close to 2025. While growth remains moderate, the data reflects cautious optimism across major economies amid continuing geopolitical and monetary uncertainties.

Source: S&P Global | February 9, 2026

SEBI Boosts India's International Financial Services Ambition

The Securities and Exchange Board of India approved the establishment of a new financial services subsidiary at GIFT International Financial Services Centre (IFSC). The move strengthens India's push to position GIFT City as a competitive offshore financial hub. Enhanced regulatory support is expected to deepen capital market activity and attract cross-border investments.

Source: Market Reports | February 12, 2026

Trade Agreements Identified as Key Growth Lever

The Reserve Bank of India highlighted the importance of recently negotiated trade agreements in supporting export momentum and economic resilience. Amid global headwinds and supply chain realignments, trade diversification is emerging as a crucial strategic lever. The central bank maintained a balanced policy stance, reinforcing its commitment to sustaining growth while preserving macroeconomic stability.

Source: Business Standard | February 6, 2026

Capital Market Intelligence (CMI) Lab: Union Budget 2026-27 – A Market Perspective

~ Monila Agrawal
(MBA 1st Year)

Top 3 Reforms That Define This Budget

1) Manufacturing & Strategic Supply Chains A New Growth Architecture

The government has made a decisive strategic shift to deepen India's manufacturing backbone by expanding initiatives across seven strategic and frontier sectors. Key among these is:

- Biopharma SHAKTI – ₹10,000 crore over five years to build a global biologic and biosimilars ecosystem (incl. new NIPERs and 1,000 accredited clinical trial sites).
- India Semiconductor Mission (ISM) 2.0 – to expand chip design, materials, equipment and IP capabilities.
- Electronics Components & Rare Earth Corridors – production focus with private-sector enabled supply chains.
- This signals a long-term pivot from consumption-led growth to manufacturing-led export competitiveness. (Official Budget speech)

2) Capital Expenditure & Infrastructure Push High Gear Public Investment

The Budget allocates a record ₹12.2 lakh crore to capital expenditure for FY27. This is one of the largest outlays ever, up ~11% from FY26, aimed at infrastructure creation across:

- Roads, railways, high-speed rail corridors
- Dedicated freight corridors and waterways
- Chemical parks, MSME clusters, city economic regions
- This level of public capex stands as the backbone of growth, expected to crowd-in private investment and generate multi-sector demand. (Budget estimates)

3) Tax & Market Structure Reforms Long-Term Stability, Short-Term Pain

Rather than broad tax cuts, this Budget rationalises and strengthens market foundations:

- STT increase on derivatives (higher costs for futures and options).
- Continued implementation of the Income Tax Act, 2025 with simpler compliance and redesigned returns from April 2026.
- No change in income-tax slabs for individuals, maintaining the existing structure.
- These moves show a preference for structural reform over tactical cuts, but they hit market liquidity and trading activity in the short run.

Macro Stance Fiscal Discipline with Growth Intent

This Budget's macro framework balances fiscal prudence with targeted investment:

- Fiscal Deficit: Estimated at 4.3% of GDP for FY27, slightly lower than FY26 targets.
- Debt-to-GDP: Projected around 55.6%, marking gradual consolidation.
- Gross Borrowing: A heavy ₹17.2 lakh crore to fund capex and ongoing commitments.
- Nominal GDP Growth: Expected to be in the ~10% range, with real GDP growth near 7–7.4%.
- Total Expenditure: Up from ₹49.6 lakh crore to ~₹53.5 lakh crore.

The theme is clear: sustain growth without compromising macro stability. Higher borrowing supports investment while deficit targets ensure fiscal credibility.

What the Markets Focused On (and Why They Were Shaken)

Despite long-term positives, markets reacted with sharp volatility on budget day, partly the worst in several years for benchmark indices.

Key Market Triggers:

- The derivatives STT hike raised trading costs and dented liquidity participation.
- Elevated government borrowing cooled risk appetite temporarily.
- No headline tax cuts or big stimulus unleashed immediate demand optimism.

Market sentiment tends to price short-term liquidity conditions ahead of structural reforms this gap explains the early sell-off.

