

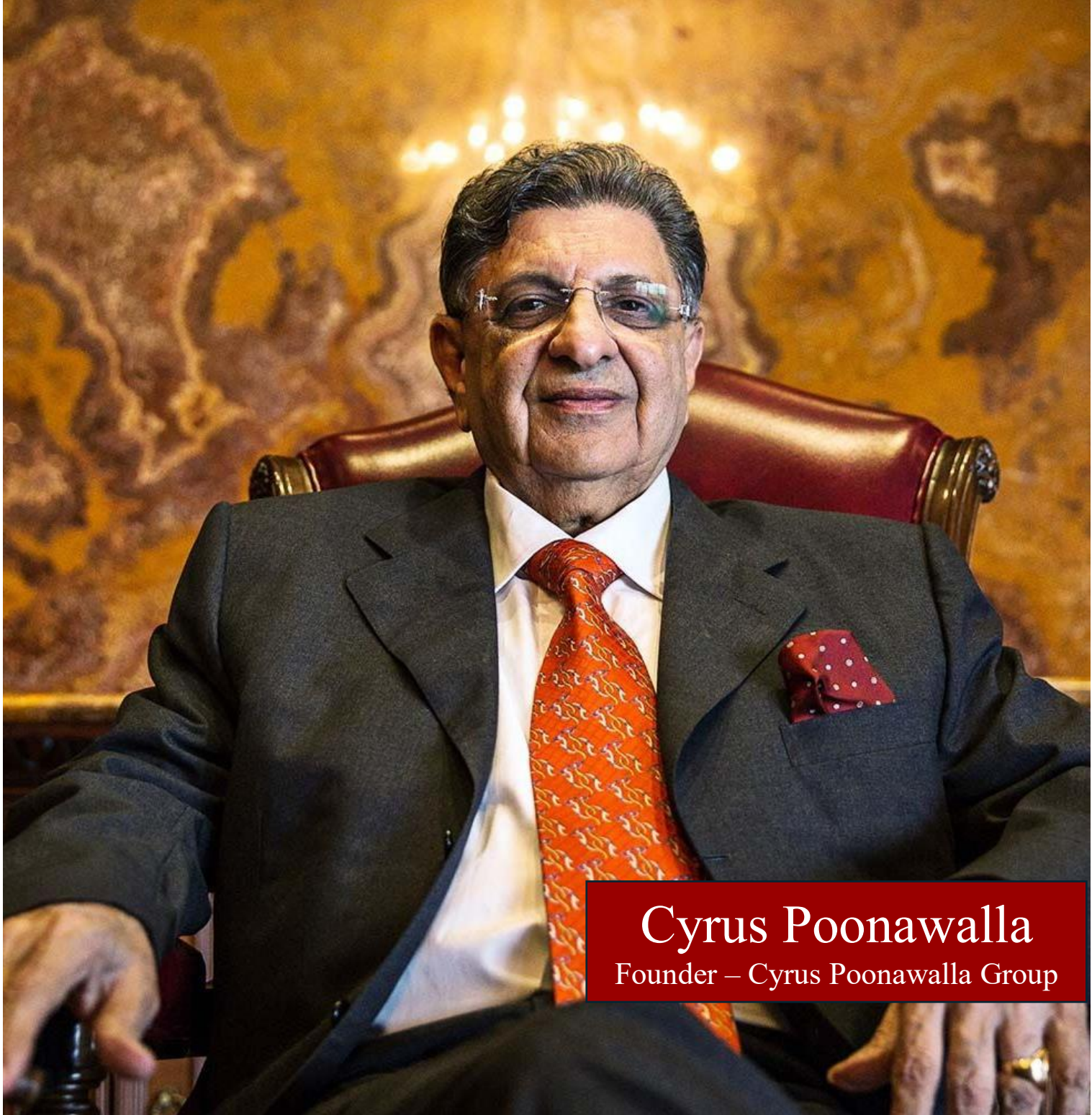


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Cyrus Poonawalla
Founder – Cyrus Poonawalla Group

Vaccinating the World, Empowering Humanity

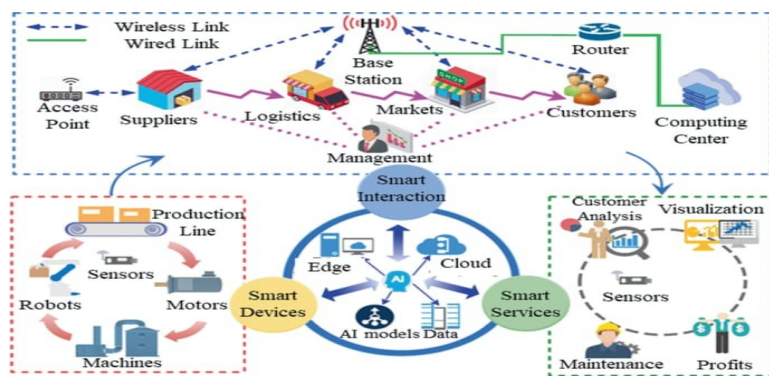
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AI IN OPERATIONS & PRODUCTION: SMART MANUFACTURING

MOUNIKA M – I MBA

For a long time, factories worked in a very straightforward way. Most of the work was done by people, or by machines that could only perform one fixed task. Day after day, production followed the same routine, with little space for flexibility or change. This system helped industries grow in the past, but it wasn't without problems. If a single machine broke down, the whole line could come to a stop. Mistakes during production often meant wasted materials, and when customer needs changed suddenly, factories found it hard to adjust.

Decisions were usually based on experience or trial and error, not on real-time information. While these traditional methods played a huge role in building mass production, they struggled to keep pace with the speed and demands of today's business world.



Smart Manufacturing

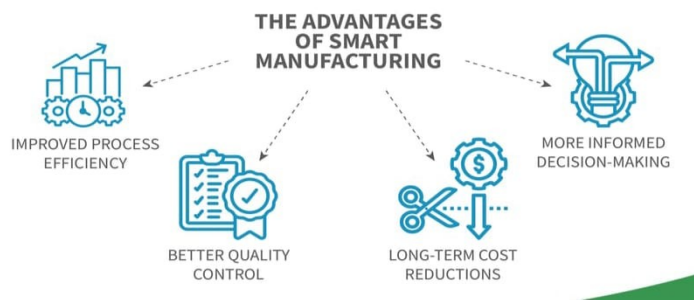
Smart manufacturing is no longer just a dream for the future; it's already here, changing the way industries work across the world. Imagine factories where machines talk to each other, systems learn from data, and people and technology work side by side. That is the reality of smart manufacturing today. At the center of this shift is Artificial Intelligence (AI), which is not only making production faster but also smarter, more sustainable, and better suited for today's unpredictable market.

What makes smart manufacturing so different from traditional factories is its ability to adapt. In the past, factories relied mainly on human labor or machines that could only do fixed, repetitive tasks. Today, with AI, robotics, and connected devices, factories are becoming more intelligent. For example, digital twins allow industries to test and optimize processes virtually before implementing them in real life, while sensors capture real-time information about machine performance. AI doesn't replace humans but supports them, helping people

make better decisions while machines take care of the repetitive or complex analysis. This collaboration creates an environment that is efficient, flexible, and future-ready.

Role of AI

The role of AI in production is both powerful and practical. It automates routine work, freeing employees to focus on creative or strategic tasks. It predicts customer demand so that companies can manage inventory better and avoid unnecessary costs. It spots machine problems early, preventing breakdowns and saving both time and money. AI also helps managers respond quickly to sudden market changes by giving them instant insights from data. In short, it acts like the brain of a smart factory—always learning, analyzing, and guiding.

