



THE PRISM

IILM University Greater Noida School Of Management

 IILM UNIVERSITY

Greater Noida



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LEARN WITH PURPOSE,
LEAD WITH PURPOSE





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IILM University Greater Noida School Of Management

FROM THE EDITOR'S SNAPSHOT

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

GLIMPSES:

Reflections from a Semester of Purposeful Learning

This issue of The Prism reflects a semester marked by intentional learning, critical engagement, and collective growth. The glimpses presented in the following pages offer a concise yet meaningful overview of the experiences, initiatives, and conversations that shaped the academic and cultural fabric of the campus.

Throughout the past months, students actively engaged with contemporary themes influencing the professional world. Industry interactions, guest lectures, and conclaves provided exposure to evolving workplace realities, leadership challenges, and emerging skill requirements. These sessions encouraged students to question assumptions, bridge theoretical knowledge with practical application, and develop a forward-looking perspective essential for professional relevance.

Alongside academic enrichment, the campus witnessed initiatives that placed empathy, inclusion, and social responsibility at the centre of learning. Programmes such as Joy of Giving and Innovation Day highlighted the importance of community engagement and human-centred thinking in management education. By engaging directly with social realities and designing solutions grounded in empathy, students experienced leadership as a practice rooted in responsibility and purpose.

The University's emphasis on experiential and skill-based education was further strengthened through platforms such as VOICE LABS and the Capital Market Intelligence Lab. These initiatives reflect a deliberate shift towards application-driven learning, enabling students to enhance communication, analytical competence, ethical decision-making, and industry readiness. Such efforts reaffirm the institution's commitment to preparing students not only for immediate career opportunities but also for sustained professional growth.

Intellectual and cultural vibrancy continued through TEDxLive sessions, workshops, alumni interactions, and institutional milestones. These engagements fostered dialogue, collaboration, and reflection, contributing to a dynamic learning environment that extends beyond formal curricula.

Together, these glimpses present a unified narrative of progress, resilience, and intent. They capture a campus that values curiosity, accountability, and purposeful action. As you explore the moments documented ahead, we invite you to reflect on the collective journey that continues to define The Prism—a space where learning is driven by purpose and leadership is shaped through experience.

Climate, Equity, Governance: Redefining the ESG Playbook for Indian Corporates

~ Vamsi Krishna & Monila Agrawal
(MBA 1st Year)

Environmental, Social, and Governance (ESG) has evolved from a voluntary disclosure framework into a strategic priority for Indian corporates. As global investors tighten sustainability expectations, regulators strengthen reporting norms, and markets respond more sharply to climate and social risks, India Inc. is undergoing a structural transformation. ESG is no longer limited to compliance. It now reflects how organizations must operate to remain competitive, investment-ready, and resilient in the long term.

What was once a peripheral boardroom discussion has become central to corporate strategy.

Climate: From Awareness to Action

Climate related risks are no longer distant concerns. Heatwaves disrupting manufacturing, erratic monsoons affecting logistics, and rising energy volatility are directly influencing business decisions across sectors.

In response, Indian corporates are steadily shifting towards renewable and circular operations. Industries such as information technology, FMCG, metals, and automobiles are adopting renewable energy solutions, green hydrogen pilots, solar rooftops, electric logistics, and circular economy practices such as waste re-utilization and sustainable packaging. What was once experimental is now increasingly mainstream.

Greenwashing in Focus

As climate commitments gain prominence, greenwashing has become a critical concern. Some organizations announce net-zero or carbon-neutral targets without clearly outlining execution roadmaps, while others highlight limited sustainability initiatives despite unchanged core operations. This gap has made investors, regulators, and consumers far more vigilant. In today's ESG landscape, credibility depends on authenticity rather than ambition alone.

Why Climate Action Is Unavoidable

Companies that pursue genuine climate action supported by data and long-term planning are not only responding to environmental pressures. They are strengthening supply chain resilience, improving investor confidence, and reducing long term operational costs. Climate strategy is increasingly emerging as a source of sustainable competitive advantage.



Equity: People at the Centre of Sustainable Growth

In the post pandemic environment, Indian corporates are being evaluated beyond financial performance. Employee well being, diversity representation, workforce safety, and inclusive practices have become essential indicators of sustainable growth. Hybrid work models, mental health support, and inclusion programs are no longer optional but expected. Sectors such as logistics, e commerce, and mobility are facing increased scrutiny regarding gig worker rights. Companies are responding by introducing insurance coverage, minimum earning guarantees, and skill development initiatives to strengthen labour equity.

Why Equity Strengthens Business Performance

Social equity is increasingly linked to business continuity. Organizations with strong people centric practices report lower attrition, higher productivity, and stronger employer brand trust. In a competitive talent market, social performance directly influences recruitment, retention, and long term organizational stability.

Governance: The Foundation of Credible ESG

While governance often attracts less public attention, it remains the backbone of any credible ESG framework. Without transparency, accountability, and effective oversight, climate and social commitments risk becoming symbolic rather than substantive.

