

PROWESS

The Corporate Reboot:
Powered by Gen Z



10th edition

July, 2025



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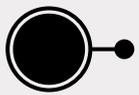
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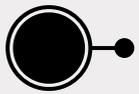
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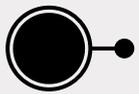
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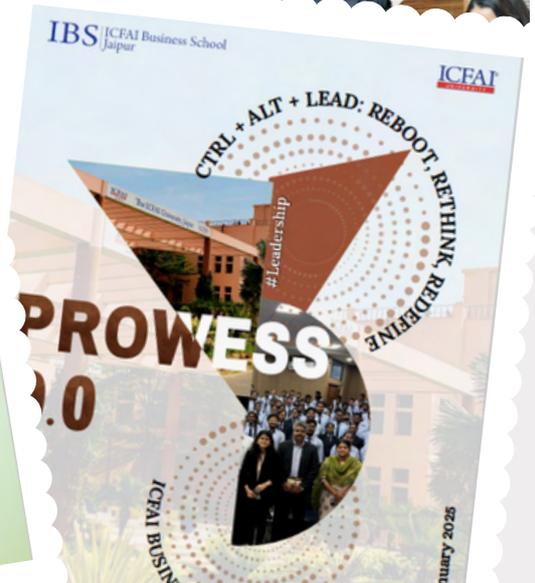
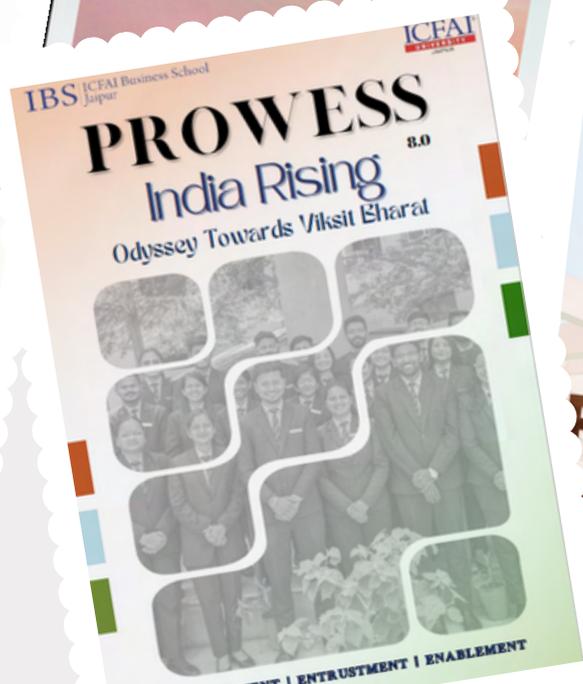
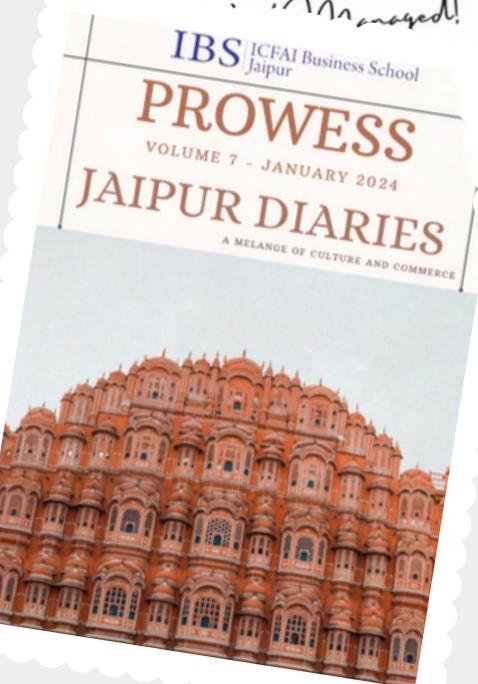
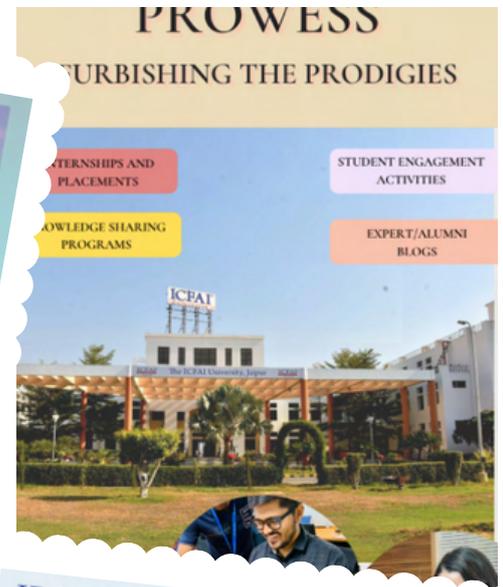
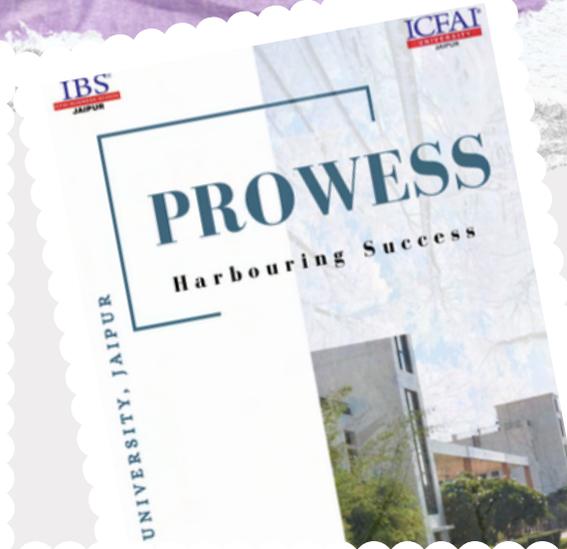
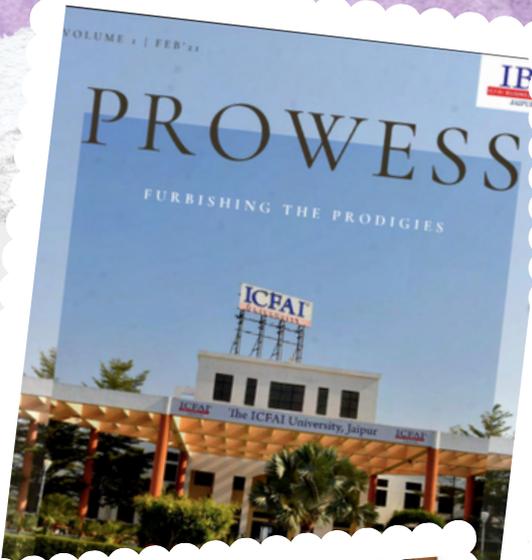
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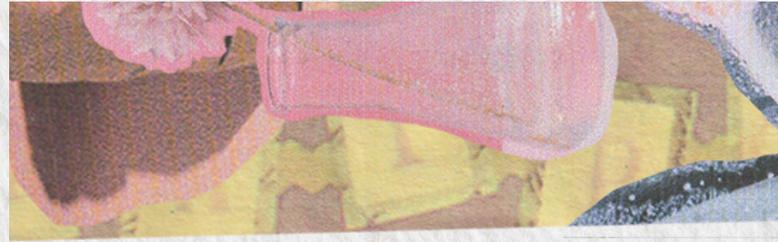
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President's Address

Prof (Dr) H P Singh, VSM



I am happy to learn that the Xth edition of “Prowess” is ready to be launched with a theme “Corporate Reboot: Gen Z in the Workforce”. I am also very pleased to note that the new MBA Batch 2025-27 has joined and completed its two weeks of Orientation program successfully.

The IBS, as an integral school of the ICFAI University, Jaipur is acknowledged as one of the best Management schools in the city of Jaipur and state of Rajasthan. The School is always buzzing with new ideas, innovations, professional events and activities, and is well known for its case study and projects based pedagogies besides the traditional and effective classroom teaching for the conceptual framework.

It is a matter of great satisfaction that IBS, Jaipur is genuinely engaged in empowering its students by providing them the right kind of exposure & opportunities for developing leadership qualities.

This empowerment is enabling the students to explore new roles, take on greater responsibilities, and contribute in meaningful ways. I compliment IBS, Jaipur for choosing a very contemporary theme for the Xth edition of Prowess. Generation Z is redefining the world of business and management with their digital fluency, entrepreneurial mindset, and deep sense of social responsibility. As educators, we must not only adapt to their learning styles but also inspire them to lead with agility, ethics, and innovation. Management education today must go beyond textbooks – it must equip Gen Z with real-world problem-solving skills, emotional intelligence, and global perspectives. At our Business School, we are committed to shaping these young minds into visionary leaders for a fast-changing, technology-

I am sure the articles contributed by students, faculty and industry leaders in this edition of Prowess on this vital theme will be worth reading and assimilating.

**Best Wishes,
Jai Hind**





Dr. Shweta Jain

Director's Address

Dear Readers,

It gives me immense pleasure to present the 10th edition of our cherished bi-annual magazine Prowess. This is a reflection of the intellectual faculty and corporate-ready attitude that defines IBS Jaipur's student community.

A fascinating change in attitudes of the work force has assumed centre-stage, at the heart of this transition stands Generation Z: they are digital citizens, global thinkers and empathetic leaders. The "Gen Z" professionals are more than diligent, they are agile and aware, their ease with emerging technology, artificial intelligence and data coupled with a passion to create change is redefining the way corporate cultures evolve.

This road to transformation has its own impediments and bottlenecks-as we learn to identify the grey areas, the landscape calls for a courageous reboot, we need to rethink existing business practices and ethos, move towards an effective work-life balance and question outdated norms. And in many ways, at B-schools we already do so by virtue of the progressive mentorship and flexible curricula.

This edition of Prowess is a celebration of Generation Z's spirit and Generation X's inclination to facilitate and empower the young work force's entry into the industry. I congratulate the editorial team, faculty mentors and contributors for curating this insightful edition. Let this be a call for action- to embrace change and lead with purpose.

Dean's Address

As Generation Z student's transition into the workforce, their fresh expectations and perspectives are poised to transform the fundamental purpose of business and the criteria by which we assess success. When we consider their impact alongside the rapid pace of change in today's environment and the continuous development within various industries, it becomes evident that the expectations placed on business professionals will also change. It is imperative for employers—and business schools—to adopt these new mindsets.

This edition of Prowess emphasis on how Business schools must rethink their programs to meet the expectations and aspirations of the next generation of leaders. We once again congratulate to team Prowess for bringing out this unique edition.



Dr. Archana Rathore

Faculty Editorial Note

“Charaiveti Charaiveti” means to keep going.
-Aitareya Upanishad



Dr. Shivangani Rathore

The business world has hit the "refresh" button on everything from typewriters to touchscreens, boardrooms to Zoom meetings. And who is in charge today? The true innovators, the ultimate trend-setters, and the outspoken disruptors are Gen Z. Consider this 10th edition of Prowess as more than just a magazine; it's a playlist of daring concepts, novel viewpoints, and uncensored tales from Generation Z that serves as a carefully curated vibe check on the corporate reboot. This edition isn't just about what we've done in the last ten years; it's also about what's coming up, what's popular, and how the workplace and education are changing.

Completing 10 editions of Prowess is not only a noteworthy achievement, but it also demonstrates our perseverance, ability to reinvent ourselves, and unwavering dedication to quality. This bi-annual magazine has been the beating heart of IBS Jaipur, showcasing our students' unwavering ambitions, our faculty's invaluable knowledge, and our inherent corporate readiness. The theme "The Corporate Reboot: Powered by Gen Z" is the most relevant. Instead of merely joining the corporate world, Gen Z is transforming it. Their mindset, which prioritizes innovation over tradition, purpose over protocol, and adaptability over rigidity, is fundamentally altering workplaces. This edition delves deeply into the ways that new ideas, digital-first thinking, and an unwavering drive to push boundaries are reimaging the corporate landscape.

