

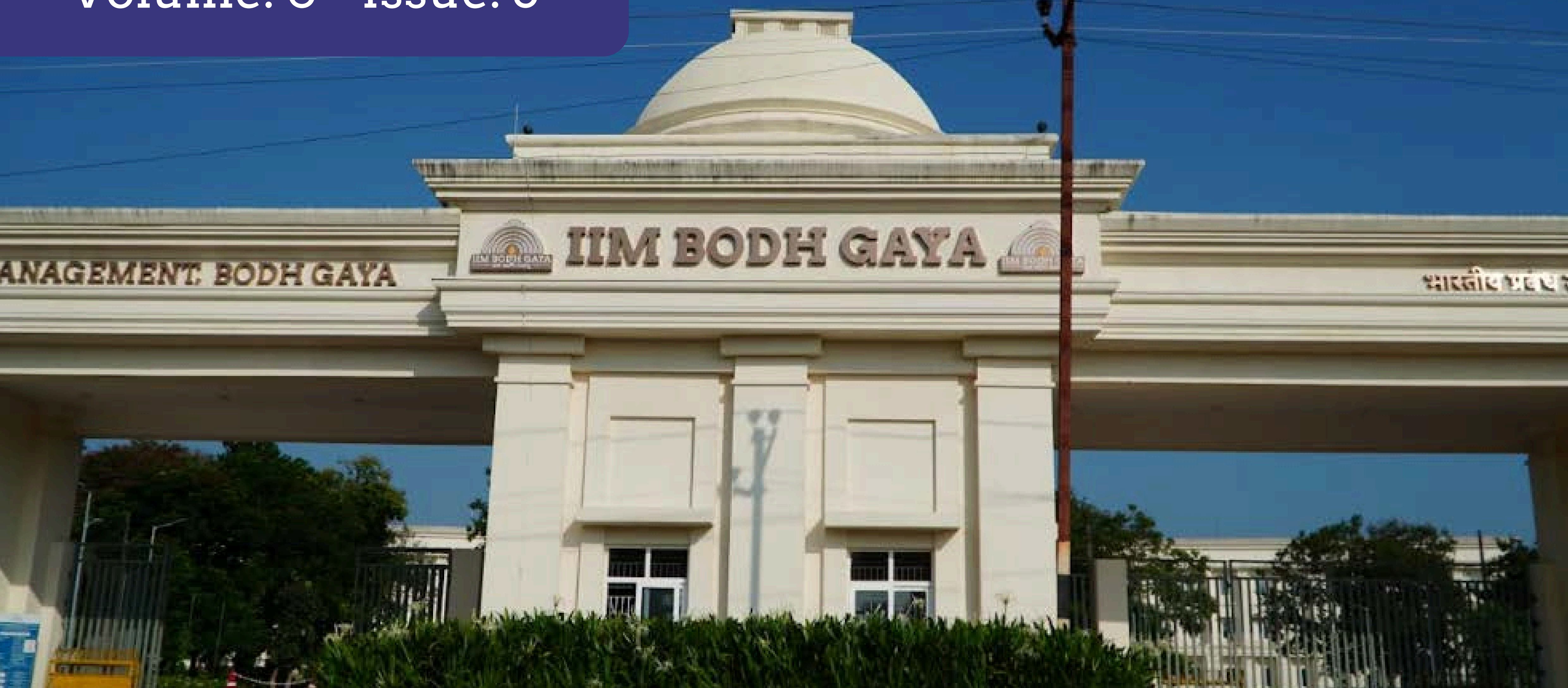
Quarterly Newsletter



October 2025

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#TheEnlighteningIIM



Glimpses



Pathway

Highlights

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About IIM Bodh Gaya

Established shortly after independence, the Indian Institutes of Management have been the model for management education in India. IIMs are perceived as the most prestigious and elite B-schools in India which emphasize practical experience and critical thinking instead of rote learning and conventional test taking. Building on the grand heritage of the IIM brand, IIM Bodh Gaya fosters a culture and curriculum with the explicit purpose of creating socially responsible managers and emotionally mature leaders. A dynamic curriculum in consonance with academics and industry experts provides the students with the opportunities to master new skills and explore diverse perspectives. Apart from the conventional classroom setup, IIM Bodh Gaya lays emphasis on practical learning as students partake in case studies, sessions with industry experts, and live projects, along with various other student driven activities. The institute's thrust on meaningful research is evident through the credentials and accomplishments of its faculty who have published cutting-edge research in journals of repute. In the short span of decade, IIM Bodh Gaya has strengthened its position in the corporate world, with its students contributing in illustrious business organizations of the country.

IIM Bodh Gaya acknowledges the significance of exposure to global standards and contemporary trends for enrichment of its students' learning experience. In order to bring that international exposure and cultural diversity to the campus, the institute has established collaborations with several reputed institutions in France, Venezuela, Russia, Mexico, Italy and S. Korea while discussions are underway with many other international universities across the globe.

Historically, the eastern part of the country has been an eminent seat of learning with ancient universities of Nalanda and Vikramshila where learners from all over the world congregated for the pursuit of knowledge. Known as the place where Gautam Buddha gained enlightenment, Bodh Gaya is key Buddhist destination, and attracts millions of tourists every year. An ancient seat of learning that represents one of the prominent paths to enlightenment, Bodh Gaya is home to Mahabodhi Temple, a UNESCO World Heritage Site and several other notable temples and monasteries. Nestled in Bodh Gaya is the iconic 80 ft. statue of Buddha and Indosan Nippon temple that was constructed in 1972 and has a gallery of Japanese art. This land of enlightenment continues to serve as a source of inspiration for IIM Bodh Gaya in its journey to become The Enlightening IIM.

Our Mindful Journey - Vision, Mission, and Core values

Vision

To be a globally recognised management school for developing socially responsible and mindful business leaders.

Mission

Our mission is to develop mindful leaders of business and social relevance in the global economy and to enhance academic excellence in learning practices and research.

Core Values

- **Responsibility:** We are geared up and ready to go. We respect our accords and conform to high quality work. We practise highest ethical standards and motivate others to do the same.
- **Honesty and Integrity:** We uphold the highest ethical standards in our work and behaviour towards our job, environment and one another.
- **Life-long Learning:** We welcome transformational change by helping each other develop.
- **Mindfulness :** We intentionally and purposefully direct our attention to the present moment rather than letting it wander. We remain nonjudgmental toward sensations, thoughts, and emotions as good or bad, pleasant or unpleasant; they are simply noticed as “happening,” and observed until they eventually pass.

Culture

- **A Force for Good:** We think about the world we inhabit. Our thinking is free and genuine. We identify business as force that can shape a sustainable and just planet. We thus, look to balance financial, societal and ecological concerns.
- **Diversity:** We believe in diversity of thought and innovation. We have a team of diverse and dedicated faculty and students who are the drivers of cognition and research.
- **Collaboration:** We collaborate to innovate and create. We develop and intellectual approach through team effort. We shape the future and overcome challenges by looking out for each other.

Board of Governors



CHAIRPERSON
Mr. L Ramkumar
Independent Director, Angel Investor & Mentor
Former Managing Director
Tube Investment of India Ltd.



Shri Uday Kotak
Founder and Director,
Kotak Mahindra Bank Ltd.



Mr. Gaurav Gupta
EVP and Head, Financial Crime Intelligence
Axis Bank



Ms. S. Falguni Nayar
Founder & CEO
Nykaa.com



Mr. Damodar Mall
CEO Grocery Retail
Reliance Retail Limited



Mr. Sandip Ghose
Ex- Director
NISM, Navi Mumbai



Mr. Ajay Yadav
Secretary, Education Department
Government of Bihar



Shri P.K. Banerjee
Joint Secretary (Mgt. & MC & Scholarship)
Ministry of Education



Dr. Vinita S. Sahay
Director
Indian Institute of Management
Bodh Gaya



Mr. Rituraj Kishore Sinha
Group Managing Director of
SIS Group Enterprises
SIS India (Security & Intelligence Services Ltd.) Delhi



Ms. Prabha Narasimhan
Managing Director
Colgate Palmolive India Ltd.



