

## FROM THE VICE CHANCELLOR

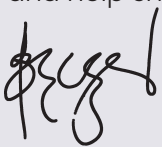
In an interview with BusinessWorld earlier this year, I remarked that the central challenge of NEP 2020 is not implementation but interpretation. Policies create possibilities; institutions create pathways. Over the past year, we have reflected on a fundamental question: How should a young university prepare learners for careers that may not yet exist, industries that continue to evolve, and a world where knowledge increasingly transcends disciplinary boundaries?

Our response is **Multi-Path Learning Opportunities (MPLO) Framework**.

Traditional higher education follows linear pathways. Students enter a discipline, remain within its boundaries, and graduate with expertise in a single domain. While valuable, this model is less suited to a world where economists work with data scientists, managers rely on analytics, and technology professionals understand business and society.

The MPLO Framework combines academic depth with structured flexibility through bachelor's, master's, executive, integrated, and cross-integrated programs. Its distinguishing feature is the introduction of **Linear Integrated Master's Programs (LIMPs) and Cross-Integrated Master's Programs (CIMPs)**, enabling learners to pursue either disciplinary continuity or purposeful transitions across fields.

The innovation lies not in any single degree but in the ecosystem connecting them. For students, it creates meaningful choice without sacrificing rigor. For industry, it develops graduates who combine expertise with adaptability. For the University, it offers a scalable model for future growth. Universities should respond to the future; and help shape it. MPLO is our attempt to do precisely that.



**Keyoor Purani**  
Vice Chancellor

## Global Recognition from IAA: Advancing Industry-Academia Integration

April 15

Prestige University's MBA (Marketing Major) has received accreditation from the International Advertising Association (IAA), New York, making it the first university from India to have its marketing curriculum accredited by the global industry body.

Founded in 1938 and headquartered in New York, IAA is among the world's leading practitioner-led associations representing advertisers, agencies, media organizations, and marketing professionals across countries. Through its Education Council, IAA works with universities globally to align academic programmes with evolving industry expectations and emerging professional roles shaped by digital technologies, artificial intelligence, data-driven decision-making, and changing consumer behaviour.

The accreditation recognizes Prestige University's efforts to develop a marketing curriculum that combines conceptual rigor with strong industry relevance. The programme integrates marketing science, consumer understanding, analytics, communication strategy, digital marketing, AI applications in marketing, branding, social media strategy, and marketing

**Honouring a Legacy of Institution Building**  
Featured in Outlook's "Gamechangers of the Decade" edition (April 11, 2026), Chancellor Emeritus Dr. Davish Jain joins a distinguished group of leaders recognised for creating enduring impact. The recognition resonates with the University's continuing commitment to excellence, innovation, and societal contribution.

### Prestige University: Redefining Higher Education

Dr. Davish Jain's stewardship of PIMR demonstrates how vision, autonomy, and disciplined growth can build an institution of National repute.

**"G**ame changers are not those who follow reform — they institutionalize it." Over the past decade, India's higher education system has undergone its most consequential transformation in a generation. What was once constrained by rigid curricula, limited autonomy, and career access has evolved into a far more flexible, multidisciplinary, and globally aspirational ecosystem. At the center of this shift stands the National Education Policy 2020, a reform blueprint that aims to raise India's Gross Enrolment Ratio in higher education from about 27 percent in 2019-20 to 50 percent by 2035, while promoting research, academic autonomy, and multidisciplinary learning. Yet policy declarations do not transform systems on their own. Institutions, and institutions change when leadership converges to reform its structure, culture, and measurable outcomes.

Over the last decade, institutions under the Prestige Education Foundation have expanded across multiple cities in Madhya Pradesh, serving thousands of students in management, commerce, law, engineering, and allied disciplines. Placement outcomes have strengthened through structured internships, live industry projects, corporate mentorship programs, and deepened industry interface — addressing a long-standing criticism of management education in India: the theory-application gap. Alumni footprints across corporate India increasingly reflect this applied learning approach.

Entrepreneurship has been another pivot. As India has grown into one of the world's largest startup ecosystems — with tens of thousands of recognized startups — higher education institutions have been compelled to evolve from talent suppliers to innovation catalysts. Under Dr. Jain's guidance, entrepreneurship thinking has been embedded into academic culture through incubation support, industry engagements, and interdisciplinary exposure. The result is a visible shift in student aspiration — from job seeking to job creation.