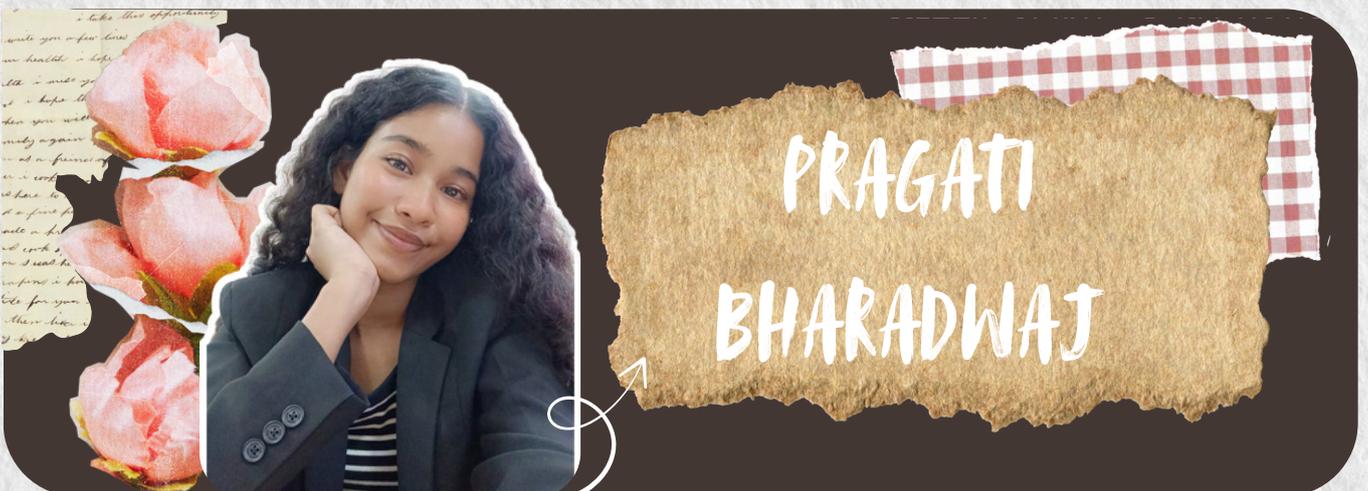
Through insightful articles, interviews, and features, this 10th edition delves deeply into how companies are reinventing themselves. It highlights their embrace of technology, commitment to sustainability, and the creation of collaborative cultures. In addition to these business success stories, it highlights the amazing accomplishments and inventiveness of the IBS Jaipur community, encapsulating the genuine spirit of innovation, learning, and leadership that drives our campus. Think of it as that Spotify playlist you can't stop listening to—bold, edgy, and forward-thinking—rather than just another throwback or campus journal. From those late-night brainstorming sessions to the aesthetic layouts and unrelenting creativity, the editorial team has brought an unparalleled energy to this edition. A huge thank you to them for keeping it authentic. We would like to express our gratitude to the editorial team and content producers, as well as all the hustlers who helped make this magazine shine. You guys didn't just meet deadlines; you went above and beyond with a "deadline who?" mindset.

Cheers to another decade of success and the next decade, when we will not just bring back the corporate story, but rewrite it. Grab a coffee, dive in, and get inspired—Gen Z is leading the corporate reboot.

Enjoy your reading!

TEAM PROWESS

Content



TEAM PROWESS

Graphist



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*Alumni
Mentor*

DEEVI KRISHNA

KARTHIK



Editor's Note

Writing for Prowess felt like the most natural “yes.” When words are your safe space and self-expression is your default, you don’t wait—you write. And when the theme is Corporate Reboot: Powered by Gen Z? Even better.

What a twist though—a Gen Z writing about Gen Z. About how we work, how we want to be led, and how buzzwords like “synergy” deserve subtitles. If anyone asks me for insight on our generation, we’re just handing them this edition and letting it do the talking.

For us, writing is where the mess starts making sense. It’s how we put logic to emotion and structure to chaos. Prowess gave us the space to do that.

*The truth is in the stories we told.
The light is in how we framed them.
The sense? That’s for you to find.*

So here’s a thought: don’t just flip through these pages—sit with them. Question them. Let them challenge what you think you already know.

~ Team Prowess



About ICFAI University

JAIPUR

In a world where change is constant and conversations shift overnight, institutions are often expected to reinvent themselves dramatically. But some evolve quietly, steadily – not to impress, but to remain meaningful. ICFAI University is one of those institutions.

With campuses spread across several states, ICFAI has been part of India's education landscape for decades. But its impact isn't measured in numbers or rankings alone – it's felt in the kind of students it shapes. The university has always believed that education isn't just about delivering information; it's about building thinking individuals – people who can listen, question, reflect, and respond thoughtfully to the world around them.

At ICFAI, the classroom is not the final destination – it's the starting point. Teaching here is discussion-based, with a strong focus on case studies, peer learning, and practical exposure. Students aren't pushed to simply absorb content; they're encouraged to engage with it, to relate what they're learning to what they see happening around them. Whether it's a finance case pulled from current market trends or a marketing debate that starts with a trending ad campaign, learning is kept relevant, real, and reflective of the world outside.

Outside the classroom, the university offers plenty of space for growth.

Student-led clubs, leadership roles, internship opportunities, and events – all of them are handled not from the top down, but by giving students the trust to figure things out. They make mistakes, they navigate deadlines, they deal with teammates – and in doing so, they learn the kind of lessons no textbook could fully teach. ICFAI allows that process to happen naturally. There's no micromanaging, no rush. Just the right amount of structure and freedom.

What also stands out is the way the university has stayed grounded in its values while still adapting to change. As the corporate world undergoes what many are calling a "reboot" – influenced heavily by the priorities and perspectives of Generation Z – ICFAI has embraced that shift with thoughtful adjustments. Digital tools have been integrated, curriculum has been refreshed, and student voices are now more central than ever. Yet, the core has remained the same: clarity of thought, simplicity in process, and purpose in action.

This year's theme, Corporate Reboot Powered by Gen Z, speaks of fresh starts, bold moves, and fearless thinking – things often associated with youth. At ICFAI, that energy isn't just observed, it's encouraged. It's not treated like a trend, but a responsibility – to listen to students, trust them, and prepare them to carry that energy with a sense of balance and clarity.

ICFAI doesn't make loud promises. It simply creates space – for students to discover who they are, how they think, and where they want to go next. And in a time where the world is redefining work, leadership, and success, that kind of education feels more relevant than ever.



About IBS Jaipur

Located in the heart of Jaipur, ICFAI Business School (IBS) is a constituent of The ICFAI University, established under the 2011 state legislation. Over the years, it has grown into a place where academic rigor meets real-world relevance.

At IBS Jaipur, learning doesn't stop at theory. Instead of traditional lectures, classes revolve around case studies and industry-based challenges. Students regularly work in groups to debate, analyse, and solve business problems, guided by faculty with real industry experience. The aim is to ensure that by the time concepts are taught, they've already been applied.

The campus supports this approach with modern infrastructure and spaces designed for collaboration. Labs, studios, and tech-enabled classrooms create an environment where ideas can be explored freely. From group projects to simulations and competitions, students are consistently encouraged to think beyond textbooks.

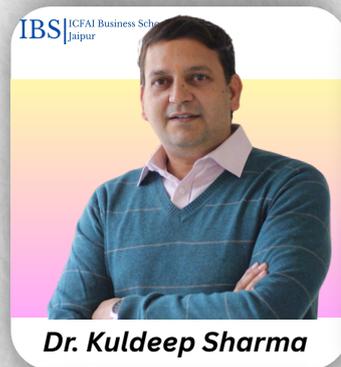
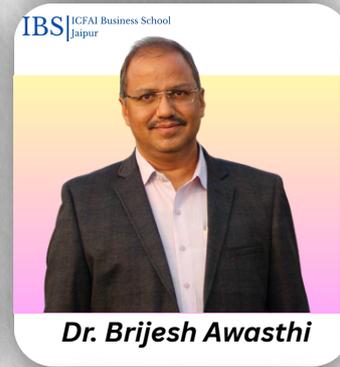
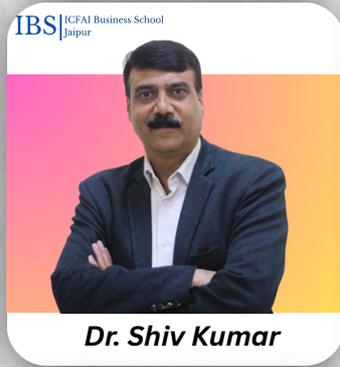
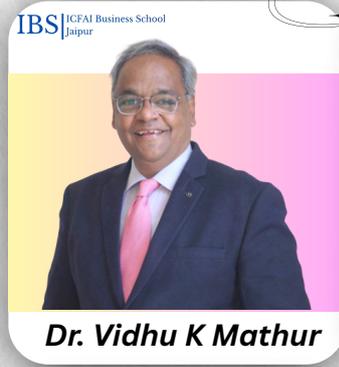
Innovation is a key part of the culture. Students are given the tools and mentorship to explore new ideas—whether it's developing a fintech prototype, conducting market research, or contributing to startup projects. The result is a graduating class that is not only technically skilled but also capable of thinking independently.

Jaipur's rich cultural backdrop adds another layer to the student experience. Events like heritage walks, art festivals, and local food outings bring balance to campus life, reminding students that creativity often grows stronger when it's rooted in context.

Career development starts early at IBS. The placement cell works closely with students throughout their course, helping them connect with mentors, internships, and recruiters well before their final semester. Backed by a growing alumni network across major cities and sectors, students find themselves well-prepared to take on professional roles right after graduation.



Team IBS Jaipur





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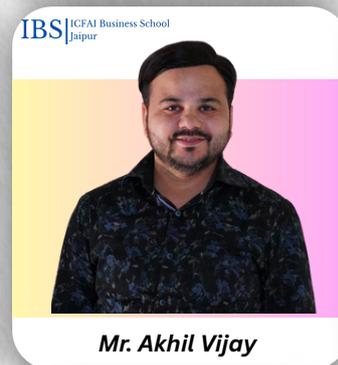
Ms. Payal Ahuja



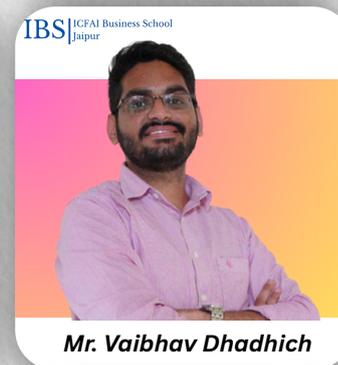
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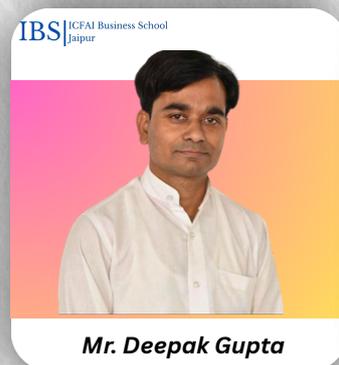
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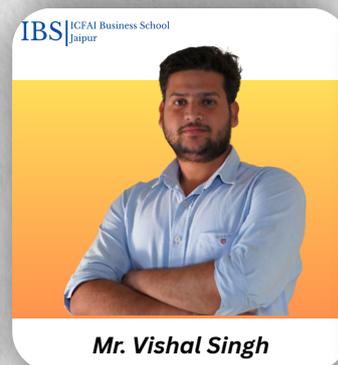
Mr. Vaibhav Dhadhich



Ms. Sonam Sharma



Mr. Deepak Gupta



Mr. Vishal Singh



Ms. Sakshi Chippa

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- Gen Z at Work: No Cap, Just Impact - Dr Dipti Kanwar, L&D Head – Pinnacle Infotech Solutions
- Beyond the Brief: Why the Best Careers Begin with the Right Mindset? - Ms Neha Choudhary, HR Leader – Salesforce
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Corporate Reboot Powered by Gen Z

Mr Debashis Ghosh, HR Leader

The corporate world is in the midst of a fascinating, often perplexing, transformation. And who are the latest catalysts? None other than Generation Z – those born roughly between the late 1990s and early 2010s. They're not just entering the workforce; they're shaking it up, demanding a "reboot" of traditional structures and mindsets.