Dr. Janmejaya Sinha
Chairman
Boston Consulting Group, India



Dr. Aviral Kumar Tiwari
Associate Professor
Indian Institute of Management
Bodh Gaya



Dr. Vittal Rangan S
Assistant Professor
Indian Institute of Management
Bodh Gaya

Director's Note



Dr. Vinita S. Sahay

As we bring this dynamic quarter to a close, I take immense pride in reflecting on the remarkable strides IIM Bodh Gaya has made in strengthening its academic rigor, industry engagement, and global outlook. The past months have showcased our community's commitment to nurturing responsible leaders and driving meaningful impact.

A key highlight was Convergence 2.0, our flagship management conference, which successfully bridged academia and industry. The event brought together leading professionals, entrepreneurs, and policymakers who shared valuable insights on business, sustainability, and digital transformation — truly reflecting IIM Bodh Gaya's spirit of purpose-driven learning.

Another milestone was our participation in the ICCR's Young Political Leaders Programme, where we hosted 24 aspiring political leaders from Sri Lanka. The initiative deepened intercultural understanding and strengthened India's academic diplomacy, aligning with our vision of cultivating globally aware and locally rooted leadership.

This quarter also witnessed enriching academic, research, and co-curricular activities. Our faculty contributed significantly through research and conference participation, while student clubs organized diverse events — from finance and marketing conclaves to HR and entrepreneurship summits. These initiatives enhanced experiential learning and fostered innovation and collaboration on campus. Beyond academics, our students demonstrated social responsibility through community outreach and sustainability initiatives, reflecting our core values of mindfulness, ethics, and compassion. Together, the efforts of our students, faculty, and staff are shaping IIM Bodh Gaya into an institution that develops not just knowledge, but also character and purpose.

As we look ahead, we remain steadfast in our mission to create leaders who combine human values with professional excellence — thinkers who lead with wisdom, responsibility, and empathy.

Sincerely,
Dr. Vinita S. Sahay
Director, IIM Bodh Gaya

Editorial

A Milestone Year for IIM Bodh Gaya

IIM Bodh Gaya has solidified its position as a leading institution in India, marking 2024 as a milestone year in pursuing academic excellence, leadership development, and industry collaboration. With the induction of 496 new students across its MBA, MBA-DBM, MBA-HHM, and PhD programs, the institute continues to prioritise diversity and inclusivity, fostering a rich learning environment for future business leaders. This year's diverse batch underscores IIM Bodh Gaya's commitment to nurturing an academically strong talent pool that reflects India's multifaceted educational landscape.

The orientation program that welcomed the new students set an engaging tone with powerful speeches from industry stalwarts. Leaders such as Mr Kamal Nath from Sify Technologies and Mr Gautam Kumra from McKinsey & Company highlighted the crucial need to adapt to the changing demands of the job market. They emphasised the role of artificial intelligence in shaping future industries. These insights and cultural performances created a vibrant and holistic initiation into the IIM Bodh Gaya community, setting students on the path to personal and professional growth.

Beyond student admissions, IIM Bodh Gaya's impressive leap in the National Institutional Ranking Framework (NIRF) from 53rd to 33rd is a testament to its ongoing efforts to enhance educational quality. This significant achievement places the institute among India's top 50 management schools and cements its status as a beacon of management education in Bihar. Under the guidance of Director Dr. Vinita Sahay, the institute has expanded its student base, boasting over 1,400 students enrolled in five fully residential programs. The 100% placement success in final and summer internships reflects the institute's growing reputation in the competitive educational sphere.

The institute's role in shaping leadership extends beyond its students. The introduction of the Nurturing Future Leadership Program (NFLP), a prestigious faculty leadership initiative, is a strategic move to foster leadership skills in educators nationwide. IIM Bodh Gaya's organisation of three batches of the NFLP, a first for any IIM, underlines its commitment to strengthening the country's educational framework and supporting capacity building in higher education. In addition to nurturing students and faculty, IIM Bodh Gaya actively contributes to government initiatives. Its recent collaboration with the Bihar Agriculture Management and Extension Training Institute (BAMETI) to conduct management and skill development programs for agriculture department officials showcases its role in fostering

leadership in public administration. This MoU signals a deeper engagement with state development and highlights IIM Bodh Gaya's dedication to providing valuable management expertise to various sectors.

As IIM Bodh Gaya continues to grow, it is evident that the institute is focused on academic achievements and building a foundation of leadership, innovation, and societal impact. With its upward trajectory in national rankings, cutting-edge programs, and meaningful industry and government partnerships, IIM Bodh Gaya is setting a new benchmark for management education in India. The institute's success in 2024 indicates that it is on a path to becoming a trailblazer in shaping the next generation of socially responsible and globally competent leaders.



MDP Events

Empowering Healthcare Leadership: IIM Bodh Gaya Conducts MDP for IGIMS, Patna

In a significant stride toward strengthening leadership in the healthcare sector, IIM Bodh Gaya successfully conducted an immersive week-long Management Development Programme (MDP) for senior doctors from Indira Gandhi Institute of Medical Sciences (IGIMS), Patna, from July 28 to August 2, 2025. The programme was designed to bridge the gap between medical expertise and managerial proficiency, empowering healthcare professionals with essential skills in strategic leadership, patient-centric management, financial planning, and stress management. The sessions combined academic rigor with practical insights, enabling participants to navigate the evolving challenges of healthcare administration effectively. Beyond classroom learning, the MDP provided participants with holistic experiences such as yoga and mindfulness sessions, temple visits, and cultural evenings, ensuring personal enrichment alongside professional growth.

These activities encouraged reflection, team bonding, and the cultivation of emotional balance — vital traits for leaders in the medical domain.

The inaugural batch comprised 30 senior doctors, marking the beginning of a larger vision to train over 250 healthcare professionals across eight batches by November 2025. The initiative stands as a testament to IIM Bodh Gaya's commitment to nation-building through capacity development and leadership training.

The programme was conducted under the guidance of Dr. Vinita Sahay, Director, IIM Bodh Gaya, and coordinated by Prof. Swapnarag Swain and Dr. Amit Srivastava, who emphasized the importance of managerial excellence in improving healthcare delivery systems.

This collaboration between IIM Bodh Gaya and IGIMS showcases the institute's growing influence in the field of executive education and its dedication to empowering professionals who impact lives every day.



IIM Bodh Gaya hosts Sri Lankan Political Leaders

IIM Bodh Gaya invited 24 young political leaders from Sri Lanka for a specialized leadership module as part of the Young Political Leaders Programme run by the Indian Council for Cultural Relations. The event provided a unique opportunity for dialogue, learning and partnership among emerging leaders around sharing experiences and considering how to fortify democratic processes across South Asia.

The delegation included a rich cross-section of political representatives from Sri Lanka, including members of Parliament, local councilors, youth leaders and lawyers. They hailed from 15 political parties, with representatives from National People's Power, Janatha Vimukthi Peramuna, Samagi Jana Balawegaya, Sri Lanka Podujana Peramuna, Ilankai Tamil Arasu Kachchi and ten other national and local parties. The delegation of 20 male and four female delegates also included representatives from diverse cultural backgrounds, including Sinhalese, Tamil and Muslim delegates.

