DYP DPU

Dr. D. Y. Patil B-School, Pune

NATIONAL BOARD OF ACCREDITATION

Refulgence

THE NEWSLETTER

VOICE OF ASCENDANCY

VOLUME 6, ISSUE 1, JANUARY 2026

Dr. D.Y.PATIL B-SCHOOL PGDM
PGDM

Pro-Chancellor’s Desk

Dear Readers,

Refulgence – The Newsletter stands as a powerful representation of the vision and values upheld by Dr. D. Y. Patil B-School, Pune. As the Voice of ASCENDANCY, it highlights the institution's commitment to academic excellence, innovation, and holistic development.

Education today must go beyond conventional boundaries, fostering critical thinking, creativity, and global perspectives. The diverse initiatives featured in this edition reflect our dedication to experiential learning, research advancement, and student empowerment.

Our aim is to build not just skilled professionals but responsible individuals who contribute meaningfully to society. I extend my appreciation to the entire academic community for their continued efforts and wish them success in all future endeavors.
Warm regards,

Dr. Somnath Patil
Pro-Chancellor, Dr. D. Y. Patil Dnyan Prasad University, Pune.

Director's Desk

Dear Readers,
It gives me immense pleasure to present this edition of Refulgence – The Newsletter, reflecting the spirit of excellence and continuous progress at Dr. D. Y. Patil B-School, Pune. Our institution remains committed to delivering quality education that integrates academic rigor with industry relevance.
The initiatives showcased in this issue, from research achievements and academic sessions to student accomplishments, demonstrate our focus on nurturing future-ready professionals. We strive to create an environment that encourages innovation, leadership, and ethical values.
I commend the efforts of our students, faculty, and staff whose dedication continues to elevate our standards. Let us move forward with the same passion, reinforcing our position as a center of academic excellence and growth.
Warm regards,

Dr. Pradyuman Singh Rathore
Director,
Dr. D. Y. Patil B-School, Pune

From the Editor's Desk

Dear Readers,

A successful newsletter should do more than just inform, in my opinion. Refulgence: The Newsletter seeks to provoke thought, initiate dialogue, and leave readers more informed than before. Our objective has never been to just "keep up" in an era where content and attention spans are always at odds, but rather to produce something worth pausing for.

This edition is a compilation of voices, concepts, accomplishments, and viewpoints that show ambition in action. Every page conveys the enthusiasm of people who aren't scared to look beyond the apparent, from new business trends and student achievements to leadership insights and artistic expression. Today's growth is more about understanding people, adjusting to change, and learning how to make an effect in environments we all experience.

The leaders of tomorrow will be those who are willing to learn, unlearn, and lead with vision rather than just being the most qualified individuals in the room. We live in a time where industries are changing overnight. I want to express my gratitude to all of the readers, contributors, artists, and changemakers who helped make this edition possible.

Warm regards,
Ms. Divya Shaj
Editor in Chief,
Refulgence – The Newsletter, the Voice of Ascendancy

A New Chapter Begins: Inaugural Session for the PGDM Global Batch

January 2026 opened on a note of great promise and anticipation at Dr. D. Y. Patil B-School as the institution welcomed its newest cohort, the PGDM Global Batch, with a formal and inspiring Inaugural Session on campus. Dr. Jitendra Sandu graced the session as a distinguished faculty member, delivering an address that resonated deeply with students and faculty alike. Drawing from his wealth of experience, Dr. Sandu spoke about the evolving expectations of the global business landscape, encouraging incoming students to cultivate not only domain expertise but also cross-cultural intelligence, critical thinking, and an unwavering commitment to ethical leadership. His words set a powerful tone for the journey ahead, reminding students that management education is as much about character development as it is about capability building.

The Inaugural Session served as a meaningful anchor for the PGDM Global Batch, grounding them in the values and aspirations that Dr. D. Y. Patil B-School stands for, excellence, innovation, and a global perspective. As students took their seats in the DYPBS community, the ceremony left them with a sense of purpose, belonging, and excitement for the months of rigorous learning, exposure, and growth that lie ahead. It was, in every sense, a defining beginning.

Pledge Taking Ceremony: Saying No to Substance Abuse

On January 12th, the SDG Club of Dr. D. Y. Patil B-School organised a deeply significant Pledge Taking Ceremony as part of the nationwide Nasha Mukt Bharat Abhiyan, a movement dedicated to building a drug-free India. The event brought together students from across programmes, uniting them in a shared commitment to raise awareness about the devastating effects of substance abuse and to affirm their resolve to lead lives rooted in responsibility, clarity, and purpose. The atmosphere was charged with seriousness and solidarity as students recognised that the fight against addiction begins not in policy rooms, but within communities and among peers.

The ceremony was a powerful reminder that young people are not merely stakeholders in this movement; they are its most potent driving force. Through the act of taking the pledge, students underscored their belief that awareness and conscious decision-making can create ripple effects far beyond the campus. Discussions and reflections woven into the event helped participants understand the social, psychological, and economic dimensions of substance dependency, equipping them with the knowledge to not only protect themselves but to also support those around them.

Swadeshi Week: A Celebration of Culture, Creativity & Conscious Enterprise

January at Dr. D. Y. Patil B-School pulsed with a unique energy as the campus came alive for Swadeshi Week, a multi-event celebration that placed the spotlight on the richness of Indian heritage, the spirit of self-reliance, and the potential of indigenous enterprise. The week was conceived not merely as a cultural exercise, but as a meaningful intellectual and experiential exploration of what it means to build, buy, and believe in India. From interactive activities that challenged students to think about consumption patterns and brand choices, to vibrant showcases that celebrated homegrown creativity, Swadeshi Week was a holistic and immersive experience that resonated with students across disciplines.