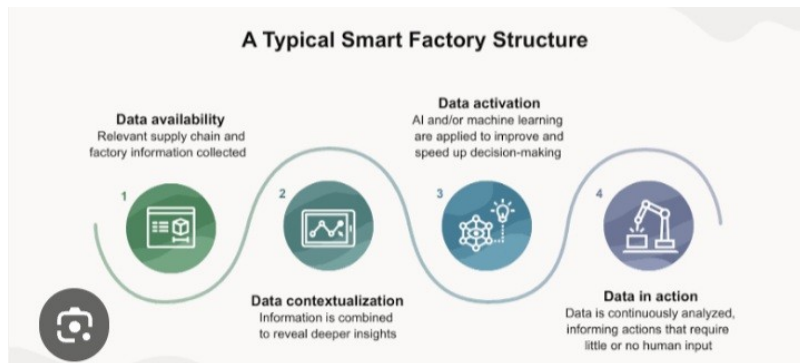


The benefits of this transformation are easy to see. Workflows become smoother, productivity rises, and costs drop. Products also become more consistent in quality because AI-powered checks reduce errors

and defects. Businesses gain the agility to respond quickly when customer needs shift or when supply chains face disruptions. Perhaps the most important change is in decision-making—leaders now have data-driven insights that allow them to make choices with confidence rather than guesswork. This means organizations can plan better, adapt faster, and stay ahead of competitors.

Data is the fuel that keeps this entire system running. Every second, machines, sensors, and supply networks generate huge amounts of information. AI turns this data into valuable insights: adjusting production schedules automatically, fine-tuning operations to run more smoothly, predicting when machines need maintenance, and even spotting risks before they become major problems. With this, companies are no longer reacting to issues after they happen; they are proactively preventing them.

The future of smart manufacturing looks even more exciting. AI will continue to evolve, making factories increasingly autonomous and self-optimizing. When combined with technologies like edge computing, block chain, and augmented reality, manufacturing will become more transparent, traceable, and collaborative. We can



expect to see factories that not only produce goods but also learn and adapt on their own, working hand-in-hand with human intelligence. Ultimately, this is not just about building smarter machines—it’s about building smarter, more sustainable systems that can thrive in a fast- changing world.

VENTURE CAPITAL, STARTUPS, AND THE AI-DRIVEN ENTREPRENEURIAL ECOSYSTEM

ILAYABARATHI M – I MBA

The integration of artificial intelligence (AI) into venture capital, startups, and the broader entrepreneurial ecosystem is redefining the contours of innovation and economic growth. As AI technologies advance, they exert profound influences on how entrepreneurs build companies, how investors allocate capital, and how entire markets evolve, leading to significant shifts in efficiency, strategy, and opportunity across the entrepreneurial landscape.

Venture Capital and the AI

Venture capital (VC) has traditionally fuelled disruptive innovation by funding high-potential startups, especially in technology-driven domains. In recent years, VCs have not only funded AI-focused startups but have also begun integrating AI into their own due diligence, deal sourcing, and portfolio management operations. AI-enabled tools improve decision-making by analysing vast datasets, reducing cognitive biases, and providing predictive analytics to identify and support promising startups. Empirical studies highlight several key trends: the prevalence of AI in streamlining deal sourcing, automating routine tasks in VC firms, and enhancing the assessment of startup viability and growth potential. However, while AI provides a competitive edge in data-driven analysis, there remain limitations regarding data quality, transparency, and the irreplaceability of human judgment in high-stakes investment decisions.

Startups: Engines of AI Innovation

Startups are naturally suited to rapid experimentation and technological adaptation, making them prime movers in the integration of AI. AI adoption allows startups to automate repetitive processes, generate deeper insights from data, and personalize customer experiences at scale. Research confirms a clear correlation between AI adoption and enhanced startup performance, productivity, and creativity, as well as the acceleration of new digital business models. Furthermore, the widespread adoption of AI by startups lowers barriers to entry in many sectors, enabling lean teams to achieve global reach and significant impact. Notably, AI-powered startups are prominent in sectors such as healthcare, fintech, sustainability, and logistics, where data-driven solutions provide significant competitive advantages.



The AI-Driven Entrepreneurial Ecosystem

Artificial intelligence is not merely an add-on to existing entrepreneurial ecosystems—it is actively reshaping them. AI-driven digital entrepreneurial ecosystems (DEEs) facilitate the creation, scaling, and governance of startups by providing advanced infrastructure, data platforms, and intelligent automation. Computational models reveal that such AI-powered ecosystems foster sustainability, resource optimization, and rapid learning cycles among startups, especially in fields like green technology. At the macro level, AI transforms traditional factors of entrepreneurial success by enhancing network effects, flattening geographic barriers, and enabling more dynamic interactions among entrepreneurs, investors, and policy makers. However, challenges such as algorithmic bias, ethical governance, and regulatory considerations continue to shape how AI integrates into these ecosystems.

Opportunities and Risks

The opportunities presented by the AI-driven entrepreneurial environment include more robust and objective decision-making, increased operational efficiency, and faster scalability for startups and investors alike. At the same time, the rapid influx of VC capital into AI startups creates risks reminiscent of past technology bubbles, particularly if valuation growth outpaces fundamental performance. There are also substantive concerns about the transparency and ethical implications of AI systems. Ensuring responsible use, reducing bias, and adhering to emerging regulatory standards remain imperative for both startups and venture capitalists striving to harness AI's full potential.

AI is profoundly redefining how venture capital, startups, and entrepreneurial ecosystems function. By enabling smarter investments, faster experimentation, and more dynamic collaboration, AI has become central to the future of innovation-driven economies. However, realizing the full benefits of AI integration requires addressing challenges related to data, ethics, and governance—ensuring that the next wave of entrepreneurial growth is both robust and responsible.



DEGLOBALISATION VS NATIONALIZATION: THE CHANGING FACE OF GLOBAL TRADE

AINDRI JAISWAL – I MBA

In the early decades of the twenty-first century, globalization was widely viewed as inevitable. Policymakers, business leaders, and academics believed that the unrestricted flow of goods, capital, information, and people would interconnect nations and lead to a more prosperous and harmonious world. However, the past two decades have revealed a different reality. Globalization's seamless web has been disrupted by geopolitical conflicts, pandemics, and domestic economic priorities, leading to new forces shaping global trade — deglobalization and nationalization.

The Shift from Global Integration to Fragmentation

Globalization has not disappeared, but its boundaries have been redrawn. The concepts of deglobalization and nationalization have emerged as counterforces, redefining how nations engage in trade and manage their economies. Deglobalization refers to the slowing, restructuring, or reversal of cross-border financial and trade flows. It reflects a growing caution among countries and companies that once embraced hyperconnected supply chains. The global financial crisis, the COVID-19 pandemic, and geopolitical conflicts like the Russia-Ukraine war have demonstrated how shocks in one part of the world can paralyse entire industries elsewhere.

As a result, many firms are shifting from the “just-in-time” production model to one that emphasizes resilience, redundancy, and security of supply. Efficiency alone no longer defines success — economic systems are now equally judged by their ability to withstand disruptions.

Nationalization: The Domestic Reassertion of Control

While deglobalization describes a retreat from global interdependence, nationalization represents the deliberate inward turn of governments seeking to reclaim control over key sectors. By asserting ownership or influence over strategic industries such as energy, technology, and defense, states aim to protect national interests, preserve jobs, and promote domestic capabilities.



In recent years, this trend has been reinforced by protectionist tariffs, industrial subsidies, and policies designed to strengthen local industries. Political movements advocating for self-sufficiency and job preservation have further accelerated this process, framing nationalization as a path to economic justice and resilience against the perceived inequities of globalization.

