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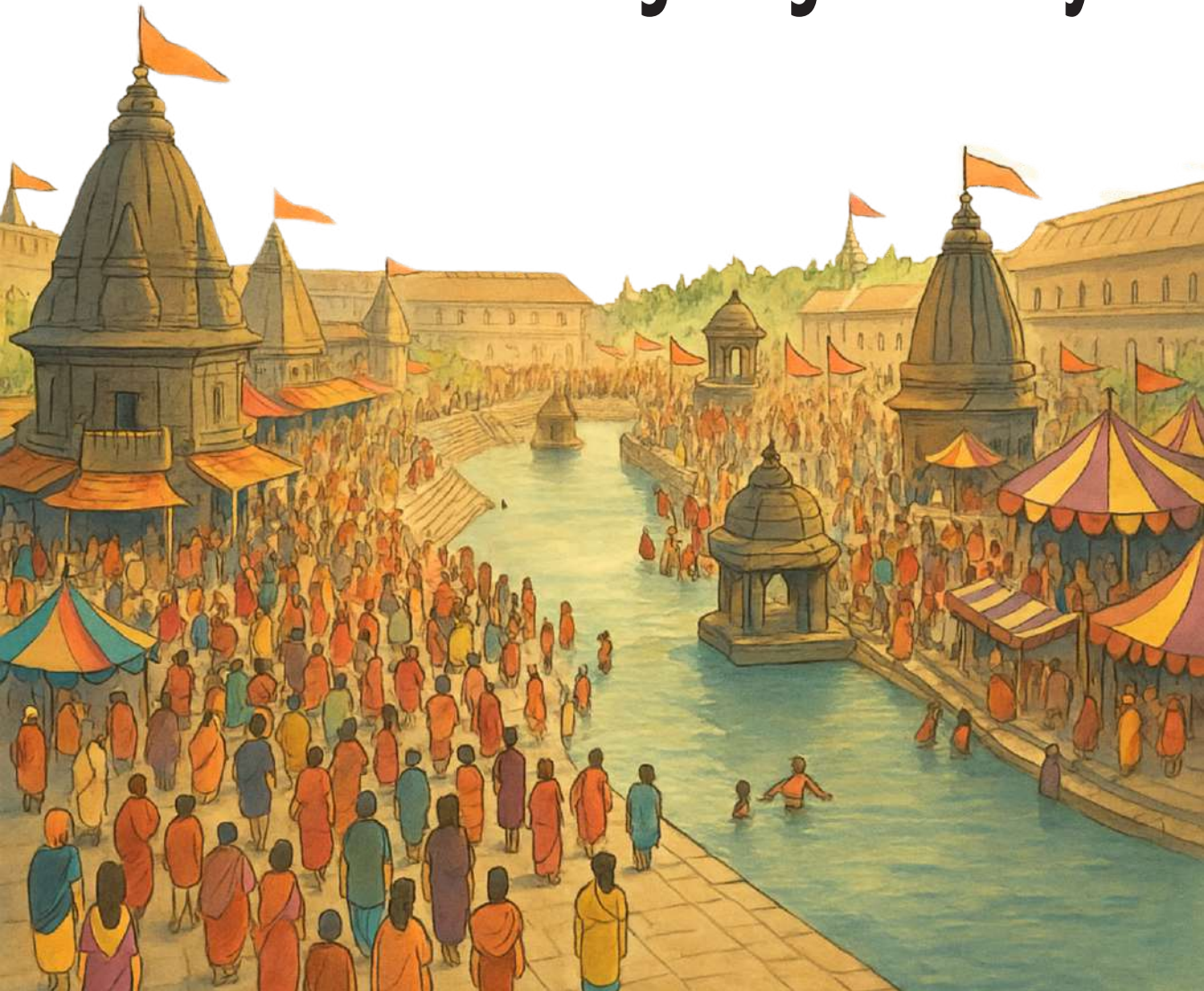
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# MAHA-KUMBH 2025: The Billion-Dollar Pilgrimage Economy







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## From the Chief Editor's Desk



The present theme of Samvaad is 'Mahakumbh 2025: A Billion Dollar Pilgrimage Economy'. The Mahakumbh Mela, the world's largest gathering of humans, will always be remembered as a spiritual congregation and cultural celebration of grand scale.

Mahakumbh turned from a spiritual gathering into a billion-dollar economy, and it was celebrated with full zeal and enthusiasm at the holy city of Prayagraj, Uttar Pradesh. Although it has been celebrated for many decades now, however, this Mahakumbh 2025 was considered as the most sacred monumental event in India till date due to its size, scale and occurrence. Although over the years the Kumbh and Mahakumbh has been considered as a representation of spiritual cleansing and union with the divine, this year it gave a strong evidence of inclusive growth.

This confluence was not just a spiritual spectacle but was a transformative force that redefined the economic landscape of Prayagraj and beyond. With 660 million people from 76 countries who visited this event, and transcended borders and beliefs, and thus this event became a symbol of national pride, global unity and diversity for all of us. It was reported that more than \$36 billion or Rs. 3 lakh crores in revenue was generated, demonstrating how the confluence of faith, culture, devotion, religion, governance, contemporary commercial endeavors and innovation can drive unprecedented growth. Thus in addition to the spiritual event, it turned into a massive economic driver for economic growth. It is believed that when culture meets economic opportunities, the impact can resonate far beyond, and in this event the humanity and economics was automatically drawn.

It was a mega gathering that attracted a huge number of pilgrims, saints, ascetics, tourists, scholars, social media personalities, industrialists, politicians, journalists and media crews who took a dip in the holy confluence of three sacred rivers and witnessed the holy transformation in themselves.

The planning, management, and execution by the government was witnessed and praised worldwide in terms of managing huge numbers with Macro and Micro management. Some sad incidents happened and were reported due to massive crowd but at the larger level it was the best example of planning, governance, management, public private partnership, strong secular



republic and the most importantly it was determination & will of the Government which was pivotal in its overall success.

It was a delightful experience to watch how cultural heritage can be a source of economic resiliency. It is proven as a model of religion and tradition, if embraced judiciously, can drive a billion-dollar economy without diluting spirituality.

This monumental event was more than a religious celebration, was a demonstration of India's ability to harmonize heritage with modernity. The lessons drawn from its success will exemplify India to host future mega-events not only in terms of scale but as engines of sustainable development and national pride.

***I wish the readers of Samvaad Happy Reading !***

**Dr. Anupama Raina**

*Director & Campus Head  
IBS-Gurgaon*

## **The Sacred Surge: Mahakumbh 2025 and the Pilgrimage Economy**



**Dr. Prapti Paul**

Dean Academics, IBS Gurgaon

Mahakumbh 2025, held in Prayagraj, was not only a grand spiritual gathering but also a powerful case study in the rising phenomenon of the 'pilgrimage economy'. Over 660 million devotees participated in this 45-day event, making it one of the largest peaceful gatherings on the planet.

Behind the scenes, however, was an extraordinary economic transformation. The Government of Uttar Pradesh allocated ₹7000 crore towards infrastructure, sanitation, security, and urban planning, converting 4,000 hectares into a functional temporary city. According to published sources, over 250,000 temporary jobs were created, spanning hospitality, transport, logistics, and retail sectors.

The multiplier effect of this spiritual congregation was evident. Local businesses thrived—street vendors, hoteliers, and artisans reported a 60–70% surge in sales according to a leading newspaper. The tourism sector alone is estimated to have generated revenue of ₹1,200 crore, with both domestic and international tourist numbers witnessing a sharp rise.

Beyond its religious essence, Mahakumbh 2025 reinforced the potential of spiritual tourism as a catalyst for inclusive economic growth. It showcased how culture and economy can coexist harmoniously—driving local enterprise, generating employment, and promoting regional development. As educators and academic leaders, events like Mahakumbh offer us opportunities to explore interdisciplinary linkages—between culture, economics, governance, and sustainable development. At our campus, we encourage students to study such large-scale events not only as cultural phenomena but also as economic ecosystems that reflect the evolving face of India.

Mahakumbh 2025 was a sacred experience—but it was also a reminder that faith, when supported by foresight and planning, can fuel far-reaching developmental impact.



