



INDORE
MANAGEMENT
ASSOCIATION

IMA 33rd INTERNATIONAL
MANAGEMENT CONCLAVE 2026

TWO Days
ONE Experience

RESERVE YOUR SPACE

Thursday	Friday	Saturday	Sunday
26	27	28	01
FEBRUARY 2026			



For private circulation only

INDORE MANAGER

VOLUME XLII | ISSUE 16 | MAY - AUGUST 2025

ISSN 2278-7852



THE QUARTERLY MANAGEMENT MAGAZINE
PRICE ₹100

The world of business is evolving – not in decades, but in DMs, memes, and moments. The career landscape is evolving, driven by a generation that refuses to be boxed in by the traditional 9 to 5 framework.

Gen Z aspirations lean heavily toward independence, flexibility, and entrepreneurship. Gen Z entrepreneurs are rewriting the rules, blending creativity with commerce and choosing purpose over protocols.

In this special edition of IMA's Management Magazine, we bring together stories, insights and reflections that bridge generations. Whether you're a seasoned CEO curious about the mindset driving tomorrow's economy, or a young innovator charting your own unconventional path, this issue promises to provoke and spark fresh ideas.

How well do we truly understand the generational dynamics and aspirations of our workforce? Are our current policies and organizational structures aligned with the evolving needs of a multigenerational team?

**Welcome to Gen Z:
The New C-Suite edition!**



INDEPENDENCE

MOMENTS

FLEXIBILITY

GEN Z ASPIRATIONS

CREATIVITY

9 TO 5 JOB

DM'S

Decoding

Gen Z:

**Business
Models
& Mindsets**



PRESIDENT'S MESSAGE

Alright, fam! Let's get real for a sec. Ladies and Gentleman, Please welcome the NEW VIBE and TRIBE bringing all the business at an intersection where switching gears is the need to accelerate. The vibe shift is palpable, and it's all thanks to Gen Z. Understanding them isn't just a smart move; but a move which will navigate the business to move into SAFE ZONE and to leap forward when the WORLD moves onto next arena once AI gets more democratize. This isn't just about spotting trends; it's about seeing the future, unedited and unfiltered. No cap.

The theme of this issue, "Decoding Gen Z: Business Models & Mindsets," it is a resonant call to action. It urges us to look beyond the obvious, to delve deep into the psychological fabric, the technological power, and the ethical compass that guides these young minds. If you consider them only as a demographic to be marketed, then STOP; they are the architects of our future markets, the custodians of our alpha workforce they are a New Rhythm, A New Rhyme.

Their reality is "phygital" – a seamless blend of the physical and the digital. The 3L they follow live, learn, and lead and they do it across screens and spaces with unparalleled ease. This intrinsic digital fluency isn't just a skill; it's a mindset and creating a new digital narrative affecting their 3C, communication, consumption, and collaboration patterns. No notes.

The implications for our business models are profound. To truly engage Gen Z, businesses must create a FLEA place, be FLEXIBLE, provide LEARNING, EMBRACE Diversity, provide AUTONOMY.

The 9 to 5 cubicle culture is passé. Hybrid work models, flexible hours, thriving on the freedom to manage their productivity, valuing deliverables over hours. They seek a harmonious blend of work and life. Big flex.

For Gen Z, the learning journey is absolutely bussin'. They are not just looking for a rigid career ladder; they're all about that diverse career journey. Levelling up not in terms of lifestyle but also in terms of skill upgrade just to ensure that you are not getting ahead; but staying ahead, staying woke to new possibilities imbibing the only constant CHANGE as beautifully penned down by Gulzar again

"कोई बात, कोई चीज़ तो बदली होगी,

शाम जो ढली, सहर जो हुई, कोई तो वजह होगी।"

This profound reflection echoes the powerful shifts Gen Z brings – not loud, but impactful, changing the dynamics of our corporate culture. Deep.

So are we ready for the next seismic wave of change. Bet. And let's not only be vocal, but act locally, impact globally. Lets slay this.

Will this impact bring an end to the current leadership, surely not so what is call to action for them. Ghalib brings the thought in saying about creating OWNS IDENTITY.