Director Dr. Vinita Sahay highlighted the importance of the program when she said, "This is not just an exchange of ideas, it is building democratic kinship. As prospective leaders of South Asia interact with one another at IIM Bodh Gaya, they are laying the foundation of a South Asia that is based on collaboration, caring, and common advancement." The module highlighted IIM Bodh Gaya's mission around developing leadership, dialogue, and regional cooperation among the future generation of political leaders.



Rankings and Recognition

The Indian Institute of Management Bodh Gaya has achieved another milestone by securing the 31st position in the National Institutional Ranking Framework (NIRF) 2025 under the management category. This marks a consistent upward trajectory from its 33rd position in 2024 and a remarkable leap from 53rd in 2023. Notably, IIM Bodh Gaya continues to be the only institute from Bihar ranked among the top 50 management institutes in India—a matter of pride for the state.

Under the visionary leadership of Director Prof. Vinita S. Sahay, the institute has demonstrated exceptional growth through its focus on holistic student development, innovative pedagogy, and strong industry collaborations.

This steady rise in national rankings underscores IIM Bodh Gaya's commitment to academic excellence and its expanding reputation as a premier management institute. Currently, IIM Bodh Gaya hosts more than 1500 students from over 26 states across India, enriching its diverse and dynamic campus community. The institute offers five fully residential programs—Integrated Programme in Management (IPM), MBA, MBA in Digital Business Management (DBM), MBA in Hospital and Healthcare Management (HHM), and PhD—each designed to nurture future-ready business leaders.

With its continuous progress and emphasis on quality education, IIM Bodh Gaya stands as a beacon of

academic excellence and a symbol of Bihar's growing contribution to India's higher education landscape.



MoUs

IIM Bodh Gaya Partners with AMFI to Boost Financial Literacy

The Indian Institute of Management Bodh Gaya has entered into a strategic partnership with the Association of Mutual Funds in India (AMFI) through a Memorandum of Understanding (MoU) aimed at strengthening financial literacy and practical investment education. This collaboration marks a significant move toward bridging the gap between classroom concepts and industry application in the field of finance.

Through the agreement, IIM Bodh Gaya students will benefit from industry-led programs, financial literacy workshops, and practical training modules focused on mutual funds and personal finance. These initiatives are designed to equip future business leaders with essential financial skills and investment awareness, preparing them to navigate and contribute effectively to India's rapidly evolving financial landscape.

The MoU, announced during AMFI's 30th Foundation Day celebrations on August 22, 2025, aligns with AMFI's national initiative to promote investor education and financial inclusion. Similar collaborations with institutions like IIM Shillong, IIM Visakhapatnam, and XIM University Bhubaneswar underscore AMFI's ongoing commitment to expanding its educational outreach.

With this partnership, IIM Bodh Gaya reinforces its mission to nurture socially responsible, industry-ready leaders. By integrating financial education into its curriculum, the institute continues to foster a generation of informed professionals ready to drive sustainable growth and strengthen India's journey toward a financially empowered economy.



IIM Bodh Gaya Signs MoU with Fortis Healthcare to Strengthen Healthcare Management Education

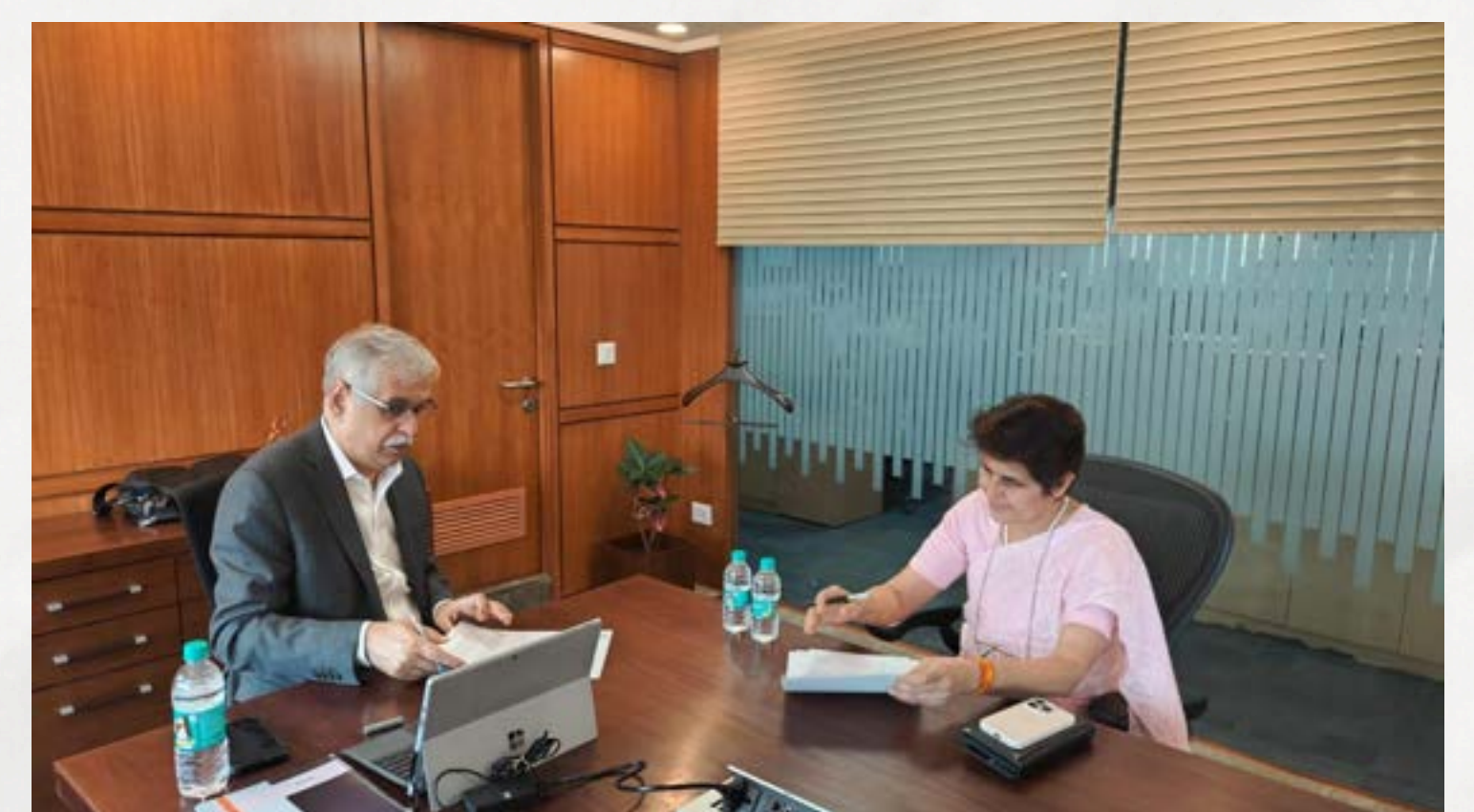
In a progressive move to fortify its commitment to healthcare management education, IIM Bodh Gaya signed a Memorandum of Understanding (MoU) with Fortis Healthcare, one of India's leading healthcare service providers. This collaboration marks a major milestone in aligning management education with real-world healthcare practices.

The MoU aims to enhance the institute's MBA (Hospital & Healthcare Management) programme by integrating industry expertise into the curriculum. Through this partnership, students will gain access to internship opportunities, live projects, guest lectures, and curated training modules developed in collaboration with Fortis Healthcare professionals.

This synergy will ensure that students are equipped with the latest managerial tools, leadership insights, and ethical perspectives to excel in the rapidly evolving healthcare ecosystem.

The signing ceremony was attended by Dr. Vinita Sahay, Director, IIM Bodh Gaya; Dr. Ashutosh Raghuvanshi, MD & CEO of Fortis Healthcare; Mr. Ranjan Pandey; and Prof. Swapnarag Swain. All dignitaries reiterated their shared vision of creating competent healthcare leaders who can balance compassion with strategic decision-making.