## FROM THE MANAGING EDITOR'S DESK

In 2025, the Maha Kumbh an astronomic event occurring once every 144 years due to a rare planetary alignment, attracted an incredible 66 crore pilgrims and tourists to the sacred confluence of the three rivers Ganga, Yamuna and Saraswati. The U.P. Government, under the reigns of C.M. Yogi Adityanath projected that Maha Kumbh 2025 will be the most impactful event in history, surpassing the previous event of 2019 Kumbh. This was proved as it created nearly 12 lakh jobs, much higher than the previous Kumbh. Beyond its spiritual significance, this historical gathering earned Rs. 3 lakh crore revenue in the economic activities which took place in the holy city of Prayagraj, proving that tradition and economic progress can go hand in hand.

Noticeably, Maha Kumbh also provided livelihood to various local families. Various businesses that were into Transportation, FMCG, Banking, Fintech, Retail, Technology, Food & Restaurants, Hotels & Tourism, etc., saw a massive inflow of visitors, which helped them to grow their business exponentially. From a small tea seller & ferry boat rider, to a large corporate house like Reliance & Adani were benefited from this holy confluence. Some new types of jobs like ranging from hi-tech media reporters, entertainers, AI-based informatics experts, gig workers, reel makers, influencers, street vendors to taxi drivers and small entrepreneurs, everyone reaped the fruits of this strong astrological planetary alignment.

On the other side, State invested a total of Rs. 7,500 crore, however out of this the comprehensive estimated an expenditure of Rs. 2,500 crore allocated for Prayagraj's infrastructure such as roads and bridges, Rs. 1,700 crore for sanitation and waste management, Rs. 1,000 crore for water and electricity supply, Rs. 800 crore for security and crowd control measures, and Rs. 500 crore for enhancing medical facilities, and the remaining amount was spent on the other development activities. This investment not only facilitated the event but also left a long lasting impression, making the city more tourist-friendly and business-ready. However, unfortunate incidents took place due to massive crowd but looking at the macro level, it didn't hamper the spirit of the festivity.

The magic of this event didn't fade after 2025. Prayagraj has now become a transformed city, with smoother roads, cleaner streets and a spotlight on the global stage. Tourists keep coming year-round and big investors are finally noticing what the city has to offer. However, Maha Kumbh isn't just about only faith. By blending old traditions with new business ideas gave jobs to approximately 8 lakh people and changed Prayagraj's destiny and this legacy will be remembered in the history forever. For India, it's proof that belief can build prosperity with sustainability. Just like the Maa Ganga keeps flowing, opportunities keep coming up when we respect our roots we definitely meet good fortune.

While India balances its ancient heritage with new-age technologies, Maha Kumbh is a model of spiritual development. For the time being, Maha Kumbh 2025 is a model of how tradition, if embraced judiciously, can drive a billion-dollar economy without diluting its spiritual component.

This issue of Samvaad covers many academic and extracurricular events organized by IBS Gurgaon during the January-March quarter. My heartfelt thanks to all those who have contributed to this Issue. I am thankful to the Chief Editor, Editorial team, Faculty Members, Alumni and Information Team for their valuable contribution. My special thanks to the Student team of Samvaad Cell, for the hard work they have put into bringing out this issue of Samvaad. Readers, I am sure you will find the theme informative.

**Happy Reading Samvaad !!**  
**For any kind of feedback or suggestions,**  
**Please contact at [bhavna.chhabra@ibsindia.org](mailto:bhavna.chhabra@ibsindia.org)**

**Dr. Bhavna Chhabra**  
*Managing Editor, Samvaad*



## Maha Kumbh 2025: The Billion-Dollar Pilgrimage Economy



**Prof. Sanjeev Sareen**  
Faculty, IBS Gurgaon

Every 12 years, the banks of the Ganges in Prayagraj (Allahabad) transform into a temporary megacity, pulsating with spiritual fervour and economic energy. The Maha Kumbh Mela of 2025, hailed as the world's largest human gathering, was not just a religious spectacle but a financial juggernaut. With over 660 million pilgrims, this event generated a staggering economic footprint, blending faith, commerce, and cultural legacy.

The Kumbh is India's oldest 'pop-up economy'. For centuries, sadhus, pilgrims, and traders have converged here, creating a unique ecosystem. The Maha Kumbh mela 2025 contributed an estimated Rs 3 lakh crore (\$ 35 billion) into the economy, which accounted for about 0.9% of India's GDP. From ₹10 prasad packets to ₹50,000 luxury tent stays, the Kumbh catered to all. Small vendors selling flowers, rudraksha beads, and brass utensils thrived alongside branded pop-up stores offering Ayurvedic products and tech-enabled pilgrimage kits.

To ensure the smooth execution of the event, the Uttar Pradesh government allocated ₹7,000 crore, while the central government invested ₹15,000 crore in Prayagraj. This extensive funding covered infrastructure, logistics, and facilities, contributing to Maha Kumbh's seamless organisation. More than 5,000 acres of land housed 20 temporary sectors with roads, hospitals, and 24/7 electricity. Contracts for bamboo bridges, portable toilets, and LED lighting sparked a surge in local jobs. UP state employed 500,000 workers, including artisans, cleaners, and security personnel. Startups offered their apps for crowd management, e-rickshaw rentals, and virtual aarti bookings which were in high demand.

17,152 trains carried passengers to the Maha Kumbh Mela, with 4.24 crore passengers handled at the nine key railway stations of Prayagraj alone. Hotels from budget lodges to five-star chains in Prayagraj and Varanasi were booked out a year in advance. Tour operators packaged the Kumbh with visits to Sarnath or Vindhyachal, charging premiums of 200-300%. Foreign tourists, drawn by NatGeo's 'must-see before you die' tag, contributed 15% of tourism revenue. The helicopter rides over the sangam (river confluence) and VR experiences of the royal bath were priced at ₹5,000-10,000 per person.

While the economic windfall is undeniable, critics highlight the ecological costs. The 2019 Kumbh generated 50,000 tons of waste, much of it plastic. This time, the state promised 'zero-waste' camps and biodegradable idols. No plastic, only biodegradable products, solar power, eco-friendly transport, sewage monitoring, this year's Maha Kumbh was big on sustainability, in tune with the Union government's announcement of a 'green' mela. However, overcrowding and inflated prices carried the risk of alienating devotees. A tea seller near the Triveni Sangam commented, 'We want pilgrims to return, not resent us'.

The Maha Kumbh is a microcosm of India's informal economy—chaotic yet resilient. It's where spirituality meets survival, and tradition fuels innovation. As the sun rose on January 13, 2025, the chants of 'Har Har Gange' echoed alongside the clatter of cash registers, proving that faith, for millions, is also a formidable business model.



**Prof. Shweta Sikroria**  
Associate Editor, Samvaad

## Maha Kumbh 2025: The Billion-Dollar Pilgrimage Economy

'Ekta Ka Mahakumbh' as stated by honorable Prime Minister Mr. Narendra Modi, was eccentric when 140 crore Indians turned it into a global occasion—a remarkable convergence of faith with 66.30 crores holy dips; a true spiritual landmark and now going to be a part of our history. The occasion revolutionized spiritual tourism in Uttar Pradesh making it a leading tourist spot. Mr. Yogi Adityanath, the Chief Minister of UP, also believed that spiritual tourism in the state has a lot of potential. The government of UP established five major spiritual tourism circuits in the state, linking important religious sites across the state to make it approachable. Technology was best at its play.

It included facial recognition technology, using 3,000 CCTV cameras and AI tools. The government invested around Rs. 7,300 crore for the various projects for the Mahakumbh. Over 200 roads, 14 flyovers, 9 underpasses, and 12 major corridors were developed. Human engagement led to impeccable arrangements for the devotees. Almost a lakh personnel within the city were engaged. Boats were provided to them under the Chief Minister's Fund scheme, which ensured that every boatman was registered and received security insurance. Others who were without health insurance were also linked to the Ayushman Bharat Yojana and granted Rs. 5 lakh health cover. The state also created a Guinness World Record as 15,000 sanitation workers came together for the cleanliness drive during Mahakumbh. The immaculate execution should also be attributed to the combined efforts of the police, security forces and administration. Approximately 75,000 police and security personnel were deployed. The Uttar Pradesh government has achieved a growth of Rs.3.5 lakh crore. Everybody involved made this event a grand success and now it has even become a subject of research. It has shown the world and has delivered a message that 'all people are one', reinforcing the spirit of Vasudhaiva Kutumbakam, according to Mr. Yogi Adityanath.