Dr. Davish Jain, Chairman of the Prestige Education Foundation & Chancellor of Prestige University, Indore

Institutions like PIMR are redefining India's higher education landscape through autonomy, innovation, and leadership rooted in vision and accountability.

administrative elevation represents a redefining educational philosophy. The foundation is to become even more research-driven university with stronger global partnerships, multidisciplinary program expansion, and deeper industry integration. In an era where knowledge economies reward innovation and cross-disciplinary synergy, the next challenge remains: how to

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nationally competitive education without migrating to metros. For many first-generation learners, higher education has shifted from distant aspiration to attainable opportunity. Scholarships, mentoring ecosystems, and structured academic guidance have widened participation — quietly contributing to the broader societal goal of UDE expansion. The last decade has also been intensely digital acceleration. The pandemic compressed years of response but has evolved into a structural pillar — supporting hybrid learning models and future-ready delivery frameworks. Calling someone a "game changer" is not about celebration; it's about consequence. Over the past ten years, India's education research, from rigidity to flexibility, and from exclusivity to expansion. Leaders who anticipated this trajectory and repositioned their institutions



communications to prepare students for contemporary marketing careers.

*“Management education must prepare students not merely to understand markets, but to solve real business problems. This accreditation affirms our effort to build a curriculum that combines rigorous marketing foundations with contemporary industry practice and emerging technologies,”* said Prof. Keyoor Purani, VC, Prestige University. Students pursuing the Marketing Major are prepared for careers across marketing communications, sales and distribution, product management, brand management, digital marketing, customer analytics, and marketing research. In addition to the MBA degree awarded by Prestige University, students successfully completing the prescribed Marketing Major credits will also be eligible to receive IAA diplomas.

Welcoming Prestige University into the IAA education network, John D. Chacko, Global Vice President – Education, IAA, noted that strengthening industry-academia linkages remains a central objective of the association’s global education initiatives. *“IAA’s education mission is to help universities prepare future-ready talent for a marketing communications industry undergoing rapid transformation. We are delighted to welcome Prestige University as the first university from India with an IAA-accredited marketing curriculum and look forward to fostering stronger engagement between academia and industry practitioners,”* he said.

Prestige University’s MBA offers functional majors in Marketing, Finance, Operations, and Human Resources, along with sectoral minors in E-commerce, Agri and Food Business, Logistics, and Banking. The programme’s first-year curriculum focuses on developing analytical thinking, leadership, communication, and problem-solving capabilities that support long-term managerial effectiveness across industries.

## VOX COGNITIO

### When Conservation Meets Livelihoods

Dr. Riyaz Alam, Assistant Professor and Dr. Juhee Singh Verma, Assistant Professor

When discussions around conservation and rural development arise, they are often framed as competing priorities. Yet our recent research led us to ask a different question: can ecological conservation become a pathway to sustainable livelihoods for local communities?

We examined this question through an ICSSR-funded study on community-based ecotourism in villages surrounding the Satpura and Kanha Tiger Reserves in Madhya Pradesh. These regions represent a broader reality across many developing economies, where limited employment opportunities, inadequate skills, and restricted access to resources often leave communities dependent on extractive activities linked to forests and natural ecosystems.

Our findings reveal both promise and caution. While 29% of surveyed households participate in ecotourism-related activities, only 18% rely on it as a primary source of income, with another 11% treating it as a supplementary livelihood. More importantly, income diversification remains limited, suggesting that ecotourism has yet to become a transformative economic force for most households. What emerged most strongly from the study was that the challenge is not the absence of opportunity, but the presence of barriers. Participation is often confined to low-paying roles such as housekeeping, cooking, and security services. Structural constraints—including skill gaps, institutional barriers, limited local opportunities, and social networks that influence access—continue to restrict meaningful participation and upward mobility.

These findings carry implications beyond tourism. They remind us that sustainable development is rarely achieved through infrastructure or policy intent alone. Ecotourism undoubtedly holds potential. However, its long-term success will depend not only on attracting visitors, but on empowering communities to participate more fully in the value it creates. Ultimately, conservation becomes most sustainable when local prosperity and ecological stewardship advance together.

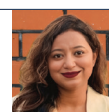
(Based on the authors’ ICSSR-sponsored research study, “Role of Community-Based Ecotourism in Rural Livelihood Diversification and Transition,” conducted in villages surrounding the Satpura and Kanha Tiger Reserves.)

## PU WELCOMES



**Mr. John Chacko**  
Honorary Professor of  
Practice

John D. Chacko is a veteran marketing leader with over four decades of experience building global brands. He has held senior leadership roles with Kraft Foods, The Coca-Cola Company, and Proton Holdings, and currently leads The Recode Company.



**Dr. Nishtha Roy**  
Assistant Professor

An IIM Kashipur scholar specialising in People, Organizations and Leadership. Her research focuses on contemporary careers, particularly protean careers, career success, and evolving employee mindsets in dynamic work environments.