The Complex Relationship Between the Two Forces

Deglobalization and nationalization are closely linked, yet their relationship is filled with tension. Deglobalization is largely a structural process — a consequence of economic disengagement and fractured interdependencies. Nationalization, on the other hand, is a conscious political strategy to consolidate control over national resources. Together, they illustrate how the world economy is evolving from a unified global marketplace to a network of competing regional and ideological blocs.

The growing divide between major powers such as the United States and China exemplifies this shift. Their rivalry has disrupted global supply chains and forced nations to navigate between competing economic and political systems. This fragmentation challenges international institutions that depend on cooperation and predictability, making the landscape of global trade increasingly complex and uncertain.



Opportunities and Challenges in the New Trade Order

The twin trends of deglobalization and nationalization bring both opportunities and risks. On the positive side, they can promote economic resilience by reducing overdependence on distant markets and by encouraging nations to diversify their supply chains. Local industries and workers may benefit from renewed investment and protection, leading to greater stability in times of crisis.

However, this inward shift can also result in inefficiencies, reduced innovation, and slower global economic growth. When nations prioritize short-term domestic gains over collective global interests, it becomes harder to address shared challenges such as climate change, food security, and technology governance. Moreover, strong economic nationalism among major

powers can deepen inequalities by sidelining smaller economies that lack the capacity to compete under protectionist policies.

The Emerging Balance: Globalization, Deglobalization, and Re-Globalization

Despite these transformations, globalization itself has not vanished. While trade in manufactured goods has slowed, cross-border flows in digital services, finance, and technology continue to rise. Multinational companies still operate globally, though with greater awareness of political risks and regulatory differences. This dynamic reflects an evolving equilibrium — not a simple reversal of globalization, but a continuous process of globalization, deglobalization, and re-globalization.

The future of trade, therefore, will not be defined by complete openness or total isolation, but by how nations balance interconnection with control. This balance will determine whether the next era of the global economy is marked by cooperation and shared prosperity, or by competition and fragmentation.

The Numbers Behind the Shift

The rise of deglobalization and nationalization signifies a redefinition of the global order — one that places renewed emphasis on sovereignty, fairness, and resilience. The last century was characterized by unprecedented openness and integration, while the present century is shaping up to be one of recalibration and cautious engagement.

According to recent trade data, the global trade-to-GDP ratio — a key indicator of global integration — has declined from around 61% in 2008 to about 57% in 2024, showing a moderate but clear trend of deglobalization. Meanwhile, the number of new protectionist measures introduced by governments has tripled since 2019, highlighting the growing momentum toward nationalization and economic self-reliance.

Global trade will not disappear, but it is being reshaped to reflect new realities — where the pursuit of interconnectedness is tempered by the need for security and autonomy. The choices that nations make in navigating these forces will ultimately determine the architecture of the world economy and the possibilities for a stable, equitable, and sustainable global future.



ARTIFICIAL INTELLIGENCE IN FINANCE: RISK MANAGEMENT & FRAUD DETECTION

JANANE PK – I MBA

The New Face of Finance

In today's hyper-connected financial ecosystem, money moves faster than ever before. From instant mobile wallet transfers to algorithmic trading, trillions of transactions occur across the globe each day. While this digital velocity has redefined convenience and commerce, it has also unleashed a new breed of threat — digitally empowered fraudsters.

These cybercriminals transcend geographical boundaries and exploit the speed and complexity of financial systems. Traditional safeguards such as manual reviews or simple rule-based detection systems can no longer keep pace. What once required days of investigation by human analysts can now be executed by an attacker within seconds. To match this pace, the financial world needs a defense mechanism that operates at the same speed as digital threats — and that is precisely where Artificial Intelligence (AI) steps in.

Why AI Redefines Fraud Detection

Earlier fraud detection models relied on static, rule-based mechanisms — for instance, flagging transactions that crossed a certain threshold. Such rigid systems were easy for fraudsters to manipulate by splitting transactions or disguising intent. AI fundamentally disrupts this approach by shifting from rule-based detection to intelligent, data-driven learning.

By analyzing billions of data points and adapting in real-time, AI can identify even the most subtle anomalies invisible to human judgment. Its core strengths lie in three dimensions: speed, accuracy, and adaptability.

1. Speed and Scale

AI systems can analyze millions of transactions within milliseconds. Each event — the transaction amount, device type, geolocation, merchant profile, and spending history — contributes to a complex, dynamic risk score. This ability to perform instantaneous risk assessment is critical for protecting the high-speed environment of mobile banking, digital wallets, and online payments.



2. Accuracy and Contextual Intelligence

Unlike legacy systems that generated frequent false alarms, AI-based models learn contextual behavior over time. For example, a sudden international purchase by a frequent traveler is not automatically flagged as suspicious. Through continuous learning, AI distinguishes genuine customer activity from fraudulent patterns, thereby reducing false positives and enhancing customer experience. The outcome — faster approvals, lower operational costs, and stronger client trust.

3. Continuous Adaptability

Fraud tactics evolve daily — from phishing and malware attacks to synthetic identity creation. AI systems adapt in tandem through continuous retraining with fresh data. This ability to detect concept drift, or shifts in criminal strategy, ensures that fraud detection frameworks remain agile, current, and resistant to predictability.

How AI is Revolutionizing Financial Security

Real-Time Fraud Detection

Imagine using your credit card in a new country. Within seconds, AI evaluates hundreds of data points — location, merchant type, spending habits, and device details — to determine whether the transaction is legitimate. Leading firms like Mastercard now combine generative AI with graph analytics to identify compromised cards almost instantly.

Combating Financial Crime and Money Laundering

Money laundering often involves intricate transaction webs that obscure criminal trails. AI penetrates these layers by recognizing hidden relationships, linking suspicious entities, and detecting unusual transaction flows. Such insights empower both banks and regulators to uncover large-scale financial crime networks more efficiently.

Advanced Risk Management

Beyond fraud detection, AI plays a pivotal role in credit risk assessment and market forecasting. It can predict loan defaults, simulate stress scenarios, and provide real-time insights that enhance financial stability. For risk managers, AI has become an indispensable analytical partner.



Global Updates on AI in Financial Risk Management

ECB Partners with AI Startup to Strengthen Digital Euro Security
The European Central Bank has partnered with Feedzai, a leading Portuguese AI firm, to integrate advanced fraud-risk assessment systems into digital euro transactions. This move aims to fortify the upcoming central bank digital currency (CBDC) ecosystem against AI-driven financial crimes.

JPMorgan's \$2 Billion AI Investment Pays Off
CEO Jamie Dimon announced that JPMorgan's massive AI investments are already showing tangible results across fraud detection, compliance, and customer engagement. Over 150,000 employees are now actively using the bank's in-house generative AI platform.

OpenAI Flags Surge in AI-Generated Voice Frauds
OpenAI CEO Sam Altman cautioned that voice-based authentication systems are increasingly vulnerable to deepfake audio frauds, urging banks to adopt stronger verification technologies to maintain customer trust.

Data Localisation May Challenge Fraud Detection, Warns FICO
According to Scott Zoldi, Chief Analytics Officer at FICO, strict data localisation norms in countries like India could limit the efficiency of cross-border fraud detection models, emphasizing the need for global data-sharing frameworks.

Human + AI: A Collaborative Shield

Despite the sophistication of AI, human intelligence remains vital. The most effective systems rely on a human–AI partnership, where machines handle data processing and humans provide contextual judgment.

- Routine alerts are filtered automatically, allowing analysts to focus on critical cases.
- AI-generated insights assist in drafting suspicious activity reports, reducing administrative workload.

In this symbiotic model, AI acts as an ever-vigilant watchtower, while human professionals remain the ultimate decision-makers.



