

FROM THE VICE CHANCELLOR

Every young university gradually builds a set of identities that reflect its many facets. Over the last few weeks, you would have noticed an important update in our internal communication: the introduction of a new nickname identity for our University — PU Indore. Around the world, universities often become known as much by their affectionate nicknames as by their formal titles. MIT, UCLA, NUS, IIT, IIM—these abbreviations are more than convenient labels. They are symbols of community, belonging, and pride. Such identities are not manufactured by committees. They emerge naturally, from within. This emerging ‘nickname identity’ is a sign of a young university finding its cultural rhythm.

Importantly, the rise of PU Indore does not replace the formal name of Prestige University. Instead, it complements it. The formal name remains our academic, regulatory, and global anchor. PU Indore becomes the cultural identity—youthful, energetic, rooted in the everyday life of this campus. It is the name that students will chant on the sports field, the one, alumni will proudly reference long after graduation, and the one that gives our staff and faculty a sense of a growing ecosystem.

As this shared identity takes root, it also invites each of us to reflect on our connection with PU Indore. It poses a simple question: Do you have PU in you? Not literally, of course—though even this newsletter, PURview, proudly carries those two letters. The real question is whether we embody what PU Indore stands for: learning with purpose, acting with integrity, and growing into our best selves through a vibrant campus community. When it brings us closer as a community, it becomes a legacy future generations can inherit with pride.

Warm Regards,



Keyaor Purani
Vice Chancellor

Elevating Careers, Empowering Leaders: Launch of the Executive Master's Program (XMP)

November 13

Prestige University, Indore, has launched admissions for its first Executive Master's Program (XMP)—a two-year, fully on-campus Executive MBA designed for working professionals who want to accelerate their careers without stepping away from work responsibilities. Offered by the School of Management, the program is tailored for the large and fast-growing pool of technical executives in Madhya Pradesh's industrial and commercial hub who are ready to transition into managerial and leadership roles.

Across India, mid-career talent faces a rising career plateau early. A large number of young engineers feel professionally “stuck” within five to seven years of work due to limited business exposure and leadership opportunities. According to a 2023 Deloitte survey, nearly 60% of young professionals in India considered a management degree as the next logical step for advancement, but few can afford to quit their jobs or relocate for a full-time MBA. Employers, meanwhile, struggle to retain high-potential talent who leave for such programs.

PU's Executive MBA Program responds to these realities with a weekend-

Charter Day Celebrations!

Three of PU's longest-serving staff members marked University Charter Day on October 17 by cutting a commemorative cake at the campus courtyard, celebrating the early contributors whose dedication and continuity have shaped PU Indore's journey since inception.

Introducing PU Indore:

Visual Identity for ‘Nickname’ was unveiled on October 1 acknowledging its roots in community.



based 'sandwich' learning model, enabling professionals to learn on campus during weekends, apply concepts in real work settings during the week, and return the next weekend to reflect and deepen their understanding. This continuity makes leadership development immersive, contextual, and aligned with career progression.

Announcing the program, Vice Chancellor Professor Keyoor Purani said, **"For many ambitious professionals, there comes a moment when skills must evolve into leadership. Our XMP is designed to create that inflection point — a rejuvenating return to campus learning that ignites purpose, reflection, and growth, while enabling executives to remain valuable contributors at their workplaces."**

Delivered face-to-face on PU's green, step-hill campus, the program blends academic rigor with real-world insights from distinguished faculty and industry mentors. Structured weekend residencies also support peer learning, networking, and reflective dialogue — elements considered essential for developing next-generation leaders in fast-changing industries.

The XMP is now open for 2026 intake. PU aims to strengthen the program through industry partnerships and modules co-created with regional employers, ensuring that the University not only educates professionals but also retains talent and builds leadership capacity within the state.

THE FREE PRESS JOURNAL

Prestige launches innovative executive MBA programme

Our Staff Reporter
INDORE

Prestige University, Indore, has announced admissions for its two-year Executive Master's programme (XMP), an executive MBA designed for working professionals. Offered by the School of Management, the programme introduces a unique 'sandwich' model, combining weekend on-campus classes with week-day workplace application. Vice chancellor prof Keyoor Purani described it as a purposeful retreat for mid-career

executives to rediscover direction and leadership.

The fully immersive programme includes weekend residential sessions, mentoring and peer networking. Designed to help organisations retain top talent, the first batch begins in January 2026. Applications are open until January 10, 2026, through www.prestigeuniversity.edu.in. The initiative reinforces Prestige University's mission to deliver innovative, experiential and industry-integrated management education in Madhya Pradesh.

