



## THE STRATEGIC SCROLL

### EDITION HIGHLIGHTS

- Placement & Career Readiness
- Digital Marketing Initiatives
- Economic & Industry Trends
- Fintech & Digital India
- Creator Economy & Social Media
- AI-Driven Business Case Study
- Skills for Employability
- Student Engagement & Events

Warm Christmas wishes and a joyful New Year ahead!

— Chronicle Crew

**2025-2026**

Created by  
The Chronicle Crew

Under the guidance  
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Director Of SCM  
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**Give Us Feedback!!**



### THE STRATEGIC SCROLL

#### 3rd Edition

Because Success Is Not an Accident  
Every achievement begins with awareness,  
every career with preparation,  
and every leader with the courage to learn.  
The Strategic Scroll is a reflection of ambition  
where ideas meet action,  
knowledge meets purpose,  
and students transform into professionals.

#### What This Edition Stands For

- ◆ Confidence before competition
- ◆ Skills before titles
- ◆ Strategy before success
- ◆ Growth before comfort

#### Read. Reflect. Rise.

This is more than a magazine.  
It is a mindset  
to question trends, understand industries,  
build skills, and prepare for opportunities  
before they arrive.

The Future Belongs to Those Who Prepare Today

#### Presented by

School of Commerce & Management  
D. Y. Patil International University (DYPIU)

- ◆ Dream with clarity
- ◆ Learn with purpose
- ◆ Lead with confidence

# Placement Awareness Session Conducted for MBA Students at DYPIU

The School of Commerce & Management (SCM) at D. Y. Patil International University (DYPIU) organized a placement awareness session for MBA students to guide them on career opportunities and industry expectations.

The session was conducted by Ms. Jasmita Kaur, Dean – Placement,



Dr. D. Y. Patil Educational Complex, Akurdi, and Ms. Sudha Nirmale, Manager – Corporate Relations, Dr. D. Y. Patil Group. They shared valuable insights on industry hiring trends, skill requirements, resume preparation, and interview readiness.

The interactive talk helped students gain clarity on placement processes and prepare themselves for the competitive corporate environment.

The event reflected DYPIU’s strong emphasis on industry-oriented education and placement preparedness. Faculty members and students appreciated the insightful session, which helped bridge the gap between academic learning and corporate requirements.

**During the session, the speakers highlighted key aspects such as:**

- Current industry hiring trends
- Skills and competencies expected from MBA graduates
- Importance of internships, live projects, certifications, and analytics skills
- Effective resume building, interview preparation, and professional communication
- Role of industry exposure and continuous learning in securing placements

## E-Waste Collection Drive

DYPIU launched a week-long environmental initiative called the E-Waste Collection Drive, which aimed to create awareness about the rising problem of electronic waste in modern society. Students and faculty were encouraged to bring old, damaged and unused electronic items such as chargers, earphones, phones, keyboards, wires, accessories, batteries and small gadgets so that they could be disposed safely instead of ending up in landfills.



The purpose of this activity was to remind everyone that technology should not only be used responsibly but should also be discarded responsibly.

The purpose of this initiative was to spread awareness that electronic waste contains toxic materials like lead and mercury, and improper disposal harms soil, water, and health.

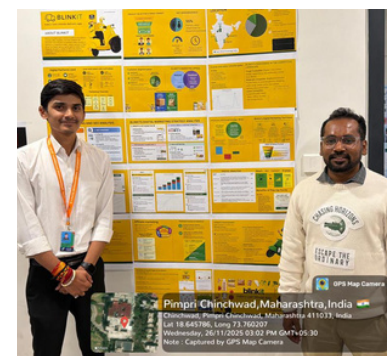
The drive ensured that all collected items will be sent to authorized recyclers for scientific disposal and material recovery, instead of ending up in landfills. This initiative played an important role in educating young minds about sustainability, recycling culture, and the harmful effects of toxic waste that electronic devices release into the environment if not handled properly. The drive built a sense of environmental responsibility among students and strengthened the idea that every individual can contribute to a cleaner and better future by taking small steps. By collecting e-waste in a systematic manner and sending it for proper recycling, DYPIU demonstrated its commitment towards building an eco-conscious campus mindset and supporting India’s long-term environmental goals for a sustainable future.

# Digital Marketing Poster Presentation Organized at DYPIU

The School of Commerce & Management (SCM) at D. Y. Patil International University (DYPIU) organized an insightful Digital Marketing Poster Presentation for MBA Marketing Analytics students, creating a dynamic platform that connected academic learning with real-world industry perspectives.



