

FROM THE VICE CHANCELLOR

Welcome to the inaugural edition of PURview—a small but significant step in strengthening how we see ourselves, and how we share that vision with others.

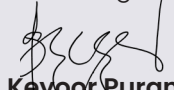
You may ask—why “PURview”? The name itself is a reflection of what we hope this newsletter becomes. It blends our institutional identity—Prestige University (PU)—with the word purview, meaning a range of vision, influence, or responsibility. Quite simply, PURview represents the lens through which we, as a community, reflect, align, and act.

In a growing institution like ours, clarity of purpose and shared understanding are critical. PURview will serve as a bi-monthly articulation of our collective journey—connecting vision to action, highlighting accomplishments, and surfacing stories from across our academic, research, and engagement spectrum. It will carry updates from within and signals to those beyond.

More importantly, this is not just a Vice Chancellor’s note to the university. It is intended as a dialogue—a consistent platform to engage our community and to shape a coherent and values-driven institutional culture. You will see perspectives, achievements, and moments that remind us why we are here and where we are headed.

I hope you will not just read Purview, but contribute to it, challenge it, and shape it.

Warm regards,



Keyoor Purani
Vice Chancellor

Education for Social Transformation: Announcing Founder’s Scholarship for First- Generation Learners

September 17

Prestige University Indore marked its Founder’s Day with an announcement of a social impact initiative: **The Founder’s Scholarship for First-Generation Learners**. Instituted in honor of the University’s visionary founder, **Padma Shri Dr. N. N. Jain**, the scholarship will extend need-cum-merit support to students entering PU’s integrated master’s (UG+PG) programs. India’s demographic profile makes



Right and center:

Roots of Vision

Governing Body members planted saplings at PU campus during the 6th GB meeting on August 20, 2025, symbolizing growth, vision, and the enduring foundations of governance.

Far right:

Opening Doors, Building Future

Hon. Chancellor and Hon. Pro Chancellor inaugurate the new Board Room at PU campus on August 20, 2025.



this initiative especially significant. With 65% of the population under the age of 35, the country is poised to reap a demographic dividend if young people are equipped with higher skills and education. Yet national surveys show that only about half of youth aged 20–24 complete higher secondary education, and a large proportion are first-generation learners facing barriers of finance and awareness. Announcing the scholarship, Vice Chancellor Prof. Keyoor Purani said, “By opening doors for students who are the first in their families to attend university, PU is not only supporting individual aspirations but also addressing a national priority. The Founder’s Scholarship carries forward Dr. Jain’s belief that education can be a force for social transformation.”

The Founder’s Scholarship will be awarded annually beginning with the academic year 2026–27, with the first cohort selected through a transparent merit-cum-means process. PU plans to expand the initiative with philanthropic and CSR partnerships.



TOP 10 EMERGING STATE PRIVATE UNIVERSITIES		
RANK 2025	UNIVERSITY NAME	STATE
1	VELLORE INSTITUTE OF TECHNOLOGY, AMRAVATI	Andhra Pradesh
1	RV UNIVERSITY, BANGALORE	Karnataka
2	SRINATH UNIVERSITY, JAMSHEDPUR	Jharkhand
3	PIMPRI CHINCHWAD UNIVERSITY, PUNE	Maharashtra
4	PRESTIGE UNIVERSITY, INDORE	Madhya Pradesh
5	UNITED UNIVERSITY, PRAVAGRAJ	Uttar Pradesh
6	ATHARVA UNIVERSITY, MUMBAI	Maharashtra
7	INDIRA UNIVERSITY, PUNE	Maharashtra
8	SINGHANIA UNIVERSITY, JHUNJHUNU	Rajasthan
9	SCOPE GLOBAL SKILLS UNIVERSITY, BHOPAL	Madhya Pradesh
10	CHRIST UNIVERSITY, DELHI NCR	Delhi NCR