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## Branding at Maha Kumbh Mela 2025: Merging Tradition, Technology, and Experiential Marketing



**Prof. Vineeta Jha**  
Faculty, IBS Gurgaon

The Maha Kumbh Mela 2025 in Prayagraj, Uttar Pradesh, attracted 400 million pilgrims over 45 days, creating an unparalleled opportunity for brands to connect with a vast and diverse audience. Companies invested between 10 crores and 50 crores in activations, with CSR initiatives ranging from 6 crore to 35 crores per campaign. Moving beyond traditional advertising, brands embraced experiential marketing, fostering goodwill through sustainability projects, health camps, and community outreach. Brands seamlessly integrated into the Kumbh experience through technology-driven and purpose-led activations. Swiggy Instamart set up stalls with essentials like power banks and torches, using its S-pin logo as a

meeting point for lost pilgrims. Their tagline, 'Bichhad gaye toh Swiggy par milte hain' (Lost? Let's meet on Swiggy), turned branding into a practical service. DSP Mutual Fund launched Garuda Rakshak, using drones to locate missing children. Vi introduced Number Rakshak bracelets, featuring emergency contact details for safety and brand recall. Niine tackled menstrual hygiene awareness, distributing sanitary pads with the message: 'Menstrual hygiene is a right, not a privilege.' The first 'Digital Kumbh' saw brands leveraging technology to enhance engagement. Astroyogi live-streamed rituals, enabling global participation. Dettol's Banega Swasth India initiative introduced 'Hygieia for Good Hygiene', an AI-powered chatbot providing health tips in seven languages, along with Nukkad Nataks and gamified hygiene education. Brands prioritized brand trust and consumer engagement over immediate sales, with reports



suggesting up to 3 times ROI in brand affinity and market penetration. The Maha Kumbh also contributed 2 lakh crores to India's economy, benefiting sectors like Hospitality & Travel 20,000–30,000 crores in revenue. Food & Beverage: High demand for packaged food and meals. Technology: AI-powered surveillance and Google Maps-based navigation. Media & Advertising: 3,000 crores in omnichannel campaigns. Spanning 4,000 hectares, the tent city with 2,000 premium tents and 25,000 accommodations became a thriving marketplace. By aligning their messaging with devotion, unity, and renewal, brands set a new standard for authentic cultural marketing, proving that spirituality and commerce can coexist meaningfully. The Maha Kumbh Mela 2025 serves as a blueprint for future brand activations at large-scale cultural events worldwide.

## Mahakumbh 2025: A Branding Challenge and Opportunity



**Dr. Mohammad Sharif**  
Faculty, IBS Gurgaon

The recently concluded Maha Kumbh Mela 2025 in Prayagraj was not just a spiritual and cultural spectacle, but also a staggering branding opportunity. With over 600 million (60 crore) devotees attending, it presented an unmatched canvas for marketers to engage with diverse socio-economic and geographic audiences at scale. Yet, this wasn't a place to 'sell' in the conventional sense—it was about building awareness, forging emotional connections, and embedding the brand in the consumer's consciousness through authenticity and relevance.

The key branding challenge at an event like the Kumbh lies in balancing the social and emotional fabric of the event with the core brand proposition. For personal care products or devotional categories like incense sticks and health tonics, this alignment feels natural. But for others—like Amazon or the Bank of Baroda—it's a nuanced task. How do you meaningfully connect e-commerce or banking with a religious gathering steeped in tradition and emotion?

Yet some brands pulled it off with remarkable ingenuity. Amazon's integration, Blinkit's hyperlocal delivery relevance, Bank of Baroda's awareness drives, and Paytm's easy payment narratives were all examples of how thoughtful storytelling and real utility can create resonance. ITC's Mangaldeep, Dettol, Dabur, and Eveready tapped into devotional, hygiene, and utility themes respectively, blending seamlessly into the Kumbh experience.

Social media played a critical role in amplifying these efforts. With on-ground activation often limited by crowd density and logistical barriers, brands leaned on mobile and high-visibility campaigns—think moving installations, QR-coded giveaways, immersive brand zones, and influencer-led reels—to cut through the noise. The objective wasn't just visibility but memorability.

Still, the question remains: in a gathering this massive, can a brand truly stand out? An isolated presence—like a static hoarding—might not register amidst the sea of stimuli. This is why dynamic and participative activations that invite the pilgrim into the experience are likely to be more effective.

For many brands, Mahakumbh 2025 was a live lab—offering invaluable insights into crowd behavior, content preferences, and what truly works in high-footfall religious events. These lessons—both the wins and the misses—will likely shape future campaign strategies not only for the next Kumbh but also for other mass gatherings across the country.

In the end, branding at the Kumbh isn't about hard selling—it's about entering the cultural conversation, with humility, purpose, and relevance.



## Maha Kumbh 2025: The Billion-Dollar Pilgrimage Economy



**Dr. Indu Prabha Pathak**  
Faculty, IBS Gurgaon

Maha Kumbh Mela 2025, held in Prayagraj, Uttar Pradesh, from January 13 to February 26, was one of the largest spiritual congregations in history, attracting over 400 million devotees. It acted as a robust economic catalyst, stimulating growth and development across multiple sectors in India, contributing to a 6.5% GDP growth for the fiscal year 2024-25. It is estimated to have generated business worth over ₹3 lakh crores through goods and services, making it one of the biggest economic events in India. The movement of millions of devotees boosted demand for transportation services, including trains, buses, and local transit. The influx of pilgrims led to increased demand for accommodation, food and related services, benefiting

hotels, guesthouses and restaurants. The event created widespread employment opportunities approximately 1.2 million jobs across various sectors, including construction, services and retail- thereby enhancing income levels and contributing to economic prosperity. It also shaped India's trade, commerce and cultural landscape. The significant investment in infrastructure on sanitation facilities, roads and temporary accommodations provided long term benefits to the region. The mela also offered a platform to local businesses and small vendors who generated substantial earnings within a short span of time. With Prayagraj being the epicentre, surrounding cities and towns within a 150 kms radius also reaped economic benefits. Thus, Maha Kumbh Mela 2025 emerged not just as a spiritual confluence, but also as an unparalleled economic force which highlighted the profound connection between faith and the economy.

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## Maha Kumbh 2025: Where Faith Meets Fortune



**Dr. Amardeep Singh**  
Faculty, IBS Gurgaon

The world's largest religious gathering Maha Kumbh Mela, held in Prayagraj witnessed an influx of 63 crore devotees from all across the globe till February 26, as reported by the Uttar Pradesh government making it a perfect confluence of spirituality, culture, and trade. Very large economic benefit from this event. Most of all the hospitality sector benefitted the most. Hotel, guest house, dharamshala and homestay were filled to capacity. Additionally special temporary housing, such as tent camps, turned out to be the most profitable sector of all. Local businesses, street vendors, and artisans were full of orders, because millions of pilgrims purchased religious items, souvenirs, or traditional food. Transportation was the other major beneficiary. Indian

railways had to introduce special trains, airlines with added extra flights, and road transport services too experienced a boom. The demand for taxis, auto rickshaws and e-rickshaws skyrocketed creating employment opportunities for thousands. The gig economy progressed benefiting guides, photographers and online travel platforms. The government played a crucial role in making this mega-event possible by investing in necessary infrastructure. Billions have been spent on road expansions bridges, sanitation security systems and digital connectivity. City initiatives of the smart class were also made, such as AI-based crowd control and real-time tracking for efficient organisation and safety. Infrastructure developments have left a lasting impact, continuing to benefit the local economy even after the event ended. Maha Kumbh enriched the India's culture tourism as it was visited by international tourists and scholars and covered in the media. The importance of digital transactions and e-commerce platforms increased significantly as well as the fintech companies and mobile payment services. The Maha Kumbh 2025 was not just a religious congregation but was documented to serve as a billion-dollar economic catalyst, and very interestingly, proved that faith-driven tourism holds the power to transform industries and livelihoods. This event was the ideal amalgamation of devotion and development, showing how spirituality can serve as fuel for financial growth.