The Flip Side: Risks and Challenges

AI adoption in finance is not without its challenges.

- **Explainability:** Regulators demand clarity on how AI arrives at its conclusions.
- **Data Privacy:** Sensitive customer information must remain secure at all times.
- **Adversarial AI:** Fraudsters now use AI tools such as deepfakes and synthetic identities to deceive systems.
- **Regulatory Compliance:** Institutions must ensure that AI systems are transparent, fair, and free from bias.

Balancing innovation with trust is therefore the defining challenge for the next phase of AI in finance.

The Road Ahead

The future of financial AI lies in three emerging frontiers:

- **Generative AI** – for simulating fraud patterns and drafting automated compliance reports.
- **Graph Networks** – for mapping intricate fraud rings across borders.
- **Collaborative Intelligence** – where banks, fintech's, and regulators share AI-driven insights for unified defense.

In a world where financial trust depends on digital resilience, AI enables institutions to detect, respond, and adapt faster than ever before. As fraudsters grow more sophisticated, so must our defenses — and in that battle, AI stands as the financial world's most powerful ally. In essence: Finance has always been built on trust. In the digital era, AI is the guardian of that trust — ensuring security, transparency, and speed in a borderless financial world.



REAL ESTATE IN INDIA — GROWTH, AI ADOPTION & POLICY SUPPORT

NISHANTHAN – I MBA

Market Overview: Booming Sector, Boundless Potential

India's real estate sector is on fire, powering the economy, generating employment, and shaping urban landscapes. From co-living spaces to logistics hubs and state-of-the-art data centers, the market is expanding at breakneck speed. Government reforms like PMAY and RERA have added transparency and credibility, while technology adoption through AI and PropTech is transforming how properties are bought, sold, and managed.

- Projected to hit USD 1 trillion by 2030
- Contributing ~13% of India's GDP by 2025
- Residential remains dominant, luxury housing grows in Mumbai, Delhi NCR, Bengaluru
- Commercial revival driven by IT, startups, and global capability centers

“The Indian real estate story is one of growth, technology, and policy coming together to create opportunities for every stakeholder.”

AI & Protech: The Digital Game-Changer

Technology is no longer optional — it is essential. AI and PropTech are revolutionizing real estate:

Smart Property Search

- AI platforms analyze customer preferences, history, and financial profiles
- Provide personalized property recommendations, saving time for buyers and boosting conversions for developers

Automated Valuation & Marketing

- AI generates instant, accurate property valuations using big data
- 3D walkthroughs, virtual staging, and AI-generated imagery let buyers explore properties before they exist



Operational & Compliance Efficiency

- Predictive analytics optimize project launches, pricing, and occupancy
- AI predicts maintenance issues in HVAC, elevators, and security systems
- NLP tools streamline RERA documentation and contracts

Startup Impact

- Smart property search engines
- Facilities management tools
- Virtual reality and immersive marketing solutions

“AI has moved from futuristic vision to an everyday tool — powering smarter, faster, and more transparent real estate decisions.”

Policy Support: Driving Growth & Transparency

India’s real estate boom is underpinned by strong policy support:

RERA

- Ensures transparency, accountability, and buyer protection
- Makes project registration, disclosures, and timelines mandatory

PMAY

- Subsidies and credit-linked incentives for low- and middle-income households
- Expands home ownership across Tier-2 and Tier-3 cities

REITs & FDI Reforms

- Institutional capital brings liquidity and better governance
- Encourages large-scale commercial investments

Infrastructure Development

- Metro projects, Smart Cities, and digital approvals increase land value
- Streamlined state policies reduce delays and promote urban infill projects



Case Studies:

- Bengaluru Developer: AI + virtual staging boosted lead conversions by 20%
- Maharashtra City Government: Streamlined approvals + tax incentives accelerated affordable housing

“Policy and technology together are unlocking a new era of growth in India’s real estate sector.”

Future Outlook

- Tier-2 & Tier-3 Cities: Rising demand, new investment opportunities
- Sustainable Buildings: Low-carbon, energy-efficient projects attract modern buyers and investors
- Digital Engagement: AI-powered customer interaction becomes standard
- PropTech Startups: Agile business models are reshaping the sector
- Use data-driven planning for project launches
- Invest in AI across the customer lifecycle
- Automate compliance & RERA documentation
- Prioritize sustainable construction
- Focus on emerging cities to capture next-wave housing demand

India’s real estate future is smart, sustainable, and innovation-driven. Developers, investors, and homebuyers embracing AI, PropTech, and supportive policies will shape the next decade of growth.



SUPPLY CHAIN MANAGEMENT IN INDIA: FROM TRADITIONAL TO AI-DRIVEN MODEL'S

ARUNA DEVI M – I MBA

India's supply chain structure has transitioned rapidly from dispersed, relationship-based networks to responsive, technology-enabled, resilient supply chains. The first of these consisted of supply chain designs based around enterprise resource planning (ERP) and other basic types of digital technologies that are now ubiquitous. Today, Artificial Intelligence, automation, and advanced analytics converge to transform the industry again. This has the potential for unprecedented levels of efficiency plus resilience. It is also creating new opportunities and challenges with respect to skills, infrastructure, plus regulation. India's logistics market is growing at an unprecedented rate and is projected to sustain growth through the rest of the decade. AI adoption within the supply chain is one of the fastest-growing segments within this space and is a testament to logistics networks becoming smarter, predictive, and self-optimizing entities.

A Brief History: Conventional Models and Their Constraints

For years, the Indian supply chain paradigm was typified by its complexity and dependence on people-based processes. Although these conventional models worked in another economic era, they were distinguished by a few constraining characteristics:

Fragmentation: The landscape was an intricate mesh of many small-scale suppliers, many intermediaries, and many informal logistics players to the tune of a very large number. This was particularly true in important sectors such as agriculture, with its mandi system, and retail, which was controlled by millions of kirana shops. This resulted in non-standardization, aggregation inefficiencies, and huge coordination complexity.

Relationship- and Rule-of-Thumb Planning:

Order quantities and stock replenishments were frequently decision-driven by human judgment, relationships built up over the years, and anecdotal information instead of data-driven analysis. A procurement manager may decide



based on a long relationship with a vendor or a "gut sense" of demand, not a sophisticated forecast. This method was viable when volumes were low and demand patterns were stable and localized.

Low Visibility and High Lead Times: The absence of integrated technology held information in silos across procurement, warehousing, and transport. Tracking in real time was a luxury; most operations were paper-based, with phone calls and manual postings. This lack of transparency led to lengthy and unstable lead times, with which it challenging to react to disruptions or control inventory.

These were not inherently weaknesses in a slower, more domestic economy. Yet, as India's economy opened and expanded spurred by the growth explosion in e-commerce, the emergence of organized retail, and increasing connections to global manufacturing, these same attributes became limiting factors, constraining speed, scalability, and competitiveness.

The Transformation Drivers

The transition from old to new supply chains was not an accident; it was driven by a convergence of formidable forces that made the existing situation unsustainable:

E-commerce Boom and Consumer Expectations: The rise of smartphones and cheap internet fuelled a boom in e-commerce. Indian consumers, familiar with the global norm, expect faster, lower-cost, and more secure deliveries. The demand for same-day or next-day delivery put huge pressure on supply chains to get quicker, more open, and more efficient.