With this partnership, IIM Bodh Gaya strengthens its position as a hub for healthcare management education, fostering future-ready leaders capable of transforming the healthcare landscape in India and beyond.



Sports Event & Guest Session

National Sports Day 2025: A Grand Celebration of Team Spirit and Determination

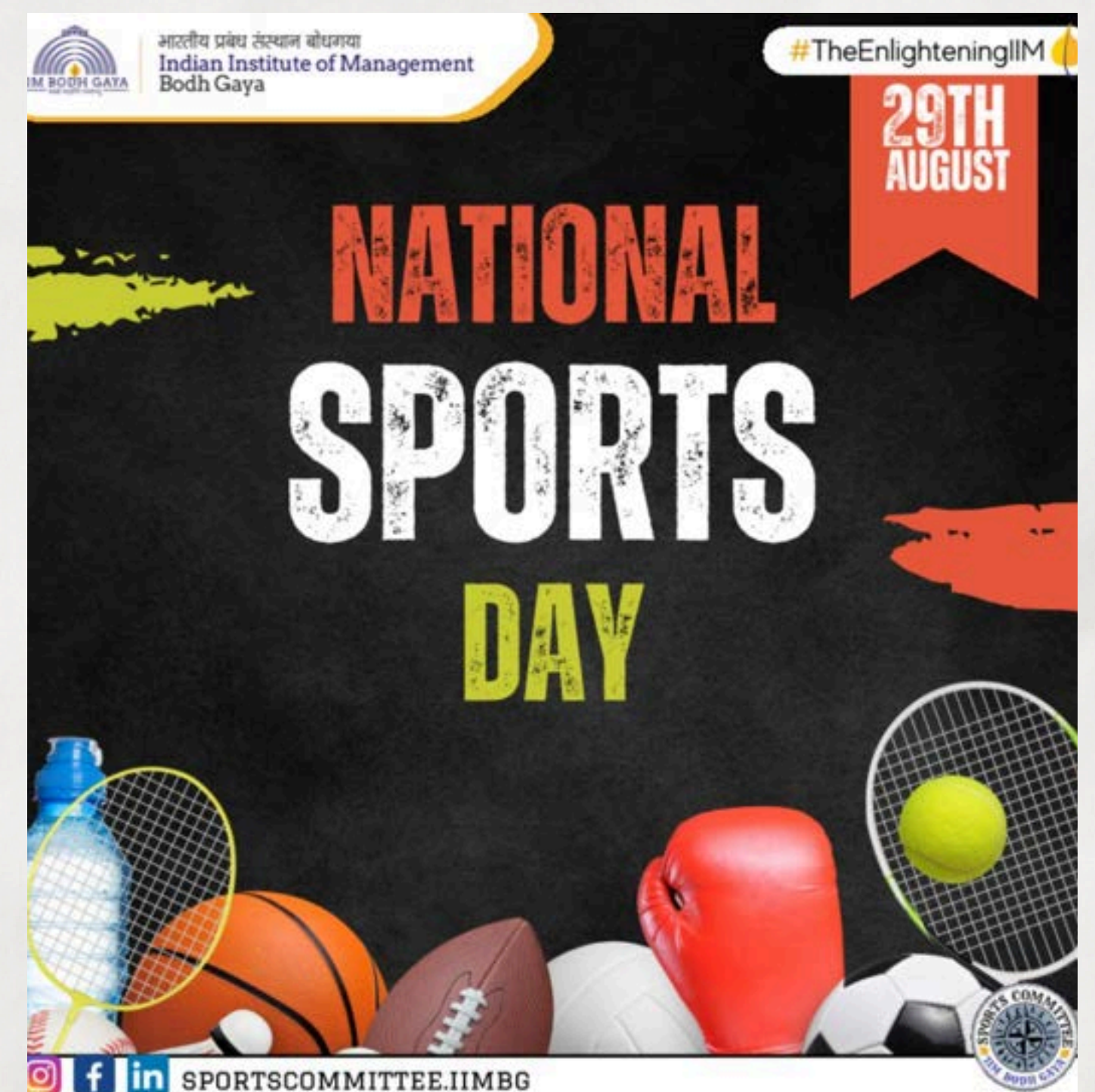
In honour of the legendary hockey icon Major Dhyan Chand, IIM Bodh Gaya celebrated National Sports Day 2025 with unmatched enthusiasm and sportsmanship. The event, held over several days, transformed the campus into a vibrant arena of energy, teamwork, and camaraderie.

The celebration brought together students from across programmes — MBA, DBM, HHM, IPM, and PhD — who competed passionately as part of four spirited teams: Azad Army, Bhagat's Battalion, Chandrashekhar's Commandos, and Swaraj Warriors. Each team reflected the values of perseverance, collaboration, and leadership that lie at the heart of IIM Bodh Gaya's culture.

A wide array of sports kept the competitive spirit alive, including Futsal, Basketball, Volleyball, Badminton, Chess, Table Tennis, Box Cricket, and Deadlift. The matches were marked by friendly rivalries, remarkable performances, and roaring cheers from the sidelines, as participants displayed incredible skill, strategy, and endurance.

Beyond competition, the event fostered a sense of community and shared purpose. Students, faculty, and staff came together not only to compete but also to celebrate fitness, teamwork, and resilience — values deeply aligned with the institute's mission of holistic development.

The week-long celebration concluded with a trophy and medal distribution ceremony, recognizing the efforts of all participants and the exceptional performances of the winners. The event stood as a tribute to Major Dhyan Chand's sporting legacy and to the unwavering spirit of India's youth. Under the guidance of Dr. Vinita S. Sahay, Director, IIM Bodh Gaya, the celebration underscored the institute's belief that education extends beyond classrooms — into the fields, courts, and hearts of its students.



Guest Lecture by Mr. Prasun Kumar, CMO – Magicbricks: Crafting Brands with Purpose

“Great brands aren't built overnight — they're positioned with purpose.”

This powerful message set the tone for an insightful guest lecture by Mr. Prasun Kumar, Chief Marketing Officer at Magicbricks, organized by IIM Bodh Gaya for its first-year MBA students. The interactive session, coordinated by Dr. Medha Srivastava, focused on the art of brand positioning and new product launch strategies in today's dynamic market landscape.

Drawing from decades of experience in marketing and brand management, Mr. Kumar shared valuable lessons on how successful brands resonate with authenticity, connect with consumer aspirations, and sustain long-term relevance.

He delved into case studies illustrating how creativity and strategic thinking must coexist for a brand to stand out in a competitive marketplace.

Students gained deep insights into consumer psychology, marketing communication, and the role of innovation in product development. The discussion also covered the challenges marketers face in the digital age — from fragmented attention spans to shifting brand loyalties — and how purposeful storytelling can bridge the gap between brand promise and consumer experience.

The session concluded with an engaging Q&A segment where students explored real-world scenarios, receiving actionable advice on how to craft impactful campaigns and build meaningful brands. Under the leadership of Dr. Vinita Sahay, Director, IIM Bodh Gaya, such industry interactions have become an integral part of the learning experience, enriching students' understanding of management beyond the classroom. The session reaffirmed the institute's mission to nurture creative, analytical, and responsible leaders ready to shape the business world of tomorrow.

Other events

Celebration of 79th Independence Day with Patriotic Fervour

IIM Bodh Gaya celebrated the 79th Independence Day with immense pride and enthusiasm, bringing together students, faculty members, staff, and their families to honour the spirit of freedom and unity.

The celebration commenced with the hoisting of the National Flag by Dr. Vinita S. Sahay, Director of IIM Bodh Gaya, followed by the singing of the National Anthem. In her address, Dr. Sahay reflected on India's journey of resilience and progress, highlighting the role of education and leadership in shaping a self-reliant nation.