## **Maha Kumbh Mela 2025: The World's Largest Gathering Driving India's Economic and Cultural Renaissance**



**Dr. Namita Mangla**  
Faculty, IBS Gurgaon

The Maha Kumbh Mela 2025, held from January 13th to February 26th, 2025, in Prayagraj, Uttar Pradesh, marks a once-in-a-lifetime occurrence, as the event takes place every 144 years. Drawing more than 660 million visitors, it is the largest religious gathering in the world. The devotees took the holy dip in the river at Triveni Sangam, the confluence of the rivers Ganga, Yamuna, and Saraswati. The scale of the event extends beyond mere religious observance; it has multifaceted implications for the Indian economy, socio-cultural dynamics, infrastructure development, and technological advancements. A closer look reveals the breadth and depth of the Maha Kumbh's influence.

The Uttar Pradesh government allocated approximately INR 75 billion for the event between 2022 and 2025, with an additional INR 21 billion provided by the central government. Flight fares to Prayagraj surged by up to 500%, and Indian Railways ran 360 trains, including 190 specials, highlighting the event's massive economic and transport impact. The Kumbh boosted local retail, hospitality, and infrastructure, with billions spent by devotees, INR 2,500 crore in hospitality revenue, and INR 6,382 crore in lasting upgrades by the UP government.

Maha Kumbh 2025 saw a 4,000-hectare temporary city, major infrastructure upgrades, and a 'Digital Maha Kumbh' powered by AI and ICT, setting global standards for tech-driven mega-events. The event spurred the creation of over 6 lakh jobs and generated ₹35 crore through handicraft sales, reflecting a seamless confluence of economic vitality and cultural heritage. It not only reaffirmed India's deep-rooted spiritual ethos but also drew global luminaries like Chris Martin and Mukesh Ambani, spotlighting the country's unity, inclusiveness, and prowess in orchestrating events of unparalleled scale and significance.

While the Maha Kumbh Mela takes place once every 144 years, the Kumbh Mela is held every 12 years in four cities—Haridwar, Prayagraj, Ujjain, and Nashik-Trimbakeshwar—based on astrological calculations. Other sacred sites such as Ayodhya, Rameshwaram, Bodhgaya, Vrindavan, and more also attract visitors from around the globe. The insights gained from the Maha Kumbh can be applied to these other pilgrimage destinations for managing large-scale events. As Prayagraj continues to benefit from the infrastructure investments made for the event, the economic, social, and cultural ripples will be felt for years to come, strengthening India's position as a global leader in hosting mega-events and boosting the nation's economy.



## CAMPUS BUZZ

### ADIOS'25

Students' Council organized the farewell event 'ADIOS'25' for the batch of 2025 on 17th January, 2025. The function began with a lamp-lighting ceremony, then came the soulful Ganesh Vandana that set the tone for a serene and auspicious beginning. Followed by the inspiring thoughts from Dr. Anupama D. Raina, Director and Campus Head of IBS Gurgaon. The juniors enthralled everyone by their heartfelt dance performances for the senior batch in appreciation and admiration. The atmosphere was replete with faith and love as one by one, the senior cell members stepped onto the stage to receive their certificates and tokens of appreciation for their hard work and dedication over the past two years. These tokens symbolized the cherished memories and invaluable contributions made by the graduating batch. The event was coordinated by Dr. Ranika Chaudhary and Prof. Rajesh Mishra.



### Book Wizards' Club

Book Wizards' Club organized a book discussion via Zoom for the book 'The Guest List' by Lucy Foley on 28th December, 2024. This book is a psychological thriller set on a remote island where a wedding turns into a murder scene leaving the readers unaware of the murderer and the victim till the end of the book. The event commenced with a summary of the book being presented. This was followed by the club members sharing their views on the different characters and their interpretation of the book. Then came the most awaited game round of the event 'Two Truths One Lie' where the readers had to correctly choose the lie out of the three given statements about the book and prove why it was false. The event was coordinated by Dr. Mohammad Shariq and Dr. Indu Prabha Pathak.





## Samvaad Cell

Samvaad Cell organized a panel discussion on the theme 'ESG in Emerging Markets: Challenges and Opportunities' on 6th January, 2025. Moderated by Senior Director Prof. S.C. Sharma, the discussion featured eminent panelists: Mr. Dinesh Agrawal, Principal Consultant at Consocia Advisory, Former General Manager at NTPC and Former Consulting Advisor at CII, and Mr. Gokul Pandian, Director at EY. Panelists highlighted challenges such as regulatory inconsistencies, resource constraints and the need for robust reporting frameworks. They also discussed opportunities like sustainable growth, increased investor interest and technological advancements in energy efficiency. The dialogue provided students with practical insights into balancing ESG goals with business profitability. The panel provided students with valuable insights into the complexities of ESG practices in emerging markets discussing both the challenges and opportunities. The event was concluded with a Question & Answer session followed by the vote of thanks. The event was coordinated by Dr. Bhavna Chhabra.



## IBAC Cell

IBAC Cell organized an insightful session on the topic 'India's Role in Shaping the New Economic Order' on 7th January, 2025, as the Season Finale of the Eminent Leadership Series. The distinguished speaker for the session was Prof. Sachin Chaturvedi, an eminent economist and the Director General of RIS. The event commenced with the words of wisdom from Senior Director, Prof. S.C. Sharma, who welcomed the esteemed guest. The session proceeded with Prof. Chaturvedi's thought-provoking talk, where he provided invaluable insights into global financial dynamics and India's developmental vision. He highlighted the transformative role of financial institutions such as the New Development Bank (NDB), Asian Infrastructure Investment Bank (AIIB) and African Development Bank (AfDB). Prof. Chaturvedi also discussed India's aspirations within the global economic framework, emphasizing growth with sustainability as part of India's approach to prosperity, aligning with the vision of 'Viksit Bharat'. His profound insights inspired the students and faculty to think critically and align with India's developmental goals. The event concluded with a Question & Answer session with the speaker, offering the audience an opportunity to engage further with the topic. The event was coordinated by Dr. Bhavna Chhabra.





## Entrepreneurship Development Cell

Entrepreneurship Development Cell organized an event 'Campus Entrepreneur' 25' on 8th January, 2025. The event commenced with Senior Director, Prof. S.C. Sharma's words of wisdom. In this event, students got the opportunity to become entrepreneurs for a day by making their business ideas come to life. Twenty teams participated in the event and demonstrated their business skills by selling various commodities like food, clothes, art and games on stalls allotted to them. The students managed every aspect of their businesses independently be it procuring raw materials, promoting their stalls or managing operations. The participants got the chance to experience how businesses work by applying the knowledge they learned from classrooms in real life situations. The event concluded with calculating the revenue generated by each stall and the stalls with the highest revenue were declared winners. The event was coordinated by Dr. Vikram Sharma and Prof. Neha Goyal.



## Social Responsibility Cell

Social Responsibility Cell organized 'Lohri Celebration' on 14th January, 2025. This illuminating festival is not only about bonfires and sweets, it is about thanksgiving, bonding and spreading warmth. The event began with some words of wisdom by the Director and Campus Head, Dr. Anupama D. Raina, followed by a poetry recitation evoking the spirit of Lohri, then an act done by the students of the cell, then power-packed Dance Performance. A bonfire was lit which made everyone's afternoon warm and joyful as the fire grew, it reminded us of resilience, gratitude and unity. Event was wrapped up with a 'Bhangra Dance' done by students and faculty members of IBS Gurgaon. The event was coordinated by Dr. Vikram Sharma.