Throughout the week, students engaged in thought-provoking discussions, competitions, and presentations that explored the principles of Swadeshi through a contemporary management lens. The activities encouraged participants to examine the economic logic of supporting indigenous products and industries, connect traditional business wisdom with modern entrepreneurial frameworks, and appreciate the cultural significance of choices that may seem purely commercial on the surface. The energy across campus was contagious; every event brought fresh perspectives, stimulating debates, and moments of genuine pride in India's capabilities and potential.

Screen Time to Play Time: A Better Quality of Life

As part of its commitment to student well-being, Dr. D. Y. Patil B-School conducted an engaging session titled “Screen Time to Activity Time,” on the 21st of January, encouraging students to unplug, get active, and embrace healthier lifestyle choices. The session highlighted the numerous benefits of physical activity, including increased energy levels, improved focus, enhanced mood, better sleep quality, and reduced stress. Students were encouraged to replace excessive screen time with meaningful movement, fostering habits that contribute to long-term physical and mental well-being. The initiative served as a reminder that staying active is not only essential for health but also for maintaining balance and productivity in everyday life.

The session also emphasized the importance of building sustainable habits in an increasingly digital world. Through discussions and practical insights, students were inspired to make conscious choices that promote a healthier lifestyle, strengthen self-discipline, and enhance overall quality of life. By encouraging a shift from passive screen engagement to active participation, the initiative reinforced the value of personal well-being as a foundation for academic success and future professional growth.

Transforming Vision into Venture: Session by Manisha Gokhale Tapaswi

On January 21st, DYPBS students were treated to an intellectually stimulating session by the accomplished Manisha Gokhale Tapaswi, whose insights into entrepreneurship and innovation left a lasting impression on everyone in the room. The session opened with a fundamental question that every aspiring professional must confront: what does it truly mean to think like an entrepreneur? Ms. Tapaswi dismantled the myth that entrepreneurship is reserved for risk-takers with extraordinary ideas, offering instead a far more accessible and empowering perspective that entrepreneurial thinking is a learnable, practicable mindset available to anyone willing to embrace curiosity, resilience, and creative problem-solving.

Drawing from real-world examples and her own professional journey, she walked students through the intersection of creativity, strategy, and execution, the holy trinity of successful entrepreneurship. The session explored how innovation does not always emerge from grand disruptions, but often from the keenest observation of existing gaps and unmet needs. Ms. Tapaswi encouraged students to stop waiting for the perfect idea and instead begin cultivating the habits of mind that make innovation possible: asking better questions, tolerating ambiguity, iterating quickly, and building with purpose. The discussion was both energising and pragmatic, rooted in the realities of the Indian and global startup ecosystems.

Navigating the SAP Ecosystem: Session by MD Sohrab Alam

In today's business landscape, technology literacy is no longer optional for management professionals; it is essential. On January 24th, students of Dr. D. Y. Patil B-School had the opportunity to deepen their understanding of one of the most powerful enterprise resource planning platforms in the world, through an engaging and informative session led by MD Sohrab Alam. The session placed SAP firmly in the context of contemporary business operations, helping students appreciate why organisations across industries, from manufacturing and logistics to finance and retail, rely on SAP systems to drive efficiency, decision-making, and growth.

MD Sohrab Alam brought a practitioner's clarity to a subject that can often seem daunting to those encountering it for the first time. He mapped out the diverse career pathways within the SAP ecosystem from functional consultants and solution architects to project managers and business analysts, offering students a realistic and detailed view of the opportunities available to those who invest in building SAP proficiency. He also highlighted the skills that are most in demand, including process knowledge, cross-functional understanding, and the ability to translate business needs into technology solutions, equipping students with a clear sense of direction as they plan their careers.

AI and the Art of Personalisation: Leaders Talk by Mr. Vineet Gupta

The ever-evolving world of marketing took centre stage on January 28th, as DYPBS welcomed Mr. Vineet Gupta, Founder and Managing Editor of Pune Now, for an incisive and forward-looking Leaders Talk. Mr. Gupta brought with him a deep understanding of how the media, marketing, and digital communication landscapes have been fundamentally reshaped by technology and, in particular, how Artificial Intelligence is redefining the relationship between brands and their audiences. His perspective was grounded not in abstract theory, but in the practical realities of building and sustaining a digital media brand in an increasingly competitive and fragmented attention economy.

At the heart of Mr. Gupta's session was the concept of personalisation, the new frontier of marketing where AI enables brands to move beyond one-size-fits-all messaging and instead craft deeply relevant, contextual experiences for individual customers. He explained how AI-driven tools are transforming everything from content recommendations and targeted advertising to customer service and campaign optimisation, creating a paradigm shift in how marketing professionals must think about their audiences. For students aspiring to careers in marketing, his insights were invaluable, offering a glimpse of a discipline that is becoming as much about data interpretation and algorithmic thinking as it is about creativity and storytelling.

LEADER'S TALK
11:00 A
1:00

GCC and the Future of Work: Is India Ready?

Also on January 28th, DYPBS hosted an insightful Leaders Talk that addressed one of the most consequential shifts in the global business landscape, the rapid rise of Global Capability Centers (GCCs) and their transformative implications for management careers in India. The session, led by Mr. Sarabjit Singh, brought together industry perspectives and strategic analysis to help students understand why GCCs have become such powerful engines of innovation, talent development, and organisational transformation. With India emerging as one of the world's most preferred destinations for GCC establishment, the timing of the discussion could not have been more apt.

The conversation explored how GCCs have evolved far beyond their origins as back-office cost centres, becoming strategic hubs where critical functions, including AI research, product development, and enterprise digital transformation, are carried out at a global scale. Mr. Siingh highlighted the vast and growing demand for management professionals who can operate with both functional expertise and cross-cultural fluency within these environments. The session also engaged students in a candid assessment of India's readiness: the strengths the nation brings to the GCC table, including its deep talent pool and technological capabilities, as well as the gaps in adaptability, global mindset, and communication that aspirants must consciously work to bridge.