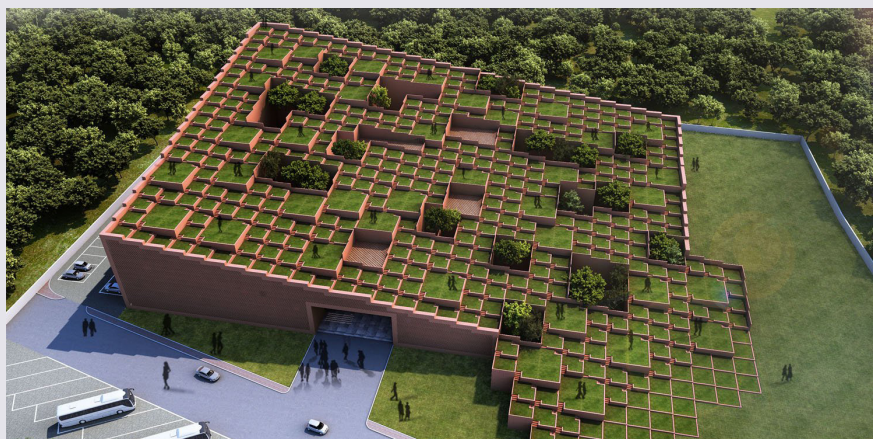
PU Ranked Among Top 10 Emerging State Private Universities in India

It is a matter of great pride that Prestige University has **secured 4th position** among the Top 10 Emerging State Private Universities in India, according to the **Outlook-ICARE Rankings 2025**.

<https://www.outlookindia.com/education/outlook-icare-rankings-2025-top-10-emerging-state-private-universities>

Rising Step by Step: PU’s Stephill Architecture

By Prof. Keyoor Purani



IN August, I had the privilege of contributing an opinion piece to The Economic Times Education, titled *Lecture & Architecture: Campus Spaces That Inspire Learning*. In it, I argued that campus design is never only about aesthetics. It is about inspiring ideas. While I drew upon examples from across the world, the inspiration behind my reflections was much closer to home—the Prestige University campus.

Our campus has not emerged by default but by design. What I often describe as ‘Stephill Architecture’ is more than an aesthetic expression. It is a philosophy in built form. The green terraced steps, the interplay of light and courtyards, the way spaces spill into one another: all seem to evoke a quiet invitation to rise, step by step, towards aspiration and belonging. As I wrote in the ET article, “a thoughtfully designed campus does more than provide shelter; it signals identity, nurtures dialogue, and inspires communities.”

Our main building – the work of Sanjay Puri Architects, already recognized with international awards, reinforces this conviction. The stepped volumes with green terraces respond to our climate, while diagonal courts and shaded streets create spaces for informal learning. In many ways, this architecture is also a tribute to our Founder’s vision: that institutions must aspire not only in academics but also in the environments they create for their communities.

Do read my article at: <https://education.economictimes.indiatimes.com/blog/the-impact-of-architecture-on-learning-spaces-in-universities/123179962>

PU Indore Joins the CAT 2025 group of Institutions

PU Indore is proud to be among the leading 100 institutions and within the leading 75 non-IIM members of CAT2025. Common Admission Test (CAT), conducted by the top six IIMs, attracts nearly 300,000 candidates annually and is a key gateway to India’s leading MBA programs.

PU-KRC becomes an Institutional Member of IIM Indore Library

Through this membership, PU faculty, researchers, and students can now access IIM Indore’s extensive collection of academic journals, research papers, case studies, and digital content—enriching the teaching-learning process and supporting deeper academic inquiry across disciplines.

Strengthening Industry-Academia Ties: Prestige University Signs Letter of Understanding with NISM

July 30

Prestige University is proud to announce a landmark collaboration with the National Institute of Securities Markets (NISM). This partnership reflects our ongoing commitment to fostering meaningful engagement between academia and the industry.

The LOU outlines a framework for collaboration in academics, research, and professional training, with a special focus on securities markets and financial education. This initiative is designed to provide our students and faculty with direct access to cutting-edge industry insights, certification pathways, and applied knowledge.

As part of the agreement, Prestige University students will now have the unique opportunity to enroll in NISM certification programs and appear for examinations directly from the University's computer lab infrastructure – a step that enhances both convenience and academic integration.

Fostering a Safe and Inclusive Campus: Anti-Ragging Week Observed at Prestige University

August 12-18

In alignment with UGC guidelines, Prestige University observed Anti-

Ragging Week from 12th to 18th August, 2025, reinforcing its commitment to a safe, respectful, and inclusive learning environment.

The observance featured a series of student-driven activities led by BBA 1st, 2nd, and 3rd year cohorts, with active mentorship from faculty members. These activities included:

- Poster-making and slogan competitions
- Awareness sessions on anti-ragging policies
- Interactive role-plays and peer talks to address real-life scenarios
- Pledge-taking ceremony to uphold a culture of mutual respect

The initiative not only educated students on the institutional mechanisms against ragging but also fostered a spirit of solidarity, empathy, and active citizenship within the student community.