What Employers and Organizations Expect from Gen Zs

For many employers, Gen Z arrives like a breath of fresh, digitally-scented air. They're the true digital natives, having never known a world without the internet, smartphones, or social media. Organizations often expect them to be problem-solvers, capable of troubleshooting any issue, automating mundane tasks, and navigating complex situations with intuitive ease. I once heard a seasoned manager say, "I just point them at an issue, and they usually fix it before I can even finish my coffee!" There's an expectation of unparalleled adaptability and a hunger for rapid learning, almost as if they're pre-programmed with future-proof skills. Beyond problem-solving, companies are increasingly looking for Gen Z's inherent entrepreneurial spirit and their demand for purpose-driven work. They're not just chasing paychecks; they want to know why they're doing what they're doing. This generation often questions traditional hierarchies and processes, seeking flexibility and a work-life blend rather than a rigid separation. They expect immediate, frequent feedback, often preferring a quick chat or a direct message over a formal annual review. In essence, employers hope Gen Z will infuse the workplace with innovation, agility, and a fresh perspective on what "work" truly means.



What Gen Zs Should Do to Meet Those Expectations

Now, for Gen Z, while your digital fluency is a superpower, the corporate landscape isn't always as intuitive as your favourite app. To truly thrive and meet these expectations, consider focusing on a few key areas. First, master the soft skills. While you can code a complex algorithm in your sleep, can you articulate your ideas clearly in a cross-functional meeting without resorting to emojis? Can you navigate office politics, which, let's be honest, can be more complex than any video game boss? Think of it like this: your tech skills are your high-powered engine, but soft skills are the steering wheel and brakes – essential for navigating the corporate highway. Second, embrace patience and persistence. Not every idea will be implemented instantly, and not every feedback loop will be real-time. The corporate world often moves at the speed of a dial-up modem compared to your broadband. Learn to build professional relationships, understand the "why" behind existing processes before suggesting a "better way," and show resilience when faced with setbacks. Your desire for immediate impact is commendable, but sometimes, the biggest changes require the longest game.

What Employers Should Do to Support Gen Zs

And finally, my appeal to the employers and leaders: the "reboot" isn't just for Gen Z; it's for you too. To truly harness the power of this generation, a shift towards a coaching style of leadership is paramount. Forget the old "command and control" model; it's as outdated as a floppy disk. Instead, think of yourselves as guides, mentors, and facilitators.

A coaching leader doesn't just delegate tasks; they help Gen Z discover their own solutions, develop their critical thinking, and build confidence. This means:

- **Frequent, constructive feedback:** Not just once a year, but regular check-ins focusing on growth and development.
- **Empowerment:** Give them ownership and autonomy, allowing them to experiment and learn from mistakes in a safe environment.
- **Purpose alignment:** Clearly articulate the company's mission and how their work contributes to it. Gen Z thrives when they feel their work matters.
- **Flexibility and psychological safety:** Create a workplace where they feel comfortable expressing ideas, asking questions, and even failing without fear of harsh judgment. It's like being a sports coach: you don't just tell the player what to do; you teach them the skills, encourage them, and help them analyze their performance to improve.

By adopting this coaching mindset, organizations can unlock Gen Z's full potential, fostering a dynamic, innovative, and purpose-driven workplace that benefits everyone. The corporate reboot isn't just coming; it's already here, and it's powered by a generation ready to build the future, one purposeful step at a time.



Gen Z at Work: No Cap, Just Impact

Dr Dipti Kanwar, L&D Head – Pinnacle Infotech Solutions

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Jaipur



Gen Z is sharp, quick, and radically different from the generations before. “They don’t follow the rule of thumb or red-tapism,” says Dr. Dipti Kanwar, L&D Head at Pinnacle Infotech Solutions. “They prioritize authenticity, flatten hierarchies, and embrace direct, digital-first communication.”

To Dr. Kanwar, professionalism today doesn’t look like long hours or strict formality. “They are not time oriented, they are output oriented and are swift in their actions. They are like Blinkit, Prime membership—instantaneous planning and action focused on purpose-driven outcome.” They want work that respects mental well-being and work-life balance, and they’re compelling organizations to rethink how culture is built—moving toward a more agile, innovative, and human-centric environment.

This shift is also transforming how L&D programs are designed. “Let me put this very fact-oriented,” she says. Gen Z, being digital natives, expects learning to be mobile

and accessible—anytime, anywhere. “They prefer microlearning—snackable content like 5–10-minute videos, interactive modules, or infographics—over lengthy traditional sessions.” They respond best to visual, interactive, gamified content that gives immediate feedback. And importantly, they want autonomy: learning that’s self-directed, problem-solving focused, and personalized to their career goals.

“At Pinnacle, we are now ensuring that the programs we bring for our people align with this mindset,” Dr. Kanwar notes, especially as the company onboards fresh graduates in large numbers. “Gen Z sees learning as a continuous journey, not a one-time event.”

When it comes to recruitment, it’s no longer just about checking boxes for skills. “It’s about prioritizing authentic cultural alignment,” she explains. Pinnacle engages Gen Z by clearly articulating its values, connecting individual roles to meaningful impact, and showcasing real employee experiences. “Transparency is of paramount significance. We divert candidates to our social media pages to get a feel of what we are and how we do it.” She believes Gen Z is driven by purpose, skill acquisition, and career progression—and that recruiters need to reflect that in the way they present roles.

Of course, bridging generations within the workforce comes with challenges. “PMs often say their Gen Z team members don’t understand their *modus operandi*,” she recalls, “while Gen Z says they have quicker, more effective methods that others don’t accept.”

Communication styles, feedback expectations, and tech fluency can all differ sharply across age groups. To bridge these gaps, Dr. Kanwar recommends two-way mentorship, clear communication norms, technology training, and building around shared goals—so that each generation’s strengths are recognized and leveraged.

Looking ahead, Dr. Kanwar is optimistic. In knowledge-intensive industries like BIM, Gen Z is poised to lead. “They will accelerate adoption of AI, automation, and collaborative digital tools. Their demand for flexibility will solidify agile work models. Their values-driven approach will champion purpose, social impact.” She also sees them flattening hierarchies, driving fast-paced communication, and pushing for continuous, on-demand learning.

“Well, I will conclude by saying that the best workplace approach for Gen Z must take in a blended approach but is to be driven by a strong purpose. To achieve the same, a clearly communicated career progression roadmap, backed by apposite learning journeys.”

Working with Gen Z, she says, is “fun, full of surprises, an opportunity to learn tech their way—and to look at problems and solutions via their distinguished lens.”



Beyond the Brief: Why the Best Careers Begin with the Right Mindset?

Ms Neha Choudhary, HR Leader – Salesforce

There's no denying it. The workplace isn't what it used to be. Hybrid setups, AI creeping into daily work, and a fast-changing pace – it can all feel a bit too much. And yet, this is exactly where Gen Z finds itself entering. But maybe that's a good thing.

To understand what it takes to really grow in this environment, we reached out to NehaChoudhary, HR leader at Salesforce. What she shared was honest, thoughtful, and, frankly, the kind of advice most students don't hear enough.

According to Ms Choudhary, mindset makes all the difference. Not just any mindset, though – a growth one. "There's always going to be noise," she said. The trick is to stay focused and not get distracted by it all. Managing your time well and having the discipline to keep learning? That's what helps you stay on track.

A lot of students chase brands and big salaries when they think about their first job. But Ms Choudhary believes it's not about how big the name is. What matters more is whether the company actually helps you grow. "Work with someone who's willing to teach. Be in a place that lets you experiment. That's what sticks with you," she shared. A good boss and a solid learning environment beat a big logo any day.

When we asked how MBA students could stand out, especially during internships, her advice was clear: do more than you're asked. "Get involved. Even if it's small, go for it. Ask questions. Help out. That's how you figure out what you're good at – and how others start noticing you." According to her, the real difference is not just what you do, but how you show up.

On work-life balance – a topic Gen Z is vocal about – Ms Choudhary admitted it's tough, even for



people who've been in the workforce for years. Her tip? Focus on quality, not just quantity. "Even if you don't have a lot of time, spend it on things that keep you mentally and physically healthy." She also suggested joining volunteer groups at work. Not only do they help you unwind, but they connect you with people beyond your team.

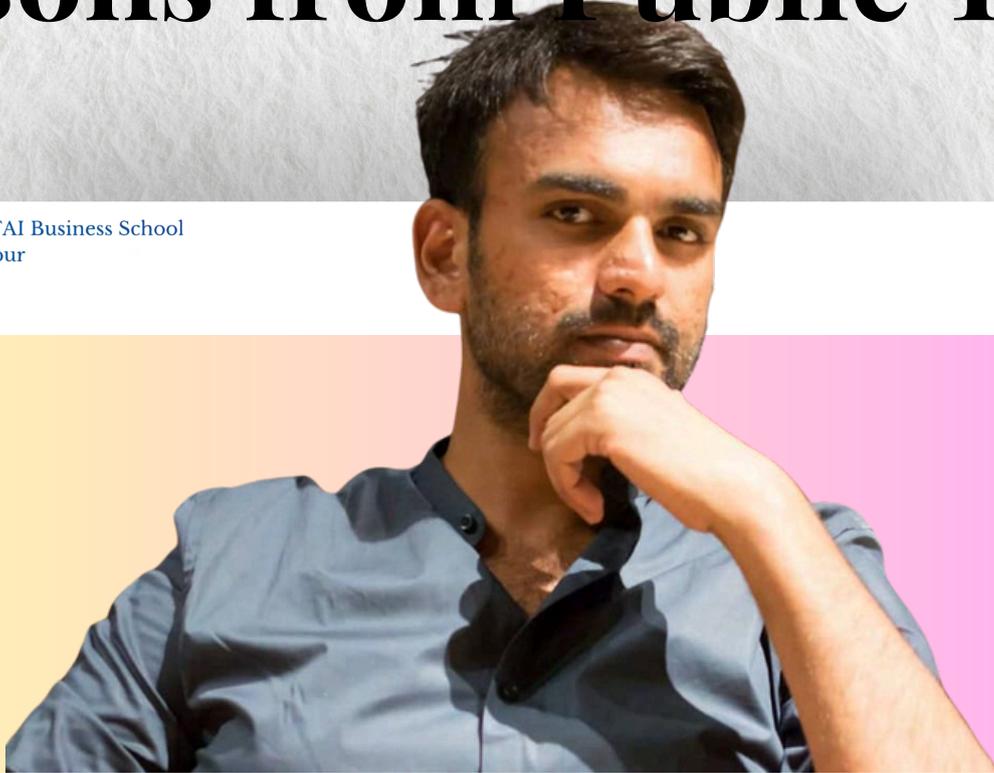
We couldn't not ask about AI. It's changing how HR works, how companies hire, and how jobs are done. But even in a world full of automation, Ms Choudhary is sure of one thing – human traits like empathy, resilience, vulnerability, and knowing how to lead when it counts will always matter.

Before we wrapped up, we asked her for just one piece of advice for students who are about to start their corporate journey. Her answer? "Keep things simple. Don't try to know everything. Know what you do well, and keep checking in with yourself. Help others when you can. It really is that simple."

This is what the corporate reboot looks like. And guess what? Gen Z isn't just ready for it. They're built for it.

The Blueprint Behind the Buzz: Corporate Reboot Lessons from Public Tech

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Jaipur



Mr Rishabh Gautam, AGM – Signalling & Telecom and Dy CISO

The idea of a “corporate reboot” often brings to mind startup culture, digital tools, and fast pivots. But Rishabh Gautam’s work tells a different story—one that’s slower, steadier, and just as transformative. As Additional General Manager – Signalling & Telecom at NCRTC, and also the Deputy Chief Information Security Officer, he’s been part of a massive shift in how India’s public infrastructure is built and operated.

It’s not the usual headline-grabbing stuff. But it should be. Mr. Gautam has played a key role in the rollout of the country’s first Regional Rapid Transit System, where technologies like ETCS Hybrid Level 3 over LTE are helping reshape what mass transit can look like. This isn’t just about efficiency or engineering—it’s about rethinking systems that millions of people rely on every single day.

For Gen Z professionals entering the workforce, there’s something powerful in that. Much of Mr. Gautam’s approach reflects values this generation often talks about: transparency, innovation, inclusion, and purpose. But he’s also clear about the gaps. Gen Z brings creativity and confidence to the table, but in high-stakes, multi-stakeholder environments, those strengths need to be balanced with patience, discipline, and a willingness to understand how things actually work on the ground.