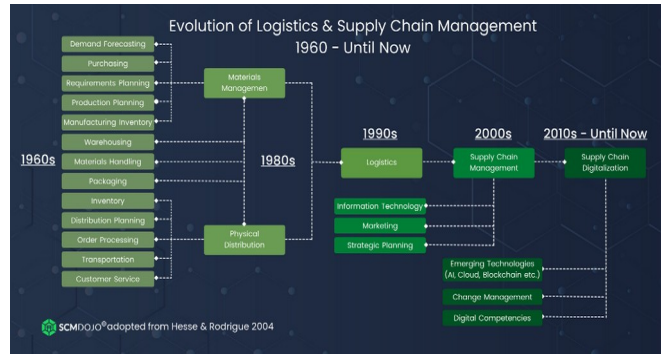
Government Policies and Infrastructure Outlays: Policy interventions at the level of government have supplied a strong push. Programs such as 'Make in India' sought to spur manufacturing domestically, while the roll-out of the Goods and Services Tax (GST) established a single national market with easier interstate transportation of goods. Additionally, huge investments in logistics infrastructure by the government—such as under Sagarmala (ports) and Bharatmala (roads)—have played a pivotal role in establishing the physical foundation for an updated supply chain.

Escalating Labor and Real-Estate Expenses: In India's thriving urban hubs, the price of labor and warehouse space has been climbing steadily. This financial squeeze has made a compelling business argument for automation, which can enhance productivity and alleviate dependency



on manual labour. It has also spurred more efficient use of space, resulting in the deployment of solutions such as multi-level mezzanine warehouses and Automated Guided Vehicles (AGVs).

Policy and Market Growth: The market itself is a key driver. India's logistics industry recently raked in hundreds of billions of revenues and is projected to continue high single-digit Compound Annual Growth Rate (CAGR) growth. This is a huge and profitable addressable market for digital and AI-based solutions, drawing domestic as well as foreign technology providers.



What "AI-Driven" Supply Chains Look Like (Practical Building Blocks)

AI for the supply chain is not a single solution but a stack of interworking capabilities put together to form an intelligent, self-optimizing solution. The most important building blocks are:

Demand Forecasting & Inventory Optimization: Machine Learning (ML) models can now consume and analyse a varied set of data points—Point-of-Sale (POS) data, website traffic, weather forecasts, macroeconomic data, and even social media patterns. This enables much more precise demand forecasting than historical analysis ever allowed, helping firms to optimize safety stock levels, lower holding costs, and avoid stockouts.

Warehouse Automation + Vision Systems: Today's warehouses are becoming more and more robotic hubs. AGV fleets move the goods around, and pick-to-light systems direct human operators to the right items fast and efficiently. Computer vision systems are used for quality inspection, sorting, and inventory scanning, significantly boosting throughput and minimizing errors. (Check out Flipkart's AGV deployments for a classic example).

Transport & Route Optimization: Freight management is being transformed by AI algorithms. They allow dynamic routing, modifying routes in real-time considering traffic, weather, and delivery priorities. AI also allows for load consolidation, keeping trucks fuller, and minimizes empty runs (deadheading), thus reducing fuel expenditure as well as carbon emissions.

Real-Time Visibility & Exceptions Management: Through the use of IoT sensors, GPS tracking, and artificial intelligence (AI), businesses now have a real-time view of their entire supply chain. AI-driven systems are able to conduct anomaly detection (e.g., a shipment is running behind or a truck has taken an unplanned route), offer very accurate Estimated Time of Arrivals (ETAs), and even initiate automated remediation workflows to correct issues without human effort.

Supplier Risk Scoring & Scenario Simulation: Beyond the limited emphasis on efficiency, AI facilitates a more resilient supply chain. Network-level models can process massive datasets to score suppliers according to numerous risk variables, ranging from financial stability to geopolitical risk. These models can even perform "what-if" simulations, assisting firms in transitioning from vulnerable "just-in-time" practices to resilience-oriented "just-in-case" strategies.

Market & Adoption Snapshot

Indian supply chains' adoption of AI is in an early but explosive stage. Although the existing market size is modest in comparison with the size of the larger logistics industry, its growth path is impressive. Projections uniformly reveal strong double-digit CAGRs for the AI in supply-chain business in India in the next few years.

In application, warehousing and last-mile delivery continue to be the most dynamic areas for AI and automation investments. The explanation is simple: these segments provide the most immediate and concrete return on investment (ROI) by literally targeting significant pain points such as high labour expenses, speed of delivery, and accuracy of orders.

Flipkart — Mezzanine Automation and AGVs: India's largest e-commerce company has been a pioneer in "Indianizing" global automation technology. Flipkart has utilized huge fleets of AGVs in its sortation facilities, complemented by localization-specific automation solutions. This strategy has added volumes to throughput and facilitated enhanced utilization of vertical space by employing mezzanine structures, consequently minimizing the footprint per order handled per warehouse and substantially enhancing sortation velocity to serve the volumes driven by festive season sales.



Reliance / Large Retailers (Trend): Large retail conglomerates such as Reliance Retail are embedding AI throughout their massive footprints. They apply AI for sophisticated demand sensing to forecast what will be required in which stores, and for supplier orchestration to optimize complicated omnichannel fulfilment (e.g., fulfilment from a store rather than a warehouse). The aim is to eliminate expensive out-of-stocks and minimize end-of-season markdowns by synchronizing inventory with real-time demand.

Third-Party Logistics (3PL) Innovators: Recognizing that many Small and Medium-sized Enterprises (SMEs) cannot afford large-scale automation, innovative 3PLs are bridging the gap. They are adopting telematics combined with routing AI and advanced Warehouse Management System (WMS) modules to offer "pay-per-use" automation services. This model lowers the barrier to entry, allowing smaller brands to access the benefits of sophisticated logistics technology without the massive capital expenditure.

Advantages & Quantifiable Results

Firms that effectively implement AI and automation in their supply chains generally aim for and accomplish several fundamental quantifiable results:

1. **Increased Order Fulfilment and Shortened Lead Times:** Facilitating credible same-day and next-day delivery options, directly improving customer satisfaction.
2. **Reduce Picking/Handling Errors and Labor Expenses per Order:** Vision systems and automation significantly lower human error, while robotic systems perform repetitive activities, freeing the human workforce for more important tasks.
3. **Inventory Decreases due to Better Forecasts:** Precise demand forecasting and safety-stock optimization result in lower inventory carrying costs and reduced working capital locked up within inventory.

Challenges and Risks

Though the potential is humongous, the journey to an AI-based supply chain is crisscrossed with challenges:

Infrastructure Shortfalls: Though India's fundamental logistics infrastructure is, it still acts as a drag. Overloaded ports, poor intermodal connections (e.g., rail-to-road), and a woefully



underdeveloped cold chain network limit end-to-end resilience, especially for perishables and in hinterland areas.

Skill and Change Management: With the advent of automation and AI, the existing workforce urgently needs to be reskilled. Robotic system operating and maintenance training is required for warehouse workers, and managers need to learn how to trust and take action based on AI-gained insights. All this calls for massive investment in change management and new playbooks of operations.

Data Quality & Integration: AI will only be as good as the information it is being fed. Most Indian businesses struggle with data that is inconsistent, incomplete, and siloed across various partners and systems. To function, data from suppliers, warehouses, and transport providers should be reliable, standardized, and made accessible.

Capital Intensity and ROI Timing: Highly advanced automation systems call for heavy upfront capital investment (capex). For big companies, it is a planned move. But for smaller organizations, the upfront cost and time it takes to earn a full ROI could be a significant deterrent to adoption.