"हैं और भी दुनिया में सुखनवर बहुत अच्छे,

कहते हैं कि 'Ghalib' का है अंदाज़-ए-बयाँ और!"

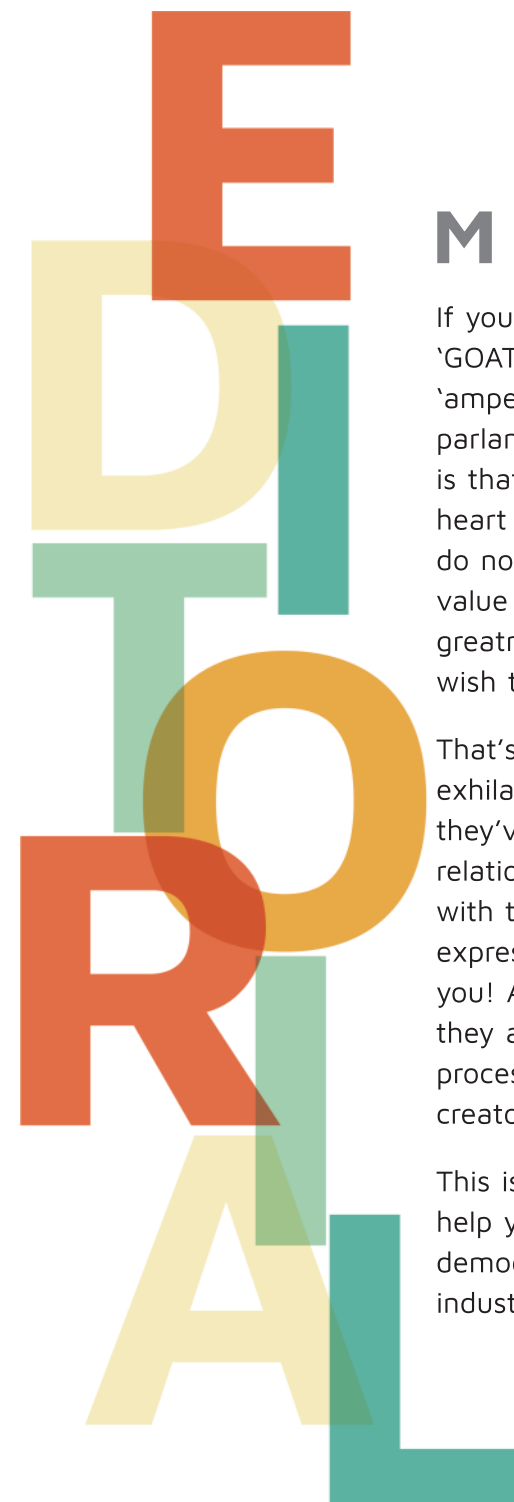
Just as Ghalib's unique voice continues to resonate through centuries, our actions today in understanding and empowering Gen Z will define the legacy of our leadership. Let's make sure our "andaaz-e-bayaan" in management does not go into YADEIN but duly verified with all badges in place be on the top scrolling list and should be a testament to foresight, adaptability, and unwavering progress. That's the tea.

So while the GEN Z changes the tone of song APNA TIME AAYEGA to APNA TIME AA GAYA, the current leadership can keep humming ZINDAGI HAR GHADI EK NAYI JUNG, JEET JAYEINGE HU TO AGAR SUNG HE...

its not about KISME KITNA he dum but HUM se he DUM.

Warm regards,
CA Navin Khandelwal, President
Indore Management Association (IMA)

Registration No. - 52079/90



MESSAGE

If you think that the terms like 'FOMO', 'Vibing', 'GOAT', 'Slay', 'Lit', 'Flex', 'Ghost', 'Soft launch' or 'amped' are Gen-Z's gifts only to our social parlance then an upgrade is sincerely due. The fact is that what these terms connote remains at the heart of how they view their 'life and work'. They do not like to miss out upon experiences, they value interpersonal synchrony above all, they chase greatness unabashedly, and they have an intrinsic wish to excel.