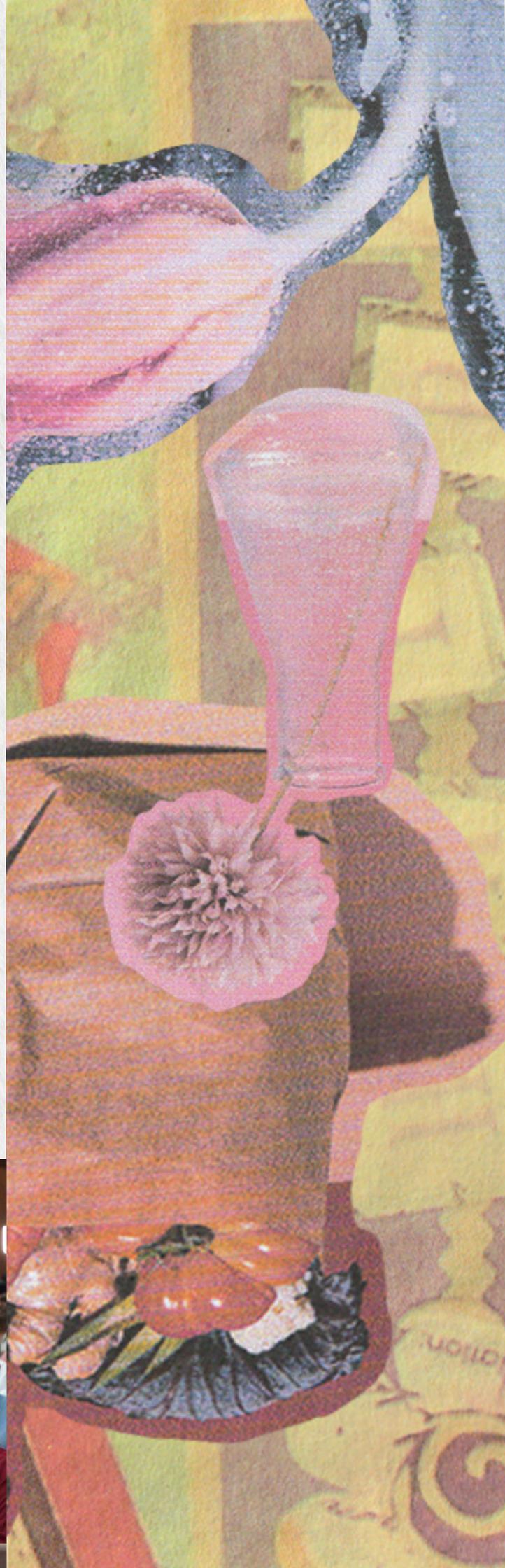
“You can’t just stay in your silo,” he says. “Sometimes the most important insights come from people working on-site, not from dashboards.”

It's the kind of reminder many early-career professionals need, especially in an age of remote work and algorithmic decision-making. There's no shortcut for field experience. And there's no app for judgment. Mr. Gautam's insights go deeper than tech and titles. As someone responsible for cybersecurity and risk in a public sector context, he speaks often about trust—not as a buzzword, but as something you build through small, consistent actions. It's this blend of operational excellence and ethical clarity that makes his story especially relevant for Gen Z.

The big takeaway? Rebooting corporate culture isn't just about new ideas. It's about embedding those ideas into systems that work. It's about knowing when to push, and when to pause. And it's about staying curious, especially when things feel slow or complex.

For young professionals hoping to make an impact—whether in the private sector or public—it might help to take a page from Mr. Gautam's book: understand the systems, talk to the people who keep them running, and don't be in such a hurry that you miss the point.

Real change, after all, doesn't always come with a press release.



Micro-retiring at work: Modern Wellness Approach for Gen Z

Dr. Prateek Khanna

IBS | ICFAI Business School
Jaipur



In the modern workforce, stress, burnout, and disengagement are emerging challenges that call for sustainable work-life strategies. In today's fast-paced and fiercely competitive corporate work environment, the demands on employees' mental and physical well-being have increased significantly. Excessive workloads and assignments, unrealistic deadlines, performance pressures, and reduced work-life boundaries have made burnout a common workplace phenomenon and credit goes to constant connectivity. In the recent past a notable trend which has gained traction among Generation Z is micro-retiring. The term "micro-retiring" is a modern wellness approach where individuals take short, purposeful breaks from work without formally quitting their jobs or careers and explore life beyond the daily grind.

Over the last few years, the global workforce has seen a transformation in how work and wellness are perceived. Earlier, long working hours were equated with success, but in the present time success metrics are changing. However, the pandemic has challenged that ideology and people are now reassessing what truly matters: health, happiness, and holistic success. Unlike traditional retirement which comes late in life, or extended sabbaticals that are often inaccessible to many, micro-retirement allows professionals to pause momentarily, reflect, recharge, and return with renewed motivation. These breaks may span from a few days to a couple of months and are increasingly seen as crucial for maintaining long-term productivity and psychological resilience.

Key drivers behind the emergence of Micro-Retiring

Employee expectations and organizational strategies are being shaped by a number of transformative trends in the modern workplace. According to ETHR World (2025), 80 percent of Gen Z value career advancement and mentoring over higher pay, and non-linear growth and purpose are more important than benefits. There is an urgent need for improved work-life integration because of the rise in workplace stress and burnout brought by high job demands and hazy work-life boundaries. At the same time, employers are investing in mental health resources and support networks as a result of their recognition of

the value of emotional health. The widespread adoption of flexible work arrangements, such as remote and hybrid models, which many employees now view as essential, was further accelerated by the COVID-19 pandemic. Furthermore, there is a clear generational shift in the values and priorities of the workplace, with younger workers placing a higher value on flexibility, inclusivity, mental wellness, and purpose-driven work. As per the Deloitte 2024 survey, which indicates that 44% of Gen-Z will turn down employers who are not a good fit for them and 86% of Gen-Z want a purpose in their work.

Gen Z and the Rise of Intentional Pauses

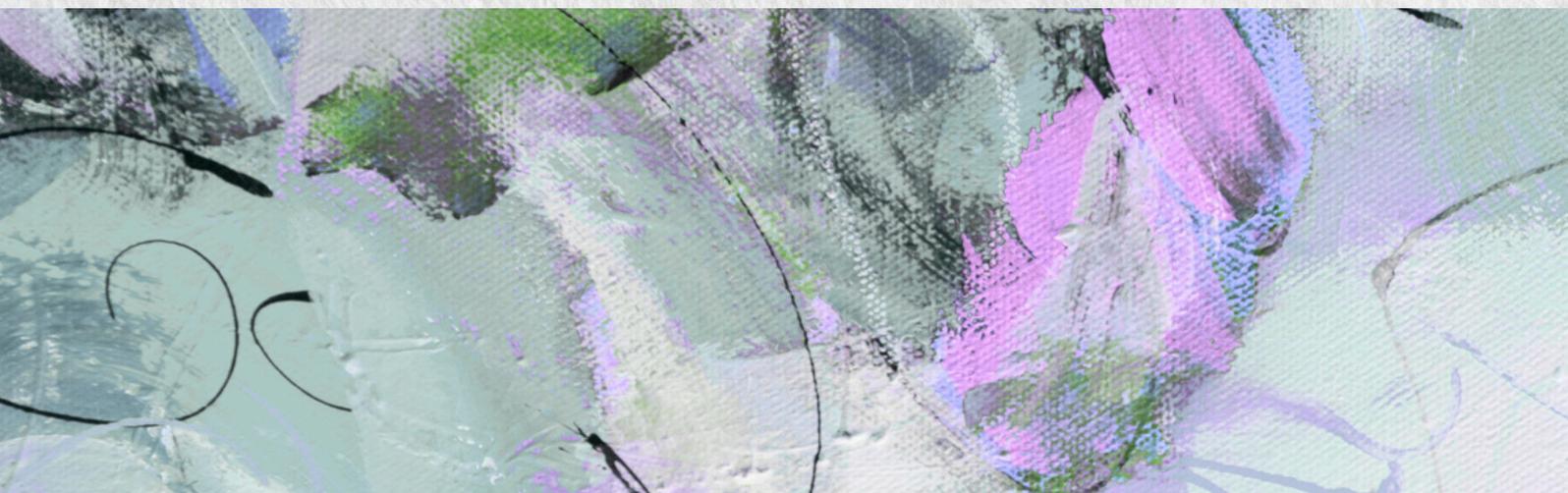
Gen Z professionals (born between 1997–2012) are digital natives, value independence, and prioritize purpose and well-being over rigid job structures. They are highly aware of mental health concerns and are often vocal about workplace expectations. According to Forbes (2025), Gen-Z is actively supporting work-life balance and mental health: 76% of them say they value balance over income, and 75% favor flexible work arrangements that prevent burnout.

Gen Z Preferences at Work

The modern workforce places a greater emphasis on flexibility, purpose, and well-being in their work lives, specifically younger generations like Gen Z. People can

efficiently manage their time and preserve a positive work-life integration when they have more autonomy and flexible schedules. A strong desire for fulfilling work that provides emotional validation and a sense of contribution beyond monetary rewards goes hand in hand with this. Employees are increasingly taking planned gap periods, like sabbaticals or micro-retirements, or regular mental health breaks in an effort to avoid burnout. Also, a lot of people are looking for jobs that emphasize social responsibility, inclusivity, and moral behavior in line with their own values. Today's companies offering new age perks like pet insurance and pet adoption leave policy. Tweaked communication strategy such as shorter emails and more casual sessions etc. All of these preferences are changing expectations at work and pushing companies to take more human-centered strategies.

For this generation, micro-retiring is not an escape but a tool for sustainability and alignment. Their inclination toward such practices makes it essential to examine the trend in the corporate world. Micro-retiring is about conscious withdrawal, not out of necessity but out of choice, to focus on mental resetting and clarity. All of these shifts are pushing businesses to reconsider long-standing workplace customs and embrace more employee-focused strategies.



Work With Purpose: Why Gen Z Isn't Settling for Perks

IBS | ICFAI Business School
Jaipur



Dr. Rani Sharma

The office hasn't been the same and that's a good thing. There is a quiet revolution happening in the workplace, not one characterized by slogans or strikes, but rather introspection, new expectations and a complete redefinition of what it means to work. Leading this shift is Generation Z, which includes people born between 1997 and 2012. They have grown up in an era of the digital boom, social activism, pandemic which had now entered the workplace.

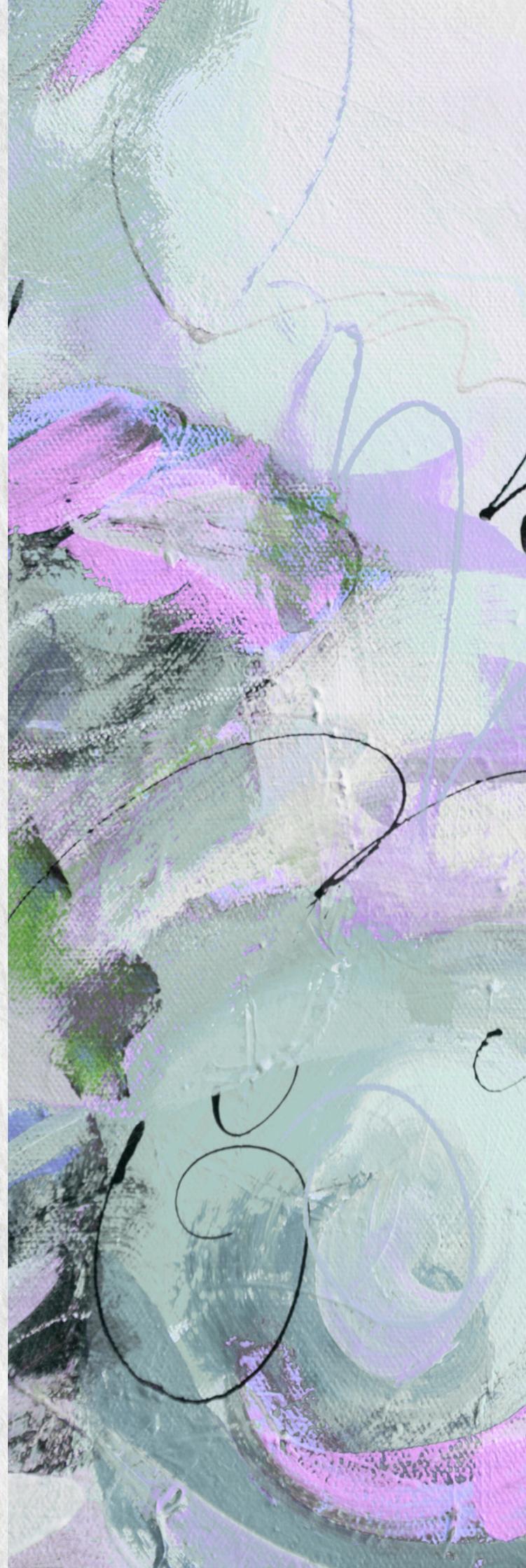
Gen Z feels job loyalty is outdated, loyalty is no longer measured by clocking in at 9 a.m., taking 5 years to move up the career ladder and then moving out with a pension. For Generation Z, work is not about time served, it's about making meaning in that time. Flexibility is not a "nice to have" benefit for Generation Z, it is the baseline. According to Deloitte's 2023 report, 75% of Generation Z employees prefer hybrid or remote work models and over 60% would leave a job if it affects their mental well-being. Their guiding ethos is bold and simple: "Flexibility is the new salary."