## Local Immersion Cell

Local Immersion Cell organized an industrial visit to Amul plant, Manesar on 24th January, 2025 which is a pioneer in India's dairy industry. It was an excellent exposure for students about the innovative business practices of Amul. The tour began with a screening in the projector room in which students were shown an inspirational movie about Amul's success story highlighting its adherence to quality and excellence. This was followed by a Question and Answer session where students interacted with experts and discussed issues such as Amul's cooperative model, automation of dairy processing and its country-wide distribution network. The students also witnessed the cutting-edge milk processing methods, packaging procedures and quality checks that uphold the pure brand image of Amul. The visit proved to be educative and enriching, which consolidated practical learning outside the class. The students were accompanied by Dr. Vipin Khurana, Prof. Navneet Saxena, Ms. Riya Gandhi and Ms. Anjali Mittal.



## Internship Cell

IBS Gurgaon organized 'Convergence 2025- The Summer Internship Guides Meet' on 8th February, 2025. The flagship event was a grand celebration of knowledge, skills and entertainment. A key highlight was the thoughtfully curated set of interactive experiences, including the screening of the Internship Video Clip, a dynamic Bollywood Auction Game, and an energetic Entertainment Zone featuring a dance-based engagement activity. Amidst the spirited and innovative atmosphere, the event also served as a formal curtain-raiser for the core component of the Summer Internship Program (SIP) — the 14-week internship experience. The SIP is a strategic initiative designed to enhance students' preparedness for real-world business challenges and promote a culture of professional excellence. In addition, a Management Development Program (MDP) was officially announced for corporate internship guides, aimed at deepening their role in mentoring and capability-building. The event witnessed active participation from a diverse portfolio of leading organizations including SMC Global Securities Ltd., Integrated Enterprises India Pvt. Ltd., Ideacraft eVentures Pvt. Ltd. (Toytrums), Deal Squard, Delhi Duty Free, Edgerise Global, Edumentor Educational Services, Feedough, Smart Brew, Nanotech, Money is Priority, KKS Capital Advisors Pvt. Ltd., 7Med India Pvt. Ltd., MDRA, Integra Profit, Digital Tale, Oxane Partners, Mozo Hunt, ICICI



Prudential AMC, Evalueserve, Sharekhan by BNP Paribas, Shriram Finance, UAS International, Max Pacific Corporation Ltd. (MPCL), IMS, Pratham Test Prep, PeopleSquare, TBO, Maxview Now, AIM India, BLK Max Hospital, Amul, Punjab National Bank, Casita, Den Publications, Profit Idea, Lacozy, Tenhard India, Bajaj Allianz, Lite Bite Foods, MTTL, CBRE and others — all of whom contributed invaluable perspectives and insights. Convergence successfully bridged the gap between academia and industry, making it an enriching experience for all. Apart from the SIP company guests, the event witnessed active participation and networking by the faculty and the corporate relations team. All faculty members who generated summer internships in the last few years at IBS Gurgaon were felicitated at the event.



## SIP Week

IBS Gurgaon conducted SIP week for the batch of 2026 from 10th February to 15th February, 2025. Summer Internship Program (SIP) marks a crucial milestone in a student's journey, providing many with their first corporate exposure while laying the groundwork for future placements and career paths. The SIP week began with the SIP registration on the first day and was followed by the students interacting with their assigned faculty guide for the 14-week internship. Faculty from all domains conducted sessions to help the students achieve excellent performance in their internships. These sessions included classes on soft skills, data analysis, report writing and management skills among many others. Professional trainers also mentored all the aspiring managers through certification programs that gave the students practical knowledge on data science tools like SQL, Python and Tableau. The SIP week was coordinated by Academic Team.





## **Campus Visit by Fairfield Institute of Management & Technology, Government College Badli (Jhajjar), DAV College, K L Mehta College and Sh. L. N. Hindu College (Rohtak)**

IBS Gurgaon had the pleasure of hosting students and faculty from esteemed institutions like Fairfield Institute of Management & Technology, Government College Badli (Jhajjar), DAV College, K L Mehta College and Sh. L. N. Hindu College (Rohtak). These dynamic visits were packed with engaging discussions, hands-on learning experiences and immersive campus tours, giving students a closer look at IBS Gurgaon's vibrant academic environment. The interactions with IBS faculty offered valuable insights into the world of management, leadership and innovation, sparking curiosity and dialogue among future leaders. From interactive sessions to meaningful networking, each visit emphasized learning beyond the classroom. Students explored IBS rich learning culture, built connections and left with a deeper understanding of what it takes to thrive in the business world. These visits are a testament to IBS Gurgaon's ongoing commitment to shaping future managers by fostering exposure, exploration and excellence.



## **Alumni Relations Cell**

Alumni Relations Cell at IBS Gurgaon hosted the Alumni Meet, IMPRINTS '25, on 7th March, 2025 an event meant to invite, network with and felicitate the alumni. The event was held at V Club, Gurgaon. The Campus Head and Director, Dr. Anupama D. Raina, gave a warm welcome to around 210 alumni, congratulating them on their impressive achievements in their career. The session kicked off with a beautiful dance by the Alumni Relations Cell team, characterized by smooth choreographed steps and a captivating presentation that welcomed all with a friendly mood. The session was elevated by a peaceful and spiritual Sufi music performance by Dilnawaz, whose rendition of music harmonized classical and sophisticated instrumental music and created an ambience of profound introspection and cultural sensitivity. The musical performance was followed by a stand-up comedy by Mr. Hemkesh Mittal, whose witty observations and humorously relatable stories brought tears of laughter and a memorable sheen to the event. His act touched the hearts of alumni from the different campuses of IBS, making them reminisce about their college days in joyous company of batchmates and friends. The IBS distinguished Alumni Contributor Awards recognized 11 alumni- Tarun Sharma, Uttam Biswas, Anirban Sarkar, Kuldeep Namdev, Gaurav Gupta, Priya Malhotra, Neha Malik, Vinay Chaudhary, Amit Shrotri, Hemkesh Mittal and Swati Rawat for their significant contributions as guest lecturers and working managers. The occasion also provided a platform to meet other alumni from various campuses and interact with the Batch of 2026 of IBS Gurgaon. The event was coordinated by Dr. Vibha Arora and Dr. Rachita Kashyap.





## Case Writing and Teaching Workshop

IBS Gurgaon organized a Case Writing and Teaching Workshop on the 20th and 21st of March, 2025, facilitated by renowned Prof. Sanjib Dutta and Prof. Jitesh Nair from the IBS Case Research Centre. The workshop began with an enlightening orientation, which provided an appropriate context for an effective learning experience. Both faculty and expert trainers participated enthusiastically in active sessions, accumulating valuable knowledge about creating compelling case studies and tailoring their teaching methods. On the second day of the workshop, the resource persons guided faculty members through a hands-on exercise on writing a case study, providing practical insights and real-time feedback. The experts also made practical recommendations and a call to action on advanced methods of using case-based teachings. The atmosphere was charged with enthusiasm as the participants learned new pedagogical techniques. The conference concluded with appreciation for the faculty's dedication to academic excellence. This enriching experience was efficiently organized by IBS Gurgaon and reinforced the institution's commitment to continuous learning and excellence in education.



## ALUMNI KNOWLEDGE SHARING SESSION



Mr. Vaibhav Sharma, Co-Founder of Pet Maven Pvt. Ltd. on 'Advanced Marketing Management' on 10th January, 2025.

## GUEST LECTURES @ IBS GURGAON

Ms. Sana Sheikh, Head of Marketing at Bellator Group, on 'Evolution of HR Post Covid' on 16th January, 2025 organized by Dr. Pinky Goswami.



Ms. Shikha Kumar, BD at HRBP Life Sciences & Medical Segment on 'Motivation by HR Manager and How to Conduct Yourself in Corporate' on 23rd January, 2025 organized by Dr. Arvind K Birdie.

Ms. Umang Chawla, Vice President Organisation Development, Talent and Engagement at Pramerica Life Insurance, on 'The Power of HR in Shaping Organisational Culture' on 23rd January, 2025 organized by Dr. Shalini Khandelwal.



Dr. Ashutosh Srivastava, Supply Chain Management Expert, Strategic Advisor, Academic Contributor & Mentor at Jagan Institute of Management Studies, on 'Operations Management' on 28th January, 2025 organized by Prof. Sanjeev Sareen.