The Securities and Exchange Board of India's Business Responsibility and Sustainability Reporting mandate has significantly raised the bar for ESG disclosures. Governance failures today can result in investor exits, reputational damage, and regulatory penalties.

Governance as a Safeguard Against Greenwashing

Strong governance ensures that sustainability commitments are supported by verifiable data and institutional accountability. Companies with transparent disclosure practices are better positioned to attract long term institutional investors and demonstrate resilience during periods of uncertainty.

ESG as Strategy, Not CSR

Indian corporates are gradually moving towards an integrated ESG approach where climate goals, social responsibility, and governance practices are embedded into core business strategy rather than treated as isolated initiatives. This shift is reflected in the integration of ESG metrics into senior leadership evaluations, growing emphasis on ESG compliance across supply chains, increased use of data analytics for monitoring performance, and rising investor demand for forward looking sustainability indicators. Consumer behaviour is also increasingly influenced by corporate sustainability claims, reinforcing ESG's strategic relevance.



LinkedIn or Lose Out: Why 99% of MBA Students Are Building Their Personal Brand Wrong.

~ Rajeshwari Jha
(MBA 1st Year)



The Authenticity Crisis No One Is Addressing

LinkedIn has crossed the one-billion-user mark, with nearly six people getting hired every minute. Yet despite its scale, only about 1% of users actively create content. The remaining majority simply consumes.

More concerning, however, is the quality of content being produced. Many MBA students attempting to “build a personal brand” are unknowingly making the same mistake: performing authenticity instead of practicing it.

We see it daily, the formulaic announcements, the humble brags disguised as insights, and AI-generated posts that sound indistinguishable from one another. The result is a digital ecosystem crowded with sameness, where everyone is visible yet few are memorable.

What changed in 2025?

Personal branding has evolved from self-promotion to credibility building. Recent studies show that 92% of professionals trust organizations more when their leaders actively engage on social media. For MBA students entering competitive job markets, this signals a clear truth: visibility creates opportunity.

However, today’s audiences, recruiters, hiring managers, and collaborators are discerning. They are not looking for polished perfection. They are seeking clarity of thought, domain expertise, and genuine perspective.

When faced with a choice, most employers

Last month, I witnessed a competent MBA student miss out on a coveted consulting opportunity. It wasn’t due to weak academics or a lack of skills. The reason was far simpler and far more unsettling. Their LinkedIn profile told no story.

An outdated photograph, a generic headline that read “MBA Student,” and no visible content reflecting their thinking or expertise. When the recruiter searched their name before the interview, they found nothing compelling.

Welcome to 2025, where your personal brand is no longer optional, it is professional currency.

will favour a candidate whose online presence reflects how they think and solve problems over someone with an immaculate but generic profile.

The Four Pillars of Authentic Personal Branding

1. Clarity Over Clickbait

A LinkedIn headline should do more than state your degree. Specificity matters. A title such as “MBA Candidate | Marketing Analytics Enthusiast | Aspiring Brand Strategist” immediately communicates direction and intent. Your profile should answer one question clearly: What value do you bring?

2. Purpose-Driven Presence

Posting for the sake of visibility rarely works. Post because you have something meaningful to contribute. Share insights from case studies, simplify complex business concepts, or offer informed perspectives on industry trends. Thoughtful content consistently outperforms frequent but shallow posting.

3. The Right Audience, Not the Largest One

Virality is overrated. One insightful interaction with the right recruiter or industry leader carries more value than thousands of passive likes. Focus on engaging with professionals, organizations, and communities that align with your career goals.

4. Consistency Over Perfect Timing

Data reinforces what intuition already suggests. Profiles with professional photographs receive significantly more views, and consistent contributors see higher engagement over time. The key is not volume, but regular value addition.

The MBA Advantage: Content You Already Possess

MBA students often underestimate the richness of their own academic experiences. Case studies, simulations, live projects, and guest lectures are not just coursework—they are evidence of applied thinking.

A marketing case can become a short analysis post.

A finance simulation can be shared as a strategic learning tool.

A powerful guest lecture can be distilled into actionable insights.

When articulated well, academic work becomes public proof of competence.

The Bottom Line

Your personal brand is not what you claim on your resume. It is what appears when someone searches your name late at night before an interview.

In 2025, the most successful MBA graduates will not necessarily be those with the highest GPAs, but those who demonstrated credibility, clarity, and consistency in public spaces.

The real question is not whether you need a personal brand.

It is whether you are shaping it intentionally or allowing silence to define it.

Your next opportunity may begin with a single thoughtful LinkedIn post. The only question is, will you show up?