INDUCTION
CEREMONY

Mind Masters: The Marketing Quiz

January drew to a close on a high-energy note as DYPBS students gathered on January 30th for Mind Masters: The Marketing Quiz was an event that put knowledge, instinct, and competitive spirit to the ultimate test. Designed to celebrate the dynamic and multi-faceted world of marketing, the quiz challenged participants to think on their feet across a broad spectrum of topics: brand histories and identities, marketing theory and frameworks, industry trends, campaign case studies, and the latest buzzwords shaping the profession. The format was as engaging as it was demanding, ensuring that every round kept participants on the edge of their seats.

What made Mind Masters particularly memorable was the way it transformed learning into an experience. Rather than passive absorption of concepts, students were pushed to apply, recall, and connect ideas in real time, mirroring the kind of agile thinking that the marketing profession demands. Teams demonstrated impressive breadth of knowledge, from classic advertising lore to the nuances of contemporary digital strategy, revealing just how deeply the DYPBS student community has engaged with the world of marketing beyond the confines of lecture halls. The healthy competition fostered a sense of camaraderie alongside intellectual intensity, making it as much about community as it was about winning.

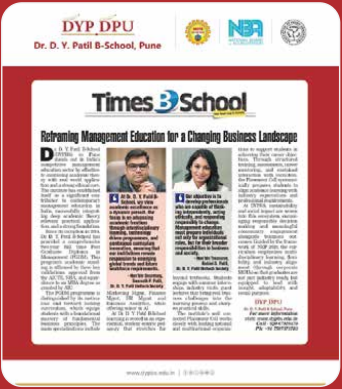
Dr. D. Y. Patil B-School, Pune
MIND MASTERS:
T MARKETING QUIZ
30th Jan 2026
AM - 1.00 PM
U
Z

DYP DPU
Dr. D. Y. Patil B-School, Pune
MIND MASTERS
THE MARKETING Q
Friday, 30
11.00 AM - 1
Y. Patil B-School,

DYP DPU
Dr. D. Y. Patil B-School, Pune

Times B-School: Dr. D. Y. Patil B-School Rankings

Dr. D. Y. Patil B-School achieved remarkable recognition in national and regional rankings, further strengthening its position among India's leading management institutions. The institute was ranked 15th among India's Top 100 B-Schools, 9th among India's Top 50 Private B-Schools, and secured the 5th position in the West Zone. These achievements reflected the institution's commitment to academic excellence, industry integration, leadership development, and a future-focused approach to management education.

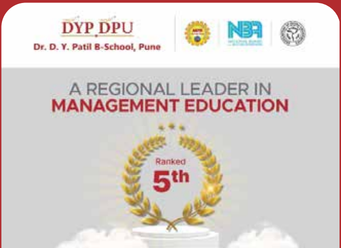


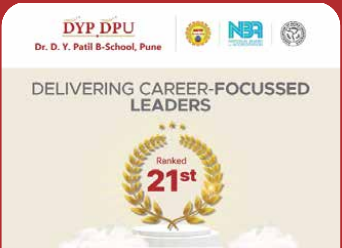
DYP DPU
Dr. D. Y. Patil B-School, Pune

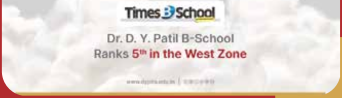
Times B School

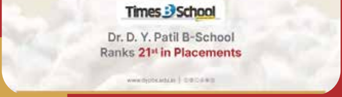
Reframing Management Education for a Changing Business Landscape

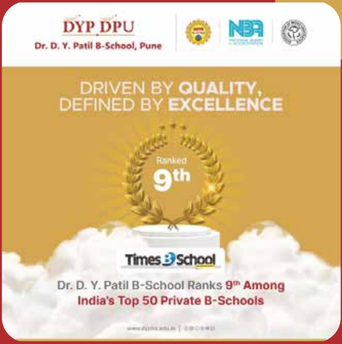
Adding to these accomplishments, Dr. D. Y. Patil B-School was ranked 21st in Placements, highlighting its strong industry connect and consistent focus on student career success. The recognition underscored the institution's emphasis on employability, skill development, and corporate readiness, reaffirming its dedication to delivering impactful, industry-relevant management education and preparing students for successful professional careers.

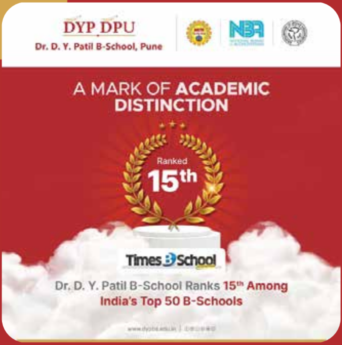





Times B School
Dr. D. Y. Patil B-School
Ranks 5th in the West Zone




DYP DPU
Dr. D. Y. Patil B-School, Pune
NBA
DRIVEN BY QUALITY,
DEFINED BY EXCELLENCE
Ranked
9th
Times B School
Dr. D. Y. Patil B-School Ranks 9th Among
India's Top 50 Private B-Schools



ACybersecurity as a Business Imperative: Session by Mr. Krishna Sawe

February got off to a compelling start at Dr. D. Y. Patil B-School as students welcomed Mr. Krishna Sawe, Senior Security Researcher at Microsoft, for an illuminating industry session that bridged the worlds of technology and business strategy. Mr. Sawe brought with him a perspective that challenged the conventional view of cybersecurity as a purely technical discipline, making a powerful case instead for why it must be understood as a foundational business concern. In a world where data breaches can erode years of brand equity overnight and cyber incidents can cascade into operational crises, the ability to think about digital risk in strategic terms is fast becoming a non-negotiable leadership skill.