## FACULTY KNOWLEDGE SHARING PROGRAMS



Dr. Indu Prabha Pathak on 'Mock PI and Presentation' at Ghaziabad branch.

Dr. Shalini Khandelwal 'Mock PI and Presentation' at Ghaziabad branch.



Dr. Shalini Khandelwal on 'Mock PI and Presentation' at North Campus on 4th January, 2025.





Dr. Neeta Mathur on 'Mock PI and Presentation' at Noida branch on 7th January, 2025.

Dr. Shalini Khandelwal on 'Mock PI and Presentation' at North Campus on 8th January, 2025.



Dr. Vikram Sharma on 'Mock PI and Presentation' at Noida branch on 14th January, 2025.

Dr. Vikram Sharma on 'Mock PI and Presentation' at Connaught Place branch on 16th January, 2025.



Dr. Ranika Choudhary on 'Mock PI and Presentation' at Meerut branch on 19th January, 2025.

Dr. Ranika Choudhary on 'Selection Briefing' at Hotel Crystal Palace, Meerut on 19th January, 2025.



Dr. Shalini Khandelwal on 'Mock PI and Micro Presentation' at North 1 Region on 5th February, 2025 via Zoom.

Dr. Shalini Khandelwal on 'Mock PI and Micro Presentation & SP QNA' at North 1 Region on 8th February, 2025 via Zoom.



Dr. Anupama Raina, Prof. Vipin Khurana and Mr. Jatin Tandon on 'Achievers' Meet 2025' at YMCA, New Delhi on 5th March, 2025.

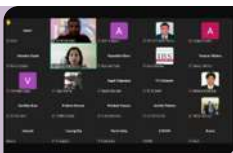
Dr. Shalini Khandelwal, Mr. Kapil Chaprana, and Mr. Vinay Ahalawat on 'IBSAT 2024 Achievers' Meet Program' at IBS Information Office, Meerut on 6th March, 2025.





Dr. Anupama Raina on 'Interaction with Campus Director' on 8th March, 2025 via Zoom.

Dr. Vibha Arora on 'Enhancing Employability Skills- Entrepreneurship & Leadership' on 19th March, 2025.



Dr. Anupama Raina on 'Your Path to MBA Success: Essential Insights' on 20th March, 2025 via Zoom.

Dr. Vibha Arora at Govt. PG College, Sector 11, Chandigarh on 20th March, 2025.



Dr. Vibha Arora at Dev Samaj College for Women, Sector 45, Chandigarh on 20th March, 2025.

Dr. Shalini Khandelwal on 'Mock PI and Micro Presentation' at North 1 Region on 25th March, 2025 via Zoom.



Dr. Vipin Khurana at YCET College, Jammu on 26th March, 2025.

Dr. Vipin Khurana at Dogra Degree College, Jammu on 27th March, 2025.



Dr. Monica Bajaj on 'Mock PI and Presentation' at Meerut branch.

Dr. Shalini Khandelwal on 'Mock PI and Micro Presentation' at Noida branch on 27th March, 2025 via Zoom.







Dr. Prapti Paul on 'Future of World Business & Responsible Management' at Uttarakhand University, Dehradun on 12th August, 2024.

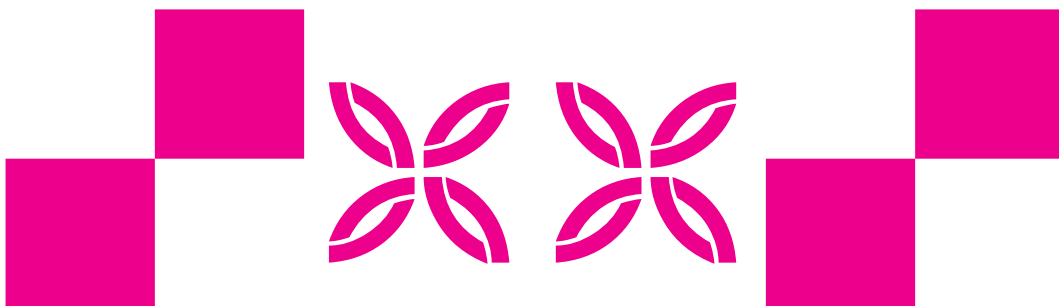
Dr. Prapti Paul on 'How to Build Your Profile for MBA', for Hitbullseye students on 19th October, 2024 via Zoom.



## Regional Principal's Meet

On 11th August, 2024 the Regional Principal's Meet was held in Dehradun on 'Perspectives on Modern Teaching Techniques: Use of Case Studies & Experiential Methods.' Following this, the Regional Principals' Meet on 'Academic Leadership: Fostering Innovation & Excellence in Higher Education' was held on 29th September, 2024 in Lucknow. The events gathered 21 Deans and Directors from multiple undergraduate and postgraduate colleges. Delivering valuable insights on these crucial themes Dr. Prapti Paul, Dean Academics at IBS Gurgaon and Prof. Vikram Sharma, Associate Dean, left a lasting impression on attendees.

Through this informative engagement, passionate educators highlighted their shared commitment to shaping the future of education. These meetings were a significant step towards enhancing teaching through collaborative learning.



## **Maha Kumbh 2025: The Billion-Dollar Pilgrimage Economy**



**Ajay Kumar**  
24BSP0115

Every 144 years, Prayagraj transforms for the Maha Kumbh Mela. Millions of pilgrims, tourists, and saints gathered by the river, creating a lively scene. As crowds poured in, the city's economy surged. Hotels, guesthouses, and trains filled up months in advance. Meanwhile, streets turned into bustling markets where vendors sold religious items, clothes, and souvenirs. Temporary jobs appeared everywhere. Security guards, cleaners, and drivers all found work. The local

government also invested heavily in roads, sanitation, and security. As a result, these improvements continued to benefit the city long after the event. The Maha Kumbh was more than just a spiritual gathering. It was an economic powerhouse that brought prosperity to countless people. 'Where faith grows, prosperity flows.' The Maha Kumbh demonstrated how faith and commerce unite, making both the spirit and economy thrive.

## **The Economic Juggernaut: Maha Kumbh 2025's Financial Footprint**



**Ayush Kumar**  
24BSP0358

Maha Kumbh 2025 is more than just a spiritual gathering, it's a billion-dollar economic powerhouse. As millions of pilgrims arrive, they drive demand for accommodation, transport, and retail, creating a massive economic surge. Temporary cities spring up, providing business opportunities for local vendors while also putting pressure on infrastructure. The impact isn't just local; the economic ripple extends across the country. Hotels, transport services, and street vendors see booming sales, while food stalls and souvenir shops thrive. This unique

blend of faith and finance showcases how religious devotion can fuel economic growth. Despite being a temporary event, the Maha Kumbh leaves a lasting financial imprint, highlighting the deep connection between cultural traditions and economic activity. It's a rare phenomenon where spirituality and commerce go hand in hand, benefiting businesses and communities alike.

## **Maha Kumbh 2025: The Billion-Dollar Pilgrimage Economy**



**Divya Yadav**  
24BSP0562

Maha Kumbh, held every 12 years, is the world's largest religious congregation and a major economic driver. Maha Kumbh 2025, held in Prayagraj, attracted millions of devotees, significantly boosting local businesses and tourism. The Uttar Pradesh government had allocated funds for infrastructure upgrades, including roads, bridges, sanitation, and smart city projects. The hospitality sector saw a surge in bookings, with thousands of tents and hotels accommodating pilgrims. Railways and airlines recorded a notable increase in passenger traffic, while



street vendors and small businesses experienced higher sales. The event also created a vast number of temporary jobs in logistics, security, and tourism. With growing global participation, Maha Kumbh 2025 was not just a spiritual gathering but also a key economic force, reinforcing India's position as a religious tourism hub.