THE 10 MINUTE PARADOX: A Delivery Model Built on Speed That is Partially Limited by the Law

~ Harsh Vardhan Gupta, BA.LLB (Hons), 2nd year
~ Chirag Dixit, BBA, 1st year
(Spectrum Club)

As the world sank deeper into the belief that time is our most valuable resource, embracing the unwritten rule that “time is money,” society became increasingly focused on saving time in the name of convenience. In this context, the sudden arrival of 10-minute delivery services or quick commerce did more than capture public interest; it fundamentally reshaped how convenience itself is perceived. What initially appeared to be an ambitious venture quickly transformed consumer habits globally, demonstrating that speed could become an everyday expectation. European innovators like “Gorillas”, which was launched back in 2020, was among the first to implement this model on a large scale. Meanwhile, Turkey’s “Getir,” founded in 2015, gained significant global attention during 2020-2021 by expanding rapidly and introducing the 10-minute concept into worldwide discussions. Similarly, India also experienced a rapid shift, reaching a similar turning point when “Grofers” rebranded as “Blinkit” and embraced the 10-minute model, while “Zepto”, founded by Aadit Palicha and Kaivalya Vohra, rapidly expanded through dark stores to fulfill this commitment, swiftly changing urban consumption habits.

However, beneath this efficient facade lies a troubling reality of legal gaps, worker exploitation, and safety concerns that raise a question about the long-term viability of this speed-focused approach.

The swift expansion of 10-minute delivery services has undeniably enhanced convenience, but it has also exposed delivery workers to various risks that current legal frameworks largely overlook. A primary concern is the intense pressure to deliver quickly, which often leads riders to engage in unsafe driving behaviours. According to reports from “Business Today,” numerous riders feel forced to speed or break traffic laws to avoid negative ratings or penalties, particularly when given only a short timeframe to fulfill an order. A recent report from “The Print” illustrated how this pressure can result in real accidents, for example, a rider in Bengaluru fractured his foot after speeding over a pothole in heavy rain, fearing he would not meet his delivery deadline. The same investigation noted that in just one week of November 2024, Bengaluru authorities issued 17,218 traffic violation



tickets to gig workers, primarily due to the urgency imposed by ultra-fast delivery demands. These statistics highlight a significant safety crisis surrounding this delivery model.

In addition to road safety concerns, protection for these workers is significantly lacking. Most delivery personnel are classified as “independent contractors,” which denies them their fundamental rights like paid leave, health benefits, minimum wage, and contributions to a provident funds. Legal assessments from “Vintage Legal and India Law” indicate that gig drivers often fall outside the scope of the ‘Employees’ Compensation Act, 1923,’ preventing them from receiving adequate compensation for work-related injuries. Consequently, many riders find themselves stranded after accidents, facing rejected or only partial insurance claims despite having clear injuries sustained on the job. Investigative reports, including those from the “Times of India,” consistently reveal the issues with delayed or denied compensation, highlighting the precarious situation arising from the absence of a statutory safety net.

The difficulties also encompass wider regulatory and urban governance concerns. Quick commerce firms utilize “dark stores” situated in residential or semi-commercial areas, operating within ambiguous zoning categories and thereby circumventing local regulations related to land use, traffic management, and licensing, as highlighted by legal and urban policy experts on Mondaq.

This unchecked expansion disrupts communities and introduces operational hazards.

Although entities like the “Dehradun RTO” have issued notices promoting safer practices, these efforts are scattered, highlighting the lack of a cohesive national framework for regulating gig platforms.

These regulatory shortcomings directly influence the human toll associated with “ultra-fast” delivery services.

Delivery workers operate under unclear algorithms that tie their income and safety to delivery speed, penalizing them for delays caused by traffic or weather. Studies have indicated that they also face unpaid time due to app malfunctions, lengthy wait times, and demands dictated by algorithms, time that goes unaccounted, becomes uncompensated. As a result, there is a fundamentally uneven system where platforms transfer risks and responsibilities to workers while failing to offer adequate protections.

To tackle these issues, the possible solutions include:

1. It is crucial to make the transition from models that prioritize speed to regulations that emphasize safety.
2. Establish a national framework for gig worker welfare, including universal health and accident insurance.
3. Re-evaluate the classification of gig workers to ensure fundamental protections are granted irrespective of their “contractor” designation.
4. Implement regulations for “dark-store” zoning, ensure adherence to them, and minimize disruptions within communities.
5. Set achievable delivery timelines, require safety training, and mandate clear accident reporting, facilitated by collaborative efforts among governments, businesses, and labour organizations.

Although the 10-minute delivery model represents a significant advancement, its human impact cannot be ignored. The convenience it offers is dependent on a precarious workforce that encounters safety hazards, legal uncertainties, and insufficient social safeguards. Without more robust regulations and true accountability, this model’s efficiency risks becoming unstable, relying more on risk than on resilience. It is crucial for regulators, companies, and policymakers to take prompt action to ensure that the pursuit of speed does not eclipse legal standards.