Glassdoor survey from 2022 revealed that 76% of Gen Z employees would turn down a high-paying job if the organization's values do not fit with theirs. To quote; "It feels like profit without purpose." This explains Gen Z workers are less loyal to job titles and are instead loyal to missions. Gen Z has never lived any time without the internet; whereas millennials grew up alongside the internet. Their comfort with screens, social platforms and digital tools allows them to spot trends, have unique online communities, and to influence consumer behavior like no generation ever. According to McKinsey, Gen Z spends more than 10 hours online every day and they influence over \$600 billion in family spending worldwide. Their instinct for content, culture, and communication, makes them critical contributors to modern organizations looking to navigate digital transformation.

The Gen Z revolution involves more than just screens and apps. Their beliefs around leadership and hierarchy are fundamentally different. They don't care about titles or offices. They want respect, openness, and honesty. They want mentors, not managers. They put more value in listening than in directing and in collaboration than authority. When a 22-year-old sitting in a boardroom asks, "Why are we doing this?," it isn't a sign of disrespect. It's a request to rethink and do better. Gen Z isn't here to challenge authority, they're here to challenge inefficiency and outdated systems.

Underestimating this generational shift could be painful. The reality of high attrition is present in the data because Gen Z workers are leaving their jobs about every 2.5 years. This is not disloyalty, they refuse to remain in toxic and stagnate environments. Companies clinging to obsolete values risk losing talent forever, or even worse, not innovating to remain relevant to their brand or keep their employees happy.

What can companies and even educational institutions do to keep up? First, these organizations must create flexible output-based environments where individuals are trusted to work in ways that fit them. Second, mental wellness and skill building are essentials, not negotiables. Third, leadership must emphatically align corporate messaging with corporate culture, including DEI (diversity, equity, and inclusion), sustainability and ethics. Finally, organizations must embrace reverse mentoring as a way for younger voices to guide, innovate, and develop new perspectives. This is not a rebellion, but a reboot. Gen Z is not burning the rulebook, they are merely editing what does not work anymore. They are not waiting for the future, they are building it with clarity, courage, and conviction. As they bring empathy, energy and ethical clarity to the working space, they remind us that success is not just about profitability. It is about purpose. And for those organizations that have chosen to evolve with them, they are not just surviving, they are thriving.





Redefining Work the Gen Z Way

Dr. Apoorva Tiwari

Every generation brings a fresh perspective to the workplace but few have been as disruptive, distinct and debated as Gen Z. Born between 1997 and 2012, Gen Z individuals are presently 28 years or younger. They are known as the digital natives, not because they use technology but because they have never known a world without it. It has been at their fingertips since day one. Gen Z is stepping into the workforce with experiences vastly different from their predecessors: a pandemic, economic turbulence, rise of AI.

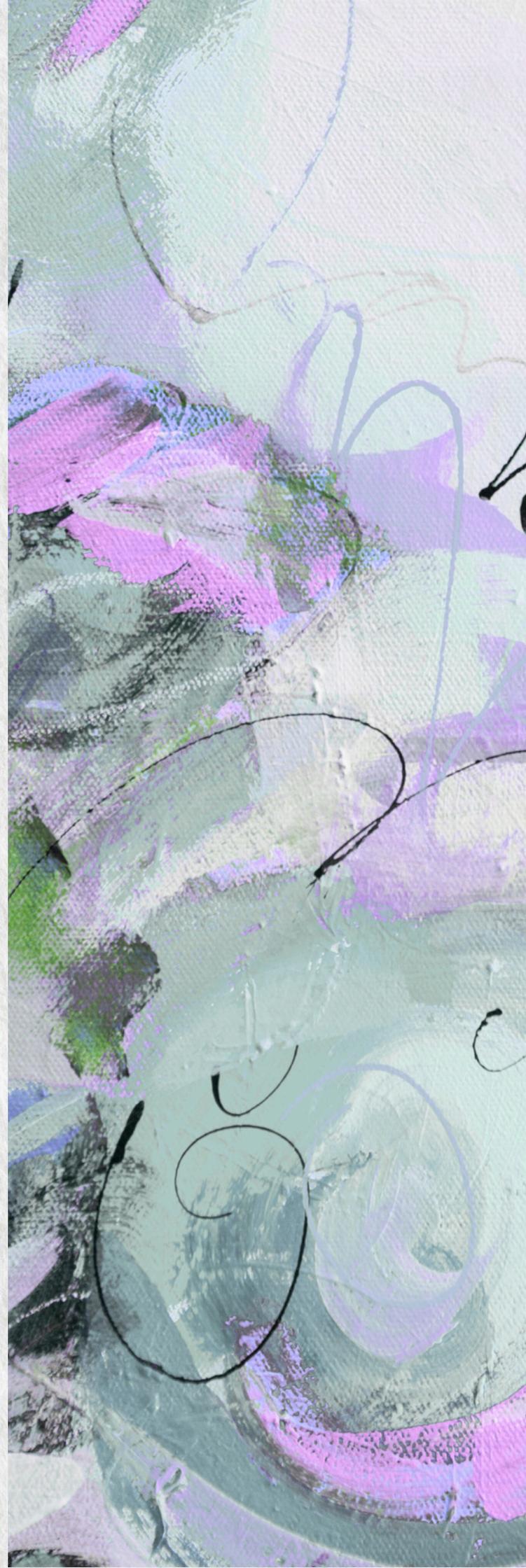
As someone who interacts regularly with this generation in my classrooms, I witness both the stereotype and substance. There has been a lot of buzz about how Gen Z is 'difficult' to work with and is 'easily offended'. We keep reading the same on LinkedIn posts, articles and opinion surveys. But beneath these perceptions and generalizations, there is something more compelling and worth pausing for, Gen Z is asking questions which the workplace has long postponed. These are questions about transparency, flexibility, fairness, setting clear boundaries and expectations and how work can be part of a meaningful life, not its center. And before you even dive into big conversations you will observe this in the little things they do.

One of the first things you will pick up while interacting with this generation whether in a classroom, meeting or a casual chat is their communication style, straight to the point, honest and often with a touch of humor. As per a recent Guardian article, some of their out of office posts read "On vacation. Hoping to win the lottery and never return" or "The bad news is I am out of office. The good news is I am out of office". While some of the messages are clearly meant to go viral others highlight their preferences for informality, humor and honesty in communication. Similar is with their tone in emails and chats, short messages, minimal punctuation, and use of Gen Z lingo like "vibe check", "lowkey", "TBH". For senior professionals used to more formal workplace norms this may come across as too casual or indicate a lack of seriousness. However, Gen Z often sees it as a way to maintain balance, to stay authentic, trimming the excess and saying what matters. So in multigenerational workplaces the sweet spot lies in striking a balance between evolving language and professional respect for meaningful collaborations to thrive.

What also sets them apart is their clarity about what they want from work. They are curious and pragmatic and genuinely want to see how things connect to real world relevance. But what stands out is how clear many of them are about what they don't want. Workplaces that do not align with their purpose, values or boundaries are a firm no. Similar sentiment is resonated by recent workplace studies where significant numbers of young professionals are turning down job offers because organization's values do not align well with them. This generation expects companies to be more authentic in their branding, vocal on social issues and flexible in structuring work.

To be able to truly harness the true potential of Gen Z, organizations must move beyond broad assumptions and take time to understand what this generation values more. In fact few firms are already responding and adapting. Adobe, for instance offers sabbaticals as a measure against burnout. Zoom has introduced 'quiet time' between meetings to accommodate younger employees' feedback. These are not just one time perks but signs of a deeper organizational rewiring. In my view, this generation is not difficult but more discerning. They are not disengaged but expect an honest two-way communication. Leaders who embrace this change and are willing to meet them half-way by adopting flexible work arrangements, exhibiting true commitment to DEI and building a culture of trust would not only attract this new talent pool, but also energize their entire workforce.

Perhaps, Gen Z is offering an invitation to rethink our ways of leading, communicating and building workplaces that are in tune with how people live and work today. If we take the time to listen and adapt, we might discover these shifts would benefit not just one generation but all of us.





Gen Z at Work: My Two Cents

Alumni Speaks
Mr Maddi SS Srivathsa

As an alumnus of IBS Jaipur, I've had the chance to observe — and be part of — how Gen Z is gradually reshaping the corporate workplace. We bring a fresh, tech-savvy, and purpose-driven energy that's quite different from previous generations. Most of us are quick to learn, highly adaptable when it comes to digital tools, and deeply value things like inclusivity, mental well-being, and a solid work-life balance.

What really sets Gen Z apart, in my view, is our ability to innovate, move fast, and question outdated norms. We don't shy away from asking "why" — and that often leads to better ways of doing things.

Of course, we're not without our rough edges. Patience doesn't come naturally to many of us. Long-term focus can be a struggle, especially when we're used to fast results. Traditional corporate hierarchies sometimes feel like a mismatch with how we prefer to work — flexibly, collaboratively, and with a sense of meaning.

That said, I truly believe Gen Z can thrive with the right support. Clear communication and good mentorship can go a long way in helping us channel our potential. With that, we're more than ready to contribute, create, and transform the workplace — not just for ourselves, but for everyone around us.



The Unexpected Teachers: How Gen Z is Rewriting the Leadership Playbook



Aniket Soni

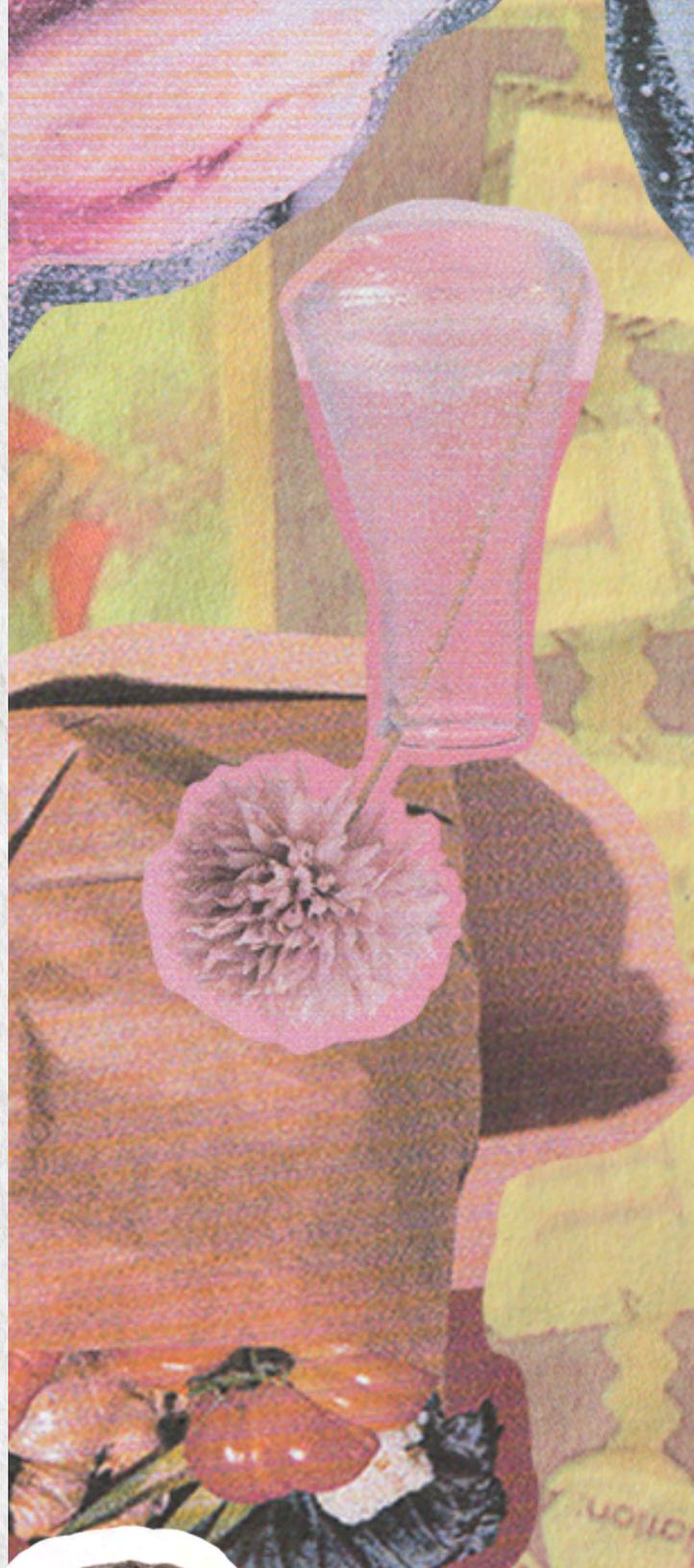
Remember when "leader" felt like a big, serious title, someone up on a pedestal, telling everyone what to do? It was like knowledge always flowed in one direction, from the old, wise river to the quiet stream. Well, something truly special is happening now in our workplaces, and it feels a lot more like a warm, easy conversation, where everyone gets to share. It's about our youngest talents, Gen Z, and how they're quietly, gently, showing us all a different way to lead. This isn't about them knowing more – though sometimes they totally do, especially with all the digital stuff. It's about them seeing the world with fresh, clear eyes, eyes that grew up connected to everything, wanting things to make sense, to have a real point. And just like I learned that love might not last forever but can teach you everything you need, these young folks are showing us that good leadership isn't about control. It's about coaching. They want to grow, they want honest feedback, and they want to feel like what they do truly matters. This push means us older leaders are learning to listen more, to guide with open questions instead of just giving orders. You see those small, knowing smiles, those quiet moments when a twenty-something patiently walks

