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People's Institute of Management & Research

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Editorial

The New Era of Indian Entrepreneurship: Innovating for Impact



Entrepreneurship in India is booming, with innovation centered on empowerment, accessibility, and value creation. From domestic trailblazers like Meesho, boAt, Pharmeashy, and Zerodha to international disruptors like Tesla, contemporary innovation is focused on rethinking issues, utilizing technology, and creating scalable solutions. Every successful endeavor starts with an idea. Progress is fueled by the capacity to pose audacious queries and transform possibilities into opportunities.

Elon Musk's experience with Tesla demonstrates how iterative design, consumer insight, and visionary thinking can turn early setbacks into worldwide disruption. In a similar vein, Vidit Aatrey and Sanjeev Barnwal identified a weakness in the digital marketplace in India: millions of small sellers lacked the necessary infrastructure to take part. Meesho, their solution, made it possible for anyone with a smartphone to launch a business with no money down, democratizing entrepreneurship. It changed the perception of women-led digital entrepreneurship and empowered more than 15 million resellers by 2024.

Innovation in business models is another essential component. BoAt's direct-to-consumer approach demonstrates how a brand can become a market leader by comprehending youth culture, developing a genuine brand identity, and managing the customer experience. By removing financial barriers and promoting financial inclusion, Zerodha's flat-fee broking model transformed stock trading in India. These examples highlight a common thread: innovation thrives when businesses align with user needs and challenge industry norms.

For startups, scalability is frequently the most difficult test. Primarily to government programs, incubation networks, and a new generation of digital-first customers, India's startup ecosystem has grown to become the third largest in the world. However, issues like complicated regulations, and funding gaps still exist. Deeper industry-academia collaboration, a culture of constant innovation, and the mettle to try new things are all necessary to overcome them. The message is clear as the future shifts towards green entrepreneurship, AI-driven solutions, and worldwide digital inclusion; innovate locally, scale globally. It takes ingenuity, strategic thinking, and faultless execution to go from concept to impact. Thus, Innovation is the catalyst for India's next growth story; it is no longer an option. Students should think out of the box to be the next gen entrepreneurs!

Prof. Dr. Astha D Sharma
Principal & Dean,
People's Institute of Management & Research

✦ Student's Corner ✦

YOUTH UNEMPLOYMENT A MANAGEMENT PERSPECTIVE

Unemployment among youth is one of the growing challenges in India.

While the country offers immense potential,

since a substantial section of its population falls below 30,

the problems of unemployment are yet to be resolved for most young people. From the management perspective, the main cause is the skill gap students leave with degrees, but businesses want real-world skills like collaboration, communication, and digital literacy.



While this happens, entrepreneurship is simultaneously emerging as a powerful antidote. Start-ups and small businesses are offering new avenues for teenagers who possess ideas and leadership qualities.

Jaishree shrivastav

MBA I sem

FROM JUST AN AMBASSADOR TO STARTUP STAR: MY JOURNEY OF GROWTH

As a student,

I shattered the mold of what leadership means.

It's not just about titles; it's about igniting a fire within yourself and others.

My journey as a Student President of Geetanjali Girls College Bhopal was a crucible for growth, teaching me invaluable lessons in management, teamwork, and problem-solving.



At the People's Institute of Management & Research , I unleashed my inner innovator, diving headfirst into R&D and pushing boundaries. I was awarded by honorable Governor of M.P as 2nd runner up in whole M.P for my sustainable startup idea -MIURA- ORI (The Origami Bottle) and First in Bhopal to propose this idea.

But here's the truth - I'm still learning. And that's the beauty of it. Learning isn't just about academics it's about the wisdom, ideas, and experiences that shape us. It's about the fire that burns within, the passion that drives us, and the impact we make on others.

To anyone struggling, I say this: you are capable of more than you think. Take the leap, trust yourself , and never give up. Your potential is limitless. Don't let anyone tell you otherwise.

And here's the truth - You & I just got started . The best is yet to come. The next chapter is unfolding, and it's going to be explosive. Stay tuned, because the adventure is about to reach new heights... Buckle up, because the ride has just began!

Kesar Malik

MBA III Sem

HOW USA TARIFF QUIETLY AFFECT WORKERS, JOBS , AND HOUSEHOLD BUDGETS



US Tariff Impact Analysis:

US tariffs are being discussed in political debate in their parliament, but on the other hand, the real impact seems far more significant in the lives of workers, employees, and families who live in the USA. When the USA increases tariffs, for example, from approximately 10% to 225% on every country in the world, the cost of imported goods will increase quite a bit more than the initial price of the goods. Suppose the USA imposes a 225% tariff on China. This means a phone costing \$100 imported from China will now cost the US consumer \$300 (estimated cost). The result of imposing tariffs is an increase in the price for the US consumer.