When a Room Full of Marketing Students Got the Wake-Up Call They Needed

~ Rajeshwari Jha, MBA, 1st year
(MarkBuzz Club)



Last month, over 150 students walked into our auditorium expecting just another “motivational talk.” They walked out realizing that much of what they thought they knew about marketing was already outdated. And honestly, that was exactly the point.

Let me take you back to November 17. MarkBuzz, in collaboration with CONNECTORS (HR Club) and ECOFIN Club, hosted CONCLAVE—a leadership talk that went on to become one of the most talked-about sessions of the semester. Not because of flashy banners or Instagram-worthy décor, but because we brought someone who spoke the truth. The uncomfortable, career-defining truth about what it actually takes to succeed as a marketer today.

Our speaker, Mr. Sanjeev Duggal, Director and COO of Bruce Clay India, brought with him over 30 years of real-world marketing experience—not textbook theories. He has witnessed marketing’s evolution from billboards to AI-driven algorithms and understands the widening gap between what is taught in classrooms and what the industry truly demands.

What Made This Session Different?

Mr. Duggal didn’t arrive with a PowerPoint titled “10 Marketing Tips.” Instead, he began with a question that instantly caught the room’s attention:

“How many of you believe creativity alone can build your career?”

Almost every hand went up. Then came the response that changed the room’s energy: “That’s the fastest way to get stuck at an entry-level job for five years.”

Silence followed.

He went on to explain why SEO, SEM, and analytics are no longer optional “IT skills,” but survival tools for modern marketers. He spoke about how AI and automation are eliminating roles that refuse to evolve, and why adaptability and strategic thinking matter far more than a visually impressive portfolio. The shift, he emphasized, is from creative-first to data-first, creative-second. Continuous learning, he concluded, is the only real competitive advantage left.

By the end of the session, half the room was furiously taking notes. The other half was quietly rethinking their entire career plan.

The Q&A Round: Pure Gold

The question-and-answer session was where the conversation truly came alive. Students asked questions they rarely voice in a classroom setting:

“How do I transition from traditional marketing to digital without starting from scratch?” “What one skill will make me irreplaceable in the next five years?”

“How do I build a personal brand as a marketer when I have zero experience?”

Mr. Duggal didn’t sugarcoat his responses. His advice was direct and practical: start building skills now, not after graduation. Master one tool deeply instead of dabbling in ten. Most importantly, he stressed that mindset matters more than a résumé.

What Actually Made This Event Successful?

This wasn’t luck—it was intentional planning. We didn’t simply organize an event; we designed an experience. Under the guidance of Dr. Agnitra Das Sarma, every detail was mapped out, from audience flow to technical setup. Promotion was handled like a product launch rather than a routine college activity.

Each club brought something unique to the table. MarkBuzz led the strategic planning, while CONNECTORS and ECOFIN expanded the reach through their networks. Instead of waiting for someone “senior” to take charge, we owned every aspect of execution.

The result? Over 150 genuinely engaged students, meaningful conversations instead of formal handshakes, and follow-up messages from attendees who admitted they were rethinking their career paths. That’s real impact.

Here’s What We Learned

Collaboration works—three clubs meant three networks and a much wider reach. Relevance matters more than we expected; students don’t want just theory, they want real-world application. Above all, authenticity wins. Mr. Duggal didn’t perform for the audience—he spoke like a mentor who genuinely cared.

Looking back, there are things we would improve. Incorporating live demonstrations or mini case studies could add hands-on learning. Follow-up workshops would help students apply what they learned. Capturing real-time student testimonials would further amplify the impact.

Why This Matters Beyond “Another College Event”

Many marketing students graduate with outdated knowledge, minimal practical exposure, and little understanding of how the industry actually functions. When job hunting becomes difficult, confusion follows.

Events like CONCLAVE aim to bridge that gap. They exist to show students that marketing isn’t just about coming up with “cool ad ideas.” It’s about understanding consumer psychology, leveraging data, adapting to AI, and thinking strategically. If we can plant that realization in even ten students, we consider it a success.

A Quick Shoutout to the People Who Made This Happen

A sincere thank you to Mr. Sanjeev Duggal for not just sharing expertise, but for challenging our thinking. To Dr. Nihar Amoncar, Pro Vice-Chancellor, for supporting student-led initiatives like this. To Dr. Agnitra Das Sarma, our Faculty Coordinator and the backbone of this event. To CONNECTORS (HR Club) and ECOFIN Club for co-creating this experience with us. And finally, to every MarkBuzz member who stayed late—setting up, managing tech, and ensuring everything ran seamlessly.

Campus Chronicles: November-December Edition



Industry Visit to Tsuyo Manufacturing on 3rd November by the Prakriya Club exploring how the future of mobility is built.



The Convocation Ceremony for the Class of 2025 marked a milestone as graduates stepped into a future of purpose and promise with Chief Guest Padma Shri Savji Dholakia.



The Connectors HR Club welcomed Mr. Rajneesh Singh, CEO of Simpli Group, for an insightful session on preparing students for future career success.