# UNIVERSITY UPDATES

## From Learning to Leadership: The MBA Class of 2026 Steps Forward

The MBA Class of 2026 recently came together to celebrate the culmination of a transformative two-year journey marked by learning, collaboration, friendships, and personal growth. Set against the backdrop of Prestige University's distinctive step-hill campus, the gathering was both a moment of reflection and a celebration of new beginnings.

Over the course of the programme, students engaged in rigorous academic learning, industry interactions, internships, immersive projects, simulations, and experiential initiatives designed to prepare them for an increasingly dynamic business environment. Equally important were the relationships forged, challenges overcome, and perspectives gained through shared experiences inside and outside the classroom.

As the cohort prepares to embark on the next phase of its professional journey, the placement season has reflected the confidence that industry continues to place in Prestige University graduates. This year, 56 recruiters engaged with the School of Management, offering opportunities across management trainee programmes, sales, business development, HR, finance, analytics, operations, consulting, and emerging business functions. The participation of organisations such as Aditya Birla Capital, Grant Thornton Bharat, Himalaya Wellness, PVR INOX, Bluestone Jewellery, BharatEdge Services, Homesfy Realty, Adverk Technologies, Hazelnut Cyborg Infra Solutions, and several others reflects the confidence industry continues to place in our students and academic processes.

## Thank You Recruiters

### MBA 2024-26 Placement Drive



and all 50+ recruiters who participated this year.

80% of students seeking on-campus placements secured placements before their graduation, with the process continuing for those remaining actively seeking opportunities. Beyond the numbers, however, placements represent something larger - the transition from learning to contribution, from classroom discussions to organisational impact. The MBA Class of 2026 leaves campus not merely with a degree, but with experiences, relationships, and capabilities that will continue to shape their professional journeys.

The University congratulates the graduating class and thanks its industry partners, faculty, mentors, and Career Services team for contributing to this important milestone.

## Teaching with Purpose: Lessons through Reflective Management Education

May 15-16

Prestige University conducted a two-day Faculty Development Programme on reflective management education, curated and facilitated by Dr. Milind Padalkar. The workshop brought together early-career and emerging academicians to reflect on the evolving role of management educators in preparing students for an interconnected world.

The programme explored the philosophical foundations of management education, meaningful learning design, and the cultivation of critical thinking, contextual awareness, and ethical judgment. Discussions covered pedagogy, curriculum



design, assessment practices, and changing expectations from management graduates.

Emphasising that management education extends beyond the transmission of functional knowledge, the sessions highlighted the importance of creating reflective learning environments that help students navigate ambiguity and make informed decisions. The programme reinforced the University's commitment to academic excellence and faculty development while fostering a community of thoughtful educators capable of nurturing responsible future leaders.

### Narratives for Impact: Storytelling for Development Communications

April 19–20



Prestige University successfully concluded a two-day workshop on development communication and storytelling, conducted in collaboration with The Migration Story and facilitated by journalists Roli Srivastava and Anuradha Nagaraj.

The workshop explored how complex social realities can be translated into compelling, evidence-based narratives. Participants engaged with approaches to identifying stories, conducting interviews, structuring narratives, and

integrating data with lived experiences to create credible and impactful communication.

Drawing on examples from migration, livelihoods, gender, and development reporting, the sessions highlighted how narratives can influence public discourse, strengthen advocacy, and contribute to informed policy conversations.

The programme reflected the University's commitment to connecting academic inquiry with real-world challenges while fostering the responsible use of storytelling as a catalyst for social awareness and change.

### Open House: Exploring Pathways, Possibilities, and Purpose

April 19



More than 50 prospective students and parents participated in the Prestige University Open House, exploring academic programmes, learning pathways, and campus life. Interactions with admissions leaders and distinguished industry professionals offered valuable perspectives on careers, leadership, and the opportunities emerging in a rapidly changing world.

## CAMPUS PULSE

### A Moment of Spiritual Reflection

April 9



The University fraternity collectively observed Navkar Mantra Diwas with devotion and serenity, reaffirming the values of peace, compassion, and spiritual consciousness.

### Tracing Memories on the Canvas of Tomorrow

April 27



Marking their final twilight on campus, the graduating MBA Class of 2026 celebrated the iconic Scribble Day. The campus buzzed with profound camaraderie as shirts turned into signboards, etching lifelong bonds and nostalgic memories.

### Impact: Publications & Talks

**Liji James and Sandeep Sivakumar**, "Organisational Ingenuity in Emerging Market Startups: How AI-Enabled HRM Overcomes Constraints and Builds Legitimacy", 6th Human Resource International Conference, Indian Institute of Management Bangalore, Bangalore April 9–11, 2026



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