That's not enough! They pursue what's exhilarating, they like to let people see what they've got, they can be unpredictable in relationships, they can be restless to hit the road with their ideas, and they can be unapologetically expressive with their feelings. Well, that's Gen-Z for you! And it is only natural that every part of 'who they are' reflects in their choices of products, processes, protocols and paradigms as customers, creators, companions or collaborators.

This issue of Indore Manager makes an effort to help you delve into the psyche of this fascinating demographic cohort and examine its effects on industries, businesses and workplaces.

Editorial Team
Indore Manager

EDITORIAL BOARD

Editorial Board

Dr. Sandeep Atre
Mr. Sushil Dubey
CA Ishani Maheshwari
Ms. Neha Munshi Muchhal
Mr. Rakesh Jajoo

IMA Secretariat

Mr. Jagwant Singh Mangat
Ms. Seema Arora
Mr. Rahaber Raza
Ms. Ayushi Gour
Mr. Yash Jaiswal
Mr. Jaskirat Singh
Mr. Dev Prakash Mehra
Mr. Devilal Purohit

Designed by:
The Brand Ant

Join us on    

Twitter : www.twitter.com/IMAIndore
Facebook : www.facebook.com/groups/imaindore/
Instagram : www.instagram.com/imaindore/
linkedin : [indoremanagementassociation](https://www.linkedin.com/company/indoremanagementassociation)

Indore Management Association

Jal Auditorium, 56/1, South Tukoganj, Indore - 452001
☎ 8889996130
✉ president@imaindore.com | marketing@imaindore.com
🌐 www.imaindore.com

YES, I would like to subscribe to the Indore Manager.

Please scan the QR code & submit the form for the subscription of Indore Manager Magazine.



Terms & Conditions: Rates and offer valid in India only. Please allow 4-6 weeks of delivery of your first copy of the magazine/s by courier/post. All disputes shall be subject to Indore jurisdiction.

CONTENTS

08



Building Belonging: How Office Infrastructure is Adapting to Gen Z

Ms. Neha Munshi Muchhal
CA & CS, Director, Grant Thornton
Bharat LLP, Indore

Decoding Gen Z Business Models and Mindset

CMA Dr. Niranjn Shashtri
Associate Professor (Finance) School of
Business Management SVKM'S NMIMS Indore



06

12

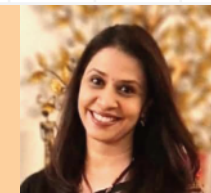


HR Perspective on Managing Gen Z in the Current Scenario

Mr. Prem Singh
President - Group HR, JK Organisation
National President, National HRD Network

Business of the Gram-Instagram Entrepreneurs

Ms. Ipsita Dash
Founder & CEO, 6yardsandmore,
New Delhi



10

16



Two Generations, One Vision: Tradition vs. Transformation in Business Practices

Mr. Anshul Agrawal
Partner, Mysore Deep Perfumery
House, Indore

Quirky Indian Business Ideas That Actually Worked

CA Ishani Maheshwari
Director Upvaas Food & Services Pvt. Ltd.



14

20



GEN Z - Bridging Generations: The New Business Mindset

Ms. Archana Agarwal
VP - Sales & Marketing,
Emerald Developers, Indore

The Gen Z Business Model: From Platform to Purpose

Mr. Aashutosh Agrawal
Co-Founder IBRICK, Indore



18

Old Practices in Work Culture

Mr. Sushil Dubey
Chief Executive Officer
Corium Consulting International



22

DECODING



Gen Z

BUSINESS MODELS AND MINDSET

Gen Z is the generation that is quietly but firmly changing the rules of business. They were born between 1997 and 2012 and have grown up in a fast-paced, often uncertain, digitally-first world. Discussion about mental health, climate change, economic instability, and constant connectivity with the outside world are parts of their daily lives. Therefore, it is understood that their mind-sets and

the ways in which they create, acquire from, and interact with businesses is different from those of earlier generations. Knowing how Gen Z thinks is essential whether you are a teacher, investor, promoter, or business owner. Gen Z is entrepreneurial, in contrast to previous generations who believed that a job was the main way to achieve financial independence.