Sector Outlook; Winners, Neutrals, and Caution Flags

Strong Positive Plays

- **Capex & Industrial Stocks:** Construction and infrastructure firms, engineering majors, project executors stand to benefit directly from higher public spend.
- **Manufacturing Chains:** Electronic components, semiconductors, capital goods and specialized machinery firms are long-term winners.
- **Biotech & Pharma:** Domestic biopharma clusters and research-oriented firms gain from ecosystem incentives.

Neutral / Conditional Plays

- **Banks & Financials:** Benefit from broad economic growth but face pressure from increased government borrowing (higher yields) and lower asset rotation unless credit demand picks up.
- **Consumer & Rural:** Rural and mid-tier demand may strengthen with targeted agriculture reforms, but overall consumer momentum hinges on employment and income.

Sectors Facing Headwinds

- **Broking & Derivatives Platforms:** Higher STT compresses volumes and margins.
- **Liquidity-Driven Momentum Stocks:** Without strong earnings catalysts, speculative segments may underperform.



Growth Signals Embedded in the Budget

1) MSME & Jobs Agenda:

A dedicated ₹10,000 crore SME Growth Fund aims to create “future champion” enterprises with strong credentials, boosting employment and productivity.

2) Agriculture & High-Value Crops:

Targeted schemes for high-value crops like coconut, cashew and cocoa aim to diversify farm income and integrate rural value chains more tightly into formal markets.

3) Digital & Compliance Reforms:

Simplified tax compliance systems and integrated customs processes reduce barriers for businesses and aim to improve ease of doing business.

Bottom-Line For Readers

This Budget is about building India’s future not fuelling a short-term stock rally.

It favours:

Supply-side expansion over fiscal giveaways

Structural reforms over knee-jerk tax cuts

Real economy capacity creation over speculative liquidity

For investors and corporates, the message is earnings quality & execution over sentiment swings. Strong execution of manufacturing and infrastructure plans over the next 2-3 years will be the real market catalyst.

Joy of Giving: Cultural Evening & Meditation Bring Joy to Residents on the Eve of Mahashivratri

~ Gaurika Joshi
M.Sc. Psychology (1st Year)

In a heartfelt celebration of compassion, culture, and community, IILM University organised a Cultural Evening-cum-Meditation Programme under the Joy of Giving initiative on Friday, 13th February 2026, from 2:30 PM to 4:30 PM, at Ramlal Old Age Home, Knowledge Park-II, Greater Noida, Uttar Pradesh. The initiative was led by first-year M.Sc. Psychology students, Nehna Khichar, Gaurika Joshi, Yogesh Chandra, and Zainab, under the guidance of faculty coordinators Dr. Avijit Chakravarti and Ms. Pallavi Negi. Designed to nurture emotional well-being and meaningful social engagement, the evening created a vibrant space where generations connected through music, movement, and mindfulness.

The programme began with a warm welcome from the student anchors, who greeted the residents with genuine affection and respect, instantly setting a tone of inclusivity. Marking the spiritual significance of Mahashivratri, the evening opened with a soulful group bhajan that filled the hall with serenity. Many residents joined in, singing softly, clapping to the rhythm, and immersing themselves in the devotional atmosphere.

A highlight of the cultural lineup was a powerful Shiv Tandava dance performance depicting Lord Shiva as Nataraja, the cosmic dancer. The performance captivated the audience with its energy and expressive storytelling. This was followed by a graceful semi-classical dance that celebrated the richness of Indian heritage, transporting many residents back to fond memories of earlier times.

Adding emotional depth to the evening, students presented a moving shayari recitation that reflected themes of love, memory, and the journey of life. A Hindi poem inspired by real-life experiences followed, striking a chord with listeners and fostering a quiet yet profound emotional connection across the room.

Music soon took centre stage with a nostalgic session featuring beloved Hindi songs from the 1950s to the 1980s. The familiar melodies sparked smiles, laughter, and spontaneous sing-alongs, as residents revisited treasured moments from their past. What began as a performance quickly transformed into a shared celebration, filling the space with warmth and joy.