The event was filled with vibrant performances that showcased the diverse talents of the IIM Bodh Gaya community. Students from the MBA and IPM programmes presented soulful group songs, energetic dances, and a thought-provoking skit. The children of faculty and staff added a touch of innocence and joy with their delightful performances, while the faculty spouses performed a melodious group song that resonated with the audience.



A special Tug of War event for the institute's security staff brought in moments of laughter and friendly competition, symbolizing the spirit of teamwork and inclusion that defines IIM Bodh Gaya.

Following the cultural programme, participants and attendees came together for light refreshments and friendly interaction, strengthening the sense of camaraderie within the campus. The celebration concluded with a friendly badminton match between students and staff, reinforcing the institute's emphasis on holistic development and healthy living.



The entire day reflected the essence of India's Independence — unity in diversity, dedication, and collective progress. As the tricolour fluttered proudly over the campus, IIM Bodh Gaya reaffirmed its commitment to nurturing responsible and ethical leaders who contribute meaningfully to the nation's growth.

Teacher's Day Celebration at IIM Bodh Gaya

Teacher's Day at IIM Bodh Gaya was a moment of celebration and gratitude for professors that devote their life, time and effort to plowing the minds of scholars to create future leaders. Students organized exciting games and activities and created several ways for the students to express deep appreciation for the professors. The event showcased a culture of mutual respect, admiration, and appreciation for professors and reminded everyone that, truly, teacher-student relationship exists far beyond the classroom. Teacher's Day at IIM Bodh Gaya was a day devoted to acknowledge not only the knowledge that every professor gives to the IIM Bodh Gaya students, but the values, patience and dedication that come with teaching at IIM Bodh Gaya.

Director Dr. Vinita Sahay graced the occasion and expressed her gratitude to faculty for their dedication to academic excellence and mentorship. She also congratulated students for making it a special day through their creativity and enthusiasm. The celebration represented the ethos of IIM Bodh Gaya as a community that values learning together, values relationships and teaching is a lifelong act of inspiration. At the conclusion of the day, smiles and conversations filled the campus, returning home with the memories that reflected the spirit of gratitude and respect that Teacher's Day represents.



IPM 05 ORIENTATION AT IIM BODHGAYA

The orientation program for IPM 05 at IIM Bodh Gaya was an upbeat celebration of the start of new chapters and the beginning of their academic journey together as the fifth batch of the Integrated Programme in Management. The cohort of 174 students, comprised of 59 girls and 115 boys and including nine international students, represented a strong cross-section of ambition, diversity, and a global perspective. The institute welcomed the cohort of young seekers of knowledge by recognizing the motivating context for scholarship, integrity and leadership that is being provided at this finance and management institute that is built to cultivate smart leaders for life now and in the future.

The orientation offered a multi-day and multi-faceted experience, engaging students in ubiquitous and multi-perspective activities that would share the values, expectations, norms, cultures and academic integrity of IIM Bodh Gaya. The faculty offered their expertise through disposition and dialogue, initiating conversations surrounding topics of personal excellence, interdependence and innovation with an honest and authentic desire to inspire continuous learning outside the walls of the classroom.

Throughout the orientation, sessions addressed the necessity of critical thinking, ethical decision making and empathy as requisite leadership skills for responsible leaders. Collaborative and interactive workshops and teambuilding activities enabled invaluable opportunities for students to connect with their peers and mentors and began to establish a sense of community.

Dr. Vinita Sahay, the director set the tone by encouraging the new cohort to accept each challenge as a learning opportunity and use it to develop. Her motivating message struck a chord with the students, as she reminded them that their journey at IIM Bodh Gaya is not only about academic excellence but also about developing as future leaders to make a difference. When the program came to an end, there was an energy and enthusiasm among the students, that echoed a sense of purpose and the start of a new experience at IIM Bodh Gaya.



International Conference on Marketing (ICM 2.0)

IIM Bodh Gaya is delighted to host the second international conference - International Conference on Marketing (ICM 2.0) on March 14-15, 2026. The theme for the conference is "AI-led Transformation in Consumer Experience and Marketing Strategies," and the objective is to bring together academia, research, and practice to the increasingly important role of artificial intelligence in modern marketing. We encourage submissions that reflect these broad concepts, as we will explore topics including marketing analytics, artificial intelligence in healthcare management, changing ways of communicating with consumers, social initiatives and responsibility in marketing, and the ethical and social implications of AI interaction in marketing.

The purpose of the conference is to encourage and develop dialogue and collaboration between academia and

The purpose of the conference is to encourage and develop dialogue and collaboration between academia and practice as we look to advance innovation in a rapidly changing marketing environment.

Under the leadership of Director Dr. Vinita Sahay, ICM 2.0 is guided by an accomplished committee featuring Dr. Chandan Parsad, Dr. Pinaz Tiwari, Dr. Anup Anurag Soren, Dr. Narayan Janakiraman, Dr. Sanjeev Tripathi, Dr. Rupinder Jindal, Dr. Bidit Dey, Dr. Aditya Gupta, and Dr. Abhi Bhattacharya.



The conference offers a valuable opportunity for participants to share research insights, exchange ideas, and engage in thought-provoking discussions on how technology is transforming the way brands connect with consumers. Submissions are open until December 5, 2025, with notifications of acceptance on December 20, 2025. The event promises to serve as an intellectual hub for exploring the future of marketing and redefining strategies for an AI-driven world. It aims to foster meaningful dialogue between academia and industry, paving the way for innovative marketing approaches and collaborative learning. Detailed information regarding conference tracks and registration is available in the official communication shared by the institute on LinkedIn.

IIM Bodh Gaya welcomes AACSB Regional Head to strengthen global accreditation efforts

On August 6, 2025, Mr. Prathap Das, Regional Head for South Asia, visited IIM Bodh Gaya as part of the institute's AACSB (Association to Advance Collegiate Schools of Business) accreditation journey. This visit marked a significant milestone in the institute's pursuit of international recognition for academic quality and institutional excellence.

Mr. Das was warmly received by Director Dr. Vinita S. Sahay and engaged in an in-depth discussion with the institute's accreditation and administrative team members,

including Dr. Teena Bharti, Dr. Arnesh Kumar, Dr. Aviral Kumar Tiwari, Dr. Chandan Parsad, Dr. Rohit Agrawal, Dr. Durba Banerjee, and Dr. Urjani Chakravarty.

The discussions focused on the Initial Self-Evaluation Report, assessing the conformity of IIM Bodh Gaya's academic and operational processes with AACSB's 2020 Business Accreditation Standards. They also highlighted continuous improvement mechanisms and strategies to strengthen global accreditation readiness. Mr. Das shared insights on best practices, expectations for the upcoming Peer Review Team visit, and methods to ensure sustained institutional progress.

Following the meeting, he was given a guided campus tour, which included the Prayagta Learning Resource Centre, the academic block, and other key facilities.

The visit offered him a closer look at the academic environment and the institute's preparedness to meet global benchmarks. The trip reaffirmed IIM Bodh Gaya's dedication to academic rigour, excellence in research, and its mission to nurture mindful, socially responsible leaders equipped to excel in a rapidly evolving global business landscape.



Orientation Programme (MBA11, DBM03, HHM03)

IIM Bodh Gaya inaugurated its Orientation Programme for the academic year 2025–27 on July 5th and 6th, marking a significant milestone with the induction of 542 students, its largest cohort to date. This includes 354 MBA students (with 51 joining through the IPM stream), 94 each in MBA-DBM and MBA-HHM programmes, and 18 Ph.D. scholars. The overall intake reflects a steady growth of 46 students from 2024, highlighting the institute’s expanding academic footprint.