The event was designed to strengthen students’ conceptual clarity, analytical thinking, creativity, and presentation skills in the field of digital marketing. Students presented posters on diverse topics such as Search Engine Optimization (SEO), Social Media Marketing, Content Strategy, Influencer Marketing, Performance Marketing, Consumer Analytics, and



emerging digital trends. Each poster reflected extensive research, practical application, and innovative visual communication. A key highlight of the event was the presence of industry evaluators, who brought professional insights and practical expertise into the academic environment. The posters were evaluated by Mr. Aninda Sundar Das and Mr. Pushkar Tiwari, both experienced industry professionals, who closely reviewed the students’ work and provided constructive feedback based on current industry standards and market expectations.

The evaluators interacted with students individually, offering suggestions on strategy optimization, data interpretation, campaign execution, and industry best practices. Their guidance helped students understand how digital marketing concepts are applied in real business scenarios, making the learning experience more meaningful and impactful.

The entire event was conducted under the able guidance of Prof. Sheetal Bura, whose continuous mentorship, academic leadership, and encouragement played a crucial role in the successful planning and execution of the poster presentation. Her focus on experiential learning ensured that students gained not only academic knowledge but also industry-relevant exposure.

Students expressed their gratitude for the opportunity to receive feedback from industry experts. A heartfelt thank you was extended to Mr. Aninda Sundar Das Sir and Mr. Pushkar Tiwari Sir for taking the time to review the work and for sharing valuable insights that motivated students to refine their skills and approach digital marketing more strategically.

Such academic-industry interactions reflect DYPIU’s commitment to holistic education, professional readiness, and nurturing future marketing leaders equipped to thrive in the evolving digital ecosystem.

## Indian Economy at a Crossroads: Currency Pressure, Trade Gains & Strategic Growth Signals



India's economy is currently navigating a phase of mixed signals, balancing global uncertainty with strong domestic fundamentals. On the macro front, the **Indian rupee has slipped to record lows against the US dollar** due to global capital outflows and trade-related concerns. While this puts pressure on imports and inflation, timely intervention by the Reserve Bank of India has helped prevent excessive volatility and maintain market stability. A positive development comes from the **external trade sector**, where India's **trade deficit narrowed significantly** in November. Reduced imports of gold and energy, along with policy support for exports, have eased pressure on the current account and strengthened macroeconomic resilience. This improvement provides policymakers with greater flexibility in managing growth and inflation.

## India Emerges as a Global Hub for Digital Payments & Fintech Innovation

India has rapidly established itself as one of the world's leading hubs for digital payments and fintech innovation, driven by strong policy support, widespread smartphone penetration, and the success of digital public infrastructure. At the center of this transformation is the Unified Payments Interface (UPI), which has revolutionized how individuals and businesses transact.



UPI enables instant, low-cost, and secure real-time payments, making digital transactions accessible even to small vendors, rural users, and micro-enterprises. The continuous expansion of the UPI ecosystem, including features such as UPI AutoPay, credit on UPI, and international UPI linkages, has significantly boosted transaction volumes and value. India now processes billions of digital payment transactions every month, making it one of the largest real-time payment markets globally. This scale has not only improved transaction efficiency but has also strengthened trust in digital financial systems. Alongside UPI, the rapid adoption of digital wallets and fintech platforms has reshaped consumer behavior. Fintech firms offering payments, lending, insurance, wealth management, and Buy Now Pay Later (BNPL) services have expanded access to formal financial services. These innovations have played a critical role in advancing financial inclusion, particularly among first-time users, MSMEs, and underserved populations. Despite global funding slowdowns, India's fintech sector continues to show resilience, supported by a large domestic market and increasing demand for digital financial solutions. Regulatory oversight by the Reserve Bank of India has further enhanced system stability, consumer protection, and innovation-friendly growth. Together, these factors position India not just as a fast adopter, but as a global leader shaping the future of digital payments and fintech ecosystems.

At the business level, **Indian family-owned enterprises are emerging as strong growth drivers**. With rapid adoption of AI and digital technologies, many traditional firms are scaling operations, improving efficiency, and expanding into global markets. This reflects a broader shift towards technology-led productivity and competitiveness in the Indian economy.

Looking ahead, industry bodies are urging the government to focus on **investment-led growth in the Union Budget 2026–27**, emphasizing higher capital expenditure, infrastructure development, and tax reforms. Alongside this, India is actively **diversifying its export markets**, identifying new product opportunities in regions like Russia to reduce dependence on traditional trade partners.

Overall, despite short-term challenges, India's economic outlook remains **structurally strong**, supported by policy reforms, digital transformation, and robust state-level growth engines.