Beyond entertainment, the programme also emphasised inner well-being. Guests from the Heartfulness Institute conducted a guided relaxation session focused on gentle breathing and mental calmness. Residents embraced the opportunity to pause, reflect, and experience a sense of peace, demonstrating the importance of mindfulness practices in enhancing emotional balance, particularly within geriatric communities.

The spirit of celebration continued with a lively group bhajan dance, where residents were encouraged to participate at their own comfort level. Whether through clapping, swaying, or simply smiling along, the activity fostered a sense of belonging and collective happiness.

Joy of Giving: Cultural Evening & Meditation Bring Joy to Residents on the Eve of Mahashivratri

~ Gaurika Joshi
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As a gesture of gratitude, the organising team presented a portrait of Lord Shiva to the caretaker of the old age home, acknowledging their unwavering dedication and service. The evening concluded with a brief feedback session, during which heartfelt appreciation was extended to the university, faculty mentors, volunteers, and above all, the residents whose enthusiastic participation made the event truly special.

More than just a cultural programme, the evening stood as a reminder of the transformative power of empathy and human connection. For the students, it was an invaluable learning experience that extended beyond classrooms, reinforcing the role of psychology in promoting dignity, care, and emotional support. For the residents, it was an evening of companionship, nostalgia, and celebration.

By blending tradition with therapeutic engagement, the Cultural Evening-cum-Meditation Programme left behind lasting memories and strengthened bonds, beautifully reflecting the essence of Mahashivratri: reflection, renewal, and the triumph of light within the human spirit.



V.O.I.C.E Lab: INAUGURATION: IILM University School Of Management, Greater Noida

~ Ananya Joshi
MBA (1st Year)

Student Co-ordinator, VOICE Lab

The School of Management (SOM), IILM University, Greater Noida, proudly inaugurated the V.O.I.C.E Lab (Visual • Oral • Interpersonal • Communication Excellence Lab) on 17th February 2026.

The event marked an important step toward strengthening students' communication skills, executive presence, and interview readiness.

We were honoured to have Officiating Vice Chancellor Dr. Nihar Amonkar, Head of Administration Col. Rajkumar Mahajan, and Dean Academics Dr. Neeta Mathur grace the occasion with their presence.

Their encouragement and support reflect the institution's strong commitment to holistic student development. The inauguration ceremony witnessed enthusiastic participation from faculty members and students, making it a truly memorable and motivating beginning.

The V.O.I.C.E Lab is a dedicated, student-centric space where communication is not just discussed, but actively practiced. It is designed as a walk-in, self-paced initiative where students can consistently work on building confidence, refining professional presence, and communicating with clarity and impact, essential qualities for future managers and leaders.

Many students possess strong academic knowledge and ideas, yet often hesitate when it comes to presenting themselves in interviews, participating in group discussions, or articulating their thoughts effectively.

The V.O.I.C.E Lab bridges this gap by offering structured practice in speaking skills, idea pitching, voice modulation, body language, JAM sessions, group discussions, elevator pitches, interview preparation, and overall workplace readiness, all within a supportive, zero-judgement environment.

Founded under the vision of Dr. Shubhangi Bhalla and Dr. Neeta Mathur, the lab reflects a sustained effort toward communication excellence. It is currently guided by Dr. Shubhangi Bhalla and Dr. Deepa Ma'am, whose mentorship continues to inspire students to step out of their comfort zones and grow with confidence.

We also acknowledge the earlier contributions of Prachi Ma'am in strengthening the foundation of this initiative.

The V.O.I.C.E Lab is now operational from Monday to Friday, 2:00 PM to 4:30 PM, providing students with consistent opportunities to practice, receive feedback, and track their improvement over time.

With its recent inauguration and growing participation, the lab stands as more than just a facility, it is a transformative platform where students discover their voice, overcome hesitation, and prepare themselves for academic, professional, and leadership success. Students are warmly encouraged to participate and make the most of this empowering initiative.