The session delved into the intersection of cybersecurity, analytics, and Artificial Intelligence, exploring how these three forces are jointly reshaping how organisations gather intelligence, make decisions, and protect their assets in real time. Mr. Sawe walked students through vivid examples of how cyber risk events influence market reputation, customer trust, investor confidence, and regulatory outcomes, helping participants connect the dots between what happens in a company's digital infrastructure and what shows up in its balance sheet and public perception. The discussion was at once technical in its precision and strategic in its framing, a combination that proved deeply thought-provoking for a room full of future managers.

DYP DPU
Dr. D. Y. Patil B-School, Pune
NBA
How Cybersecurity Shapes Strategy, Risk, and Reputation ?
Mr. KRISHNA SAWE
11:00 AM
12:00 Noon
5th floor Aud

Data Heist: The High-Stakes Treasure Hunt

February 3rd brought a surge of adrenaline and analytical energy to the DYPBS campus as students plunged headfirst into Data Heist, a high-stakes treasure hunt that reimagined problem-solving as an adventure. The event challenged participants to crack codes, piece together clues, and decode data sequences in a race against time and each other, all while keeping their wits sharp and their strategies adaptable. From the moment the first clue was revealed, it was clear that this was no ordinary campus activity. Data Heist demanded the kind of agile, multi-layered thinking that separates great problem-solvers from the rest.

What made Data Heist particularly distinctive was the way it layered analytical rigour onto the thrill of competitive gameplay. Each stage of the hunt required participants not just to act fast, but to act smart, interpreting patterns in data, drawing inferences from incomplete information, collaborating effectively under pressure, and making strategic decisions about where to invest their time and attention. Teams quickly discovered that speed without method led nowhere, while method without adaptability was equally limiting. The event was, in essence, a live simulation of the kind of dynamic, data-informed decision-making that modern business environments demand.

DYPDPU Cultural Fest: Pure Energy, Passion, and Unforgettable Performances

The 5th and 6th of February saw the DYPBS campus transform into a stage of extraordinary energy and artistic expression as the DYPDPU Cultural Fest lit up two spectacular evenings with performances that left audiences electrified. The Fest brought together the finest solo and group dance acts, alongside soul-stirring solo and duet musical performances, creating an atmosphere that was equal parts celebration, competition, and community. From the first beat to the final note, the Cultural Fest was a testament to the remarkable talent that thrives within the student community, talent that, on these two evenings, was given the spotlight it so richly deserves.

DYP DPU
Dr.D.Y.Patil Unitech Society
Dance Competition
Solo / Group
Classical

The dance performances were a particular highlight, showcasing the extraordinary range of styles, techniques, and artistic sensibilities that DYPBS students bring to the stage. Solo performers commanded the spotlight with commanding presence and technical precision, while group acts demonstrated the kind of flawless synchrony that can only come from disciplined rehearsal and genuine team chemistry. Each performance told a story of dedication, of shared effort, and of the profound joy that comes from moving together in perfect unity. The music performances added yet another dimension to the evenings, with vocalists and musicians drawing audiences into moments of genuine emotion and connection.

Claywork Workshop: Where Imagination Meets the Hands

On February 6th, DYPBS offered its students a welcome and deeply rewarding change of pace, the Claywork Workshop, a hands-on creative experience that invited participants to slow down, focus, and let their imaginations guide their hands. In the midst of a demanding academic schedule, the workshop provided a space for the kind of unhurried, tactile creativity that is all too rare in business school life. Students gathered around their workstations with open minds and curious hands, ready to discover what the humble medium of clay could reveal about their own creative instincts and capacity for patient, purposeful work.

As the session unfolded, it became clear that clay modelling is far more than an artistic exercise; it is a practice in mindfulness, precision, and perseverance. Participants found that bringing even a simple idea to life in three dimensions required careful planning, iterative refinement, and the humility to rework what was not yet right. Many were pleasantly surprised by the meditative quality of the craft, and by how deeply satisfying it felt to watch a shapeless lump of clay gradually take on form, texture, and character under their hands. The workshop fostered a spirit of experimentation and self-expression that is often difficult to access in more structured learning environments.

Understanding Frameworks, Metrics & Impact in Sustainability Reporting: Prof. Darshan Shah

On February 10th, Dr. D. Y. Patil B-School hosted a timely and highly relevant session on sustainability reporting, led by the knowledgeable and engaging Prof. Darshan Shah. As businesses across the globe face mounting pressure to operate responsibly and transparently, understanding how to measure, communicate, and validate an organisation's environmental and social impact has become a critical competence for management professionals. Prof. Shah's session addressed this need with precision and depth, guiding participants through the evolving landscape of sustainability reporting and helping them develop a confident command of its key principles, tools, and expectations.

The session offered a systematic walkthrough of the major sustainability frameworks shaping reporting practices today, unpacking their purpose, structure, and the specific audiences they serve. Prof. Shah went beyond a theoretical survey, placing particular emphasis on the metrics that matter most to investors, regulators, and civil society, and explaining how organisations translate qualitative commitments into quantifiable, auditable outcomes. Through case-based discussions, students came to appreciate how sustainability reporting is not merely a compliance exercise but a strategic communication tool that signals an organisation's values, governance quality, and long-term resilience to the world.

Dr. D. Y. Patil B-School, Pune
UNDERSTANDING FRAMEWORKS,
METRICS, AND IMPACT IN
SUSTAINABILITY REPORTING

Budget Breakdown 360°: Decoding the Union Budget 2026

Also on February 10th, the DYPBS campus buzzed with animated discussion as students gathered for Budget Breakdown 360°, a focused, accessible, and intellectually stimulating unpacking of the Union Budget 2026. Presented by The Finfluencer, the session set out to do something that budget conversations rarely achieve: make the numbers genuinely meaningful to an audience of future business leaders. Rather than treating the budget as a dry policy document, the event framed it as a living roadmap that reveals the nation's priorities, signals opportunities and risks for businesses across sectors, and shapes the economic environment in which all management professionals will operate.