## Expert's Viewpoint

### Marketing Trends Shaping Indian Businesses

Marketing leaders quoted by The Economic Times highlight that Indian marketing strategies are undergoing a fundamental shift from creativity-led campaigns to data-driven, insight-led decision-making. With rapid digital adoption, brands are increasingly relying on marketing analytics, AI, and first-party data to understand consumer behaviour and measure return on investment more accurately.

Experts note that the rise of AI-powered personalization is redefining customer engagement. Indian companies are using predictive analytics to deliver customized offers, dynamic pricing, and real-time recommendations across digital platforms. This shift is particularly visible in sectors such as e-commerce, BFSI, FMCG, and D2C brands, where customer expectations for relevance and speed are high.

Another major trend is the decline of third-party cookies, pushing marketers to strengthen their own data ecosystems through loyalty programs, CRM platforms, and omnichannel integration. According to industry experts, businesses that successfully unify online and offline customer data will gain a competitive edge in targeting and retention.

Despite global economic uncertainty, marketing budgets in India are gradually shifting toward performance marketing, influencer-led content, and AI-driven campaign optimization. Experts emphasize that the future of marketing in India lies in measurable outcomes, ethical data usage, and technology-enabled storytelling, making analytics and automation indispensable tools for sustainable brand growth.

# Instagram Reels Monetization & the Creator Economy in India (2024–2025)

## From Engagement to Earnings: Algorithms, Brands, and the Race for Attention

**The Challenge:** Monetizing Attention in a Saturated Creator Market

By early 2024, Instagram Reels had become India's most dominant short-form video platform, with over 350 million monthly active users. While reach was high, monetization remained uneven especially for micro and nano creators.

Despite strong engagement, creators faced:

- Inconsistent brand deals
- Algorithm volatility
- Rising competition from YouTube Shorts, Moj, and Josh
- Declining organic reach post-2023 algorithm tightening

The central challenge was clear: How to convert views into sustainable income while retaining creators on the platform.

**The 2024–25 Inflection Point:** Why Reels Monetization Exploded

Several forces converged to trigger rapid monetization growth:

1. Platform Push & Algorithm Recalibration
  - Instagram prioritized watch time, saves, and shares over likes
  - Reels accounted for 50%+ of total time spent on Instagram by mid-2024
  - Regional-language content (Hindi, Marathi, Tamil) received algorithmic boosts
2. Brand Marketing Shift
  - Brands moved 35–40% of influencer budgets from celebrities to micro-creators
  - Average campaign CPM dropped by 25%, improving ROI
  - UGC-style Reels outperformed polished ads by 1.7x engagement
3. Monetization Tools Expansion
  - Paid brand collaborations via Meta Brand Collabs Manager
  - Affiliate tagging & in-Reel shopping links
  - Performance-based payouts (CPV & CPA models)

**The Strategies:** How Stakeholders Capitalized

### 1. Creator Playbook

- Micro creators (10K–100K followers) focused on niche authority
- Posting frequency optimized to 3–5 Reels/week
- Affiliate-first strategy reduced dependency on brand deals
- Average earnings: ₹40,000–₹1.2L/month for consistent niche creators

### 2. Brand Tactics

- Shift from one-off campaigns to always-on creator partnerships
- Preference for creators with 5–8% engagement rates
- ROI tracking via UTM links and promo codes
- D2C brands reported 22% higher conversions via Reels vs static ads

**The Impact:** Winners, Losers & Market Ripples

#### 1. Winners

- Micro & regional creators
- D2C brands and local businesses
- Creator management agencies
- Affiliate-first influencers

#### 2. Losers

- Celebrity-only influencer campaigns
- Low-engagement creators without niche focus
- Brands using traditional ad-heavy format

#### 3. Economic Ripple Effects

- Influencer marketing spend in India ₹3,500 crore in 2025
- Rise of creator-led entrepreneurship (courses, digital products)



### 3. Agency & Platform Role

- Creator management agencies bundled Reels + Stories + Lives
- Instagram introduced AI-based creator-brand matching
- Regional creator funds and bootcamps launched by Meta India
- Content Formats That Won
  - “GRWM” & day-in-life Reels
  - Before–after transformations
  - Educational reels under 30 seconds
  - Authentic storytelling over scripted promotions

### Quantified Outcomes (2025)

- Total Indian Creator Economy Value: ~\$6.5B
- Reels Contribution to Influencer Campaigns: ~65%
- Average Engagement Rate (Micro Creators): 6.2%
- Brand ROI Improvement via Reels: +28%
- Platform Dependency Risk Index: High (single-platform reliance)

### Key Insight

- The Indian creator economy shifted from viral fame to data-driven monetization.
- Creators who treated Reels as a business channel, not just a content platform, emerged as long-term winners.