To start up, they don't even need a full-time employee or a physical storefront. They can create e-commerce stores in their bedrooms, start side businesses, or become influencers with just a phone, ring light, and an idea. They learned how to code from YouTube. They learned how to sell from TikTok. They had the resources for both like Shopify and Instagram. Sincerity is crucial in this situation, where the individual is the brand and not just a product. Gen Z supports causes rather than making purchases. Gen Z wants to know where their money is going, who is making it, and what they are funding.

Gen Z is already looking for alternatives if your company is not inclusive, sustainable, or socially conscious. They will quickly accuse you of acting in a performative manner. Just think of how quickly companies are "cancelled" on the internet when they fail to deliver on their promises. The bright side is that Gen Z will voluntarily spread the word about a brand they trust, creating content, posting reviews, and becoming some of the most devoted consumers. Community is more than just a term to Gen Z; it's a business strategy.

They want to participate in the conversation, but they don't speak. Companies that pay attention, participate, and collaborate stand out. Rather than starting with a product, the majority of Gen Z-founded businesses begin with a sense of belonging. The distinction between client and collaborator is rapidly blurring, whether it's a beauty brand that solicits feedback directly through Instagram direct messages or a Discord group that influences app development. You're missing out on a crucial component of this generation's behavior if you don't ask your audience to participate in the process. This may surprise you: Despite their penchant for visuals and memes, Gen Z is serious about money. They grew up during lockdowns and recessions. They saw their parents struggle financially.

Therefore, despite their ambition, they are also wise and economical. They manage side projects with Venmo and Notion, invest early with apps like Robinhood, and learn about finance on sites like TikTok. They seek guidance from others and learn by doing instead of waiting for financial planners. They are resisting the "hustle till you drop" mentality at work. For them, mental health, flexibility, and meaningful work are necessities rather than extras. Even if a job pays well, they will leave it if it does not reflect their values. They want businesses to be concerned about more than just making money.

The old business model is therefore no longer effective. Gen Z needs to be collaborate with, you can't just sell to them. Old-fashioned branding isn't enough; you need openness and genuine communication. Loyalty must be earned daily; it cannot be assumed. This generation is aware of its influence. They are socially conscious, globally connected, digital natives, and surprisingly astute business people. They create trends rather than merely following them. Astute businesses are already taking notice. They are creating for Gen Z as co-navigators, makers, and collaborators in addition to consumers. Now is the time to start paying attention if you haven't already started this process.



CMA Dr. Niranjana Shashtri
Associate Professor (Finance) School of
Business Management SVKM'S NMIMS Indore

The office environment is undergoing a profound transformation, driven by the arrival of Gen Z—the most connected, socially conscious, and wellness-focused generation yet. By 2025, Gen Z is poised to comprise a significant portion of the workforce, and their expectations are fundamentally different from those of previous generations. It's no longer enough for offices to offer just physical comfort; the new paradigm is comprehensive wellbeing—mental, emotional, and social—with infrastructure built around employee experience.

BUILDING BELONGING: HOW OFFICE INFRASTRUCTURE IS ADAPTING TO Gen Z



Rethinking the Basics: From Cubicles to Collaborative, Flexible Spaces

Gone are the days when rows of desks and harsh lights embodied the “modern” office. Gen Z wants—and expects—flexibility, choice, and a sense of belonging. Inspiring examples include open-plan offices that replace rigid cubicles with fluid zones, allowing employees to select where and how they work each day. Bean bags, café-style breakout areas, and quiet focus rooms are now essential, not

luxuries. Spaces are designed to encourage both collaboration and concentration, balancing the need for social interaction and individual focus.

Customizable layouts have become the norm, with serviced offices offering spaces that can be tailored for privacy, teamwork, or relaxation. This flexibility helps companies remain agile, adapting quickly to changing team sizes or needs.

Prioritizing Mental Wellbeing at the Core

Perhaps the most striking shift is the move toward infrastructure that nurtures mental wellbeing as intentionally as physical comfort. Gen Z openly discusses mental health, expects stigma-free support, and looks for meaningful signs that an employer cares.