The discussion moved through the key allocations, policy pronouncements, and fiscal directions announced in the Union Budget 2026 with clarity and purposeful analysis. Students were encouraged not just to absorb information, but to interrogate it, to ask which sectors stand to benefit, which face headwinds, what the revenue assumptions suggest about growth expectations, and how specific policy choices reflect the government's broader economic philosophy. The Finfluencer's approach made complex fiscal concepts accessible without oversimplifying them, striking the right balance between financial rigour and practical relevance for a business school audience.

Major Spending Breakdown

Analytics in Learning & Development: Masterclass

by Mrs. Shilpa Nimbalkar

On February 12th, DYPBS hosted a masterclass that challenged students to rethink how organisations measure the value of learning and why getting this right is increasingly central to business success. Led by Mrs. Shilpa Nimbalkar, the session on Analytics in Learning and Development offered a rigorous and highly practical exploration of how HR and L&D professionals can harness data to move from intuition-based programme design to evidence-backed, outcome-driven learning strategy. Mrs. Nimbalkar brought both expertise and enthusiasm to the subject, making a compelling case for why the ability to interpret learning analytics is fast becoming one of the most powerful tools in an HR practitioner's arsenal.

A key theme of the session was the distinction between vanity metrics and metrics that actually matter. Mrs. Nimbalkar guided participants through the critical difference between measuring activity, number of training hours completed, attendance rates, satisfaction scores and measuring impact, behaviour change, performance improvement, business outcomes attributable to learning interventions. Through frameworks, real-world examples, and practical tools, students gained a much clearer sense of how to design measurement strategies that hold L&D accountable to the same standards of ROI that any other business investment must meet. The session made clear that in today's data-rich environments, there is no longer any excuse for L&D to remain a function that operates on faith alone.

"This Reminds Me of You": A Celebration of Campus Bonds

On the eve of Valentine's Day, Dr. D. Y. Patil B-School hosted one of February's most heartfelt events, "This Reminds Me of You," a thoughtfully organised celebration of the friendships and connections that make campus life truly irreplaceable. At a time when students are often focused on academic milestones and career aspirations, the event offered a beautiful and timely invitation to pause and reflect on the human relationships that give those milestones meaning. Through heartfelt storytelling and creative whiteboard expressions, participants revisited the shared experiences, inside jokes, acts of kindness, and quiet moments of support that have defined their journey at DYPBS.

The format of the event was as creative as it was emotionally resonant. Students expressed their sentiments through words and illustrations on whiteboards, crafting spontaneous tributes to the people who have shaped their time on campus. These messages ranged from the funny to the profoundly moving. Storytelling sessions gave participants the chance to share memories that might otherwise remain unspoken: the late-night study sessions, the impromptu celebrations, the moments of encouragement before a difficult presentation. Hearing these stories aloud gave them new dimension and reminded everyone in the room of just how rich their shared experience has been.

Training Needs Identification: Alumni Session by Sonia Sulhyan

On February 18th, the DYPBS HR cohort had the privilege of learning from one of their own, as alumna Sonia Sulhyan returned to campus to lead an insightful guest session on a subject that sits at the very heart of effective people management: Training Needs Identification. Her session brought the topic to life through the lens of lived professional experience, offering students a refreshingly honest and nuanced look at how HR teams navigate the complex, often politically charged task of identifying where learning investment is truly needed and where it can deliver the greatest business impact. It was precisely the kind of session that bridges the gap between academic frameworks and the realities of organisational life.

Sonia walked students through the critical relationship between business priorities and HR's delivery role, exploring how the most effective training needs analyses begin not with a catalogue of available programmes, but with a deep understanding of what the business is trying to achieve. She shared how skilled HR professionals ask the right questions upfront: What performance gaps are holding the organisation back? What capabilities will be required to execute the strategy of tomorrow? How can L&D be designed and measured in ways that earn the confidence of senior leadership? Her insights were rich with practical wisdom, drawn from the challenges and breakthroughs she had experienced across her career.

Carnival Talent Fest: A Retro Celebration of Art, Energy & Campus Spirit

February drew to a spectacular close on the 27th as the DYPBS campus was swept up in the vibrant, nostalgic magic of the Carnival Talent Fest, an evening that transformed the institution into a living, breathing stage of extraordinary artistic expression. The retro theme lent the Fest an unmistakable visual and emotional character, with students arriving in their finest vintage-inspired outfits and bringing with them an energy that felt genuinely festive from the very first moment. What followed was a showcase of talent so diverse, so heartfelt, and so spirited that it will remain etched in the memories of everyone who was there to witness it.

The performances spanned the full spectrum of artistic expression. Vocalists poured soul into their songs, filling the venue with melodies that ranged from classic hits to contemporary originals. Rappers commanded the stage with sharp wordplay and magnetic confidence, while poets and shayars offered moments of quiet beauty and contemplation amidst the evening's exuberance. Dancers brought electricity to the room with performances that blended technical mastery and raw passion, and musicians demonstrated the kind of craft that only comes from genuine dedication to their instrument. Each act, in its own way, reminded the audience that the DYPBS student community is bursting with creative talent that rarely gets the recognition it deserves.

usic • Dance
AM Onwards

Nourishing Ambition: Women's Day Wellness Session with Nutracy Lifestyle

March at Dr. D. Y. Patil B-School opened with a celebration that placed women's wellbeing at its very centre. In a thoughtful collaboration with DPGU School of Management and Research, the institution marked the spirit of Women's Day 2026 on March 5th with a session that went beyond the conventional celebration of achievement to address something equally vital, the importance of health, wellness, and self-care in the lives of driven, ambitious women. The event underscored a truth that is often overlooked in high-pressure academic and professional environments: that lasting success is built not just on hard work and talent, but on the foundation of physical and mental wellbeing.