a CEO through a new app, or offers a totally fresh idea on a big problem. In those moments, something deeper than just skills gets passed on – it's about finally being heard, truly heard, and suddenly, you realize you, too, can bloom.

This natural way of connecting also starts to melt away those stiff old company ladders, making things wonderfully flat. When someone just starting out is actually teaching a senior executive, those old, strong lines on the organizational chart start to blur. It's like discovering that being comfortable, being your real 'me,' doesn't depend on how long you've been somewhere or what your title says. This easy comfort lets ideas flow like they were always meant to, no longer stuck behind rules. It shows how Gen Z simply believes that great ideas can come from anyone, anywhere. It's truly freeing for everyone involved – an easy feeling where everything just flows, making our work lives less about rigid rules and more about genuine team-up, where every single voice genuinely counts.

And oh, the communication! Growing up with instant, real information always around, Gen Z just gets honesty and direct talk. They're teaching us that true leadership means actually saying why decisions are made, pulling back the curtain, and being okay with not having all the answers. They make all that old corporate talk feel silly and push for real, clear words. Because of them, we're learning to really listen to those "darkest thoughts" or even the wildest "conspiracy theories" – not to judge, but just to hear, to understand, to create a safe space where every voice feels unearthed and valued. This real, open way of talking doesn't just change little moments; it changes the very heart of how a company feels. It makes everything more human, more alive.

In the end, this isn't just about senior people learning new tech or what's trending; it's about a deep, warm shift in how we see things. It's about opening our minds and hearts to new ways of working, new ways of connecting, and new reasons for what we do. Our Gen Z teachers are showing us there's so much music left to dance to, so many stars left to count, and enough love in this world – enough empathy, enough understanding, enough shared joy – that we are only just beginning to experience in our professional lives. They teach us to look forward to the next day, to hold onto hope. And it reminds us that while some things might change, like job titles or projects, the love, the growth, and those profound lessons learned from these unexpected connections? That, I know, will never, ever change. It just makes us all better.



Genz at work: Trends and Transformation

As students prepare to set their way into the professional world, it significantly impacts the workforce because of generational shift. As Gen Z are entering into the workforce, they are reshaping it. Being expert, tech-savvy, outspoken with new ideas, focused on value and purpose-driven work. Gen Z is changing the perception and learning values to traditional workforce. In traditional workforce, they are trying to give importance to things like learning about life and reliability. It is very important for the earlier generation people to help them adapt and create a happy working environment by welcoming them. As we know that Gen Z are tech driven as they are born with technology and are highly adaptable with digital platforms. They are seamlessly blended with technology in a workplace. They also embrace diversity and inclusion, and are extremely comfortable in hybrid or remote work cultures. But what stands out even more is their emphasis on mental health. Gen Z wants workspaces that are calm, supportive, and nurturing. They are not afraid of challenges but expect a culture that prioritizes well-being alongside productivity. They want challenge. Gen Z want to be in a culture where they can come up with new ideas. They want their managers to be approachable and support creative and fresh ideas. Gen Z are very much into communication and feedback. As college students, it is important that we prepare ourselves for placements and internships. It is crucial to comprehend the attributes that we possess as Gen Z to align with organizational expectations. As a workplace, we all are trying to evolve. Like all workplaces, I hope that the older generation should come up with more communication and cultural respect to turn things into opportunities for innovation.

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Mahima Suri

Corporate Reboot: Business 2.0

Rebooting a business refers to making a strategic restart or improving some existing constraints by examining them and to make things more effective in an organization to enhance its culture. Rebooting a business involves revisiting or redefining policies, mission, vision, and values to check on to the company's long-term goals to ensure that they are still suitable and has a positive influence on the employee. For improvement and the development of new products, which leads to innovation, we need to understand the dynamics of market and competition. After a thorough business review, restructuring becomes necessary—optimizing processes to improve efficiency and eliminating obstacles that hinder productivity within the company's workflow. New technologies need to be come into being for digital transformation in a company to improve customer experience and better decision-making with the help of data analytics. Moreover, fostering a growth mindset among employees by transforming attitudes and behaviors is crucial for sustainable success. A positive and supportive organizational culture, where employees feel valued, has a significant impact on overall performance. Therefore, a corporate reboot is not only about making changes but also rethinking how the company operates. It calls for challenges, innovative thinking, and long-term transformation.

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Rajat Anand

Corporate Reboot Powered by Gen Z

More Mood Boards, Less Monotony:

Ago, corporate life simply just meant formal wear, fixed hours, and some phrases like “as per my last email,” “let’s circle back on this”, “let’s take this offline”, “let me loop you in”, etc.

Armed with confidence, Canva, and a calendar loaded of Google Meet links, we’re giving the corporate world a well-deserved reboot. And NO, we’re not here just trying to fit in, we’re here to refresh the system.

Work, but Make It Us:

For Gen Z, their work isn’t just about promotions, paychecks and all. It’s about the purpose, personality, passion, satisfaction, perspective, and yes most importantly people and peace of mind. We don’t believe in leaving our identities back at the office door. You’ll find us bringing memes and gossips into Monday meetings and using trending reel audios to explain project updates. No, we’re not “unprofessional”, it’s just that we’re unapologetically real.

LinkedIn Is Our New Portfolio:

Those days are gone when resumes were the only way to showcase yourself. Today, Gen Z shares “first job learning” posts, reels on being productive and it’s hacks, and even career failures, that too everything real and online.

Our personal brand walks into the room even before we enter.

Companies that are hiring us are learning that hiring us means hiring creators, storytellers, and strategy minds, just all rolled at once.

Mental Health > Hustle:

What Gen Z cares about at workplace:

- A good team
- Clear goals
- Space to breathe
- Not crying in the bathroom after every meeting

Yes, we talk about anxiety, depression, and burnout because trying to pretend it and ignoring the fact has never helped anyone.



Hierarchy? Keep It Light:

The old” boss knows the best” mindset? Sorry, it doesn’t value for us. We value collaboration, not commands. Whether you’re a CEO or just an intern, we believe good ideas can come from anyone and anywhere. We just want feedback, some open conversations, and spaces where everyone gets to present their POV’s. We’re not at all anti-authority; it’s just we’re pro-equality.

So, What’s the Reboot?

Here’s how Gen Z is quietly (and loudly sometimes) reshaping lives in corporates:

- Working with meaning and purpose, not just money
- Talk like humans, not just handbooks
- Learn fast, unlearn faster
- Build careers, not just job titles
- Shows up fully, with Crocs and all (on casual Fridays, of course)

We’re not here to throw shade on the same old ways.

We’re here to bring a fresh perspective.

Because the future of work isn’t stiff or scripted, it’s creative, conscious, and a little chaotic (in the best way ofc).

So yes, the reboot has begun.

And spoiler alert: It’s looking pretty Gen Z now.



Aarohan'25

Then the day comes. The day we bid adieu.

Aarohan 2025 wasn't just a farewell. It felt like everything we had been moving toward finally paused for one evening – just so we could take it all in. The laughs, the memories, the people. All of it.

The juniors kicked things off with a burst of energy. Their dance performances were full of life, and honestly, they brought a kind of excitement that made you forget, just for a while, that it was a goodbye.

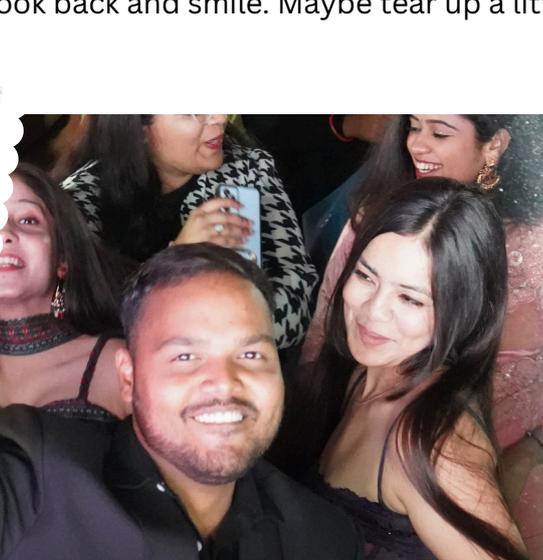
And the ones who held it all together? Arushi Dwivedi and Harsh Shah. As comperes for the night, they were simply incredible. No awkward pauses, no stiff lines – just two people who knew exactly how to keep a crowd engaged and make it feel easy.

What really stayed with most of us, though, were the moments shared by the faculty. They didn't come up with long speeches or advice. Instead, they sang, told stories, and spoke from the heart. It didn't feel like a formal event at all – it felt personal. Like they were saying goodbye, too.

As the evening wore on, the energy shifted. There was laughter, yes, but also that quiet stillness that comes when you know something important is ending. Some people cried. Others just sat in silence. A few were still taking pictures, clinging to the last bits of the night.

Aarohan wasn't just about the batch leaving. It was about everything that came before – the shared chaos of deadlines, the random jokes in class, the friendships that somehow became family.

This wasn't the end. But it was, without a doubt, the kind of pause that makes you look back and smile. Maybe tear up a little too.



Orientation 101: From “New Here” to “Right at Home”

There’s something oddly poetic about standing in a room full of strangers, all wearing the same nervous smile. On 16th May, that room was ours. We were a mix of dreams, doubts, degrees, and directions—but in that moment, all we shared was one common identity: the new MBA batch of IBS Jaipur.

What followed over the next two weeks wasn’t just a transition. It was a soft landing into a world we’d only heard about. The kind of world where numbers talk, decisions matter, and the way you say things is just as important as what you say. Slowly, subtly, the shift began.

Every morning felt like peeling a layer off the unknown. There were moments of clarity—those little a-ha sparks when something made perfect sense—and there were moments when our brains played tug of war with concepts that felt alien. But somewhere between scribbled notes and silent nods, we were all finding rhythm.

What stood out the most, though, wasn’t the content—it was the confidence it brought. Suddenly, we were standing taller while presenting, sharper while solving, and quieter while listening—because we were learning how to read the room, not just the slides. There was a charm in watching ourselves slowly move from “What’s going on?” to “Let’s try this.”

