

FROM THE VICE CHANCELLOR

A new year often prompts reflection, not as a ritual of greeting, but as a moment to consider the paths ahead. For a university community, it is about renewing our collective commitment to learning in a world defined by change.

In an era marked by volatility, uncertainty, and rapid transformation, the most valuable capability we can cultivate is not simply what we learn, but how we learn. The curriculum contemporarisation is essential, and the universities must remain responsive to evolving disciplines and industry needs. But it cannot, by itself, ensure future-readiness. The rapid introduction of short-term, 'flavour-of-the-season' courses may offer immediate relevance, but such approaches struggle to keep pace with the speed and unpredictability of change.

The deeper purpose of universities lies in cultivating meta-skills: the ability to learn independently, to integrate knowledge across domains, to question assumptions, and to unlearn and relearn as circumstances evolve. These capacities enable individuals to adapt repeatedly over a lifetime. No ed-tech platform or industry-led program can credibly promise this depth of intellectual formation without the sustained, reflective, and socially embedded environment that a university provides.

At Prestige University, this belief guides our efforts to build a culture of holistic learning through experience, engagement, reflection, and dialogue towards preparing learners for sustained relevance in a changing world.

As the year unfolds, let our shared resolve remain simple yet powerful: to remain lifelong learners. When we learn to learn, we stay ready - not only for change, but for possibility. And in that readiness lies the enduring promise of higher education.

Warm Regards,



Keyoor Purani
Vice Chancellor

Corporate Mini Marathon on Campus

The city's first Corporate Mini Marathon on December 14 at PU Indore in collaboration with Indore HR Circle brought together HR professionals, industry leaders, faculty, staff, and students to run across the iconic Step-Hill campus



Fitness Meets the Future of Work: HR Professionals Gather at Prestige University Marathon

December 14

Around 50 corporate and HR professionals from across Indore participated in a Mini Corporate Marathon organized by Prestige University (PU) Indore in association with the Indore HR Circle (IHC) on Sunday. The run was held on the University's iconic step-hill campus, whose award-winning terraced architecture provided a distinctive and inspiring setting for the event.

The initiative brought together young HR executives, professionals from IT services and small- and medium-sized enterprises, and senior HR leaders, combining physical well-being with professional engagement. While participants took part in the marathon across the campus, a group of senior HR professionals engaged in an interactive discussion with Prof. Keyoor Purani, Vice Chancellor, Prestige University, focusing on emerging workplace realities and the future of talent development.

During the interaction, Prof. Purani spoke about the rapid transformation of work environments driven by technological disruption, shifting workforce



expectations, and the growing importance of adaptability and continuous learning. He emphasized that organizations today face complex challenges related to talent acquisition, retention, and capability development, which require a rethinking of traditional approaches to professional education and workforce preparedness.

Sharing his perspective, Prof. Purani said, "Cities like Indore are no longer just regional talent suppliers—they have the potential to emerge as global capability centers. To achieve this, organizations and academic institutions must jointly focus on building workforces that are adaptable, ethically grounded, and committed to lifelong learning. The future of work will belong to individuals who can continuously learn and relearn, and to organizations that create environments where people grow with change rather than resist it."

He further noted that new-age universities have a critical role to play in addressing these challenges by adopting innovative, experiential, and industry-aligned learning approaches that prepare individuals not just for their first job, but for evolving careers over decades.

The interaction highlighted the importance of deeper industry-academia engagement in strengthening Indore's professional ecosystem and supporting the city's contribution to the national and global economy. Participants welcomed the opportunity to engage in a meaningful dialogue that connected leadership, learning, and workplace well-being.

The Mini Corporate Marathon reinforced Prestige University's commitment to fostering a culture where education, industry engagement, and holistic development converge, contributing to the growth of individuals, organizations, and the city of Indore.

Soft Power of Sports

Dr. Preeti Kalyan, Assistant Professor, School of Management, Prestige University

At a Conference at IIM Indore this October, I presented my work on India's evolving sports diplomacy strategy and the implications of its bid to host the 2036 Olympic Games. The discussion that followed returned repeatedly to a simple question: why does sport matter?

Political theory offers a useful starting point. Joseph Nye's concept of soft power suggests that nations shape influence not only through coercion or capital, but through attraction — culture, credibility, and institutional competence. Building on this, scholars such as Cornelissen, and later, Grix and Lee, argue that mega sporting events function as diplomatic stages where emerging economies signal modernity, legitimacy, and governance capacity without overt assertion.