BLOCKCHAIN AND CRYPTOCURRENCY: THE FUTURE OF THE FINANCIAL SYSTEM

SANDHIYA B – I MBA

In today's rapidly evolving digital economy, blockchain and cryptocurrency have emerged as revolutionary technologies transforming the global financial system. What began as a niche innovation has now become one of the most influential trends reshaping how people exchange value, store information, and build trust online. Blockchain technology, at its core, is a decentralized and transparent digital ledger that records transactions across multiple computers, ensuring that no single authority can alter or manipulate the data. This transparency and immutability make blockchain an ideal foundation for financial applications, from digital currencies to secure recordkeeping. Cryptocurrencies, the most popular application of blockchain, are digital or virtual currencies that operate without central banks. They allow peer-to-peer transactions across the globe, offering faster, cheaper, and borderless financial exchange. Together, blockchain and cryptocurrency are redefining the traditional banking and financial ecosystem and paving the way for a future driven by innovation, efficiency, and inclusion.

Benefits of Blockchain and Cryptocurrency

The rise of blockchain and cryptocurrency has brought numerous advantages to individuals, businesses, and governments. One of the most significant benefits is speed and cost efficiency. Traditional cross-border financial transactions often take several days and involve high fees due to intermediaries such as banks or payment processors. Blockchain-based systems enable near-instant transactions at a fraction of the cost, removing unnecessary middlemen and simplifying the process. This efficiency is particularly impactful for international trade and remittances, where blockchain ensures transparency and reduces fraud.

Another major benefit is financial inclusion. In many parts of the world, millions of people still lack access to traditional banking services. Cryptocurrencies provide these unbanked populations with the ability to participate in the global economy using just a smartphone and an internet connection. By democratizing access to financial tools, blockchain empowers individuals and small businesses to save, invest, and transact without depending on conventional banks.



Transparency and security are also major strengths of blockchain technology. Every transaction recorded on the blockchain is traceable and cannot be altered retroactively, which significantly reduces corruption and fraud. This feature makes blockchain attractive not only for finance but also for supply chain management, healthcare, and government recordkeeping. Furthermore, blockchain enables programmable money through smart contracts—self-executing digital agreements that automatically perform actions once predefined conditions are met. This allows for automation of payments, digital identity verification, and other complex processes with minimal human intervention.

Blockchain and cryptocurrency also open the door to new forms of digital investment. Through tokenization, real-world assets like real estate, stocks, and artwork can be divided into digital tokens, making them easier to buy, sell, or trade. This creates liquidity in markets that were previously illiquid and allows even small investors to own fractions of valuable assets. Additionally, decentralized finance (DeFi) platforms built on blockchain enable users to borrow, lend, and earn interest without relying on banks. This represents a complete rethinking of financial systems and their underlying infrastructure.

Risks and Challenges

Despite their many benefits, blockchain and cryptocurrencies also come with significant risks and challenges that must be carefully managed. One of the most prominent concerns is volatility. The prices of major cryptocurrencies like Bitcoin and Ethereum can fluctuate dramatically within short periods, making them unreliable as stable stores of value. While some investors view this volatility as an opportunity for profit, it also exposes users to substantial financial risk.

Security threats are another major issue. Although blockchain itself is highly secure, many cryptocurrency exchanges and wallets have been targeted by hackers. Poor security practices, fake investment schemes, and fraudulent projects have led to billions of dollars in losses. Users must therefore be cautious and rely on regulated platforms for trading and storing their assets.

Regulatory uncertainty remains a major barrier to widespread adoption. Different countries have taken varying approaches to cryptocurrency regulation—some have embraced it, while others have imposed strict restrictions or outright bans. Governments are still working to balance innovation with consumer protection, taxation, and anti-money-laundering



requirements. The absence of unified international standards creates confusion and risk for both businesses and investors.

Another concern is the environmental impact of cryptocurrency mining. Mining involves complex computational processes that consume large amounts of electricity, leading to debates about sustainability. However, newer blockchain models, such as Proof of Stake (PoS), are significantly reducing energy consumption and offering more eco-friendly alternatives.

Lastly, the lack of awareness and technical understanding among the general public can hinder adoption. Blockchain is still perceived as a complex and highly technical field, making education and user-friendly solutions critical for long-term growth.

Current Status of Blockchain and Cryptocurrency

As of 2025, blockchain technology has evolved beyond its initial association with Bitcoin. Today, it underpins a wide range of applications, including digital identity verification, smart contracts, healthcare record management, and logistics tracking. Financial institutions and governments worldwide are exploring ways to integrate blockchain into their operations. Major banks are testing blockchain-based settlement systems to make interbank transfers faster and more secure.

Cryptocurrency adoption is also expanding rapidly. Several countries have introduced or are testing Central Bank Digital Currencies (CBDCs)—official digital versions of their national currencies—to improve financial inclusion and enhance payment efficiency. For instance, India, China, and the European Union are conducting pilot projects for their digital currencies, signalling a global shift toward digital financial infrastructure.

Private companies are also deeply involved in the blockchain revolution. Global corporations such as IBM, Microsoft, and JPMorgan have launched blockchain solutions for supply chain management, finance, and data sharing. At the same time, decentralized finance (DeFi) platforms have grown into a multi-billion-dollar ecosystem, allowing users to engage in financial services without traditional intermediaries. Despite regulatory challenges, cryptocurrencies are increasingly being accepted by merchants, online platforms, and even some governments for payments and investments.



Future Scenario

The future of blockchain and cryptocurrency appears both promising and transformative. Experts predict that by 2030, blockchain will be deeply integrated into global financial systems, with traditional banks, fintech firms, and governments all leveraging its efficiency and transparency. The lines between digital and traditional finance will blur as blockchain-based systems coexist with conventional banking structures. Stablecoins—cryptocurrencies pegged to stable assets like the US dollar—are expected to play a central role in everyday payments, offering stability while maintaining the benefits of blockchain speed and security.

Tokenization is likely to redefine how assets are owned and traded. Real estate, bonds, carbon credits, and even intellectual property may exist as digital tokens, enabling seamless transactions and increased liquidity in previously illiquid markets. Furthermore, blockchain will support smart governance, where governments and organizations use transparent, automated systems to distribute funds, manage identities, and enforce contracts.

However, the future will also depend heavily on how well governments and regulators collaborate to create clear, balanced frameworks. Strong regulation can encourage trust, attract institutional investment, and reduce fraud. In the coming years, as education and awareness improve, blockchain could become as common and trusted as the internet itself—a core infrastructure for global business and finance.

Blockchain and cryptocurrency are not just technological trends; they represent a fundamental shift in how the world views money, data, and trust. The journey has not been without challenges—issues like volatility, regulation, and security continue to demand attention—but the potential benefits far outweigh the risks when managed wisely. The financial system of the future will likely be one that combines the reliability of traditional institutions with the innovation and openness of blockchain technology. As individuals, businesses, and governments prepare for this transition, one thing is certain: the future of finance will be digital, decentralized, and driven by blockchain.



THE CEO IN THE AGE OF AI: A NEW PARADIGM OF LEADERSHIP

JEEVITHA M- I MBA

In the modern corporate world, the role of the Chief Executive Officer is undergoing a fundamental transformation, driven by the rapid and pervasive integration of artificial intelligence (AI). This technological revolution is not merely adding another tool to the executive toolkit; it is reshaping the very essence of leadership, demanding a new set of skills, a revised strategic focus, and a profound cultural shift. This research article synthesizes insights from prominent leaders, including Satya Nadella of Microsoft and Andy Jassy of Amazon, to outline the new paradigm of the "Algorithmic CEO" and the critical factors for success in an AI-driven future.

The Algorithmic CEO: Redefining Leadership

The traditional CEO, who relied on intuition, experience, and subjective judgment, is being complemented by a new archetype: the "Algorithmic CEO." This leader harnesses the computational power of AI to augment their own strategic capabilities, enabling faster, more informed, and less biased decision-making. The core of this model is the fusion of human insight with data-driven intelligence.