VOX COGNITIO



Land Use in Renewable Energy Development

Dr. Himanshu Upadhyaya, Associate Professor, School of Management, Prestige University

Participating in a Panel Discussion at 9th ILDC 2025 I got an opportunity to represent PU Indore at the annual Indian Land and Development Conference at Ahmedabad. The panel discussion titled **'Unbundling Property Rights: An Alternative Approach for Arranging Land for Renewable Energy'** was proposed by the Think Tank, Centre for Energy, Environment and People. This panel discussion brought together academic scholars (Dr. Anuj Goyal, Dr. Mautoshi Ao and me) Public Policy researcher (Samiksha Bharati from CEEP) and Development Practitioner (Shipra Deo from Landesa).

We discussed the complicated terrain of customary land use rights and ownership rights in the context of development projects, especially in the case of Renewable Energy (RE). Traditional approaches to land acquisition often ignores use rights in favour of ownership rights, resulting in injustices and marginalization of vulnerable groups like women, Dalits and Adivasis. The panel emphasized the need to weave in legal recourses and collective bargaining to bring customary rights to the forefront of land acquisition for RE projects to ensure a just transition.

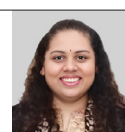
In my intervention, I argued why land governance must incorporate emerging knowledge from academia, why we must unlearn the word 'wasteland' inherited from colonial legalese, and listen to Grassland Biologist Abi Tamim Vanak's path breaking research that draws our attention to myriad ecosystem benefits derived from landscapes that get termed as Open Natural Ecosystems.

The government says customary rights are difficult to codify. But that doesn't mean they don't matter. Everything that matters can't be measured and everything that can be measured, doesn't matter.

GUEST TALK



Dr. G. Venkat Raman
Professor - IIM Indore
Fulbright Fellow, Schar School,
George Mason University



Ms. Pooja Jain
Artist & Founder
International Fine Art
Academy

On November 18, Prestige University hosted Dr. G. Venkat Raman for an engaging lecture on **"How is China Rewiring the Globalization Debate?"** The session drew an enthusiastic turnout, making it one of the most impactful academic engagements of the semester.

A seminar-cum-workshop on **"Beyond LMS: Tech-Enabled Learning"** facilitated by Ms. Pooja Jain, an artist, entrepreneur, and global educator known for her innovative integration of creative arts and technology.

UNIVERSITY UPDATES

Learning by Living: PU's Immersive Learning Approach in Action

At Prestige University, immersive learning is not merely an occasional activity—it is the very foundation on which our academic philosophy is built. Leading global management schools recognize that tomorrow's leaders need far more than conceptual knowledge. They must develop empathy, resilience, communication skills, and a deep understanding of people and the world they serve. Research in higher education shows that experiential learning significantly improves critical thinking, collaborative problem-solving, and adaptability—skills that are indispensable in an AI-driven era where human judgement and creativity make the true difference.

At PU Indore, we bring this philosophy alive through structured experiences that engage the mind (*To Know*), the heart (*To Be*), and the hands (*To Do*). In November 2025, two powerful immersive initiatives exemplified this commitment for the IPM second and third year students, transforming classrooms into vibrant spaces for personal expression, community engagement, and leadership learning.

Drama into the classroom



For the Second-Year Students of Integrated Program in Management (IPM) Immersive Learning Week unfolded through a bold and creative pedagogy as students stepped into a Theatre-based Immersive Learning Lab. Conducted in collaboration with *Helen O'Grady International – The EduDrama Academy*, the workshop used drama as a structured learning tool to sharpen interpersonal and professional skills. Over six days, between 1-6 Nov., learners explored improvisation, storytelling, body language, and vocal expression in a safe and energizing environment. By embracing spontaneity and stepping beyond comfort zones, the methodology strengthened teamwork, empathy, situational thinking, and presence competencies every manager needs. More importantly, students discovered

new dimensions of self-awareness: understanding how they appear to others, how they influence team dynamics, and how creative expression unlocks innovation. This enabled them not just to learn, but to experience—to articulate, to express, and to grow.

Leadership in the Wild



For senior IPM students, Immersive Learning Week (10-15 Nov.) pushed the boundaries of leadership development with a field-based experiential module in *Jawai, Rajasthan*. Away from familiar routines and comfort zones, students stepped into a rugged landscape that served as a real-world laboratory for decision-making, collaboration, resilience, and self-management. Interactions with local communities and guides deepened appreciation for how context shapes problem-solving and resourcefulness.

A signature challenge – “*Survive a Night at Jawai Forest*” – placed students in teams tasked with

planning shelter, food, safety, and navigation under uncertainty. The exercise demanded clear communication, conflict resolution, and adaptive leadership qualities that emerge only when theory meets the unpredictable. From navigating the outdoors to managing group dynamics, the journey showed that some of the most important lessons in management are learned not in classrooms.