The Corporate Club hosted co-founder Anany Shukla of Firgun Travels, who shared his journey, insights, and lessons that broadened perspectives beyond convention.



ZARA was hosted for an engaging career talk, where Mr. Abhishek Chaudhary, Talent and Training Manager, shared valuable industry insights and learnings.



MarkBuzz Marketing Club hosted Ms. Anukriti Agarwal for a compelling guest lecture exploring AI-driven decision-making and its impact on modern marketing strategies.

Campus Chronicles: November-December Edition



TEDxLive infused the campus with powerful ideas and inspiration, featuring thought-provoking talks that offered global perspectives and sparked meaningful conversations.



The Corporate Club hosted FoundrX founders Ms. Dipti Sharma and Ms. Rajeshwari Jha, unveiling a practical LinkedIn playbook tailored for students.



The Innovation and Incubation Club hosted an awareness session on CM Yuva Udyami Yojana, highlighting entrepreneurship opportunities and government support for young founders.



The School of Management hosted a memorable alumni gathering filled with reunions, laughter, and nostalgia, uniting past and present while celebrating milestones.



A milestone moment for the campus as Rajdeep Sardesai inaugurated the new multi-media studio, joined by Nidhi Razdan and Manika Raikar.



Organisers from TEDxIILM attended the TEDx Workshop 2025 in Mumbai, hosted by TEDxGateway—an immersive journey of learning, innovation, and limitless possibilities.

Business News: November-December

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



India Opens Doors Wider: Parliament Passes 100% FDI in Insurance Sector

India's Parliament has passed the Sabka Bima Sabki Raksha (Amendment of Insurance Laws) Act, 2025, officially increasing the foreign direct investment cap in the insurance sector from 74% to 100% — a historic policy shift aimed at attracting deep global capital, modern technology, and competitive insurance products. The reform is expected to expand coverage across underserved regions, strengthen risk capital for firms, and create new jobs in underwriting, actuarial science, and risk analytics. It also empowers the Insurance Regulatory and Development Authority of India (IRDAI) to tighten governance and consumer-protection standards.

India Pushes Hard on Free Trade to Offset Tariffs & Expand Exports

India is fast-tracking multiple free trade agreements (FTAs) to counter global tariff pressures — particularly those imposed by the U.S. on certain goods — and diversify its export markets. High-level negotiations with partners such as the EU, New Zealand, and Chile are underway, and India is likely to sign its first new FTA with Oman soon, covering sectors like textiles, engineering products, pharmaceuticals, and agricultural commodities. This strategic trade push aims to integrate India deeper into global supply chains and generate jobs.

Streamlined Visas Signal a New Phase in Indo-Foreign Tech Collaboration

In a major boost for business mobility, India has significantly eased its visa rules to facilitate the entry of foreign engineers and technical experts — especially from key markets like China — without needing multi-layered approvals. The reform introduces a streamlined, digital sponsorship system via the Department for Promotion of Industry and Internal Trade (DPIIT), dramatically shortening onboarding timelines for skilled professionals. This move is expected to accelerate manufacturing projects, improve technology transfers, and enhance India's appeal as a global partner in heavy industries, electronics, and solar equipment production.



Tractor Exports Reclaim Growth After Two Lean Years

After two consecutive years of subdued overseas demand, India's tractor exports staged a robust recovery in 2025, with volumes from January to November crossing 95,000 units, a 6% increase over 2024, & on track to exceed 100,000 units by year-end. Key manufacturers like Mahindra & Mahindra and Escorts expanded into new regions such as Europe and Mexico, while South Asian & African markets showed renewed demand. Analysts forecast continued growth into 2026, supported by regulatory reforms and rising global mechanisation.

Finance Newsletter

~ Sanket Gujarati, MBA, 1st year

India's October Inflation Data:

India's retail inflation fell to an eight-year low of 1.54% in September, primarily due to moderation in food prices. As November 2025 begins, the focus for Indian equities shifts to key macroeconomic and market developments that are expected to influence near-term sentiment.

Active Primary Market – IPO Listings:

The primary market remains buoyant, with several IPO listings scheduled for the first week of November. This wave of debuts, including Lenskart Solutions Ltd, Studds Accessories Ltd, and Orkla India Ltd, is expected to add considerable excitement to the market.

Sixteenth Finance Commission Submits 2026–31 Report:

The Sixteenth Finance Commission (XVIFC), chaired by Dr. Arvind Panagariya, has officially submitted its report for the period 2026–31 to the President of India. The report outlines recommendations on:

- Vertical and horizontal devolution of resources between the Union and State Governments
- Disaster financing strategies
- Funding mechanisms for local bodies
- Performance-based grants for education, health, sanitation, and green initiatives
- Measures to strengthen fiscal federalism

The report was prepared after extensive consultations and will be presented to Parliament under Article 281 of the Constitution.