Viewed through this lens, India's Olympic ambitions acquire strategic significance. My research leads me to see such events primarily as exercises in perception. What the world observes is not medals alone, but systems — transport networks that function, institutions that coordinate, and citizens who participate with trust. In this way, the Games operate as a soft-power multiplier, shaping how partners, investors, and publics interpret a nation's credibility.

Yet the literature is clear about the risks. The experiences of Brazil and South Africa caution that spectacle without governance erodes legitimacy. India's own experience with the 2010 Commonwealth Games remains a reminder that ambition must be matched by institutional rigour. For this reason, I increasingly view the Olympics not as a two-week event but as a long-term developmental project. Investments in school and university sport, inclusive infrastructure, and everyday participation create the cultural base for success.

The question, then, is not simply whether India should host the Games, but what hosting would signify. If planned thoughtfully, the 2036 bid can articulate a distinct model of emergence grounded in democratic coordination, diversity, and public participation. Such signalling aligns closely with Nye's formulation of soft power.

(Based on author's research presented at the Sports and Business Conference held at IIM Indore in October 2025)



Off the track, in conversation

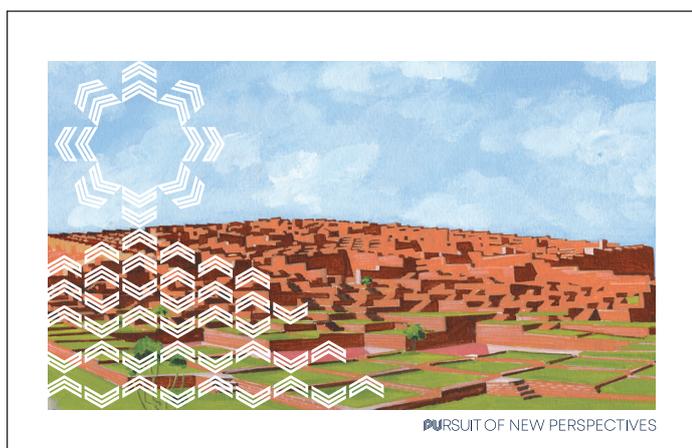
Alongside the mini-marathon, senior HR leaders joined Prof. Purani for an exchange on the changing world of work, continuous learning, and collaborative pathways to position Indore as a leading capability centre.



PU 2026 Calendar: A Tribute to Step-Hill Architecture

As part of its ongoing commitment to integrating learning, creativity, and campus identity, Prestige University has unveiled the PU 2026 Calendar, themed as a tribute to the University's distinctive step-hill architecture. Conceived as more than a timekeeping artifact, the calendar celebrates architecture as a living source of ideas, inspiration, and everyday learning.

The 2026 edition features artworks created by students, who interpret the tangible beauty of the step-hill campus through their own creative lenses. Each month reflects not just the physical form of the campus—its terraces, light, gradients, and spatial rhythm—but also the intangible ideas it inspires: dialogue, movement, reflection, collaboration, and growth. In doing so, the calendar captures how architecture at PU shapes experience, imagination, and intellectual exchange.



Digital PUSTakalaya: PU KRC's 2026 Push

In 2026, Prestige University is accelerating its investment in Digital PUSTakalaya through the Prestige University Knowledge Resource Center (PU KRC), with enhanced budget allocations for digital resources that support learning, teaching, research, and industry engagement. Alongside existing e-books, e-journals and databases such as EBSCO, PU KRC is adding powerful new platforms:

- **Euromonitor International** (global industry/market intelligence)
- **Statista** (cross-sector statistics and insights)
- **Magzter** (10,000+ digital magazines across genres), and
- **CARMA** (a curated video learning library for contemporary scholarly research learning needs)

Digital PUSTakalaya strengthens PU's knowledge ecosystem —enabling faster, deeper, data-rich decision-making and lifelong learning.

OlymPUs 2026: Campus Gears Up for the Annual Sports Fest

Prestige University is gearing up for its flagship student sports festival, **OlymPUs 2026**, with an enthusiastic response across campus as preparations intensify and the official logo is unveiled. It promises to be a vibrant two-day celebration of athleticism, camaraderie and competitive spirit, scheduled for February 2026. The program will feature a diverse mix of indoor and outdoor competitions, alongside distinctive formats such as the Step-a-thon — a signature endurance challenge that transforms the University's award-winning step-hill architecture into an athletic course, uniquely linking campus design with sport.