And just when things started feeling a little too academic, IBS did what it does best—it surprised us. Trekking up to Garh Ganesh and Kedarnath Temple in the Jaipur sun wasn’t just a break from class; it was a crash course in bonding. You don’t need formal intros when you’re panting side by side halfway up a hill. Add to that the industrial visits that smelt of real-world hustle, and suddenly, everything we were learning started to look a lot more alive.

There was no grand ceremony, no final curtain call. The orientation just quietly handed the baton to what’s next. But it left us with something bigger than a timetable—it gave us belonging. It gave us the first version of ourselves that’ll keep evolving here.

Let the woke Gen Z earn their MBA hats—armed with iced coffee, spreadsheets, and just a little delulu (that’s Gen Z slang for “delusional optimism,” and yes, it works).



National Business Summit 2025: The Grand Finale

The National Business Summit 2025 was not just a regular summit but a gathering of young minds, the youth, future leaders, and emerging business idols. Joined by various business masterminds, we were honored to host this special summit, taking a step further towards nurturing talent. We had students joining us from various cities across the country as finalists for the ultimate round.

The theme—India in 2047: A Journey Towards Excellence, Innovation, and Global Leadership—helped us explore the ever-evolving, dynamic landscape of business, technology, and social transformation, which was possible through the insights of various thought leaders and industry experts. Rooted with the Indian culture, we started the event with a lamp-lighting ceremony and invoking the ultimate blessing of knowledge. This was followed by Keynote Sessions of CA Pattabhi Ram V, Prof. (Dr.) H P Singh, VSM, and Shri Mohit Jajoo sharing their experiences, hence, boosting the morale of the participating students while setting the tone for the event.

There were 10 participating teams in totality, and the ideas presented by them were not just innovative but on topics we never thought of ever adding technological advancements to. From healthy and nutritious cattle fodder to business and law consultancy services online, this summit was an entrepreneurial overjoy.

After the exemplary presentations and business ideation by the teams, we went ahead with a little break to refresh and energize ourselves, to then be able to participate in a stimulating, humorous, and fast-paced business quiz challenge that was open for all the participants and audience members. Led by Dr. Anbuthambi B, the challenge tested our knowledge, wit, and reflexes.

Moderated by Dr. Shweta Jain, a panel discussion based on the topic of 'India in 2047: Role of Future Business Leaders' took place after the completion of the quiz to emphasize the importance as well as to provide further insights on leadership, policy-making, and business dynamics.

A closing note by Mr. Sandeep Dayal and CA Sunil Goyal summarized the essence of entrepreneurship and the path towards building a successful startup. And so came the facilitation of the winners for the summit. This event was not just a competition but a complete package of the business world and the dynamics within the field along with various insights from experienced professionals, and definitely one of a kind.



Dialogue Dynamics syncHRonize Club

Dialogue Dynamics wasn't loud or dramatic—it was focused. The group discussions started with the usual hesitation, but once people eased in, the room got genuinely thoughtful. HR topics usually get brushed off as theory, but here, students broke them down with everyday logic and solid points. The fun quiz between rounds lightened things up before the debate kicked off, and that's where the confidence really showed. Some came prepared, others surprised themselves. Either way, it was a quiet win for communication and courage.



Mime Act Competition Youth Vibes Club

The Mime Act Competition didn't need words to make an impact. Seven teams performed back-to-back, tackling everything from social issues to emotions we usually avoid talking about. There was no background music, no dialogues—just expressions, movement, and silence that said more than a speech ever could. "The Silent Oath" won, but every team brought something honest to the floor. A surprise dance performance by Youth Vibes at the end wrapped the event with energy. It was artsy, intense, and strangely personal—even for those just watching.



Wall Street Simulation Money Matrix Club

This wasn't a finance lecture—it was full-on virtual trading. From 9:30 AM sharp, students logged into the StockGro platform and started buying, selling, stressing, and learning all in one go. The room had a weird mix of silence and “should I sell now?” whispers. With real-time leaderboards and seniors casually dropping trading tips like pros, the vibe stayed competitive yet helpful. By 3:30, everyone had experienced a full day of market madness—minus the risk, but with all the pressure.



Craft For Change Prayaas Club

“Craft For Change” was more than just making paper bags. It was loud scissors, flying jute, and teams turning recycled bits into smart, sustainable designs that could easily be part of a college flea market. Held on World Paper Bag Day, the event brought creativity and climate consciousness into one frame. Teams didn't just craft—they pitched, marketed, and defended their bags like mini start-ups. And for something that looked like a DIY competition, the energy was anything but casual.



Case Quest Ignited Minds Club

Case Quest turned Seminar Hall 015 into a mini boardroom. Twenty teams, real-world business problems, and only 5 minutes to pitch their solutions. Presentations came rapid-fire, each with graphs, insights, and team members syncing their parts like a group project that actually worked. Judges asked sharp questions, and teams didn't back down. Some stumbled, others nailed it, but everyone left a little more confident about facing actual business chaos someday.



International Yoga Day Prayaas Club



SIP

Experiences

- Jaipur Rugs
- Outlook
- IKEA
- Dana Inc



SIP EXPERIENCE

Jaipur Rugs

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Jaipur



Hardik Sharma

My Summer Internship at Jaipur Rugs was a meaningful blend of learning, growth, and real-world exposure. The company's warm and collaborative work culture gave me daily opportunities to contribute meaningfully and explore new dimensions of professional work. I was treated as an equal team member, entrusted with real responsibilities, and supported by experienced professionals who encouraged learning at every step. This experience helped me build confidence, improve my skills, and gain clarity on how organizations function beyond theory. It was a valuable journey that prepared me for future roles and helped shape a more practical, grounded approach to my career.

IKEA

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Chavi Gupta

My internship at IKEA was an enriching blend of learning, collaboration, and creativity. As a Marketing and Communications intern, I gained hands-on experience in sustainable marketing, market research, and community engagement. IKEA's empowering culture allowed me to take ownership of campaigns from ideation to execution while being treated as a true team member, not just an intern. Beyond marketing, I worked across sales, visual merchandising, food, facilities, and my favorite, the People and Culture team. This cross-functional exposure deepened my appreciation for IKEA's inclusive and purpose-driven work ethic. More than a workplace, IKEA became a feeling and a turning point.

RIENCES

Outlook

My internship at Outlook Pvt. Ltd. offered hands-on experience in marketing strategy, digital campaign planning, and brand promotions. I actively contributed to market research, competitor analysis, and social media initiatives, which sharpened my analytical and strategic thinking. Collaborating with cross-functional teams helped me develop stronger communication and project management skills. I learned to navigate deadlines, meet client expectations, and apply marketing theory in real business contexts. The experience deepened my industry understanding and improved my adaptability and problem-solving abilities. It was a transformative step that not only built my professional confidence but also prepared me for future roles in marketing.

Dana Inc

My 14-week internship at Dana Incorporated, a Fortune 500 company in Sanand, was an enriching journey across Learning & Development, Employee Engagement, and HR Visualization. Grateful for the chance to explore beyond a single vertical, I worked closely with senior HR leaders, which boosted my confidence and taught me to take ownership of my work. This hands-on exposure sharpened my sense of responsibility and professionalism. While three months can't teach you everything about the corporate world, experiences like these shift your perspective—preparing you to step into the industry with greater clarity, confidence, and a more grounded as well as practical mind-set to excel.

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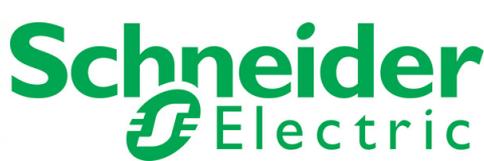


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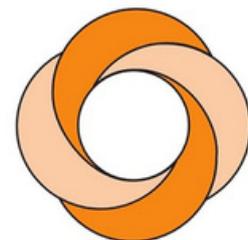


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SUN

Climbed for the View, Stayed for the Vibe

The treks to Garh Ganesh and Kedarnath temple weren't part of the schedule we had memorized. They came early, literally and figuratively—packed into the first few days of orientation, before we even got a proper grip on names or hostel directions. But that's the thing about treks: you don't need full introductions when you're all panting together halfway up a hill.

The Garh Ganesh climb was our first little escape from the classroom chairs. Tucked above the busy streets of Jaipur, it felt like a secret spot only locals know about. The early morning air, that mix of temple bells and sleepy yawns, the way the sunlight gently stretched over the city—it all just hit differently. Some of us were too shy to talk much, others too breathless to try. But there was something so strangely comforting about sitting on those temple steps with people who, just the day before, were complete strangers. Everyone had their moment there—whether it was a quiet prayer, a picture against the sunrise, or just finally catching their breath.

Kedarnath Temple came next, and this time, we were slightly more prepared. Not physically, but socially. The jokes started earlier in the climb, the group selfies got bigger, and somewhere between “are we there yet?” and “who brought water?”, the awkwardness from Day One had started melting away. It was a tougher trek—more stairs, more sun, more sore legs—but also more laughter. Some people walked in pairs, some in loud, chaotic groups, some with their headphones in—but by the time we reached the top, it felt like we'd earned more than just a temple view. We'd earned stories.

And if there's one thing the outdoors does best—it forces people together. No WiFi, no filters, no PowerPoints. Just steps and sweat and small moments that turn into big memories. These treks became our unofficial starting point—not of college, but of connection. Of realizing we're all a little lost, a little excited, and more than ready to figure this all out—together.

Turns out, this new batch? We're not just here to chase MBAs. We're the kind that climbs temples at 6 a.m., shares snacks like old friends, and finds peace in places Google Maps can't mark as “life-changing.” Outdoor plans? Always yes. That's where we're the most ourselves—sunburnt, sleepy, but suddenly... closer.



The Gen Z Revolution:

How Mr. Rahul Lodha is Reshaping the Modern Workplace

Mr. Rahul Lodha is Deputy CEO of Lodha Group, overseeing operations across multiple developments and managing a workforce of over 4,700 associates. Under his leadership, the company has been recognized as a Great Place to Work and Best Organization for Women, achievements he attributes partly to successful multi-generational team management.



A candid look at what happens when TikTok meets boardrooms, and why one CEO thinks it's the best thing that ever happened to business.

When WhatsApp Replaced Water Cooler Conversations

Picture this: It's 9 AM at Lodha Group's Mumbai headquarters. While the seasoned executives are settling into their corner offices with their morning chai, a group of 22-year-olds are already three coffee deep, having started their day by checking Instagram stories, responding to work messages on Slack, and probably sneaking in a quick reel during their commute.

This is the reality that MR. Rahul Lodha, Deputy CEO of Lodha Group, wakes up to every day. And unlike many of his peers who might be pulling their hair out over this generational shift, MR. Lodha is actually excited about it.

"The first time one of our Gen Z hires sent me a work update via voice message on WhatsApp, I'll admit I was a bit taken aback," MR. Lodha reflects on managing India's largest real estate developer. "But then I realized – they'd solved a problem in 30 seconds that would have taken three emails and a meeting to resolve."

The Reality Check That Changed Everything

Managing over 4,700 associates across multiple generations isn't just about building beautiful apartments – it's about building bridges between people who grew up in completely different worlds. For MR. Lodha, this became crystal clear during a team meeting last year.

"We were discussing a marketing campaign for one of our luxury projects," he recalls. "The senior team was focused on newspaper ads and billboard placements. Then our 24-year-old digital marketing associate raised her hand and said, 'But sir, our target buyers are spending 4 hours a day on their phones. They're not reading newspapers.'"

That moment? It changed everything.

"She was right, of course. We were spending lakhs on traditional advertising to reach people who were busy scrolling through their phones. It was a wake-up call that we needed to not just hire Gen Z – we needed to actually listen to them."

The WhatsApp Incident That Broke All the Rules

Let's talk about the elephant in the room – communication. Traditional corporate hierarchy says junior employees email senior management with proper subject lines, formal language, and scheduled meetings. Gen Z says, "Hey, can I WhatsApp you this idea real quick?"

MR. Lodha learned this the hard way when a young architect sent him a quick voice note with a design suggestion that ended up saving the company ₹50 lakhs on a project.

"My first instinct was to think, 'This is unprofessional,'" he admits with a laugh. "But then I looked at the actual content of the message. It was brilliant, direct, and solved a problem we'd been wrestling with for weeks. I realized the medium didn't matter – the message did."

Now, MR. Lodha's WhatsApp stays busy with quick updates, innovative ideas, and yes, the occasional meme that actually makes Monday morning meetings more bearable.

