

FROM THE VICE CHANCELLOR

The past few weeks remind us how closely connected our world has become. Events in one region – conflicts, policy shifts, economic decisions – quickly ripple across geographies, shaping markets, mobility, and sentiment. What appears distant rarely remains so.

It is tempting to see such developments as external disruptions. Yet many are shaped by how decisions are made, how power is exercised, and how leadership is understood. This does not eliminate uncertainty, but it raises a deeper question: what kind of thinking is required of those who shape outcomes?

In such contexts, the difference between reaction and judgment becomes consequential. If this is the environment our students will enter, education must go beyond knowledge or skill; it must concern itself with the quality of thinking behind action. To be prepared is to make sense of incomplete information, hold multiple perspectives, and act with clarity despite uncertainty. Such capacities emerge not from instruction alone, but through engagement with complexity.

For students, this means learning where problems are open-ended and reasoning matters. For faculty, it means designing for inquiry and ambiguity. For institutions, it requires flexibility with rigour and relevance with depth.

At Prestige University, immersive learning, flexible pathways, and industry engagement reflect this intent. If there is a lesson from the times we live in, it is this: while the ground may shift, the ability to think clearly and act meaningfully must remain steady.

Warm Regards,



Keyoor Purani
Vice Chancellor

OlymPUs 2026: Rising Higher, Together

February 05

The Annual Sports Festival of Prestige University, OlymPUs 2026, was inaugurated on campus with energy, participation, and a strong sense of community. The ceremony was graced by Ms. Rinku Acharya, Vikram Awardee and former national table tennis champion, who engaged warmly with students – both in conversation and on the table – bringing alive the spirit of sport as participation, discipline, and joy.

The official livery of the festival appeared on screen with a click by Ms. Acharya, marking the beginning of a multi-day celebration of athleticism and teamwork. The campus resonated with the chant “P-U... Rise!”, capturing the ethos of OlymPUs as more than a competition—an expression of collective aspiration.



From Opening Moments to Lasting Memories

What began with energy and anticipation at the inauguration culminated in a vibrant celebration of sport, teamwork, and resilience—marking a memorable edition of OlymPUs 2026.



In his inaugural address, Vice Chancellor Prof. Keyoor Purani reflected on the role of sport within the larger philosophy of the University. He emphasized that sport is not an interruption of learning, but its extension—where values of resilience, discipline, and teamwork are experienced rather than taught. Speaking to students, he said, *“Do not aim merely to finish first. With every step you take, on the field and beyond, rise higher.”*



The event reflected the University's commitment to holistic development, where intellectual growth is complemented by physical endurance and community engagement. Set against the distinctive backdrop of the step-hill campus, OlymPUs continues to embody the University's motto - *To Know. To Be. To Do.*

As competitions unfolded over the following two days, OlymPUs 2026 finally stands as a reminder that sport, like education, is ultimately about becoming—through effort, through teamwork, and through the courage to rise.

On Luck, Ritual, and the Material World of Consumption

Shivrinder Pal, Associate Professor of Practice

At the American Marketing Association (AMA) Winter Conference this February, I presented my research on a concept that shapes everyday decisions yet remains underexplored in consumer research: luck. Traditionally, luck has been treated as a psychological belief – something individuals feel or possess. However, everyday consumption suggests this view is limited. From choosing “lucky” numbers to engaging in cultural rituals, luck is rarely internal alone. It is socially constructed, performed, and shared.

Drawing on an ethnographic study of Kerala's lottery culture, my research shows that consumers do not simply believe in luck—they actively create and engage with it. Rituals, symbols, and collective practices make uncertainty more comprehensible and manageable.

A key insight is the role of materiality. Objects such as numbers, colours, tickets, and everyday artifacts act as anchors of meaning. They do not just represent luck; they shape how it is understood and acted upon, translating abstract uncertainty into something tangible. We see this beyond lotteries. Festive purchases on “auspicious” days, preferences for certain numbers, and culturally aligned marketing all reflect how luck is embedded in consumption. Here, luck is not irrational—it is a culturally mediated way of navigating uncertainty.