Digital Personal Data Protection Rules, 2025:

The Government of India notified the Digital Personal Data Protection (DPDP) Rules, 2025 on 14 November 2025, completing the implementation of the DPDP Act, 2023. The framework includes an eighteen-month phased compliance schedule, mandatory consent notices, breach reporting protocols, digital rights and grievance redressal mechanisms, and the establishment of a Digital Data Protection Board. Penalties may extend up to ₹250 crore.

Expansion of UPI and Banking Innovations:

India is negotiating with several countries to expand UPI services globally to enhance digital payments and financial connectivity. Banking and fintech sectors are also witnessing innovation through private credit funds supporting business expansion.

Gold Imports Surge in India:

India's gold imports recorded a sharp rise during October 2025, reflecting strong demand and price movements.

US–India Trade Developments:

As of mid-November 2025, six rounds of trade negotiations have been completed, with discussions focused on resolving tariff-related issues. The proposed agreement aims to reduce reciprocal tariffs while safeguarding the interests of Indian farmers, fishermen, and small industries.

India's GDP Growth:

India's GDP growth is estimated to have slowed to 7% in Q2 FY26 from 7.8% in Q1 FY26, according to ICRA. The moderation is attributed to weaker performance in services and agriculture, while industrial growth remained resilient.

Gold Imports Triple in October 2025:

India's gold imports tripled to a record USD 14.72 billion in October 2025. Major sourcing countries included Switzerland, the UAE, and South Africa. Gold prices surged to ₹1.29 lakh per 10 grams, while silver imports also witnessed a sharp increase.

India's Unemployment Rate:

India's unemployment rate remained steady at 5.2% in October 2025. Rural unemployment eased slightly, while urban unemployment increased, highlighting regional labour market disparities.



VOICE LABS: Finding One's Voice Through Confidence and Communication at IILM University

~ Pallavi Negi

Faculty Associate

In today's rapidly evolving professional landscape, technical expertise alone is no longer sufficient. The ability to communicate ideas with clarity, confidence, and empathy has emerged as a defining skill for academic success and professional growth. Recognising this need, IILM University has launched V.O.I.C.E. LABS — Visual, Oral, Interpersonal & Communication Excellence Lab, a dedicated initiative aimed at strengthening communication capabilities while nurturing self-confidence among students across disciplines.

Envisioned as a self-paced and voluntary learning space, VOICE LABS is open to all students, irrespective of background or prior proficiency. The initiative moves beyond the traditional classroom approach to create a supportive environment where students can practise, experiment, reflect, and grow without fear of judgment. By positioning communication as a lifelong competence rather than a remedial skill, VOICE LABS encourages students to consciously invest in their personal and professional development.

The inauguration of VOICE LABS was held on 5th November and was formally inaugurated by Dr Shahzeb Syed. The launch was attended by Dr Neeta Mathur and Dr Shubhangini Bhalla, underscoring the university's commitment to building strong communication foundations among its students. The inauguration was immediately followed by the first interactive session, setting the tone for an action-oriented and experiential learning journey. This back-to-back launch reflected the spirit of VOICE LABS—participatory, practice-driven, and rooted in real engagement rather than theory alone.

A Structured Yet Flexible Learning Design

What distinguishes VOICE LABS is its thoughtfully designed three-part learning structure, followed consistently across weekly sessions. Each session functions as a complete learning cycle that begins before the classroom interaction and extends beyond it, ensuring sustained engagement with communication skills.

The pre-session phase focuses on individual preparation. Students are given access to a curated list of video resources aligned with the theme of the upcoming session. They select relevant materials at their own pace and complete corresponding worksheets that encourage observation, reflection, and self-assessment. This phase enables students to familiarise themselves with key ideas and arrive better prepared for active participation.

The offline classroom session forms the experiential core of VOICE LABS. Here, students participate in structured exercises, roleplays, simulations, discussions, and practice-based activities linked to the session's theme. Emphasis is placed on peer interaction, feedback, and real-time experimentation with voice modulation, body language, listening skills, articulation, and interpersonal dynamics. Faculty facilitators ensure that these sessions remain engaging, inclusive, and safe spaces for expression. The learning cycle concludes with the post-session follow-up, where students consolidate their learning through reflective submissions.

These typically include short self-recorded video or audio clips, enabling students to practise articulation and confidence independently. Written reflections accompany these recordings when required, helping students develop self-awareness and track progress over time.

Faculty Leadership and Academic Depth

VOICE LABS functions under the stewardship of Dr Shubhangini Bhalla, Faculty In-Charge, and is supported by a dedicated faculty team comprising Dr Aswani RS, Prof. Neeta Mathur, Dr Prachi Ratra, and Ms Pallavi Negi. The team brings academic rigour, pedagogical innovation, and consistency to the initiative, ensuring that learning remains structured yet adaptable to diverse student needs.

Spread across the academic year, the lab offers thematic weekly sessions covering reading, writing, speaking, listening, public speaking, interpersonal communication, presentations, interviews, debates, crisis communication, and digital and cross-cultural interactions. Each theme is carefully mapped to real-world professional contexts, making the learning relevant across specialisations such as marketing, finance, HR, analytics, and operations.