The programme began with a welcome address by Prof. Vinita S. Sahay, Director of IIM Bodh Gaya, who emphasized the institute’s mission of nurturing mindful and socially responsible leaders. Mr. L. Ramkumar, Chairperson of the Board of Governors, and Mr. Sandip Ghose, Board Member, also addressed the gathering, encouraging students to embrace IIM Bodh Gaya’s spirit of purpose-driven education.

The two-day event featured thought-provoking sessions by distinguished speakers from industry, academia, and government. Eminent names included Mr. Mrutyunjay Mahapatra (RBI Innovation Hub), Mr. Roopank Chaudhary (AON India), Mr. Ashish Kulkarni (BCG), Mr. Prafulla Kumar Jain (IN-SPACE), Dr. Varun Kapoor, IPS, and Dr. Safeena A.N., IAS, among others. Their insights bridged the realms of governance, innovation, and business ethics.

Beyond speeches, the programme embraced spiritual invocation sessions, cultural performances, and team-building activities to foster collaboration, creativity, and resilience. With a more balanced academic mix—50.83% engineers and 49.17% non-engineers—and increased participation from experienced professionals, the 2025 batch reflects diversity in its truest sense.

The Orientation Programme 2025 set the stage for an enriching journey, reaffirming IIM Bodh Gaya’s commitment to academic excellence, inclusivity, and ethical leadership—values that continue to shape future leaders for a mindful tomorrow.



Janmashtami Celebration

IIM Bodh Gaya celebrated Janmashtami 2025 with great enthusiasm and devotion, blending culture, spirituality, and community spirit. Organized by the Hostel and Mess Committee, the evening began around 6:30 p.m., following the Independence Day celebrations. Students and faculty gathered to honor Lord Krishna's birth through a series of joyful festivities. The highlight of the night was the Dahi Handi event, where teams enthusiastically formed human pyramids to break the pot of curd, followed by the sharing of delicious ladoos. The celebrations captured the essence of "devotion, dance, and delight," creating an atmosphere filled with laughter, togetherness, and divine energy.



Elets World Education Summit 2025

The Elets World Education Summit 2025 concluded in New Delhi, where Dr. Vinita Sahay, Director of IIM Bodh Gaya, spoke passionately about the institute. Highlighting that IIM Bodh Gaya is now the largest IIM in terms of students — about 1,600 on campus in our full-time residential programs — she warned that educating today's generation is harder amid digital distractions and anxieties. Dr. Sahay said solutions lie within India's knowledge tradition: case-study teaching echoes storytelling roots like the Panchatantra, and ancient recognition of many forms of intelligence can inform modern pedagogy. She criticized an education hierarchy that treats higher education as status while neglecting skill development, leaving graduates jobless and industries short of skilled workers.

As an educator from Bihar, the land of Nalanda, she urged blending ancient wisdom with contemporary structures,

scaling access, and building ecosystems that recognize and nurture talent for meaningful careers.



Gyanodaya 5.0

The Indian Institute of Management Bodh Gaya successfully hosted the fifth edition of its annual management conclave, Gyanodaya 5.0, on September 20, 2025. The conclave revolved around the theme "Leading Transformation: People, Performance, and Technology in the New Era of Management," bringing together eminent industry leaders, HR professionals, and academicians for thought-provoking discussions.

The event began with an inspiring address by Dr. Vinita S. Sahay, Director, IIM Bodh Gaya, who emphasized India's global position as a knowledge powerhouse. She remarked, "The world does not look to India for technology alone, it comes to us for knowledge." Her words set the tone for a day dedicated to introspection and innovation in management practices.

The third panel examined the transformative power of Artificial Intelligence, emphasizing ethical AI integration and leadership readiness in digital transformation. The final session tackled multi-generational leadership and inclusive work cultures, stressing empathy, adaptability, and collaboration across diverse teams.



Across four engaging panels, discussions explored the evolving relationship between people, performance, and technology in shaping future-ready organizations. The first panel, featuring leaders from Adani Group, JSW Steel, and ICF, focused on nurturing modern HR capabilities and sustainable business practices. The second session delved into learning as a strategic lever for sustainability, highlighting the importance of responsible learning ecosystems.



The conclave concluded with closing reflections and a vote of thanks by Dr. Molla Ramizur Rahman, Chairperson (MBA-DBM). With its focus on empathy-driven leadership and technological agility, Gyanodaya 5.0 reaffirmed IIM Bodh Gaya's vision of developing mindful, ethical, and future-ready managers poised to lead transformation in an ever-evolving business landscape.

Inaugural Executive MBA

IIM Bodh Gaya Launches Executive MBA Programme to Nurture Mindful Leaders for the Fastest-Growing Economy



Key speakers at the inaugural event included Mr. Ninad Gadgil, CEO of Wendt India; Mr. Siddharth Balakrishna, Senior Partner at BOD Consulting; and Prof. Vinita S. Sahay, Director of IIM Bodh Gaya. Sharing their experiences and perspectives, they emphasized the importance of innovation, leadership, and adaptability in today's dynamic corporate world.

Prof. Sahay highlighted that the launch of the EMBA programme aligns with the institute's mission to cultivate leaders who combine strategic vision with mindfulness and social responsibility. She underlined IIM Bodh Gaya's focus on crafting programs that integrate academic depth with industry relevance, preparing professionals to create meaningful impact in both organizations and society.

The Indian Institute of Management Bodh Gaya has marked a major milestone with the inauguration of its first-ever Executive MBA (EMBA) programme for the 2025–27 batch. The grand orientation ceremony, held on campus, brought together distinguished leaders from academia and industry to celebrate the institute's expanding commitment to developing mindful, socially responsible, and future-ready business leaders.

The EMBA programme extends IIM Bodh Gaya's unique vision of combining academic excellence with real-world relevance, offering working professionals a curriculum designed to balance intellectual rigour with industry flexibility. The programme aims to empower participants to lead with purpose and insight in an increasingly complex global business environment.



In his address, Mr. Ninad Gadgil inspired the participants to define themselves by their actions and influence rather than their titles, while Mr. Siddharth Balakrishna spoke about the significance of clarity and precision in driving greater impact. Prof. Manoj Kumar, Chairperson of the Executive MBA programme, elaborated on how the course is tailored to accelerate leadership journeys by fostering strategic thinking, holistic business understanding, and peer learning. He also emphasized that as Bharat emerges as the world's fastest-growing and now the fourth-largest economy, it demands a new generation of visionary leaders.

The inaugural EMBA cohort reflects this vision, comprising professionals with 3 to 21 years of experience across diverse sectors, including Deloitte, PwC, Accenture, Tata Consultancy Services, NTPC, Ultratech Cement, Godrej Properties, Warner Bros. Discovery, Apollo Tyres, Siemens Technologies, Indian Bank, Bank of Maharashtra, and Hilton. Their participation underscores the growing recognition of IIM Bodh Gaya as a preferred destination for leadership development.



Inaugural Executive MBA



The orientation also witnessed active involvement from faculty and students of IIM Bodh Gaya's MBA, MBA-Digital Business Management, and MBA-Hospital & Healthcare Management programmes. This cross-participation fostered knowledge exchange and collaboration, enriching the learning experience for all attendees.

With the launch of its Executive MBA, IIM Bodh Gaya has entered a new phase of growth—strengthening its role as a bridge between academia and industry and reaffirming its commitment to shaping leaders who will drive innovation, inclusivity, and mindful growth in the global economy.



GTM Strategy Competition

IIM Bodh Gaya Concludes Go-To-Market Strategy Competition for Mediversal Healthcare with Resounding Success



The Indian Institute of Management Bodh Gaya successfully concluded the Go-To-Market Strategy Competition for Mediversal Maatri and Mediversal Health Studio, organized as part of the Mediversal Live Project. The event served as a dynamic platform for students of the MBA – Hospital and Healthcare Management program to apply their classroom learning to real-world business challenges in the healthcare sector.