The session was led with warmth, expertise, and practical clarity by Ms. Sakshi Yashwantrao and Ms. Bhumika Kadam, nutritionists from Nutracy Lifestyle, who brought with them an approach that was refreshingly grounded and immediately applicable. Rather than presenting abstract principles of nutrition, they engaged students in a candid conversation about the everyday challenges of maintaining a healthy lifestyle while managing academic demands, career aspirations, and personal responsibilities. From guidance on balanced eating patterns and meal planning to insights on managing energy levels and stress through nutrition, the session equipped participants with tools they could put to use from the very next day.

Social Canvas Challenge: Painting Stories of Strength and Resilience

On March 6th, the Women's Day spirit at DYPBS found its most vivid and visually striking expression through the Social Canvas Challenge, an event that invited students to speak not through words, but through colour, form, and imagery. Organised as a Women's Day special, the event provided participants with blank canvases and the creative freedom to fill them with whatever the theme of womanhood stirred within them. The result was a remarkable collection of artworks that collectively told a story far larger than any single piece, a story of strength, resilience, aspiration, identity, and the many shades of the female experience.

What distinguished the Social Canvas Challenge was its invitation to think deeply before picking up a brush. Participants were encouraged to reflect on the women who had shaped their own lives, the social narratives they wished to challenge or celebrate, and the vision of womanhood they wanted to put into the world. This thoughtful approach transformed the event from a simple art activity into a genuine exercise in self-expression and social awareness. Canvases became conversations, between the artist and their own story, and between individual perspectives and the shared experience of being a woman in the world today.

Boot Camp on Problem Solving & Ideation in Management: Dr. Vyasa Rao, CEO, Communitti

On March 7th, DYPBS students rolled up their sleeves for one of the most practically immersive experiences of the academic calendar, the Boot Camp on Problem Solving and Ideation in the Field of Management, led by Dr. Vyasa Rao, CEO of Communitti. Unlike conventional classroom sessions, this boot camp was designed from the ground up to be experiential, collaborative, and intellectually demanding. Participants were immediately placed in situations that required them to grapple with ambiguous, real-world-style management problems, mirroring the kind of messy, high-stakes challenges that organisations face every day, and that textbooks can rarely fully prepare students for.

Dr. Vyasa Rao's facilitation style was dynamic and deliberately provocative, consistently pushing participants beyond their comfort zones and challenging them to interrogate their assumptions before arriving at solutions. The boot camp moved through a series of structured activities designed to sharpen analytical thinking, unlock creative ideation, and build collaborative decision-making skills. Students learned to approach problems not with the instinct to find a quick answer, but with the discipline to first understand the problem fully, mapping its dimensions, questioning its premises, and exploring a wide solution space before committing to a direction. The emphasis throughout was on quality of thinking over speed of response.

Industry Battle: Tackling Real-World Business Challenges Head-On

March 8th brought a different kind of energy to the DYPBS campus as students took on the challenge of Industry Battle, a competitive event that placed participants squarely in the shoes of real-world business analysts facing live, dynamic industry scenarios. The event was designed to test not just what students know, but how effectively they can deploy that knowledge under pressure, within a team, and in front of an audience. From the moment the scenarios were unveiled, it was clear that Industry Battle would demand the full range of management competencies, analytical rigour, strategic foresight, competitive awareness, and the ability to communicate complex ideas with conviction.

Teams were challenged to apply industry analysis frameworks to scenarios drawn from the contemporary business landscape, examining sector dynamics, competitive forces, market opportunities, and strategic risks with the kind of structured thinking that separates sharp analysts from surface-level observers. What made the event particularly challenging and enriching was the requirement to not just analyse, but to recommend: to stand behind a strategic direction and defend it under scrutiny. The presentations that emerged from these deliberations were, in many cases, impressively sophisticated, reflecting the depth of preparation and intellectual investment that students brought to the challenge.

International Women's Day: A Celebration of Unity, Strength & Empowerment

The week's Women's Day celebrations culminated in a joyful, spirited, and deeply moving campus-wide celebration on March 9th, as Dr. D. Y. Patil B-School came together to honour International Women's Day in a manner befitting its significance. Women from all schools within the institution gathered in an atmosphere that radiated warmth, solidarity, and shared pride, an occasion that went beyond ceremony to become a genuine expression of community. The event brought together students, faculty, and staff in a celebration that was as personal as it was institutional, honouring not just women as a collective, but the individual journeys, sacrifices, and triumphs of every woman in the room.

The programme was thoughtfully curated to balance inspiration with joy, featuring moments that moved the audience as well as moments that brought the room alive with energy and laughter. Inspiring interactions between participants across different schools fostered connections that transcended academic boundaries, reminding everyone present that the challenges and aspirations that women navigate are universal, even when their contexts differ. Stories were shared, achievements were recognised, and the room was filled with the kind of mutual appreciation that only comes when people truly see and honour one another.

An Unforgettable Campus Visit: Ashish Chanchlani & the Cast of Ekaki

EKAKI
FINAL CHAPTER : THE CONQUEROR

EKAKI
FINAL CHAPTER : THE CONQUEROR

EKAKI
FINAL CHAPTER : THE CONQUEROR
ALIVE
DYP DPU

March 14th delivered one of the most electrifying moments of the academic year at DYPBS, as the campus played host to Ashish Chanchlani, one of India's most beloved and influential digital content creators, along with the cast of his project Ekaki. The air was charged with excitement well before the event began, and the energy in the room when the guests arrived was nothing short of extraordinary. For students who have grown up watching Ashish's work, this was far more than a celebrity visit — it was an opportunity to get up close with a creator who has redefined what it means to build an audience, tell stories, and sustain relevance in the relentlessly competitive world of digital entertainment.