Quiet “wellness rooms” for mediation or relaxation, mood-enhancing biophilic design (think: plants and abundant sunlight), and on-site mental health resources are now commonplace. Employers are integrating employee assistance programs, confidential counseling, stress management workshops, and daily mood check-ins, recognizing that mental wellness is key to productivity and retention.

Moreover, companies are implementing flexible schedules, generous time-off policies, and hybrid work options so employees can better manage work-life balance. Purposeful design choices—such as gender-neutral amenities, neurodiversity accommodations, and spaces that reflect cultural inclusion—further support the holistic wellbeing of diverse teams.

The Tech-Savvy, Smart Office

For Gen Z, seamless tech integration isn't an add-on; it's a baseline requirement. High-speed Wi-Fi, AI-powered climate controls, app-based desk booking, and remote collaboration platforms are standard features in future-ready offices. Companies are harnessing AI-driven analytics to monitor workplace usage and optimize for employee comfort and safety.

Tech also powers connection: digital noticeboards, virtual wellness platforms, and hybrid conferencing tools ensure every employee, whether in-office or remote, feels equally supported and included.

Wellness Amenities Go Mainstream

Ping-pong tables and breakrooms aren't just fun perks—they're expected staples that support employee wellness, break monotony, and foster community. On-site gyms, healthy snack stations, nap pods, walking paths, and fitness challenges all contribute to morale, engagement, and wellbeing. Open-air terraces, green zones, and ergonomic

furniture further the commitment to a healthy lifestyle and reduce stress.

Some trendsetting companies have gone further: Google's smart offices are IoT-enabled to let employees adjust environmental conditions via smartphone. Airbnb and McMaster-Carr provide wellness rooms, meditation spaces, and generous mental health support, reflecting a new gold standard for people-centric offices.

Sustainability and Corporate Values

Gen Z is deeply eco-conscious, compelling companies to design offices that reflect sustainable values. Eco-friendly materials, energy-efficient lighting, and low-carbon footprints signal meaningful investment in environmental wellbeing. But it goes beyond green certifications: offices now promote a sense of purpose, connecting individual contribution to a bigger mission, which is vital for retention of Gen Z talent.

Looking Ahead

The modern office is being reimagined as a “human-ready” space—one that flexes with technology, embodies inclusivity, and champions holistic wellbeing. For business leaders, this isn't a passing trend but a long-term imperative. Investing in physical comfort, mental health resources, and community-building amenities isn't just good for Gen Z; it's good for business, driving engagement, creativity, and loyalty in a rapidly evolving world.

In this new era, vibrant offices are more than places to work. They're ecosystems that empower people to thrive—mind, body, and spirit.



Ms. Neha Munshi Muchhal
CA & CS, Director, Grant Thornton Bharat LLP, Indore

BUSINESS OF THE GRAM- INSTAGRAM ENTREPRENEURS



My Entrepreneurial Journey with 6yards & more

When I launched 6yardsandmore in 2016, it was more than a business -it was a mission to celebrate India's timeless handloom heritage and make it accessible, authentic, and affordable. By partnering directly with weavers from across the country, we ensured fair prices and preserved the dignity of the artisans whose craft forms the backbone of our brand. But the vision didn't stop at the saree - it extended to the shopping experience itself.

Online saree shopping, often left customers disappointed. At 6yardsandmore, we built a platform rooted in transparency, quality checks, and trust - where every saree shown is exactly what's delivered.

As we grew, Instagram emerged as our most powerful ally. Not just as a marketing platform, but as our digital storefront, customer care desk, and storytelling stage. With reels, behind-the-scenes clips, and draping tutorials, we turned static product listings into immersive narratives. Each post wasn't just about selling a saree - it was about telling the story of the weaver, the weave, and the women who wear them with pride. Our feed became a canvas for culture, and our followers became family.

Business of the Gram: The Rise of Social-First Brands

The world of business is evolving - not in decades, but in moments through DMs, memes etc. Instagram isn't just a platform - it's the pitch deck, the product launch, the feedback loop, and the checkout cart.