Understand the whole scenario:

Many businesses in the USA depend on foreign materials and components. Because of high tariffs, the cost of imported products will increase. To manage this cost, companies may reduce hiring, cut working hours, also reduce wages, and delay raises. Increased tariffs directly impact workers and employees. For households, tariffs have an even greater impact because their daily expenses will increase, potentially double or triple, depending on the tariff rates. Higher prices on everyday items such as vegetables, groceries, electricity, clothes, and home appliances will be more expensive than their real price. This increasing price of daily necessities places more weight on the pockets of middle-class families and many other people living in the USA. Tariffs are imposed to protect domestic producers, but their benefits do not always positively impact the citizens. In some cases, domestic producers may gain profit in the short term, but in the long run, consumers and downstream industries face a greater financial burden.

Conclusion :

Ultimately, tariffs may seem to help the economy in the short term, but they can significantly cause negative effects. They negatively impact job security, household spending, the stock market, and can contribute to a global economic recession. Overall, it creates a slowdown in trade between all countries. When tariffs are used as a trade weapon, the effect on global economic trade can be terrible.

FROM KITCHEN TO CORPORATE – THE LIJJAT PAPAD LEGACY



In late 1950s, India's seven ordinary women, who had no background in business, no significant education, and with only ₹80 as capital that was borrowed by them by a social worker, built a business empire worth ₹1600 crores today. Their enterprise, which has spread across 69 branches and employs more than 42,000 women, is none other than Shri Mahila Griha Udyog Lijjat Papad. They came up with a business idea, that wouldn't need them to step out of the house or require an education, and yet, it could produce a competitive product in the market. When they started scaling up, they had the opportunity to hire women. Every woman working with them became an equal owner, lovingly called a "Lijjat Sister."

The most remarkable and mind blowing factor of this enterprise is their philosophy, That is Sarvodhya, which means "Progress for all".

We live in a world where billion-dollar corporates wouldn't think twice before firing thousands of employees .On the other side we've got Lijjat Papad, where with every single piece of Machinery that they purchase, they make sure that not a single woman is asked to leave the organization. This is because they are 100% clear that their ultimate purpose of business is not to make money, but to Empower Women. This is what lijjat papad has been doing for the past 7 decades ,sticking to the Vision and Mission statement of the company which is Sarvodaya.

Over the years, Lijjat Papad has become a symbol of self-reliance and collective strength. A successful business achieving "**Best Village Industry Institution**" Award in 2003, won the "Brand Equity Award from Former President, Dr. Abdul Kalam.Chosen as the '**Power Brand**' by Indian Consumers in 2011 Jaswantiben Jamnadas Popat ,one of the founders of Lijjat Papad won the Economic Times Award for '**Business Women of the Year**' in 2022 and 'Padma Shri' Award in the trade and industry category in 2021.

More than a brand, Lijjat is a symbol of hope, dignity, and boundless possibility for women across the country.

MANAGING STRESS IN THE MODERN WORKPLACE- THE SILENT SKILL OF SUCCESS.



In the modern workplace, stress doesn't always knock loudly.

It often sneaks in quietly through unread emails, endless meetings, and that constant feeling of "not doing enough". In today's digital age, where "urgent" has become the normal, managing stress has turned into a silent but essential skill every professional must master.

Unlike the past work now follows us everywhere in our phones, our notifications, even our thoughts after dinner. The line between work and life has blurred, leaving many feeling tired but never truly done. This is why modern Management isn't just about handling teams or projects. It's about handling energy, emotions and expectations. Great workplaces today understand this shift. They don't just celebrate targets, they celebrate balance. Some companies now have "no meeting fridays", mental health breaks, and quiet zones where employees can just breathe. Because in true, a calm mind solves problems faster than an overworked one.

For individuals, managing stress starts with small choices setting boundaries, saying "no" when needed, and remembering that rest is not a reward but a requirement. Practices like journaling, mindful breathing, or even a quick walk outdoors can reset the mind far better than another cup of coffee.

In the ending, managing stress is not about escaping pressure. It's about designing a rhythm that let's you perform without losing peace. The future of management belongs not just to those who work hardest, but to those who work wisely and stay calm in the chaos.

Sakshi Singh
BBA III Sem



MADHUBANI ART

Anushree Sharma, a first-semester BBA student, recently submitted a collection of Madhubani paintings that highlighted her deep appreciation for traditional Indian folk art. She had explored the rich heritage of Mithila by working in the Madhubani style, a form of painting that had originated in the Mithila region of Bihar and Nepal.