## Maha Kumbh 2025: A Billion-Dollar Pilgrimage Economy



**Gautam Bhayana**  
24BSP0624

Maha Kumbh 2025, which concluded in February, once again signified the economic power of religious tourism in India. With over 60 crore devotees visiting Prayagraj, the event generated an estimated of over ₹1.5 lakh crore in economic activity, benefiting sectors like hospitality, transport, retail, and infrastructure. The government's investment of ₹7,500 crores in overall infrastructure facilitated smoother pilgrim movement and provided long-term benefits for the region. The economic impact of MahaKumbh benefited not only Prayagraj but also the surrounding districts, such as Varanasi and Ayodhya. Hotel occupancy rates peaked at nearly 95%, with prices surging by 200%. The transport sector witnessed record-high revenues, with airlines and railways adding special services to accommodate demand. Local businesses flourished, with vendors reporting a 300% increase in sales. Digital payments saw a 40% rise, reflecting India's growing fintech adoption. The indirect employment impact was significant, with lakhs of temporary jobs created. Maha Kumbh 2025 proved that faith-driven economies are a significant force, merging spirituality with financial growth on an unprecedented scale.

## Maha Kumbh: Pilgrimage Economy of Billions



**Harshit Jain**  
24BSP0687

Maha Kumbh is the world's largest religious celebration. It is held every 144 years at Prayagraj, India, and numerous tourists, saints, and devotees come to see it happening. The event generates a very large sum of money for the Indian economy through different sources. Hotels, transport, restaurants, and local businesses experience a tremendous surge in demand, and the event contributes more than \$1 billion to the economy. The tourism industry is performing extremely well with hotels, guesthouses, and homestays being full. Modes of transport such as airlines, railways, and local transport are benefited by having an increased number of tourists. Street vendors and artisans prosper by selling religious souvenirs, garments, and other goods. The festival also generates numerous temporary job opportunities, which contribute to the increased employment in the region. The corporations and the government invest significant amounts of money on security, sanitation, and infrastructure. It contributes to developing the economy in the long run. Maha Kumbh encourages spiritual life and even boosts the economy.

## Economic Boom for Local Businesses During Maha Kumbh 2025



**Sandeep**  
**24BSP1748**

Maha Kumbh 2025 brought a massive economic boost to local businesses in Prayagraj. Hotels and guesthouses operated at full capacity, while restaurants and transport services reported record revenues. Street vendors, souvenir sellers, and artisans saw a sharp rise in sales, catering to millions of pilgrims and tourists. Spiritual tourism companies flourished, offering guided experiences to international visitors. The high demand for food, clothing, and religious items fueled significant economic activity. Even after the festival, businesses continued to benefit from increased tourism and global recognition. The event not only strengthened the city's economy but also created thousands of temporary and permanent job opportunities. With such an overwhelming influx of visitors, Maha Kumbh 2025 solidified Prayagraj's position as a prime religious tourism hub, leaving a lasting impact on local enterprises.

## Maha Kumbh 2025: A Sacred Gathering, A Modern Revolution



**Yukti Gupta**  
**24BSP2362**

As millions of devotees took a dip in the holy waters of the Ganges, something else was unfolding—an extraordinary blend of faith, business, and technology. The Maha Kumbh Mela 2025 wasn't just a spiritual event; it was a stage where brands and innovation met tradition. Dettol set up hygiene camps to ensure pilgrims stayed healthy. Paytm made cashless transactions effortless, even for small vendors. Coca-Cola's hydration stations kept the crowds refreshed. Meanwhile, AI-powered surveillance and underwater drones worked quietly in the background, making this the most technologically advanced Kumbh ever. For many, the experience was life-changing—not just spiritually but economically. Small businesses thrived, digital payments empowered local sellers, and India showcased its ability to blend heritage with progress. The Maha Kumbh 2025 proved that faith isn't just about rituals; it's also about transformation, where every soul—pilgrim or entrepreneur—found something divine.

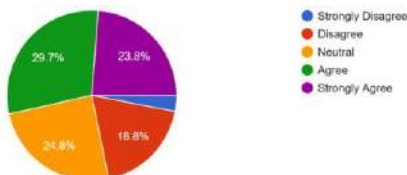




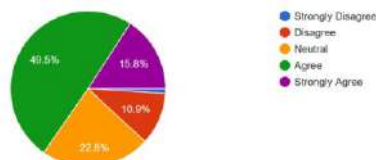
## VOX POPULI

Findings of Opinion Survey from a sample of students of class 2024-2026 at IBS Gurgaon.

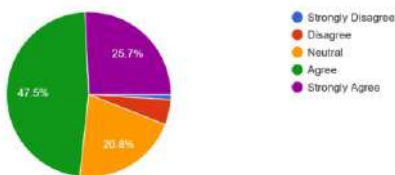
1. Maha Kumbh 2025 will create long-term economic benefits for local businesses and vendors.



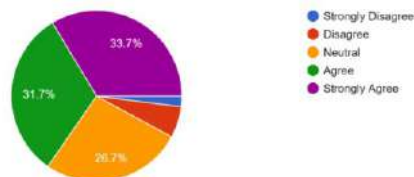
2. Corporate sponsorships should play a larger role in funding Maha Kumbh infrastructure and logistics.



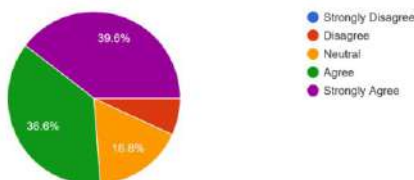
3. The role of digital payments and online bookings in shaping the Maha Kumbh 2025 economy is significant.



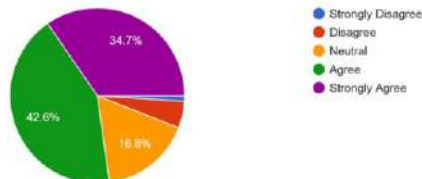
4. Maha Kumbh 2025 generate significant employment opportunities for local communities.



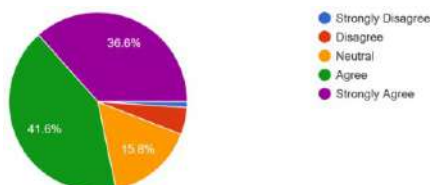
5. Efficient crowd management technology (e.g., AI surveillance, RFID tracking) is important for Maha Kumbh 2025.



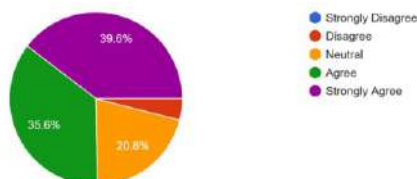
6. There should be a structured ticketing system to manage pilgrim flow and ensure better facilities at Maha Kumbh 2025.



7. Maha Kumbh 2025 will set a benchmark for future large-scale pilgrimage events in terms of digital transformation.



8. Maha Kumbh 2025 will improve India's global image as a cultural and spiritual destination.





**Madan Sundar Das**  
**Director at Evolve, Pune**  
**Project Manager,**  
**ISKCON Hinjewadi**

## CELEBRITY INTERVIEW

**Q1: What lessons can marketers learn from Mahakumbh's ability to attract millions of people without traditional advertising?**

Maha Kumbh attracts millions without traditional advertising by fostering emotional connections, community building, and word-of-mouth engagement. It thrives on social proof, religious devotion, and experiential participation, creating organic buzz. Marketers can learn that authentic engagement, cultural relevance, and storytelling are far more impactful than direct advertising. In India, where spirituality and culture drive economic activity, events like Mahakumbh and the Ram Mandir showcase how pilgrimage tourism fuels industries like hospitality, retail, and handicrafts. Brands that leverage cultural insights and

focus on organic community-driven promotion can create long-lasting impact, just as Mahakumbh does with its pilgrims.

**Q2: How has digital marketing and social media influenced pilgrim participation and experience?**

Digital marketing has revolutionized Mahakumbh by enhancing awareness, engagement, and logistical ease. Social media campaigns create excitement, live streaming brings the experience to a global audience, and mobile apps provide real-time updates on schedules, accommodations, and safety. Geo-targeted ads, influencer collaborations, and WhatsApp groups help businesses and authorities connect with pilgrims more effectively. Despite occasional negative portrayals, digital platforms amplify the event's significance, encourage participation, and sustain interest long after it ends. This digital shift ensures that pilgrims are more informed, engaged, and connected than ever before.