What followed was an afternoon of genuine conversation, laughter, and unexpected insight. Ashish and the cast shared the story behind Ekaki, the creative decisions, the challenges of production, the evolution of ideas from concept to screen, offering students a rare behind-the-scenes look at the craft and labour that goes into content at this level. The conversation moved naturally between the entertaining and the instructive, touching on themes of consistency, audience understanding, creative risk-taking, and the importance of staying authentic in a landscape that is constantly shifting. For students studying marketing, communication, and brand strategy, the session was as educational as it was exhilarating.

Dnyaanotsav 2026 Day 1: The Curtain Rises on a Celebration of Talent

March 17th marked the much-anticipated launch of Dnyaanotsav 2026, DYPBS's signature annual festival of talent, creativity, and campus spirit and Day 1 did not disappoint. From the very first moments, the campus was transformed into a vibrant arena of expression and enthusiasm, as students poured their energy and creativity into a kaleidoscope of performances and activities that set the tone for the days to come. The festive atmosphere was immediate and infectious, drawing participation from across the student community and creating a sense of shared excitement that is the hallmark of DYPBS's most beloved campus tradition.

The day's programme was a rich and varied showcase of student talent across multiple dimensions. Musical performances filled the air with melody and rhythm; dance acts brought movement and spectacle to every corner of the venue. Face painting transformed participants into walking works of art, while intricate rangoli designs spread across the ground in vibrant patterns of colour and craft. Mimicry acts had audiences in stitches, showcasing students' sharp observational skills and natural flair for performance. Taken together, the events of Day 1 painted a vivid picture of just how multi-talented and creatively alive the DYPBS student body truly is.

Dnyaanotsav 2026 Day 2: A Grand Finale of Music, Dance & Fashion

If Day 1 of Dnyaanotsav 2026 was a rousing opening act, Day 2 on March 18th was the spectacular crescendo the festival deserved. The campus came alive with an energy that was even more concentrated and exhilarating than the day before, as students stepped up to deliver performances that were polished, passionate, and deeply memorable. From the outset, it was clear that Day 2 would raise the bar, and every act that took the stage did exactly that, surpassing expectations and leaving the audience wanting more.

The dance performances were a standout highlight of the finale, technically impressive, emotionally expressive, and executed with the kind of confidence that comes from students who have poured real dedication into their craft. The Battle of the Bands was another unforgettable chapter of the evening, as student musicians brought their full creative firepower to the stage in a contest that was as much about artistic identity as it was about technical skill. The air rang with original compositions, reimagined covers, and the unmistakable energy of live music performed with complete commitment. And then came the fashion show, a breathtaking display of style, creativity, and personal expression that drew the evening to a visually stunning close.

CaseCraft: Strategic Thinking Meets Real-World

Business Challenges

On March 20th, the Marketing Maven and Research Club of Dr. D. Y. Patil B-School hosted CaseCraft, a case study competition that brought together students from across various colleges to tackle real-world business scenarios with the rigour, creativity, and strategic acumen of seasoned professionals. The event was premised on a simple but powerful conviction: that the best way to develop management capability is to put students in situations that demand it. CaseCraft delivered on that premise decisively, confronting participants with scenarios that required them to synthesise knowledge from multiple disciplines, make clear-headed decisions under time costraints, and present their reasoning with confidence and clarity.

What set CaseCraft apart from conventional academic exercises was the quality of engagement it demanded from every team. Participants were not simply asked to analyse a situation and recommend a course of action, they were expected to defend their thinking, respond to probing questions, and demonstrate an understanding of the trade-offs inherent in every strategic choice. This depth of engagement pushed students to be more precise in their analysis, more creative in their ideation, and more persuasive in their communication, exactly the combination of skills that clients, employers, and stakeholders expect from management professionals operating in complex, high-stakes environments.

Kathakar 2.0: Where Every Story Finds Its Stage

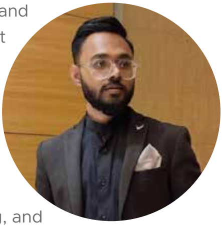
March came to a reflective and beautiful close on the 30th, as DYPBS played host to Kathakar 2.0, a celebration of storytelling, language, and the profound human need to be heard. Building on the success of its first edition, Kathakar 2.0 brought together students who believe in the power of words to move, to challenge, and to connect, and who had the courage to stand before an audience and share stories that mattered to them. The event created a space that was rare in its quality: one where authenticity was the highest currency, and where the stories told were as varied and vivid as the people who told them.

Participants captivated the audience with narratives that drew on personal experience, social observation, imaginative invention, and everything in between. Some stories made the room fall silent with their honesty; others drew laughter or provoked thought in ways that lingered long after the teller had stepped back from the stage. What united every performance was a quality of intentionality, the sense that each storyteller had something they genuinely wanted to say, and had thought carefully about how to say it in a way that would reach their audience. For a room full of future communicators and business leaders, Kathakar 2.0 was a masterclass in the art of meaningful expression.

DYP DPU
KATHAKAR 2.0
(Story Telling Competition)

ALUMNI SPOTLIGHT

One cannot evade the Onerous Days; One Must Endeavour to Endure Them!



In its most basic form, existence is a complex marriage of ecstasy and agony. As none of us is immune to the vicissitude that life throws at us. The intricacy of life resembles a swing that oscillates between happiness and sorrow. As humans, none of us is going to be spared from the difficult days, but as it is rightly said, there are two sides to every coin, and hence I, too, have had my share.