Art by:- Anushree Sharma
BBA I Sem



PIMR - SPOTLIGHTS



INTERNAL FACULTY DEVELOPMENT WORKSHOP



July 23,2025

A three-day internal faculty development workshop focused on elevating teaching quality and promoting professional development was conducted from 23/07/2025 to 25/07/2025. This workshop enabled faculty members to revisit their teaching approaches and adopt improved strategies for enhancing student engagement.

EXPERT TALK ON COOPERATIVE AWARENESS



August 5,2025

Our institute organized an insightful "Expert Talk on Cooperative Awareness Programme for Youth" in the Small Auditorium of People's University. The program was specifically designed to enlighten the youth on the principles, benefits, and operational framework of the cooperative movement.

GANESH STHAPANA



August 27,2025

The auspicious occasion of Ganesh Sthapana on Ganesh Chaturthi ,was celebrated with devotion and joy. The PIMR family, along with enthusiastic participation of our students, united to welcome Lord Ganesh, seeking his blessings for wisdom, prosperity, and success.

TAMASHA



September 12 ,2025

The Cultural Club of Peoples University brought the auditorium to life with powerful performances and social messages. Students from all institutes showcased their talent, but PIMR stood out with a moving contemporary dance dedicated to women who survived acid attacks. They won first prize among all.

ANTI-RAGGING AWARENESS CAMPAIGN



September 14,2025

People's Institute of Management & Research conducted an "Anti-Ragging Awareness Campaign" to reinforce its commitment to a safe and inclusive campus environment. Students solemnly pledged against any form of ragging, vowing to uphold dignity, respect, and mutual support among peers. The event served as a powerful reminder of the institute's zero-tolerance policy towards ragging and its dedication to foster a culture of empathy and accountability.

VOLLEYBALL TOURNAMENT



September 15,2025

PIMR organized an exciting Volleyball Tournament for college students, bringing together energy, teamwork, and sportsmanship. The event not only promoted physical fitness but also strengthened camaraderie among students, making it a memorable and thrilling experience for all.

PRAVARTANA

September 20,2025

A new beginning, a new journey the institute welcomed its new batch of BBA,B.COM,MBA,MBA(HA) students with an inspiring Orientation Program, filled with knowledge, motivation, and excitement for the future.



ORIENTATION PROGRAM



ACHIEVEMENT

Ayushi Thakur, a BBA 5th semester student, has successfully completed over 200+ online Skill Development courses, showcasing her commitment to continuous learning and professional growth. She was felicitated by honorable Vice -Chancellor sir for her efforts.

LEARNING BEYOND

CLASSROOMS

September 21,2025

As part of our college academic activity, PIMR organised a visit for the 1st semester students to regional science centre Bhopal. It gave them valuable insights into the wonders of science and encouraged them to think creatively and scientifically.



REGIONAL SCIENCE CENTRE VISIT

INDUSTRIAL VISIT SANCHI DAIRY



September 24,2025

PIMR organised an Industrial Visit for the Management Students to Bhopal Sahakari Dugdh Sangh. We prepare our students to become industry ready leaders of tomorrow.

PANKHIDA 4.0



September 27,2025

People's University Garba Utsav - A special highlight of the event — Our student Satyam Singh, MBA 3rd semester student, showcased outstanding talent and energy, winning on both days of the Garba competition.

STUDENT DEVELOPMENT PROGRAM



October 08,2025

Our college organised a Student Development Programs on "**Goods & Services Tax (GST)**" by speaker CA Nikhil Nainani and "**Building a Brand called you**" by speaker Dr.Rajeshwari Saha to enhance their knowledge about the Indian taxation system.



CLUB INAUGURATION CEREMONY



October 09,2025

PIMR conducted the "CLUB INAUGURATION CEREMONY" ,these clubs are student-run and provide extracurricular & co-curricular opportunities for students to develop practical skills, & network with professionals.

FACULTY DEVELOPMENT PROGRAM



October 09,2025

Our college organised a Faculty Development Program on "**Case study with simulation activity** "by resource person CA Nikhil Nainani from 09/10/2025 to 11/10/2025 to enhance faculty knowledge through interactive simulations and practical case-based learning.

FRESHERS - ESPERANZA

October 13,2025

Peoples Institute of Management & Research conducted "ESPERANZA 2K25" a bollywood retro-themed freshers party, an event organized by seniors for the new batch of students, encouraging them to vibrant atmosphere. The party featured musical and dance performances by senior students. To engage the freshers, interactive games and competitions were a highlight. These included a "Mr. and Ms. Fresher" competition, where students introduced themselves and showcased their talents through various activities ramp walk and won titles. The event culminated into a high-energy DJ and dance party, allowing everyone to celebrate their new college journey.