For practitioners, this offers direction. Integrating rituals and symbols into brand experiences can deepen engagement by aligning with cultural meanings. For policymakers, recognising these belief systems can improve interventions in contexts involving risk.

Ultimately, consumption is not only about rational choice. It is also about meaning-making. And in that process, luck plays a more significant role than we often acknowledge.

(Based on the author's research presented at the American Marketing Association's Winter Academic Conference held in Madrid, Spain, in February 2026 – presented virtually)

PU WELCOMES



Dr. Milind Padalkar
Professor & Dean
(Academics)

An accomplished academic leader and corporate strategist, he brings nearly three decades of global industry experience alongside strong scholarly and teaching excellence. A Ph.D. from IIM Kozhikode, MBA from IIM Ahmedabad, and BTech from IIT Delhi, his expertise spans strategy, operations, governance, and organizational transformation.



Dr. Dinesh Sharma,
Professor of Practice

With over three decades of industry leadership across leading organizations and a Ph.D. in Marketing specializing in omnichannel retailing, he brings deep expertise in customer experience, CRM, and data-driven strategy. He will play a key role in bridging industry practice with academic rigor, enriching learning through real-world insights and research-led perspectives.



Dr. Sahil Kalra,
Assistant Professor

An IIT Indore Doctoral graduate with outstanding national ranks and strong research engagement across premier institutes in India and abroad. His expertise in Harmonic Analysis and Mathematical Applications strengthens our commitment to research-driven education.

City Artist Captures Step-Hill Design on Canvas

February 27

Architecture and art came together at Prestige University as city-based artist Ms. Pooja unveiled *campUs*, an original Oil on Linen painting inspired by the University's distinctive step-hill campus design. The artwork, now formally gifted to the University, was unveiled in a gathering of faculty and staff at the courtyard near the Board Room.

The painting reflects Jain's interpretation of the University's iconic stepped architecture, designed to rise gradually in harmony with the natural terrain. Through structured planes, earthy foreground tones, cooling greens, and a luminous blue sky, the artwork presents a visual dialogue between structure and nature – between aspiration and rootedness.

Speaking on the occasion, Pro-Chancellor Shri Dipin Jain highlighted the original vision behind the campus design. "When we were building this campus, the intention was never just to create infrastructure, but to create a space that inspires people every day. It is gratifying to see that the same architecture can move an artist to see it differently and bring it alive on canvas," he said.

Ms. Pooja shared insights into her creative process, noting that while the building appears overwhelmingly tall when viewed in person, her measured study during painting revealed its width to be more dominant. "That shift in perception fascinated me - much like education itself, where deeper understanding often reshapes first impressions," she said. She also described how the structure seemed to call her back repeatedly during the process, inviting deeper engagement and reflection.

The contemporary Indian artist trained in California dedicated the painting to her mother-in-law, acknowledging the layered memories and emotions associated with the space. Through this piece, she described her effort to embrace those memories with grace and gratitude.



Art Meets Architecture

Shri Dipin Jain, Pro-Chancellor, unveils the artwork inspired by Prestige University's step-hill design at a gathering of the PU community in the Boardroom Courtyard.

Decoding Public Finance: Capacity-building workshop on budgets and policy practice

March 14

Prestige University (PU), Indore, concluded a four-day Capacity-Building Workshop on Public Finance, Budget, and Public Policy Practices in collaboration with the National Centre for Advocacy Studies (NCAS). The program brought together around 20 participants from the development and social impact sector.



Led by Prof. Himanshu Upadhyay from the Humanities, Society and Sustainability academic group, the workshop featured guest faculty including Prof. Dhanmanjari Sathe, Himanshu Damle, and Jawed Alam. Participants engaged in sessions on public finance frameworks, budget processes, policy practices, and social accountability.

Welcoming the participants, Prof. Keyoor Purani, Vice-Chancellor, Prestige University, highlighted the significance of public finance in shaping societies. He noted, "Budgets are not merely financial documents; they are moral documents, reflecting societal values and priorities for human development."