# Reliance Jio's Transformation into an AI-Driven Digital Ecosystem



By 2024, Reliance Jio had firmly established itself as India's largest telecom operator, with over 470 million subscribers. However, growth in its core telecom business began to slow as market saturation increased and price competition limited further revenue expansion. At the same time, Indian consumers and enterprises were rapidly adopting digital services, creating demand for integrated platforms rather than standalone connectivity. This shift posed a strategic challenge for Jio: to move beyond low-cost telecom services and build a sustainable, high-value digital ecosystem.

In response, Jio adopted an AI-first strategy to transform its business model. The company invested heavily in artificial intelligence infrastructure and data capabilities, enabling it to leverage the massive volumes of user data generated across its network. AI was embedded into Jio's digital platforms such as JioMart, JioCinema, and JioSaavn to deliver personalized recommendations, targeted content, and customized offers. By integrating services under a single Jio ID, the company created a seamless ecosystem that increased user engagement and encouraged cross-platform usage.

Jio also focused on monetization by bundling telecom services with digital subscriptions and AI-driven offerings. Personalized pricing plans and targeted upselling helped improve average revenue per user, while freemium models encouraged gradual conversion to paid services. Simultaneously, Jio expanded into the enterprise segment by offering affordable AI, cloud, and analytics solutions tailored to Indian MSMEs. This positioned Jio as a cost-effective alternative to global cloud providers and strengthened its presence in the B2B market.

The transformation was not without risks. High capital expenditure on AI infrastructure, regulatory scrutiny related to data privacy, and the complexity of integrating multiple platforms posed significant challenges. However, Jio's scale, data advantage, and strong parent backing enabled it to manage these risks effectively. By 2025, Jio's digital services recorded strong revenue growth, ARPU improved, and its enterprise client base expanded rapidly.

Overall, Reliance Jio's journey highlights how a telecom company can successfully evolve into a technology-driven digital powerhouse. By converting connectivity into intelligence and using AI as a core strategic asset, Jio demonstrated the importance of innovation, platform integration, and data-led decision-making in sustaining long-term competitive advantage.

## Skill Development for Placements



- Focus on industry-relevant technical skills such as Excel, Power BI, SQL, Python, digital marketing analytics, and basic AI tools to enhance employability.
- Strengthen analytical and problem-solving skills, as recruiters value candidates who can think logically and make data-driven decisions.
- Develop effective communication skills, including presentation ability, interview confidence, and professional writing.
- Build strong soft skills like teamwork, adaptability, leadership, time management, and a positive work attitude.
- Gain practical exposure through internships, live projects, case studies, and simulations to bridge the gap between theory and practice.
- Stay updated with current business, economic, and industry trends to perform better in interviews and group discussions.
- Prepare thoroughly for placements by practicing aptitude tests, logical reasoning, mock interviews, and resume building.
- Create a professional online presence on platforms like LinkedIn to network and showcase skills and certifications.

## MBA Students Undertake Field Visit to Millennium Mall for ITES Assignment



As part of their ITES (Information Technology Enabled Services) assignment, MBA students conducted an educational field visit to Millennium Mall, gaining first-hand exposure to real-time retail operations. During the visit, each student was assigned a specific retail shop to observe and collect information related to technology usage, service processes, and operational practices. This structured approach enabled students to develop a deeper and more focused understanding of retail management. One such observation was carried out at GKB Optical, where students studied retail technology systems, customer service processes, visual merchandising, store layout, product positioning, and overall operational efficiency within an optical retail environment.

The field visit provided valuable practical insights into how ITES supports modern retail operations, helping students connect theoretical concepts with real-world applications. Such experiential learning activities enhance analytical skills and prepare students for industry-oriented roles.

## VBYLD Digital Quiz – Viksit Bharat by 2047



DYPIU students actively participated in the VBYLD Digital Quiz, an activity conducted under the national development vision of “Viksit Bharat by 2047.” This initiative was not just a quiz competition; it was an educational experience that made students aware of how India is transforming at a rapid pace through policy reforms, digital transformation, entrepreneurial ecosystem growth, infrastructure expansion and global economic positioning.

The purpose of this quiz was to make young citizens understand that the future of India depends strongly on the knowledge, ideas, values and contributions of today’s student generation. Through the quiz, students learned about major government missions, economic milestones, innovation policies, welfare schemes, demographic advantages, and national priorities planned for the next two decades. It created a sense of responsibility among youth – that they are not just observers but active stakeholders in India’s journey towards becoming a developed nation by 2047. This event inspired curiosity, encouraged constructive thinking and motivated students to become solution-creators for India’s growth rather than waiting for change to happen.