Amplified Decision-Making: AI does not supplant the CEO; it amplifies their strategic agency. Google CEO Sundar Pichai has consistently emphasized that AI is the most profound technology humanity is working on. CEOs, in turn, are using AI to run complex simulations, analyze vast datasets, and test strategic "what-if" scenarios in a fraction of the time it would take human analysts. This frees up the CEO to focus on high-level strategy, creativity, and ethical considerations—areas where human judgment remains paramount.

The Shift from Manager to Strategist: As AI automates routine tasks—from data analysis and forecasting to resource allocation—CEOs are freed from daily operational minutiae. This allows them to focus on high-leverage strategic initiatives, such as reimagining business models, identifying new market opportunities, and leading large-scale cultural transformations. Microsoft CEO Satya Nadella has restructured the company's leadership to allow him to focus almost exclusively on technical work and product innovation, particularly in the AI space.

The Ethical Imperative: The ethical implications of AI are a central concern for today's CEOs. Leaders are responsible for establishing robust governance frameworks to ensure fairness, transparency, and accountability. This includes mitigating algorithmic bias, protecting data privacy, and navigating the societal impact of AI. The Business Software Alliance (BSA) has launched an AI Adoption Agenda to help governments and companies alike manage this complex and critical responsibility.

Strategic and Operational Transformation

A leader's success in the AI era is measured by their ability to not just experiment with the technology but to scale it across the entire enterprise. This requires a shift from isolated pilot projects to a unified, company-wide AI strategy. From "AI Projects" to "AI Infrastructure": The most successful CEOs are those who treat AI not as a temporary initiative but as a foundational piece of their corporate infrastructure. This involves deeply integrating AI across every business layer, from demand forecasting and supply chain optimization to customer experience and internal workflows. As Andy Jassy, CEO of Amazon, and his leadership team note, the real value of AI will come from "rearchitected workflows and organizations built around agent-first systems."

Avoiding the "Proof-of-Concept Trap": Many organizations get stuck in a cycle of small-scale AI pilots that fail to deliver a meaningful return on investment. To overcome this, CEOs must establish a clear roadmap that ties AI initiatives directly to core business objectives. Research by Kearney highlights that 64% of leaders without a formal AI roadmap reported minimal returns from their initial pilots, underscoring the importance of strategic alignment.



Reimagining the Workforce: Walmart CEO Doug McMillon has stated that no job will remain untouched by AI. However, he emphasizes that the goal is not to eliminate jobs but to transform them, with a focus on upskilling and lifelong learning. This involves training employees to work alongside AI, a concept known as "AI augmentation." While some jobs may be automated, new roles, such as prompt engineers and AI trainers, are being created. Companies are also looking to de-layer middle management and shift human roles toward more strategic, high-value tasks.

The Human Element in an Automated World

Despite the growing capabilities of AI, the human element of leadership is becoming more, not less, important. The CEO's role as a human leader and change agent is crucial for navigating the cultural, organizational, and emotional challenges of AI adoption.

Prioritizing Emotional Intelligence and Adaptability: As AI takes on transactional and operational tasks, emotional intelligence (EQ) and empathy become a CEO's "secret weapon." Leaders must be able to inspire trust, manage fear, and communicate a compelling vision for change to their employees. Satya Nadella is a prime example of a CEO who has successfully leveraged a more empathetic leadership style to foster a culture of innovation and collaboration. The CEOs who win the AI future will be those who can understand a technical roadmap and simultaneously earn the trust of their workforce. As LinkedIn CEO Ryan Roslansky puts it, the future of work belongs to those who are "adaptable, forward thinking, ready to learn, and ready to embrace these tools."

Fostering a Culture of Innovation: The biggest barrier to scaling AI is often cultural resistance. A key responsibility for CEOs is to foster a culture of psychological safety where employees feel comfortable experimenting with AI. This involves modeling AI adoption from the top, celebrating real-world successes, and normalizing the technology in daily work. By encouraging a "fail-fast" mentality, CEOs can unlock creativity and empower their teams to find new and innovative ways to use AI.

Navigating the Talent Gap: The scarcity of internal AI expertise is a significant challenge for 57% of companies, according to a Kearney study. IBM CEO Arvind Krishna has publicly stated that addressing the skills gap is a top priority for the company. CEOs are tackling this by building cross-functional AI task forces, forming strategic partnerships with consulting firms,



and cultivating "data-savvy generalists" who can leverage off-the-shelf AI tools. The focus is on bridging the skills gap to ensure the organization has the talent needed to execute its AI strategy.

Challenges, Predictions, and the Path Forward

The journey to a fully AI-integrated enterprise is not without its challenges. CEOs must proactively address these roadblocks to ensure their organizations are prepared for the "agentic" future, where autonomous AI systems can plan, learn, and act to achieve business outcomes.

The Pace of Disruption: AI is moving at an unprecedented speed, with some experts, like former Cisco CEO John Chambers, predicting it will be five times faster than the internet age. This rapid pace can lead to a "fear of missing out" (FOMO) that drives hasty decisions, while a "wait-and-see" approach can risk being left behind in a highly competitive market. For CEOs, this means acting with urgency and starting the learning process now.

Siloed Data and Inadequate Governance: A major barrier to scaling AI is fragmented or low-quality data. Disconnected infrastructures and inconsistent governance frameworks limit AI's ability to deliver meaningful insights. CEOs must invest in high-quality data and establish formal governance councils to mitigate risks like bias and privacy concerns.

The Future of Work: While some predict mass job destruction, others, like Sundar Pichai, believe AI will augment human workers and lead to new job creation. However, as John Chambers cautions, there will likely be a "painful period of adjustment" where jobs are destroyed faster than they are replaced. CEOs must take a proactive role in re-educating their workforces and managing this transition.

The CEO in the age of AI is a visionary change agent who leverages technology to redefine their company's strategy, operations, and culture. They must be data-literate, emotionally intelligent, and adaptable, leading with both a clear vision and a commitment to responsible innovation. The most successful leaders will be those who see AI not as a threat to be managed but as a strategic imperative to be embraced, turning a period of profound disruption into an era of unprecedented opportunity.



FROM CAMPUS TO CORPORATE – ALUMNI SUCCESS STORIES

SHRI HARSHANI D N - I MBA

The journey from campus to corporate is one of the most transformative experiences in a young professional's life. It's a passage marked by ambition, uncertainty, and growth—a shift from the familiar rhythms of academic life to the dynamic pulse of the professional world. For alumni across disciplines and industries, this transition is not merely a change in environment but a profound evolution of identity, purpose, and potential. Their stories, filled with grit and grace, serve as powerful reminders of how education, when paired with determination, can shape futures and fuel impact.

College is often described as a launchpad, and rightly so. It's where ideas are born, friendships are forged, and the seeds of leadership are sown. Within the walls of lecture halls and the buzz of campus events, students begin to discover who they are and what they stand for. For many alumni, their first taste of responsibility came not from textbooks but from organizing college festivals, leading student clubs, or participating in social initiatives. These experiences, though informal, laid the groundwork for the professional challenges they would later face. The ability to manage teams, communicate effectively, and think on their feet—skills honed during campus life—proved invaluable in boardroom and beyond.

Take the story of Ananya Raj, a former president of her university's entrepreneurship cell. Her passion for innovation was nurtured through campus hackathons and mentorship sessions with visiting alumni. Today, she leads a fintech startup that's redefining digital payments in rural India. "College gave me the freedom to experiment," she reflects. "It was a safe space to fail, learn, and try again. That mindset is what drives me every day." Her journey from campus corridors to startup success is a testament to the power of experiential learning and the importance of institutional support.