Through this initiative, students designed comprehensive and practical marketing strategies tailored to enhance the market presence of Mediversal’s healthcare offerings. The competition not only allowed participants to sharpen their analytical and strategic thinking skills but also helped them understand the nuances of healthcare marketing in a rapidly evolving industry. Their ideas reflected creativity, data-driven insight, and a deep understanding of consumer behavior, aligning with IIM Bodh Gaya’s vision of fostering industry-ready professionals.

The event culminated in a felicitation ceremony where Mr. Bhanu Pratap, Co-founder and Director of Mediversal Healthcare, presented awards to the winning teams. He commended the participants for their innovative and structured approach to solving real-world business problems, emphasizing how initiatives like these bridge the gap between academic learning and practical execution. Mr. Pratap also highlighted the importance of collaboration between educational institutions and industry players in nurturing the next generation of healthcare leaders.

The competition underscored IIM Bodh Gaya’s commitment to experiential learning, a cornerstone of its pedagogy. By engaging directly with a live industry project, students gained valuable exposure to strategic decision-making, market research, and implementation challenges in the healthcare domain.

Convergence 2.0

Healthcare is more than treatment—it is the art of healing lives and restoring hope. With this belief, the Indian Institute of Management Bodh Gaya hosted its flagship Healthcare Leadership Summit, Convergence 2.0, on September 14, 2025. The event brought together an inspiring confluence of industry leaders, policymakers, healthcare professionals, and academicians under the theme “Re-imagining Healthcare Ecosystem with Technological Advancements.”

The summit commenced with an inaugural address by Dr. Vinita S. Sahay, Director, IIM Bodh Gaya, who emphasized that India must develop its own model of healthcare, rooted in accessibility and affordability. She remarked, “India cannot afford healthcare the way the West does. What we need is a nation that is well, healthy, and strong in body and spirit.” Her words set a reflective tone, calling for innovation driven by empathy and indigenous capacity building. Prof. Swapnarag Swain, Chairperson of the MBA (Hospital & Healthcare Management) programme, further highlighted the institute’s mission to foster continuous dialogue between academia and industry to nurture leaders who can reshape the healthcare landscape.

The first panel, “Innovating Healthcare with MedTech and Medical Devices,” featured distinguished voices such as Mr. Ajay Bagga (Zimmer Biomet), Mr. Manish Sardana (Vygon), and Dr. Bhupendra Tripathi (Gates Foundation). Discussions focused on India’s MedTech potential, the journey from R&D to deployment, regulatory pathways, and leveraging AI, IoT, and robotics for improved patient care. Panelists advocated for indigenous innovation under the ‘Make in India’ initiative to ensure affordable access and self-reliance.

The second session, “Healthcare Services Redefined through Digital Transformation,” explored the integration of AI-driven diagnostics, telemedicine, wearable technologies, and digital health records. Experts including Mr. Navneet Bali (Clearmedi Healthcare) and Dr. Sameer Gupta (Metro Hospitals) shared insights on how digitalisation enhances accessibility, early diagnosis, and patient engagement.

Another key discussion focused on pharmaceutical and life sciences innovation, tackling supply chain resilience, affordability, and access to advanced therapies. Thought leaders from Aurobindo Pharma, Alkem Labs, Boehringer Ingelheim, and Dr. Reddy’s Laboratories emphasised the growing relevance of clinical research, vaccine innovation, and personalised medicine in the post-pandemic era.

The concluding panel, “Provider-Payer Synergies,” underscored the importance of value-based care models, digital financial innovations, and integrated insurance systems. Industry experts like Mr. Vaibhav Arora (KPMG) and Col. Hemraj Singh Parmar (AyushPay) shared actionable strategies for improving affordability and sustainable partnerships in healthcare financing.

Convergence 2.0 served as a vibrant platform to exchange ideas, celebrate innovation, and inspire collaboration across the healthcare ecosystem. The event reaffirmed IIM Bodh Gaya’s commitment to cultivating mindful, industry-ready healthcare leaders through its MBA in Hospital and Healthcare Management, shaping a future where technology meets compassion—a future where every innovation serves humanity’s well-being.



Guest Lecture – Supriyaranjan Kar

IIM Bodh Gaya Hosts Insightful Guest Lecture on Sustainability and Climate Change in Healthcare



Reaffirming its commitment to sustainability-driven education, the Indian Institute of Management Bodh Gaya (IIM Bodh Gaya) recently hosted an engaging guest lecture by Mr. Supriyaranjan Kar, a communications and sustainability professional, on the theme “How Sustainability and Climate Change Are Transforming the Healthcare Industry’s Business Narrative.” The session was conducted as part of the “Business Communication for Healthcare Professionals” course under the institute’s MBA – Hospital and Healthcare Management program.

In his session, Mr. Kar shed light on how climate change and sustainability have become integral to redefining the healthcare sector’s strategic direction. He explained how healthcare organizations are increasingly recognizing the importance of sustainable operations—not just as a corporate responsibility, but as a business imperative that influences long-term resilience, patient care quality, and ethical governance. Drawing from real-world examples, he emphasized that the intersection of healthcare and sustainability is now shaping innovation, supply chain management, and stakeholder communication across the industry.

Reflecting on his own journey into the field, Mr. Kar shared how his exploration of sustainability, though relatively recent, has been deeply transformative. He described it as a subject that is both fascinating and challenging, given the urgency of global environmental issues. The lecture became a two-way exchange of ideas, where students contributed perspectives on healthcare’s evolving responsibility toward environmental stewardship and social equity.

The session was coordinated by Prof. Urjani Chakravarty and Prof. Sajan P.K., who expressed gratitude for Mr. Kar’s insightful contribution. His talk not only complemented the academic objectives of the course but also reinforced IIM Bodh Gaya’s broader mission of embedding sustainability and mindful leadership across all its programs.

By engaging with industry experts like Mr. Supriyaranjan Kar, IIM Bodh Gaya continues to bridge academic learning with real-world relevance, ensuring that its students are well-equipped to navigate and lead in a future where sustainability, communication, and healthcare innovation go hand in hand. The lecture further underscored the institute’s belief that mindful management and sustainable practices are essential to building resilient organizations and a healthier planet.

Tourism Led Employability Conference

IIM Bodh Gaya Convenes Conference on 'Tourism-Led Employability'



The **Indian Institute of Management (IIM) Bodh Gaya**, in collaboration with **NITI Aayog** and the **Planning & Development Department, Government of Bihar**, hosted a one-day conference on **Tourism-Led Employability** to align Bihar's tourism vision with sustainability, inclusivity, and livelihood creation.

The conference brought together officials from **Tourism, Rural Development, and Skill Development departments**, alongside MSME representatives and industry leaders, to co-develop an actionable roadmap for tourism-driven growth. **Shri Dhrijesh Kumar Tiwari, Joint Secretary, NITI Aayog**, urged a shift toward entrepreneurship-led tourism that transforms **"heritage into homes, culture into careers, and faith into future opportunities."** **Shri Nand Kishor, MD, Bihar Tourism Development Corporation**, emphasized **customer satisfaction and seamless visitor experiences**, while **Dr. Vinita S. Sahay, Director, IIM Bodh Gaya**, highlighted the institute's role in **bridging Bihar's cultural richness with modern economic potential**.

Experts from **Deloitte, PwC, Marriott, NRAI, and Jamia Millia Islamia** shared insights on employability, skills, and investment. Interactive sessions trained local youth, guides, and vendors in soft skills, storytelling, and digital practices. The conference concluded with a commitment to an action plan focusing on capacity building, innovative tourism circuits, and public-private partnerships to drive rural livelihoods and inclusive development.