The Millennial Manager's Dilemma

Here's where it gets interesting. MR. Lodha found himself caught between two worlds – the traditional expectations of his senior leadership team and the fresh approaches of his Gen Z workforce. The solution? He became a translator.

"I had to learn to speak two languages," he explains. "In board meetings, I'd present ideas in traditional

formats with detailed reports and projections. But when working with my young team, I'd use collaborative tools, quick brainstorming sessions, and yes, even the occasional Slack emoji reaction." This balancing act led to some amusing moments. "I once had to explain to a 65-year-old board member why our social media strategy included 'stories that disappear in 24 hours.' His response was, 'Why would we want our marketing to disappear?' Fair question, actually."

The Feedback Revolution

Remember annual performance reviews? Gen Z doesn't. They want feedback now, tomorrow, and probably five minutes ago.

"The traditional approach was to wait for the annual review to discuss performance," MR. Lodha notes. "But Gen Z wants to know immediately – 'How did I do in that presentation?' 'Was that report format okay?' 'Can I improve this process?'"

Initially, this constant need for feedback felt overwhelming. But MR. Lodha discovered something powerful: "When you give immediate feedback, problems get solved immediately. When you wait for the annual review, small issues become big problems."

The result? Lodha Group implemented weekly check-ins, peer feedback systems, and what they call "fail-fast Friday" – a weekly session where teams can present ideas, get immediate feedback, and iterate quickly.

The Flexibility Experiment

The biggest challenge? Work-life balance. Gen Z doesn't just want it – they demand it. And they're not shy about saying so.

"I had a talented 23-year-old developer tell me during her interview, 'I need to leave at 6 PM to attend my dance class, and I won't be available for calls after 8 PM,'" MR. Lodha recalls.

"My first thought was, 'This generation has no work ethic.' But then I watched her work." What he discovered changed his perspective entirely. "She accomplished more in 8 focused hours than some people do in 12 distracted ones. She wasn't lazy – she was efficient."

This led to Lodha Group's "Results, Not Hours" policy. "We measure output, not input. If someone can deliver exceptional results in 6 hours, why force them to sit in the office for 10?"

The Mentorship Miracle

The most rewarding part of integrating Gen Z? The reverse mentoring that happens naturally.

"I teach them about client relationships, industry dynamics, and business strategy," Mr. Lodha explains. "They teach me about social media algorithms, new technology platforms, and honestly, how to make presentations that don't put people to sleep."

One memorable example: "A 22-year-old intern suggested we use virtual reality to show apartments to international buyers. I thought it was a gimmick. Six months later, it became our biggest revenue driver for overseas sales."

The lesson? "Experience is valuable, but fresh perspectives are invaluable."

The Authenticity Factor

Perhaps the most significant change Gen Z has brought to Lodha Group is authenticity. They don't just want to work for a company – they want to work for a mission they believe in.

"They ask tough questions," Mr. Lodha admits. "What's our environmental impact? How do we treat our construction workers? What's our diversity policy? They want to know if we're actually building a better life, not just saying we are."

This pushed Lodha Group to be more transparent about their practices, more committed to sustainability, and more genuine in their communications.

The Future is Now

As Mr. Lodha looks toward the future, he sees Gen Z not as a challenge to manage, but as a competitive advantage to leverage.

"They think differently, communicate differently, and work differently. But they also innovate differently, solve problems differently, and connect with customers differently. If we can harness that energy while providing the structure and mentorship they need, we become unstoppable."

The Bottom Line

"Here's what I've learned," Mr. Lodha concludes. "Gen Z isn't trying to break our systems – they're trying to make them better. They're not disrespectful – they're direct. They're not lazy – they're efficient. And they're not unrealistic – they're uncompromising about what they value."

"The companies that figure out how to blend the wisdom of experience with the energy of youth will dominate the next decade. The ones that don't will be left wondering what happened."

As our conversation wraps up, Mr. Lodha's phone buzzes with a WhatsApp message from his team. He glances at it, smiles, and responds with a thumbs-up emoji.

"See?" he grins. "Sometimes the best business communication is the simplest one."



Gen Z in the Workforce: A New Chapter in Professional Evolution

Insights from Career Coach and Speaker Mr. Gaurav Sharma

When MR. Gaurav Sharma first stepped into his role as a career coach and confidence-building specialist, he noticed something remarkable happening in the professional landscape. The newest generation entering the workforce wasn't just bringing fresh energy—they were fundamentally reshaping what it means to work, succeed, and find purpose in one's career.



The Reality Check: Who is Gen Z at Work?

"I've worked with countless young professionals over the years, and Gen Z consistently surprises me," Mr. Sharma reflects. "They're not just the 'digital natives' everyone talks about. They're purpose-driven, authentically themselves, and they're not afraid to ask the hard questions about work-life balance that previous generations whispered about in break rooms."

Born between 1997 and 2012, Gen Z has grown up in a world of constant connectivity, economic uncertainty, and social awareness. They've witnessed the 2008 financial crisis's impact on their parents, lived through a global pandemic during their formative years, and entered a job market that demands both technical skills and emotional intelligence.

What Makes Gen Z Different in the Workplace

1. Values-First Approach

Unlike previous generations who might have prioritized job security above all else, Gen Z actively seeks employers whose values align with their own. MR. Sharma has observed this firsthand:

"I've seen talented young professionals turn down well-paying jobs because the company's mission didn't resonate with them. It's not reckless—it's intentional."

2. Digital Fluency with Human Connection

While they're undeniably tech-savvy, Gen Z craves authentic human connection at work.

"They want mentorship, feedback, and real relationships with their colleagues," MR. Sharma notes. "They can master any software in hours, but they deeply value face-to-face conversations and meaningful professional relationships."

3. Mental Health Awareness

This generation has normalized conversations about mental health, stress management, and burnout prevention.

"They're not just asking for work-life balance—they're demanding it," MR. Sharma explains.

"And honestly, they're teaching the rest of us that it's okay to prioritize wellbeing."

The Challenges: Where Friction Occurs

Communication Styles

MR. Sharma has noticed tension between generations regarding communication preferences.

"Gen Z prefers quick, direct communication—often through messaging platforms. Meanwhile, older managers might prefer lengthy emails or phone calls. Neither approach is wrong, but bridging this gap requires understanding from both sides."

Career Progression Expectations

"They want to grow fast, and they're not afraid to job-hop to make it happen," MR. Sharma observes. "This can frustrate employers who invest in training, only to see employees leave within 18 months. But here's the thing—Gen Z isn't disloyal. They're just operating in a different economic reality where company loyalty doesn't guarantee job security."

Feedback Culture

Gen Z thrives on regular feedback and recognition.

"They grew up with instant likes, comments, and shares. In the workplace, they need consistent check-ins and acknowledgment of their contributions. Annual performance reviews feel prehistoric to them."

The Opportunities: What Gen Z Brings to the Table

Innovation and Adaptability

"I've watched Gen Z employees solve problems in ways that would never occur to me," MR. Sharma admits.

"They think outside traditional frameworks and aren't constrained by 'how things have always been done.' This fresh perspective drives innovation."

Social Consciousness

Gen Z brings a heightened awareness of social issues, diversity, and inclusion.

"They're not just accepting of different perspectives—they actively seek them out. This creates more inclusive, dynamic workplace cultures."

Entrepreneurial Spirit

Many Gen Z professionals have side hustles or entrepreneurial ventures.

"Rather than viewing this as a distraction, smart employers see it as evidence of drive, creativity, and business acumen," MR. Sharma suggests.

Practical Strategies for Working with Gen Z For Managers:

- **Provide Regular Feedback:** Weekly check-ins work better than quarterly reviews
- **Offer Growth Opportunities:** Create clear pathways for advancement and skill development.
- **Embrace Flexibility:** Remote work, flexible hours, and results-oriented work environments
- **Be Transparent:** Share company goals, challenges, and decision-making processes

For Gen Z Professionals:

- **Communicate Your Needs:** Be direct about your career goals and preferred working styles
- **Seek Mentorship:** Don't hesitate to ask for guidance from experienced colleagues
- **Build Relationships:** Invest time in face-to-face interactions and professional networking
- **Show Patience:** Understand that organizational change takes time

The Future is Collaborative

Mr. Sharma believes the key to successfully integrating Gen Z into the workforce lies in mutual understanding and adaptation.

"Every generation brings something valuable to the table. Gen Z's fresh perspective, combined with the experience and wisdom of older generations, creates powerful collaborative potential."

He's seen this collaboration succeed in organizations that prioritize:

- Reverse mentoring programs where younger employees share digital skills while learning industry knowledge
- Flexible communication policies that accommodate different preferences
- Purpose-driven projects that align with Gen Z's values while achieving business objectives
- Continuous learning environments that satisfy Gen Z's desire for growth

A Personal Note

A Personal Note

"Working with Gen Z has made me a better coach and a better professional," Mr. Sharma admits. "They've challenged me to think more critically about work-life integration, to be more authentic in my communication, and to never stop learning. Yes, they're different from previous generations—but that's exactly what makes them valuable."

As the workforce continues to evolve, the organizations that thrive will be those that recognize Gen Z not as a challenge to be managed, but as a generation bringing essential skills, perspectives, and energy to the professional world. The future of work isn't about choosing between traditional and modern approaches—it's about finding the sweet spot where experience meets innovation, where wisdom meets fresh thinking, and where every generation can contribute their best.



IIEC

IBS Jaipur hosted Professor M. Sainath, Executive Director of the IFHE Innovation & Entrepreneurship Council for two eventful days in June 2025. His visit was coordinated under the ICFAI Innovation & Entrepreneurship Cell (IIEC) at ICFAI University Jaipur aimed for prompting entrepreneurial discovery amongst students. The first event, held on June 19, introduced students to India's rapidly evolving entrepreneurial ecosystem. Prof. Sainath provided insights into Startup India initiatives, emphasizing the crucial role of incubators and angel investors. Drawing upon compelling examples of student-led ventures, he illustrated how initial ideas and prototypes could successfully scale into thriving enterprises. The session underscored a critical message: innovation transcends age, academic discipline, and experience, provided students find themselves in an enabling and supportive environment.

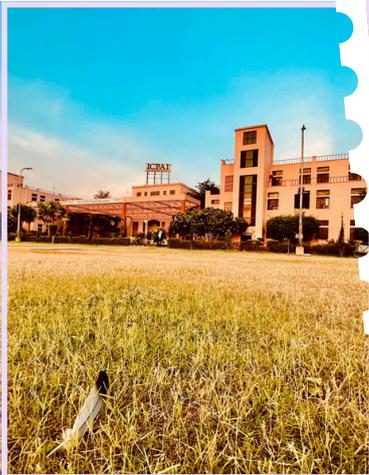
Later the same day, faculty members gathered for a thought-provoking session focused on aligning institutional teaching practices with national innovation strategies. Under the title "Strengthening Innovation Ecosystem in Higher Education Institutions," Prof. Sainath intricately linked the objectives of the National Education Policy 2020 to the practical aspects of nurturing creativity in the classroom. Faculty were encouraged to embed ideation, prototyping, and scaling principles into their curricula, aligning their teaching strategies to Bloom's Taxonomy. A highlight of the session was the detailed discussion on Mission Utthan, advocating for the inclusion of grassroots innovations from rural schools, thereby expanding the scope and inclusivity of institutional entrepreneurship support.

On the second day, the focus shifted towards practical applications and experiential learning. The session "Validation and Startup Development" emphasized the critical practice of validating business ideas before scaling. Participants, divided into teams, engaged in an intense, interactive exercise that required them to swiftly identify problems and propose innovative solutions based on minimal resources. Through analyses of renowned startups like Airbnb and Uber, Prof. Sainath illustrated the importance of minimum viable products (MVPs), emphasizing that successful startups begin as simple, pragmatic solutions rigorously tested for market feasibility.

Post Prof. Sainath's visit, a noticeable transformation was visible on campus. Students eagerly exchanged business proposals, faculty members revisited syllabi to enhance entrepreneurial thinking, and the Innovation Cell buzzed with activity. The three well-orchestrated sessions had effectively reshaped perspectives, encouraging a culture of critical inquiry, strategic thinking, and practical innovation. Professor Sainath's visit played a significant catalyst, galvanizing ICFAI University's collective ambition towards fostering an enduring entrepreneurial spirit.



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