The collaboration with NCAS reflects a shared commitment to strengthening civil society's engagement with governance, fostering dialogue between academia and practitioners, and enabling collective learning.

Building Ideas, Brick by Brick: Learning through LEGO® Serious Play®

March 23

MBA students of PU engaged in a hands-on learning experience through the LEGO® Serious Play® (LSP) Workshop, moving beyond conventional classroom methods to explore strategy and problem-solving in an immersive way. The session encouraged participants to 'think with their hands,' using LEGO models to express ideas, reflect on challenges, and engage in collaborative dialogue.

The LSP methodology is globally recognised as a facilitation approach that combines tactile learning with cognitive reflection, enabling participants to build, share, and refine ideas through models and storytelling. During the workshop, students constructed models representing strategic scenarios, helping them articulate perspectives, challenge assumptions, and co-create solutions.

This approach aligns with PU's philosophy of holistic learning—where knowledge is not only acquired but experienced and applied. More than just a learning exercise, the session reinforced



Thinking with Hands:

MBA students engage in a LEGO® Serious Play® session, translating ideas into models through collaborative, hands-on learning.

an important idea: powerful insights are not simply discussed—they are built, shared, and evolved over time.

Impact: Publications & Talks

Himanshu Upadhyaya "Child Health and Audit", Public talk at the *Climate Change & Health Regional Consultation, Child Rights and You (CRY)*, Bangalore February 28 - March 01, 2026.

Himanshu Upadhyaya & Amulya Nidhi, "Health Budget 2026: A Tale of Rising Allocations, Falling Accountability," *The Wire*, February 17, 2026.

<https://thewire.in/article/government/health-budget-2025-26-a-tale-of-rising-allocations-falling-accountability>

Keyoor Purani, "Foreign to Universal: Rethinking Language Learning in Higher Education," *ET Education*, February 3, 2026. <https://education.economictimes.indiatimes.com/news/higher-education/from-foreign-to-universal-rethinking-language-learning-in-higher-education/127129748>

Deepak S Kumar, Sunil Sahadev, **Keyoor Purani**, "Entice & Embrace: Prospect-Refuge Theory in Retail Servicescapes", *AMA Winter Academic Conference*, Madrid Spain, February 9-15, 2026

Keyoor Purani, Deepak S Kumar, "IQRAA: Consumer Journey for Patient Experience Optimization", Teaching Case, *Gyanodaya, IIM Kozhikode*. March 10, 2026. <https://gyanodaya.iimk.ac.in/Cases/Casedetails/aDjtsWJWR2ZOVmRFK2IOVTJDZlpTUT09>

Nagendra Kumar, Rohit Gupta & Bhawana Rathore, "Examine the interrelationship among the adoption barrier of digital twin in supply chain", *Benchmarking: An International Journal*, January 4, 2026. <https://www.emerald.com/bij/article-abstract/doi/10.1108/BIJ-09-2024-0742/1341757/>

Nagendra Kumar, Rajeev Ranjan Kumar & Alok Raj, "Managerial beliefs and human-artificial intelligence collaboration in supply chain: A configurational perspective", *International Journal of Production Economics*, March 14, 2026 <https://doi.org/10.1016/j.jipe.2026.110005>

Shivrinder Pal, "Ritualized Beliefs and Decision-Making in Kerala's Lottery Culture: An Ethnographic Analysis", *AMA Winter Academic Conference*, Madrid Spain, February 9-15, 2026

CAMPUS PULSE

OlymPUs Sports Fest

February 2-4, 2026



From thrilling matches to moments of triumph, OlymPUs Sports Fest was a vibrant celebration of athleticism, teamwork, and the indomitable spirit of competition.

Lights, camera, PU!

February 14, 2026



The campus came alive with cinematic energy as FilmyPUR transformed it into a vibrant Bollywood celebration of iconic characters, timeless melodies, and storytelling magic.

Many Languages, One Voice

February 21, 2026



On International Mother Language Day, students engaged in a translation competition that celebrated linguistic diversity and cultural understanding. The event underscored how languages connect ideas, identities, and shared human experiences.

PURVIEW

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