## Personality Development Session Conducted for Students by Placement Cell at DYPIU at DYPIU

The Placement Cell of D. Y. Patil International University (DYPIU) organized a Personality Development Session for students with the objective of enhancing their employability and professional readiness.



The session focused on key aspects such as communication skills, confidence building, professional behavior, interview etiquette, teamwork, and workplace ethics. Students were guided on how personality traits and soft skills play a vital role in placements and corporate success.

The interactive session helped students gain self-awareness and prepare themselves to meet industry expectations. Such initiatives by the Placement Cell reflect DYPIU’s commitment to holistic student development and career preparedness.

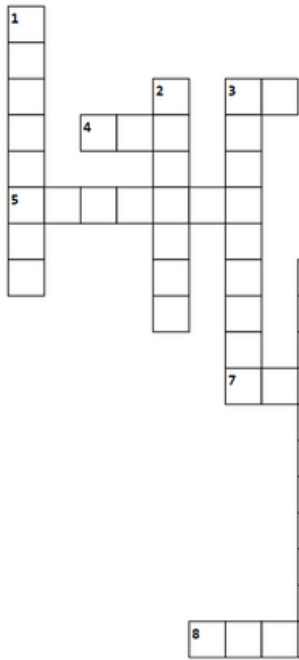
## MATLAB Workshop – Machine Learning Applications

The speaker explained that the true competitive advantage in the future will not come from machines or tools, but from humans who are driven by purpose and who know how to think independently. He highlighted that technology alone cannot create value — it is the human mind that interprets data, understands people, senses trends, designs solutions and connects dots between technology, business and society. He urged students to become mission-oriented individuals who don’t just work for a job, but work for a meaningful reason that gives direction to their career and life.



He showed how great leaders and innovators are not created by chance, but by clarity of purpose, continuous reflection, and the ability to solve real problems. This made students realize that purpose-driven learners don’t wait for opportunities they create opportunities.

## Business & Management Crossword



### Across

- 3.:Technology that enables machines to learn and think  
 4.:Digital payment system in India  
 5.MARKETING: Promotion of products using online platforms  
 6.:Process of preparing students for jobs

7.SKILLS: Skills related to communication, teamwork and attitude

8. BI : Tool used for data analysis and dashboards

### Down

- 1.:Professional networking platform for jobs and careers  
 2.:Technology-driven financial services industry  
 3.:Use of data to measure performance  
 6.MARKETING : Marketing focused on measurable results and ROI

## Did You Know?

- India is one of the largest digital payment markets, with UPI handling billions of transactions every month.
- The RBI uses repo rate changes as a major tool to control inflation and economic stability.
- Many global companies are shifting manufacturing to India under the “China +1” strategy.
- Companies following ESG practices attract more long-term and responsible investors.
- Startups today focus more on profitability than just growth, showing a shift in business strategy.

## Quick Career Tip

In interviews and presentations, employers look beyond what you know to understand how you think, analyze, and respond under pressure. They value candidates who can break down complex problems, explain their reasoning clearly, and connect concepts to real business situations. Sharing your thought process, using simple frameworks, and supporting your ideas with examples shows maturity and managerial readiness. Confident communication combined with logical thinking signals that you are prepared to handle real-world challenges, not just academic questions.

## Stay in touch with Us



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## Case Study Challenge

### IKEA's Compact Furniture in Urban India

IKEA adapted its furniture designs for Indian homes, which are often smaller than Western homes, by offering compact and multi-purpose solutions. This helped IKEA remain relevant to Indian consumers while keeping its global brand identity.

### Question:

As Marketing Head of IKEA India, how would you ensure brand identity while appealing to local consumers?

### Options:

- A) Focus entirely on compact furniture and forget global designs.  
 B) Keep only international designs and ignore local needs.  
 C) Offer a mix of global designs and compact solutions for small homes.  
 D) Rebrand IKEA India as a local furniture brand.



## Business Riddles

1. I decide whether loans become cheaper or costly. Businesses watch me, markets react instantly. What am I?
2. I'm digital, fast, and changed how India pays. From tea stalls to malls, everyone uses me. What am I?
3. I rise when demand is high and supply is low. I silently control buying decisions. What am I?
4. Companies use me to raise funds from the public market. Investors hope I'll give listing gains. What am I?
5. I focus on environment, society, and governance. Investors trust companies that follow me. What am I?

### Answer Me



Thank you for participating in our Quizzes, Case Study Challenge! 🎯 we'll also feature the photos of our winners in the next edition. So give it your best shot you might just see yourself in the spotlight! 🌟

## Editorial Team

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