**Q3: What does Mahakumbh mean to you spiritually, and why is it such an important event?**

Maha Kumbh is a sacred confluence of faith, devotion, and spiritual rejuvenation. It represents self-purification, surrender, and the pursuit of enlightenment. The act of bathing in the holy rivers is not just a ritual—it is a symbol of renewal, a step toward liberation (moksha). Associating with saints, yogis, and fellow seekers deepens one's understanding of dharma and the eternal quest for truth. Mahakumbh carries the essence of India's timeless traditions, reminding us that our spiritual journey is not just personal but collective, woven into the fabric of a greater cosmic order.

**Q4: How does participating in Mahakumbh influence one's spiritual journey?**

Mahakumbh immerses a seeker in devotion, self-discipline, and a heightened spiritual consciousness. The presence of enlightened sages and spiritual discourses inspires deeper reflection on life's purpose and dharma. The Bhagavad Gita states, 'sangata sanjayate kamah' (our desires are shaped by our association) [BG 2.61]. By being surrounded by millions of spiritually inclined individuals, even an ordinary pilgrim experiences a transformation in



thoughts and aspirations. The festival serves as a reminder that spiritual awakening is not just about rituals but about deep inner transformation through devotion and association.

**Q5: How does your daily routine change during Mahakumbh compared to normal days?**

During Mahakumbh, my routine shifts from the rhythms of daily life to an immersive spiritual experience. The day begins before dawn with a sacred bath in the holy rivers, followed by mantra chanting, meditation, and scriptural study. Time is dedicated to seva (selfless service), such as distributing prasadam and assisting fellow pilgrims. Unlike normal days, where responsibilities are spread across worldly and spiritual activities, Mahakumbh provides an undistracted spiritual retreat, allowing for deep introspection, rejuvenation, and divine connection. Every moment revolves around seva, sadhana (spiritual practice), and satsang (association with saints and devotees).

**Q6: With millions of pilgrims attending, Mahakumbh has a huge economic impact. How do sadhus view the commercialization of the event?**

Sadhus generally remain unconcerned with commercialization, as their focus is on self-purification and sharing spiritual wisdom. As long as facilities remain accessible and their ability to participate isn't hindered by financial burdens, they accept that infrastructure and organization require economic activity. They appreciate the government's role in ensuring security and logistics while recognizing that spiritual essence must not be diluted by excessive commercial interests. The true sanctity of Mahakumbh lies in the hearts of the seekers, not in the presence or absence of commercial activity.

**Q7: Many businesses thrive around Mahakumbh. Do you think commercialization affects the sanctity of the event?**

Commercialization, when done without mindfulness, can overshadow the spiritual essence of Mahakumbh. Historically, temples have always been centers of economic, cultural, and educational activities, as seen in ancient pilgrimage hubs like Hampi. Commerce and spirituality can coexist harmoniously if the focus remains on serving pilgrims rather than exploiting them. Excessive branding, luxury tourism, and overpricing can create material distractions, but regulated, ethical commerce can enhance the experience by providing essential services while respecting the sanctity of the event.

**Q8: Do you think social media and digital platforms help in spreading spiritual wisdom, or do they create distractions?**

Social media is a double-edged sword. On one hand, it has democratized access to spiritual teachings, allowing global audiences to engage with satsangs, discourses, and scriptures. On the other hand, superficial engagement, distractions, and misinformation can dilute genuine wisdom. The Bhagavad Gita teaches that our associations shape our consciousness. Just as bees seek nectar while flies seek filth, it is up to individuals to choose whether they engage with meaningful spiritual content or get lost in digital noise. Social media, when used mindfully, can be a powerful tool for spiritual growth rather than a distraction.

## ALUMNI SUCCESS STORY



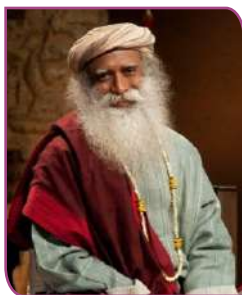
**Abhishek Vashistha**

**Batch: 2010-2012**

**Manager, EY-Parthenon**

Personally, success has always been about the ability to make decisions your own way and forge something that you can call your own, some refer to their material possessions as success but for me success is legacy, the significance of legacy can never be understated and that is what I strive for. If I have been able to leave an imprint on what I have done on the areas I have been contributing, that for me is the epitome of success. When wars ended as a general prowess proving arena of blood and sweat, the world started to measure success from achievements in non- confrontational avenues, the white collar office became a battlefield and that where is mettle is proven or lost. And this is where I have been striving to leave behind a legacy of trust, empathy and belief. My success is not at all complete and is still a work in progress but there are certain lessons or as we call them today, hacks, that I can attribute whatever little I have been able to achieve till date to, and it would be my pleasure to share a couple with everyone. The first step to success is to believe in yourself and believe in the goal that you are striving for, easier said than done though, but self-belief will always remain the foundation on which you build your Antila and how do you build self-belief, by having knowledge and ensuring that you understand that you will never be knowledgeable enough confusing a bit isn't. The process of learning and unlearning should be perpetual and that will allow you to always be thinking of what next rather than what was, the confidence one gets when going into a conversation knowing they can contribute to the topic is unparalleled. Do this multiple time and voila you have your self-belief, the first step to a successful life and career. I have done this a few times and trust me it's not easy but this is the most satisfying process out there. Once you have sorted self-belief, now it's time to start building on it, and then comes the tough part (for some at least, including me), start building your brand (not the KGF style one, but something similar). Building one's distinct image in the corporate world can be enriching and a game changer in the workplace, if you can do this you will be earmarked for success.

## CELEBRITY WATCH



**Sadhguru**

***'When we come together for the Kumbh, we are not only seeking spiritual growth but also fostering economic resilience in the regions that host it.'***

Sadhguru Jaggi Vasudev, commonly known as Sadhguru, is a renowned Indian yogi, mystic, and visionary, who has made significant contributions to spirituality and well-being. He is the founder of the Isha Foundation, a non-profit organization that offers yoga programs and social outreach initiatives worldwide. Sadhguru's teachings emphasize the importance of inner transformation and self-awareness, aiming to empower individuals to lead more fulfilling lives. He is also a prolific author, having penned several bestsellers that explore the intersection of spirituality and modern life. With a background in engineering, Sadhguru has a unique ability to communicate complex spiritual concepts in a relatable manner. His initiatives, such as the Rally for Rivers campaign, has garnered international attention. Sadhguru's influence extends beyond traditional spiritual circles, as he engages with global leaders, scientists, and youth, inspiring millions to explore the depths of their consciousness. Through his work, he continues to shape the discourse on spirituality, health, and the environment, making a lasting impact on society.



## SIP Company Visits



7Med India Pvt Ltd



Abros



CSA Advisor



Delhi Duty Free



Den Publication



Edumentor





HDFC Bank



KKS Capital



Mozo Hunt Pvt Ltd



Nafed



Power Grid



Pratham Test Prep



Statiq



UAS International



## Summer Internship Program @ IBS Gurgaon



Anshika Agarwal  
24BSP0247  
Evalueserve



Cheshta Upadhyay  
24BSP0425  
USHA



Deepak Oberoi  
24BSP0477  
Evalueserve



Gautam Lakhani  
24BSP0626  
Shriram Finance Ltd



Khushank Jhamb  
24BSP2765  
Dabur India Ltd



Khushi Agarwal  
24BSP0911  
Delhi Duty Free



Kritanjali Arya  
24BSP0965  
Punjab National Bank



Mansi Sharma  
24BSP1079  
7Med India Pvt Ltd



Meghna Srivastava  
24BSP2545  
Deal Squad



Nidhi  
24BSP1223  
Jindal Steel Ltd



Nishant Mittal  
24BSP1266  
Punjab National Bank



Raghvi Chadha  
24BSP2562  
EY



Riya Chaturvedi  
24BSP1601  
SoftwareOne India



Shubham Mishra  
24BSP2689  
Oxane Partners



Siddharth Thakur  
24BSP1957  
7Med India Pvt Ltd



Simran Kumari  
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