Ganesh Chaturthi Celebration

IIM Bodh Gaya Celebrates Ganesh Chaturthi 2025 with Devotion, Joy and Togetherness



The Indian Institute of Management Bodh Gaya (IIM Bodh Gaya) celebrated Ganesh Chaturthi 2025 with great enthusiasm, devotion, and unity, filling the campus with an atmosphere of positivity and spiritual fervor. The celebration beautifully captured the essence of Lord Ganesha — the harbinger of wisdom, success, and new beginnings — bringing the IIM Bodh Gaya community together in faith and festivity.

The five-day celebration commenced with the Aagaman of Lord Ganesha, marking his grand arrival on campus amidst chants, music, and joy. This was followed by a series of sacred rituals, including the Satyanarayan Puja, which invoked blessings for peace, prosperity, and collective well-being. Each day witnessed students, faculty, and staff actively participating in prayers and preparations, reflecting the institute's vibrant cultural spirit.

The celebration reached its spiritual zenith during the Mahaa Aarti, where the campus resonated with soulful hymns and rhythmic chants, symbolizing devotion and gratitude. The festivities also included a Cultural Night, featuring music, dance, and performances that showcased the immense talent and enthusiasm of the IIM Bodh Gaya community, blending tradition with youthful energy.

The celebrations concluded on 31st August 2025 with the Visarjan ceremony, as students and faculty came together to bid Lord Ganesha a heartfelt farewell. Amid chants of "Ganpati Bappa Morya," the community expressed hope for renewed blessings, happiness, and prosperity in the coming year, promising to welcome him back with even greater zeal.

Ganesh Chaturthi 2025 at IIM Bodh Gaya was not merely a festival — it was a celebration of togetherness, culture, and gratitude. It once again reflected the institute's ethos of nurturing mindfulness, inclusivity, and joy among its diverse community, strengthening the bonds that make IIM Bodh Gaya not just an institute of excellence, but a home away from home.



Pragati X Lenskart

Pragati in Collaboration with Lenskart



Pragati – the CSR Committee of IIM Bodh Gaya – in collaboration with the Lenskart Foundation, successfully organized a three-day Eye Camp from 17th to 19th September 2025 across the villages of Turi Khurd, Bapunagar, Mahudar, and Turi Buzurg in Gaya district. The initiative aimed to strengthen vision care and empower rural communities through accessible healthcare.

The program was carried out under the leadership of Prof. Vinita Sahay, Director, IIM Bodh Gaya, along with Prof. Suresh K. G, Chairperson CSR Committee, and Prof. Ajith Tom Jones, Co-Chairperson CSR Committee. The active support from the Lenskart Foundation played a vital role in ensuring the smooth and successful execution of the camp.

Over the three days, more than 800 villagers received free eye check-ups, and those diagnosed with vision impairments will soon be provided with free corrective glasses. The camp was implemented through the innovative Drishti Didi model, where trained local women conducted initial screenings—blending healthcare delivery with grassroots participation and women’s empowerment.

An elderly participant shared heartfelt gratitude, saying, “Earlier, I couldn’t see distant objects clearly. After the checkup, I realized how important timely treatment is. Having this facility right here in our village means a lot to us.”

Highlighting the spirit of the initiative, Prof. Suresh K. G remarked, “At IIM Bodh Gaya, we believe in creating social impact alongside academic excellence. This collaboration with Lenskart Foundation is a step toward building healthier and more empowered rural communities.”

The initiative not only addressed critical eye healthcare needs but also promoted community leadership and women’s empowerment. With the successful completion of the camps, Pragati CSR Committee and Lenskart Foundation reaffirmed their shared commitment to driving sustainable social impact through healthcare and community engagement.



Faculty and Student Achievements

Students Achievements

Arvind Darshana

PhD candidate Arvind Darshana published a research article "Mapping the Field of Mindfulness Research in Management: Trends and Ways Forward" has been published in the Journal of Business Research. Co-authored by Chandan Parsad, Dr. Vinita Sahay, and Priyavrat Sanyal, this work highlights important trends in mindfulness research within management studies



Tejashvi Abhinav

MBA candidate Tejashvi Abhinav co-authored a research paper titled "Sandbox-Based Real-Time Cyber Attack Simulation and Analysis," published on ResearchGate. The study presents a robust framework for simulating and analyzing cyber attacks in real time, contributing to advancements in cybersecurity practices. Tejashvi's work underscores technical expertise, research rigor, and commitment to addressing contemporary challenges in digital security.



Pratham Rawal, Sailesh Pugalia, Deep Bhuptani

Pratham Rawal, Sailesh Pugalia, Deep Bhuptani cleared CFA Level 1 with their commitment and hardwork they achieved this milestone,



Punit Jain and Ganya Khurana

Punit Jain and Ganya Khurana secured their internship at Hindustan Petroleum Corporation Limited (HPCL), they achieved this milestone by reaching the semi-finals of HPCL Case Competition, their team includes Ganya Khurana, Punit Jain, Adrija Mandal and Aditi Gupta.



Faculty Publications

**Dr. C. V. Sunil Kumar**
Assistant Professor,
Operations Management & Quantitative Techniques**Title of Publication:** If sustainable farmers' income is a concern: the response strategies of agricultural supply chains**Type of Publication:** Research Paper**Journal/Conference/Publisher Name:** International Journal of Productivity and Performance Management

Dr. C. V. Sunil Kumar's recent research, published in the International Journal of Productivity and Performance Management, offers an in-depth exploration of strategic approaches within agricultural supply chains to enhance farmers' incomes sustainably. Recognizing the dual challenge of meeting rising consumer expectations while ensuring fair and stable income for farmers, the study applies an integrated hybrid analytical framework.

This framework combines multiple analytical tools to systematically evaluate, categorize, and prioritize various management strategies, providing insights into their interrelationships and overall effectiveness.

By identifying which strategies yield the highest collective impact, the study offers a structured roadmap for agribusiness stakeholders, policymakers, and development organizations seeking to implement resilient and sustainable agricultural practices.

Moreover, the framework presented is adaptable across different geographic and economic contexts, making it a valuable resource for global agricultural development initiatives. Dr. Kumar's study thus bridges theory and practice, demonstrating how data-driven strategy formulation can support both economic and social sustainability in agriculture.

Dr. Bishal Dey Sarkar
Assistant Professor,
Operations Management and Quantitative Techniques**Title of Publication:** Overcoming Barriers to Fuel Cell Electric Vehicles Adoption: Greener Environmental Governance in the Indian Subcontinent**Type of Publication:** Research Article**Journal/Conference/Publisher Name:** Elsevier – Energy

In his recent publication in Elsevier – Energy, Dr. Bishal Dey Sarkar examines the complex challenges hindering the adoption of fuel cell electric vehicles (FCEVs) in emerging South Asian economies, including India, Pakistan, and Bangladesh. Despite global momentum toward sustainable transportation, these regions face unique obstacles that limit FCEV uptake. Dr. Sarkar's study addresses this gap using a hybrid methodology integrating Exploratory Factor Analysis (EFA), Fuzzy Set Theory (FST), and the Evidential Reasoning Approach (ERA).

The methodology draws on inputs from 221 experts across five stakeholder groups, ensuring comprehensive representation of industry, policy, and technical perspectives.

The research identifies high cost, inadequate infrastructure, and shortage of skilled professionals as the most critical and stable barriers to FCEV adoption. Beyond diagnosis, the study proposes a scenario-based stability framework, enabling targeted, adaptive policy design to accelerate the transition to clean transportation in the region.

Dr. Sarkar's work provides practical, region-specific insights for policymakers, industry leaders, and environmental governance bodies. By combining rigorous quantitative analysis with actionable recommendations, the study contributes significantly to the development of strategies aimed at promoting sustainable mobility solutions and greener energy adoption in emerging markets.





Pathway

Quarterly Newsletter

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