V.O.I.C.E Lab: INAUGURATION: IILM University School Of Management, Greater Noida

~ Ananya Joshi
MBA (1st Year)
Student Co-ordinator, VOICE Lab



TEDxIILM 2026: Ekatva: Ideas Change Everything



AI Simulation explored decision-making in an AI-driven ecosystem, pushing participants beyond instinct to understand how data reshapes leadership thinking.



Murder Mystery transformed campus spaces into an investigative arena where teams decoded clues, analysed statements, and collaborated under intense time pressure.



Dalal Street recreated market volatility with simulated capital and live news, forcing teams to manage trades, risk, and strategy dynamically.



IPL Auction challenged teams to negotiate, value players, and build competitive squads within budgets, mirroring high-stakes real-world bidding dynamics.



Simulog ProdX focused on operations, requiring systems thinking, coordination, and process efficiency to optimise workflows and achieve performance targets.



Student-run stalls and games energized campus, RAAG added cultural vibrance, and Illuminati ended pre-events with lanterns symbolizing hope for D-Day.

TEDxIILM 2026: Ekatva: Ideas Change Everything

~ Aaruhi, Aditi,
Apurva Tiwari & Rudraksh Dave
Documentation Team: TEDxIILM

The auditorium no longer felt like just another campus hall. The black curtains, the illuminated red-and-white TEDxIILM signage, the quiet discipline of a recording set, everything signalled that this was not an ordinary college event. It was cinematic. Intentional. Important.

The theme this year, Ekatva, proudly threaded the day together.

The official TEDx production team arrived on campus with their own directors, camera crew, lighting engineers, and technical equipment, making the atmosphere carry the quiet intensity of a live studio.

Six remarkable voices walked the red carpet.

Mili M Das, a counselling psychologist and founder of That Safe Space, brought with her years of work in trauma-informed care and emotional wellbeing. Her presence reflected a growing shift toward conversations around mental health and psychological awareness in India.

Nidhi Razdan, former Executive Editor at NDTV and recipient of the Ramnath Goenka Award, stepped onto the stage with the poise of someone who has spent decades shaping public narratives. Now serving in academia, her journey bridges journalism, leadership, and mentorship.

Saloni Malhotra, founder of DesiCrew Solutions and recognized among BusinessWeek's Asia's Best Young Entrepreneurs, represents the intersection of technology and social impact. Her work continues to challenge conventional corporate pathways.

Sunaina Singh, the first woman from her region in Haryana to join the Indian Army, carries a journey defined by courage and reinvention. Today, as a sports psychologist and mentor, she embodies leadership that evolves with purpose.

Priya Thuvassery, documentary filmmaker and Ford Foundation Global Ford Fellow, has spent over 15 years amplifying unheard voices through cinema. As Co-CEO of Chambal Media, her work bridges grassroots realities with global platforms.

Closing the lineup was Agragesh Ramani, Co-Founder of Acornnlife Genomics and known for securing an All-Shark deal on Shark Tank India. His journey reflects innovation rooted in accessibility and impact.

This was the coming together of diverse careers, lived experiences, and years of perseverance, all converging under one spotlight. Each speaker, in their own way, spoke about identity: breaking it, reshaping it, owning it.

Faculty members, organizers, and committee members watched from the first few rows, witnessing months of coordination culminate in a professionally executed production.

When the final group photograph was taken and the lights softened, there was a subtle realization among the team, TEDx IILM 2026 had been captured, documented, and set in motion for a global audience. Some events end when the audience leaves. This didn't feel over.

Perhaps that is what TEDx does best. It doesn't just put ideas on a stage. It places them gently in your hands and asks what you will do next.

ALL ABOUT THE PRISM

The Prism

is a student-driven magazine by the School of Management, IILM University, Greater Noida. It reflects our ethos of showcasing contemporary business insights and fresh perspectives in management, bridging classroom learning with real-world industry dynamics.

The magazine curates short articles, news nuggets, and updates on emerging trends, industry shifts, and placement-relevant developments, helping students and stakeholders stay informed and future-ready.

Guided by our motto;

“Curating Perspectives, Creating Future Insights”,

The Prism embodies the voice, vision, and curiosity of our students.

KNOW OUR TEAM

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