Where Memories Take Root: PU's first batch alumna inaugurates the new hostel

September 24

Prestige University marked a significant milestone with the inauguration of its newly constructed on-campus Hostel—an enduring symbol of how student life and learning are enriched by shared spaces and community living.

The inauguration ceremony was graced by Chief Guest Ms. Rachita Jain, a distinguished alumna from

PU's very first graduating batch. Her presence lent the occasion a unique emotional resonance, embodying how hostels become more than residences—they are the places where friendships are formed, bonds are strengthened, and memories are carried forward into alumni life.

The inauguration began with the traditional coconut-breaking ritual, invoking auspicious beginnings for this new chapter of student living at PU. Faculty, staff, students, and guests gathered to celebrate a moment that not only reflects the university's growth and commitment to student well-being, but also affirms its vision of building a campus where experiences inside the classroom are complemented by the relationships beyond it.

Impact: Publications & Talks

- Ravi Chatterjee, Sneha Rose George, **Juhee Singh Verma**, Githa Heggde, Dharmeshdan Dilipdan Gadhavi; *"Impact of human and AI-agent services on customer learning, immersion and loyalty: the role of interactivity"*, Journal of Service Theory and Practice, 2025.
- **Purani Keyoor** and Kumar Deepak S, *"Impex LED TV: Foot-ball Fiesta"*, Gyanodaya, Indian Institute Of Management Kozhikode, 2025.
- Jeesha Krishnan and **Purani Keyoor**, *"Webcare as Signal: What Marketers Must Know Responding to Reviews"*, BusinessWorld, August 11, 2025.



Fostering a Safe and Inclusive Campus:
Anti-Ragging Week observed at Prestige University



Where Memories Take Root:
PU's first batch alumna inaugurates the new hostel



Dr. Dilip Chhajed
Distinguished Member
Board of Management, PU
Distinguished Visiting Faculty
School of Management, PU

Dr. Chhajed currently serves as Associate Dean for Master's and Online Programs at the **Daniels School of Business, Purdue University**, and brings over 30 years of expertise in supply chain management, sustainable operations, and academic leadership. He holds a PhD in Management from Purdue University, an MS in MIS from the University of Texas at Dallas, and a B.Tech. in Chemical Engineering from IIT Bombay.



Dr. Milan Agnihotri
Practitioner-in-Residence
School of Management, PU

Dr. Agnihotri is a senior marketing leader with over 30 years of experience across Asia, currently serving as Head of Growth & Strategic Actions at **Dentsu Malaysia**. He has led global campaigns for brands like Toyota, Coca-Cola, and Shell, and earned accolades.

GUEST TALKS



Dr. Milind Padalkar
Former Pro Chancellor,
NorthCap University
Veteran Industry Leader

Drawing on over three decades of corporate leadership, Dr. Padalkar (Ph.D., IIM Kozhikode; MBA, IIM Ahmedabad; B.Tech., IIT Delhi) delivered a guest talk on **AI and the future of workplaces** on August 26, 2025 at PU campus. The session saw enthusiastic participation from students, faculty, and staff alike.

Independence Day

August 15



Vice Chancellor Prof. Purani hoisted the national flag by marking the 79th Independence Day. He also shared a personal observation about the university's security staff, noting how their daily greeting of "Jai Hind!"—in contrast to the usual "Namaste" or "Good Morning"—reaffirms a shared national identity and a sense of discipline. In recognition of their unwavering service, PU caps were distributed to the security staff as a token of appreciation. Prof. Purani described these as "honor caps".

Ganesh Chaturthi

August 27



The campus welcomed Lord Ganesha with devotion and collective enthusiasm. Special highlight was the handcrafted Ganpati idols, lovingly made by our talented students.

Panel Discussion on Indian Knowledge Systems (IKS)

August 30



The event encouraged critical thinking, collaboration, and a fresh take on sustainability rooted in Indian ethos.

Teacher's Day Tribute

September 5



PU celebrated Teacher's Day with heartfelt speeches, performances, and tokens of appreciation, honoring the deep respect students hold for their educators.

Navratri Celebration

September 27



As the festive air continued, PU's campus came alive with music, color, and cultural pride during a joyful evening of Garba.

Learning Beyond the Classroom: IMP Students Visit Dainik Bhaskar Printing Facility

September 20



The visit provided PU students with a experiential learning opportunity of newspaper production. It deepened their understanding of operations management connecting classroom theory with industrial processes.