There was a time when I stood at a pinnacle that offered me a prestigious job, professional success, an independence of earning, and great recognition. But LIFE, as it often does? Had its plan as it shifted in its unpredictable way. The new chapter of my life was about to start, but I, without even realizing the end of the previous one, chose to walk away from it all. What followed along with me was a deep sense of disillusionment, a cascade of anxiety and self-doubt, and the heavy weight of societal and peer expectations. The resonating silence of uncertainty was deafening!

Yet, even in the void, I chose not to remain broken. I stood up very slowly, with an adrenaline-induced excruciating pain (MIND), and prepared myself to re-enter life's arena. The unwavering support and the belief from those around me gave me strength, but the real battle was internal. I had to make peace with my life's expedition, with my flaws, and with the truth that life cannot always be a series of wins. One thing that I learned in every heartbeat afterwards was to ACCEPT, as the strength to endure begins with acceptance. Understanding that pain, loss, failure, fear, and uncertainty are all part of the human experience allows us to embrace life in its wholeness.

Well! Now, each day when I wake up, I try to remind myself with a BIG SMILE that setbacks are not endings, nor will carrying baggage from the past help us to grow; instead, it will deepen the struggle to grow. There is a plethora of pauses, sometimes redirections, and making mistakes in life are all perfectly OKAY, as life is not a series of victories after all. So, when life weighs heavily, don't seek to escape it. Instead, stand with grace, walk through it with faith in your heart, and strengthen your step. And remember to smile even in difficult times, as a smile is a symbol of HOPE!

Aditya Dey
Alumni, Dr. D. Y. Patil B-School

HR: The Heart of Every Organization

In today's dynamic and competitive environment, Human Resources has taken center stage as one of the most critical functions in any organization. No longer limited to just hiring and administrative tasks, HR today is a strategic enabler of business success. Modern HR is all about building people-centric cultures, aligning employee goals with organizational vision, and ensuring talent is nurtured, engaged, and retained. From onboarding to leadership development, HR plays a pivotal role at every stage of the employee life cycle. With the rise of digital transformation, HR is also leveraging technology and data analytics to make smarter decisions, whether in talent acquisition, performance management, or employee engagement. But even as we embrace tech, the human touch remains irreplaceable.

One of the most impactful shifts has been the focus on employee well-being and workplace inclusivity. Post-pandemic, HR has taken a leadership role in driving mental health initiatives, flexible work policies, and fostering a culture of empathy and collaboration. At its core, HR is about people: understanding them, supporting them, and empowering them. It is, and always will be, the heart of every organization, ensuring not only business success but also meaningful work experiences for every employee.

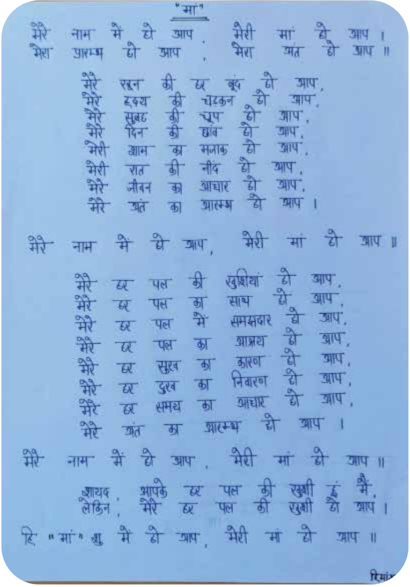
Warm regards,
Chaitrali Pawar
HR Professional | Proud Alumnus, Dr. D.Y. Patil B-School

THE STUDENT CORNER

Written by

Himanshu Sharma

PGDM, Batch 2025-27



"मां"

मेरे नाम में हो आप, मेरी मां हो आप।
मेरा प्रारम्भ हो आप, मेरा अंत हो आप॥

मेरे खून की हर बूंद हो आप,
मेरे हृदय की धड़कन हो आप,
मेरी सुबह की धूप हो आप,
मेरे दिन की छांव हो आप,
मेरी शाम का मजाक हो आप,
मेरी रात की नींद हो आप,
मेरे जीवन का आधार हो आप,
मेरे अंत का आरम्भ हो आप।

मेरे नाम में हो आप, मेरी मां हो आप॥

मेरे हर पल की खुशियां हो आप,
मेरे हर पल का साथ हो आप,
मेरे हर पल में समझदार हो आप,
मेरे हर पल का आश्रय हो आप,
मेरे हर सुख का कारण हो आप,
मेरे हर दुख का निवारण हो आप,
मेरे हर समय का आधार हो आप,
मेरे अंत का आरम्भ हो आप।

मेरे नाम में हो आप, मेरी मां हो आप॥

शायद, आपके हर पल की खुशी हूं मैं,
लेकिन, मेरे हर पल की खुशी हो आप।

हे "मां" शु में हो आप, मेरी मां हो आप॥

हिमां

Thank you for reading!

We truly appreciate your time, interest, and continued support. Your engagement encourages us to keep sharing valuable insights, updates, and stories that matter to you. We're grateful to have you as part of our community.

Thank you for being an essential part of our journey.

Ms. Divya Shaj
Editor in Chief, "Refulgence" – The Newsletter, the Voice of Ascendancy

EDITORIAL TEAM

Dr. Raja Roy Choudhury

Ms. Divya Shaj

Srija Goswami

Sampita Majhi

Prachi Chandrawanshi

DYP DPU
Dr. D. Y. Patil B-School, Pune

NATIONAL BOARD OF ACCREDITATION

Sr. No. 87-88, Bengaluru-Mumbai Express Bypass Tathawade, Pune – 411033 Maharashtra, India.
+91-20-67919470 | +91- 8806652555 | info.bschool@dpu.edu.in