Adding distinction to the festivities, PU is honoured to welcome **Rinku Acharya, eminent former international table tennis player and national champion**, as Chief Guest for the inauguration. A Vikram

Awardee recognised for her contributions to sport, Mrs. Acharya's illustrious career includes representing India at international tournaments and dominating domestic championships. Her journey reflects the same ethos of resilience and excellence that OlymPUs seeks to inspire in student athletes.

The presence of a distinguished sportsperson, together with the new identity launch, underscores PU's commitment to holistic development beyond academics.

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OlymPUs 2026 Gathers Pace: The official logo launch by student members with Immersive Learning Coach Prof. Nakul Singh Chouhan (above) and the announcement of Chief Guest Rinku Acharya.

Storytelling in the Social Impact Sector: Professional Development Workshop Announced

Prestige University, in collaboration with The Migration Story—a newsroom dedicated to documenting the journeys and challenges of India’s vast migrant workforce—has announced a two-day, in-person **Professional Development Workshop** on 19 and 20 April 2026.

This workshop is an institutional intervention in an area that is gaining increasing attention across India’s non-profit and social impact sector. The programme aims to equip young professionals working with development organisations with the art and craft of weaving narratives that capture social change and lived realities on the ground. While grassroots development professionals are good at “doing”, and “documenting”, there is a need to tell compelling stories about social impact. The workshop seeks to strengthen these capacities and build confidence in communicating development work with clarity and empathy and to nurture new voices from the field and contribute meaningfully to the evolving practice.

Learning the Spirit of a Republic

January 26



Students, faculty, and staff came together on the 77th Republic Day to reflect on how the values of the Constitution shape institutions like Prestige University — reminding ourselves that reason, responsibility, and respect are not just ideals in a document, but principles to be practised every day.

Harvesting Joy Together

January 14



The PU community marked Pongal, Lohri and Makar Sankranti with warmth and shared festivities, embracing the many cultures that enrich our campus — a reminder that aiming high feels even better when we rise together.

Invoking Wisdom

January 23



At the Knowledge Resource Center, the PU community gathered to seek the blessings of Goddess Saraswati — celebrating knowledge, nurturing curiosity and focus, and reflecting that in an age of Artificial Intelligence, it is perhaps “Goddess Intelligence” that continues to guide us towards wisdom with humility.

Impact: Publications & Talks

Asmita Mahapatra, Sumita Sindhi and Anand Hindolia, “From Exposure to Empowerment: Modeling the Digital-Sustainable Pathway in the Indian Apparel Market” **Advances in Consumer Research**, 2025

Himanshu Upadhyay, “CAG Audit Report finds PMKKKY Goals are unmet in Karnataka”, **The Wire**, December 30, 2025 <https://thewire.in/government/cag-audit-report-finds-pmkkky-goals-are-unmet-in-karnataka>

Nagendra Kumar & Rajeev Ranjan Kumar, “Human-AI collaboration in operations and supply chain management: a systematic literature review”, **Management Review Quarterly**, 2025 <https://doi.org/10.1007/s11301-025-00575-9>

Harikumar Varrier, Joffi Thomas, **Keyoor Purani**, Deepak S. Kumar, “Innovation perceptions and retailer trust: Bridging brand management and channel management”, **Journal of Retailing and Consumer Services**, Volume 91, 2026 <https://doi.org/10.1016/j.jretconser.2026.104731>

GUEST TALK



Mr. John Chacko
Executive Chairman
Recode Malaysia and
Global VP, International
Advertising Association

On December 11, PU hosted Guest lecture on **“Recode: Nurturing and Growing a Startup Brand.”** With over 40 years of global marketing leadership, Mr. Chacko shared valuable insights on building and scaling startup brands.

PU WELCOMES



Dr. Nagendra Kumar
Assistant Professor
Prestige University

Dr. Nagendra Kumar joins Prestige University as Assistant Professor at the School of Management. A PhD from IIM Ranchi, he brings expertise in Operations, Analytics and Systems with particular focus on Human-AI Collaboration.



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Editing & Copy: CS Ayushi Kabra
Design: Jalp Lakhia & Harshit Kumawat

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