Building a Culture of Expression

Beyond skill development, VOICE LABS aims to cultivate a broader culture of communication on campus—one where students feel confident expressing ideas, asking questions, and engaging in dialogue. The lab's design promotes autonomy, encouraging students to take ownership of their learning journeys while benefiting from structured guidance and peer learning.

The impact of VOICE LABS extends well beyond improved articulation. By strengthening clarity, confidence, and presence, the initiative seeks to enhance students' academic performance, professional readiness, and overall self-belief. Over time, it aspires to shape graduates who not only possess strong subject knowledge but can also communicate their ideas with conviction, sensitivity, and purpose.

At IILM University, VOICE LABS stands as a powerful reminder that when students are given the right space, structure, and support, they do not merely learn to speak better—they learn to find their voice.



Joy of Giving: Nurturing Compassion and Purpose at IILM University

~ Pallavi Negi

Faculty Associate

In an age where higher education is often evaluated through rankings, placements, and measurable outcomes, the Joy of Giving initiative across IILM institutions offers a powerful counterpoint. Conceived as a pan-IILM movement, the Joy of Giving is being carried forward across all IILM campuses, reflecting a shared institutional commitment to compassion, social responsibility, and purpose-driven education. At the IILM University, Greater Noida campus, the initiative is being steered with vision and consistency under the leadership of Dr. Avijit Chakravarti.

At its core, the Joy of Giving is not a standalone programme or a calendar-bound activity. It is a philosophy that encourages students to move beyond academic learning and engage meaningfully with society. The initiative seeks to inculcate empathy, dignity, and a sense of collective responsibility—values that are essential for nurturing thoughtful leaders and socially conscious citizens.

The Joy of Giving journey at the Greater Noida campus formally began with its inauguration on 14th August 2025 at the IGSM Auditorium. The ceremony was graced by Prof. Taruna Gautam, Vice Chancellor, IILM University, who addressed the gathering of students, faculty, and staff. In her address, she spoke about the importance of integrating compassion and service into the educational experience, reminding the audience that institutions of learning must also be institutions of care. She ceremonially cut the ribbon to mark the launch of the initiative and inaugurated it with the first personal donation, setting a powerful example of leadership through action.

Following the inauguration, a campus-wide donation drive was launched, inviting contributions from across the University community. Students, faculty members, and staff came together to donate clothes, books, stationery, and essential items intended for nearby communities. The drive unfolded over several weeks and was marked by high levels of student engagement, reflecting a growing awareness that responsible giving requires intention, sensitivity, and respect for the needs of others.

On 8th October, student volunteers from the MBA and Public Policy programmes carried the initiative forward by visiting nearby communities to distribute the collected donations. This on-ground engagement allowed students to move beyond the role of contributors and become active participants in the process of service. Interacting directly with community members helped students gain insights into lived realities and social challenges, making the experience deeply personal and reflective.

The same day also witnessed the Community Fest, held at noon, which became a celebration of inclusivity and gratitude. In a symbolic and deeply meaningful gesture, the helping staff of the University were served food by faculty members and students, and everyone came together to share a meal in the IGSM open area. This act dissolved everyday hierarchies and reinforced the core values of equality, dignity, and mutual respect that define the Joy of Giving.



The shared meal became a moment of collective reflection, reminding participants that compassion often finds expression in simple, everyday actions.

Adding another important milestone to the initiative, the Joy of Giving student volunteers collaborated with the Department of Psychology to celebrate Children's Day (birthday of former Prime Minister Sh. Jawaharlal Nehru) on campus. Under the coordination and guidance of Dr. Fouzia Shaikh, the event was thoughtfully designed to focus on joy, emotional well-being, and creative expression. Middle-school children associated with Chhoti Si Khushi NGO were invited to the University, where they participated in interactive games, colouring activities, and group engagements facilitated by student volunteers. The children enjoyed refreshments and took back small gift hampers, specially crafted and curated by students of the Psychology Department. More than a festive celebration, the event became a powerful learning experience for student volunteers,



offering insights into empathy, inclusivity, and age-appropriate engagement. The laughter and enthusiasm of the children brought alive the true spirit of the Joy of Giving—demonstrating that meaningful service often lies in creating safe, joyful, and affirming spaces.

What distinguishes the Joy of Giving initiative at IILM University is its purpose-driven and sustained approach. These engagements are not isolated events, but part of a broader educational vision that integrates social immersion with academic reflection.



Faculty mentorship and student leadership together ensure that learning extends beyond classrooms and contributes to the development of ethically grounded individuals.

As the Joy of Giving continues across all IILM campuses, the Greater Noida experience stands as a strong example of how institutions can embed compassion into everyday academic life.

By fostering a culture of empathy, community engagement, and social responsibility, the initiative reinforces the belief that true education is not only about professional success, but about the ability to contribute meaningfully to society.