In a hands-on demonstration of responsibility, the students also took the initiative to conduct a cleanliness drive at *Jawai Bandh*. This effort, inspired by their observations during the visit, reflected the cohort's commitment to environmental stewardship and promoting responsible tourism.

PU Faculty Trains LIC Leadership in Bhopal



October saw a high-impact executive development intervention at the LIC Zonal Training Centre, Bhopal, where PU faculty Prof. Shivrinder Pal, Prof. Ravi Raushan Jha, and Prof. Himanshu Upadhyaya, delivered modules for Senior Development Officers and Branch Managers, along with a two-day programme for administrative and marketing officers. The combined sessions blended financial product performance, transformational leadership, team building, communication skills, time management, and financial markets, strengthening managerial capability across India's largest life insurer.

As Prestige University expands its industry engagements, such programs reinforce its commitment to developing managerial talent across Madhya Pradesh and neighboring regions. Leveraging strong faculty expertise and colla-

borations with leading academic and industry institutions, PU aims to become a trusted partner in executive education — strengthening its leadership development ecosystem in alignment with initiatives like the newly launched Executive Master's Program (XMP).

Guiding Futures: PU's School Outreach Initiative Across India



Prestige University, embarked on a nationwide outreach across leading schools to help higher secondary students make informed academic and career decisions. As students step into higher education, many face uncertainty about future pathways and emerging careers. PU's outreach initiative aims to support them with clarity, guidance, and encouragement — long before they apply anywhere.

Led by Mr. Shankar Muralidharan, the team has completed 110+ engagements across six states, visiting schools such as CMS (Lucknow), OP Jindal (Raigarh), DPS, and Don Bosco (Guwahati), and connecting with close to 10,000 learners as they navigate this crucial phase of transition.

Each interaction reinforces PU's commitment to the holistic development of youth. By helping students discover what they want to know, who they aspire to be, and what they aim to do, Prestige University continues to nurture India's talent — one conversation at a time.

CAMPUS PULSE

Celebrating the Child Within

November 14



Students marked Children's Day with simple cheer and shared laughter — a reminder that even as we grow into future professionals, the spark of imagination and child-like wonder must always stay with us.

Design Meets Discovery

November 21



PU's distinctive step-hill campus continues to attract architecture schools eager to explore how innovative spatial design and sustainability are seamlessly woven into our learning environment.

As part of their study tour to Madhya Pradesh, third-year Bachelor of Architecture students from L S Raheja School of Architecture, Bandra, Mumbai—an institution with over 70 years of legacy in architectural education—visited Prestige University, Indore.

Careers in Motion

November 22



The MBA final year students step confidently into campus placement processes, engaging in evaluation rounds (*Aditya Birla Companies in the image*) as the on-campus career support services starts drawing recruiters on campus.

Colours of PU Pride

October 19



In a beautiful expression of pride and belonging, Ms. Lalita from our security team crafted a vibrant Rangoli featuring the PU visual identity.

Impact: Publications & Talks

Adwitiya Gupta & Rashmi Shukla, "Exploring the Efficiency of Indian Banking Sector: Insights from Meta-frontier Analysis", Journal of Quantitative Economics, 2025. (<https://doi.org/10.1007/s40953-025-00474-6>)

Asmita Mahapatra, "Shaping Academic Excellence: Ethics, Values, and Skills for Negotiation & Conflict Resolution", Faculty Development Program, October 16-17, 2025, REVA University, Bangalore.

Himanshu Upadhyay, "Unbundling Property Rights: Exploring Approaches to Sustainable Land Use for Renewable Energy Development", India Land Development Conference 2025, November 18, 2025, Ahmedabad.

Himanshu Upadhyay, "Environment Conservation and Finding the Balance", September 29, 2025, Bahai Chair, Devi Ahilya Vishwa Vidyalay, Indore.

Keyoor Purani, "Beyond names: Should Indian universities embrace a dual identity system?", ET Education, November 3, 2025. (<https://education.economictimes.indiatimes.com/news/industry/beyond-names-should-indianuniversities-embrace-a-dual-identitysystem/124869730>)

Preeti Kalyan, "India's Sports Diplomacy Strategy: The Olympics as Soft Power", Sport and Business Conference 2.0, October 9, 2025, Indian Institute of Management Indore.

Shivrinder Pal, "Sales and Distribution Management", Management Development Program for Defense Officers, October 29-31, 2025, IIM Kozhikode.

PURVIEW

Credits

Editing & Copy: CS Ayushi Kabra

Design: Jalp Lakhia & Harshit Kumawat

For contributions to PURVIEW

Please email to
ayushi.kabra@prestigeuniversity.edu.in



Prestige University, Survey no. 203,
Ringnodiya, Ujjain-Indore Road,
Indore – 453551, Madhya Pradesh, India
www.prestigeuniversity.edu.in

Contact Us

@ 1800-843-4546
@ 1800-889-4546