**DAY - 01 FUSION CONFUSION
(MIX IT,MATCH IT,ROCK IT)**

**DAY - 02 COSPLAY FEST
(DRESS ,IMPRESS,EXPRESS)**



DAY-03 ESPERANZA (A BOLLYWOOD RETRO-THEMED)



NASHA MUKT BHARAT ABHIYAAN & AWARENESS CAMPAIGN

October 15,2025



PIMR actively participated in the nationwide "Nasha Mukta Bharat Abhiyaan Awareness Campaign" aimed at fostering a drug-free society. Students and Faculty gathered to collectively affirm their commitment to abstain from substance abuse and to spread awareness about its harmful effects. The pledge emphasized personal responsibility, community support .

HALLOWEEN PARTY

November 01,2025



Students organised HALLOWEEN PARTY Spooky vibes, creative costumes, and endless fun lit up the night as students turned the campus into a haunted wonderland! From eerie decorations to thrilling games and a costume parade full of imagination, every moment was packed with laughter and chills. The Halloween party truly gave everyone a hauntingly scary time to remember.

✦ *Teacher's Corner* ✦

The Power of Stories in Management

In today's world, managers deal with reports, targets, and a lot of numbers. But while numbers show results, stories touch hearts. The best leaders don't just share data ... they tell stories that uplift people, simplify purpose, and foster strong team spirit.



Why Stories Are Powerful ?

Stories have always been how humans connect and understand the world. In management, storytelling helps break down complex goals into simple, familiar ideas. When a manager shares a story of a team that beat difficulties or a customer who gained from their product, it recalls everyone why their work matters.

Stories are unforgettable, touching, and uplifting ... three qualities that reports and charts often lack. They create a sense of being part of a group and help teams see themselves as part of something larger. People remember stories more than facts or figures. A manager who tells stories can help the team understand why their work matters. For example, sharing a story about how a product helped a customer connects the team's effort to real-life impact. Telling a story about a past mistake and what was learned from it helps everyone feel safe to grow and improve. Stories make people feel part of something bigger and not just employees doing tasks, but members of a shared mission.

How Storytelling Helps Managers ?

Good managers use storytelling to:-

- Communicate vision: A story makes future goals easy to imagine.
- Highlight values: Real-life examples make values come alive.
- Build culture: Stories about teamwork or small wins create pride and belonging.
- Encourage teams: Stories of hard work and success lift everyone's spirit.

Big companies like Apple and Tata often use stories about their founders, creativity, or honesty. These stories stay in people's minds longer than sales figures ever could.

How to Become a Storytelling Manager :-

- Anyone can be a storyteller.
- Talk about real experiences from your team.
- Share customer stories that show the value of your work.
- Use simple examples or metaphors to explain ideas.
- End meetings with short success stories instead of just numbers.

Storytelling is not about making things up but it's about giving meaning to real experiences.

Asst.Prof. Nazia Qureshi

On The Calm Within: Awakening Mind and Soul in Student Life "Mind full or mindful? You decide."



To be honest — All students have a phase of life , like a whirlwind. Attending lectures, meetings, deadlines, completion of group tasks, and managing the stress to figure it all out, it's easy to feel mentally drained. Most of us are running on autopilot - we scroll through stress and sleep with a restless mind.

But do you think peace is something we have to chase every time— what if we can discover it within us? That's where the essence of spirituality lies. Not only being religious , or kind to others but first being kind to one's own self . Emotional and psychological balance helps you stay peaceful, focused, and grounded no matter what's happening around you.

Simply quoted, spirituality is being aware, grounded and having a meaning and purpose of life. A few minutes of spending time to meet oneself, a short gratitude list, or just sitting quietly before starting your day can completely shift your energy, where we let go off negative comments and thoughts so that we can align with a greater purpose in life.

Peace isn't out there — it's waiting inside you to be noticed.

Asst.Prof. Reetika Sharma

जीवन की यात्रा



जीवन की यात्रा को हँसते-हँसते तय करना है। आने वाली बाधाओं का डटकर सामना करना है। सहयोग करते हुए मिल जुलकर रहना है। सभी के साथ सद्भाव हो यही वास्तविक गहना है।।

वाणी की मधुरता को भी बनाएँ रखना है। तभी सब होंगे अपने नहीं तो कौन अपना है। सभी की भावनाओं का हमें सम्मान करना है। विचारों की शुद्धता को भी बनाएँ रखना है।।

परोपकार व सदाचार का भी पालन करना है। सद्गुणों को अपनाने का भी प्रयत्न करना है।। ये सभी जीवन यात्रा को सार्थक बनाने हेतु आवश्यक है। जीवन को प्रफुल्लित व मंगलमय करने हेतु आवश्यक है।।

पुष्कर शर्मा
असिस्टेंट प्रोफेसर

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