Innovation Day at IILM University Greater Noida: Turning Empathy into Action

~ Pallavi Negi

Faculty Associate

IILM University's Greater Noida campus came alive with ideas, empathy, and innovation as the DTEM (Design Thinking and Entrepreneurial Mindset) program for MBA Semester I students culminated in Innovation Day on 1st December 2025. The event marked the conclusion of an intensive, hands-on learning journey where students worked in groups to identify and address pressing social and local needs in and around the campus community.

Rooted in the principles of design thinking, the projects reflected deep immersion with stakeholders and a strong emphasis on empathy-led problem solving. Students moved beyond theoretical frameworks to engage with real people, real challenges, and real contexts. The outcomes were showcased as proofs of concept, demonstrating practical, sustainable, and human-centred solutions.

The themes explored were wide-ranging and socially relevant. Projects addressed concerns related to environmental sustainability, community engagement, youth development, generational gaps, mental well-being, women's safety, and animal welfare. Several teams also explored issues such as waste management, accessibility, inclusive public spaces, and awareness-building initiatives, highlighting the interconnectedness of social, environmental, and economic challenges.

Innovation Day was not only a showcase but also a learning platform. Projects were evaluated by a distinguished jury comprising design thinking faculty from BML Munjal University and experts from the social sector. The jury engaged closely with the students, offering constructive feedback, probing questions, and insights drawn from real-world experience.

For the students, the day was a celebration of learning by doing. It reinforced the idea that management education is not just about business acumen, but about building a mindset that is empathetic, responsible, and solution-oriented. Innovation Day stood as a powerful testament to how young minds, when guided by purpose and process, can contribute meaningfully to society.



Capital Market Intelligence (CMI) Lab: Empowering MBA Students Through Experiential Learning at IILM University

In an era where financial markets evolve faster than traditional classroom learning can capture, IILM University, Greater Noida has taken a bold and visionary step by establishing the Capital Market Intelligence (CMI) Lab—a first-of-its-kind, practice-driven learning ecosystem designed especially for MBA Finance students. More than just a facility, the CMI Lab is a strategic academic initiative that transforms theoretical knowledge into actionable skills, preparing students for meaningful careers in India's dynamic BFSI sector.

Rooted in the University's mission of learning with purpose, the Lab serves as a bridge between academic excellence and industry expectations. It is built on a simple yet powerful premise: students learn best when they engage directly with real markets, real strategies, and real financial tools.

A Vision Driven by Industry Relevance

The CMI Lab is structured as a stand-alone, practice-oriented initiative under the School of Management. Its purpose is multidimensional: to nurture technologically competent finance leaders, encourage hands-on learning, and foster interdisciplinary participation within the University.



As financial markets increasingly rely on data analytics, AI, and automation, industry demands a new generation of finance professionals who are not only conceptually sound but also market-ready. The CMI Lab fills this crucial skill gap by providing immersive learning experiences such as:

- Live market simulations
- Student-managed real-money fund execution
- Fundamental and technical analysis training
- Algorithmic trading and AI-assisted strategy building
- Bloomberg terminal exposure
- Industry-led mentoring and portfolio reviews

This integration of technology, analytics, and financial education positions IILM as a frontrunner in experiential management learning.

The 'Super 50' Selective Cohort: A Community of High-Potential Learners

One of the most distinctive features of the Lab is its selective cohort model, popularly known as the "Super 50." Each year, 50 highly motivated first-year MBA students are selected through a transparent process involving academic



screening, a statement of interest, and a group discussion. This carefully curated cohort forms a dedicated learning community that progresses through structured levels of market training across four semesters.

A Multi-Level Experiential Learning Journey

The CMI Lab offers a nine-level progressive learning pathway, beginning with basic financial literacy and culminating in advanced fund management and AI-driven capstone projects.

- Level 1: Basics of stock markets & financial instruments
- Level 2: Portfolio creation using fundamental and technical analysis
- Level 3: Hedging, derivatives, and algorithmic trading simulations
- Level 4: NISM certification and Bloomberg immersion
- Level 5: Real-money fund management with ₹5,00,000
- Level 6: Market Masters Challenge—an intraday trading competition judged by industry professionals
- Level 7: Senior–junior mentoring and leadership development
- Level 8: Capstone projects integrating finance, data science, and AI
- Level 9: Final report submission and evaluation by experts

Building Ethical, Responsible, and Future-Ready Finance Leaders

What makes the CMI Lab unique is its emphasis on values. Students are trained not only to generate returns but also to practice ethical investing, transparency, and responsible decision-making. Sustainability, ESG considerations, compliance, and risk management form an integral part of the training.

A Win–Win for Students and the Institution

The CMI Lab is more than an academic initiative—it is a platform that shapes career trajectories. Students gain practical exposure that strengthens their placements, industry-recognized certifications, leadership experience through fund management roles, and networking opportunities.

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.

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