The first job, for most graduates, is a mix of excitement and anxiety. It's where theory meets reality, and where the true test of adaptability begins. Alumni often recount their initial days in the corporate world as overwhelming yet exhilarating. The shift from academic assessments to performance metrics, from group assignments to individual accountability, demands a



recalibration of mindset. Yet, it is in these moments of discomfort that growth occurs. Rohit Menon, a mechanical engineering graduate, recalls his first day at a manufacturing firm. “I was intimidated by the machinery, the jargon, the pace. But I remembered my final-year project and how I solved a similar issue. That gave me the courage to speak up—and it worked.” His story highlights how academic experiences, when internalized deeply, can become anchors in unfamiliar waters.

As alumni settle into their roles, many begin to chart unique career paths—some climbing the corporate ladder, others pivoting into entrepreneurship, and a few venturing into academia or social impact. What binds these diverse trajectories is a shared commitment to growth and a refusal to settle. Meera Joseph, once a literature major, now heads content strategy for a global media house. Her journey was anything but linear. “I didn’t follow a straight line. I followed my curiosity,” she says. Her story is a reminder that degrees open doors, but passion builds hallways. It also underscores the importance of interdisciplinary thinking in today’s complex professional landscape.

Globalization has further expanded the canvas on which alumni paint their success. Many take their talents overseas, working in multicultural environments and leading cross-border initiatives. Yet, they carry their campus values with them—collaboration, resilience, and a sense of purpose. Karthik Srinivasan, now based in Berlin, leads sustainability initiatives for a European textile firm. “My interest in ethical fashion started during a campus seminar. Today, I’m helping brands reduce their carbon footprint. It’s surreal,” he shares. His journey illustrates how early exposure to global issues can shape long-term career choices and drive meaningful impact.

One of the most heartening aspects of alumni success stories is their tendency to give back. The most inspiring alumni aren’t just successful—they’re generous. They return to campus as mentors, guest speakers, and donors. They help students dream bigger and prepare better. Alumni Connect, a virtual mentorship program launched by the 2012 batch, now supports over 500 students annually. From resume reviews to mock interviews, it’s a lifeline for those about to make the leap. This culture of reciprocity strengthens the alumni network and reinforces the institution’s legacy.



The voices of alumni are not just echoes of the past—they are guiding lights for the future. Their reflections offer wisdom, perspective, and encouragement. Priya Nair, a strategy consultant, shares, “College didn’t just teach me subjects—it taught me self-belief. That’s what carried me through my toughest boardroom battles.” Arjun Das, a product manager, adds, “I failed my first interview. I stumbled through the second. But I kept going. That resilience was born in campus corridors.” These testimonials are more than quotes—they’re roadmaps for students navigating their own transitions.

Institutions to have a role to play in amplifying these stories. By documenting and sharing alumni journeys, universities can inspire current students, attract prospective ones, and build stronger ties with industry. Alumni success stories serve as living proof of an institution’s promise. They validate the curriculum, celebrate the faculty, and showcase the transformative power of education. Moreover, they offer practical insights into evolving industry trends, helping institutions stay relevant and responsive.

As we celebrate these journeys, it’s important to recognize that success is not a destination—it’s a continuum. From campus corridors to corporate boardrooms, alumni carry stories that inspire, challenge, and uplift. Their journeys remind us that education isn’t just about degrees—it’s about direction. And while the destinations may vary, the roots remain the same. Whether they’re leading global teams, launching startups, or mentoring the next generation, alumni embody the spirit of progress and the promise of possibility.

The transition from campus to corporate is not just a rite of passage—it’s a narrative of transformation. It’s about turning potential into performance, dreams into deliverables, and students into leaders. As we continue to celebrate and document these stories, we not only honour the past but also illuminate the path for future generations. Because every alumnus who walks into a boardroom carries a piece of their campus with them—and that legacy is worth sharing.



IN COMMUNICATION WITH ENTREPRENEURS: STARTUP JOURNEYS

LINEN BARATHI K – I MBA

The Spark of Innovation

Every massive business starts small — with a spark of an idea, a problem to solve, and the courage to act. Today, startups are not just companies; they are engines of innovation, reshaping how we live, work, and connect. From food delivery to fintech, from health tech to clean energy, startups are transforming industries. Behind every startup is a story of risk, struggle, and breakthrough. Listening to entrepreneurs share their journeys offers a window into what it takes to turn dreams into reality.

Why Entrepreneurial Stories Inspire:

- Vision: How a simple idea evolves into a product or service
- Resilience: How founders navigate setbacks and uncertainty
- Innovation: How they solve problems that had no solution
- Impact: How their work changes industries, communities, or lives

From Idea to Execution

Turning Ideas into Reality

Every startup begins with an idea, but execution is what sets founders apart.

- Example: A founder passionate about healthy eating may launch a scalable salad subscription service, delivering fresh meals to homes and offices.
- Challenge & Perseverance: Startups face funding gaps, market competition, and product failures. Entrepreneurs share how they stayed motivated when customers said no or when launches fell short.

Building Teams & Ecosystems

Startups thrive on collaboration:

- Hiring local talent and empowering communities



- Sustainable practices that benefit society
- Partnerships: A health-tech startup working with local farmers to provide fresh produce illustrates this beautifully.

The Human Side of Entrepreneurship

The Support System Behind Success

Startups aren't solo journeys. They depend on:

- Mentors: Guiding entrepreneurs through tough decisions
- Teams: Sharing risks and amplifying creativity
- Customers: Providing feedback that shapes products

Challenges on the Road

Even successful startups face hurdles:

- Uncertainty: Market shifts and unpredictable demand
- Work-Life Balance: Founders often sacrifice personal time
- Funding Pressure: Convincing investors requires persistence
- Scaling Up: Growing from a small team to a global enterprise is never easy

The Future of Startup Journeys

Emerging Trends

The next wave of entrepreneurship is being shaped by:

- Tech-Driven Startups: AI, blockchain, and biotech driving new solutions
- Sustainable Ventures: Green businesses addressing climate challenges
- Global Collaboration: Founders from different countries working together
- Social Impact: Startups focused on profit with purpose

Aspiring Entrepreneurs

- Think Big, Start Small: Vision is key, but execution is everything



- **Embrace Failure:** Every setback is a learning opportunity
- **Build Communities:** Teams, mentors, and customers are critical partners
- **Innovate & Impact:** Strive to solve problems that make a difference.

Entrepreneurial journeys are raw, real, and inspiring. They remind us that with vision, resilience, and collaboration, even the smallest spark can light a transformative flame.

Turning Sparks into Transformative Journeys

Entrepreneurial journeys are raw, real, and inspiring. They remind us that success is rarely instant — it is built on vision, perseverance, collaboration, and innovation. Startups don't just create products or services; they reshape industries, empower communities, and solve pressing problems.

- **Dream Big, Start Smart:** A small idea executed well can create enormous impact.
- **Resilience Wins:** Setbacks are part of the journey; learn, adapt, and keep moving.
- **Collaboration is Essential:** Mentors, teams, and customers are critical partners in growth.
- **Innovate Continuously:** Technology and creativity drive competitive advantage.
- **Impact Matters:** Beyond profits, the best startups focus on social and environmental contributions.
- **Adapt to Change:** Markets evolve quickly — flexibility and agility are key to longevity.



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Vision

The holistic development of Management and Innovation through education and partnering with Industries, Provide thought leadership that is contextual for a positive impact on the business, government and society.

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1. Foster advancement of knowledge through education and research in technology and management
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3. Pursue excellence in education and thought leadership without bias

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SALAD is a Quarterly magazine published by the students of KV Institute of Management and Information Studies, Coimbatore. SALAD aims at serving the Management student community in impacting knowledge about the Current events in management Science. Just like salad which is a mixture of cold and hot food which is arranged and served, our SALAD provides a variety of information to readers.

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