What was once the domain of storefronts, spreadsheets, and slow campaigns has now shifted to grids, reels, and DMs. Today, your pitch is a post, your marketing team fits in your smartphone. Gen Z isn't just consuming content - they're shaping what sells. From skincare to sarees, fitness to fashion - the new generation is building audience-first brands rooted in people, purpose, and platforms. Their focus isn't product-market fit, but content-community fit - launching fast, listening harder, and evolving with every comment, share, and story view.

Storytelling as Strategy

At 6yardsandmore, we didn't begin with just inventory - we began with intent. Each saree carried the story of the journey behind transforming yarn to the magical drape, the weaver and their challenges, the region, the heritage, and eventually, the wearer. That narrative gave our brand soul. We shared behind-the-scenes packing chaos, regional music, draping inspiration, and customer stories. Comments became conversations, and those turned into conversions.

Today, consumers don't want a product - they want to belong to a story. They don't want to be sold to - they want to be seen, heard, and engaged.

A digital creator doesn't just share products, they document the journey, failures included with a purpose, a personality, and a perspective.

Content Is Connection

In today's digital landscape, content must be more than promotional -it must be personal, powerful, and participatory. Here are some of the key lessons we've learned:

- **Consistency is credibility:** A predictable presence builds familiarity and trust.
- **Speed matters:** Follow trends quickly - audio, hashtags, formats.
- **Hook fast:** Capture attention within the first 2-3 seconds.
- **Keep it visual:** Use motion, color, and crisp overlays to stand out.
- **Engage, don't broadcast:** Polls, quizzes, sliders, and Q&As build community.
- **Human Touch.** Candid, chaotic, real moments matter.
- **Use AI to assist, not replace:** Stay true to your voice.
- **Language matters:** Speak in the tongue your 'Gram Fam' understands.
- **Influencers:** Not just amplifiers, they are architects of brand perception. But Gen Z doesn't look for celebrity endorsements; they trust micro and nano-influencers with real talk, real lives, and real engagement.

From Product to People: Community Is the New Currency

Modern business isn't transactional - it's relational. Gen Z doesn't just follow; they collaborate. They want to co-create, comment, vote, suggest, and shape what they see. Brands that treat customers like contributors - not just consumers -win.

Millennials vs Gen Z: Harmony Over Hype

Millennials laid the groundwork of digital presence, but Gen Z moves with the platform's pulse. They're agile, experimental, and instinctively community-first. Their businesses launching stories, grow in comments, and evolve in real-time. But there's room to learn from both worlds.

Gen Z can benefit from millennial traits like structure, scalability, and systems. Millennials, in turn, must adopt Gen Z's strengths: fearless

authenticity, speed over perfection, and culture first thinking.

Key takeaways for both:

- Don't over-plan. Post, iterate and improve.
- Understand System, Structure and Scale.
- Embrace imperfection as it Builds Relatability.
- Think like a creator, not just a seller.
- Focus on connection before conversion.

Breakthroughs and Burnouts

Breakthroughs:

- A single reel can generate more reach than a paid campaign.
- Instant feedback replaces expensive market research.
- Visibility without a physical store - anytime, anywhere. - Micro-influencers offer deeper trust and stronger ROI.

Burnouts:

- Algorithm unpredictability can tank good content.
- Creative exhaustion is real - daily content can drain.
- Battle for visibility is fierce.
- Pressure to perform may dilute authenticity.
- The temptation to "follow trends" can weaken brand values.

Final Take: It's Not Just About Being Seen - It's About Being Felt Instagram is no longer just a visibility tool - it's the engine of modern entrepreneurship. Today, people don't just buy from brands - they buy into them: their values, vibe and voice.

At 6yardsandmore, we've witnessed how powerful this platform can be -not just in reaching people, but in resonating with them. Because in today's world, attention is currency - and relevance is royalty.



Ms. Ipsita Dash
Founder & CEO, 6yardsandmore,
New Delhi

HR PERSPECTIVE ON MANAGING GEN Z IN THE CURRENT SCENARIO

Overview

As Gen Z (born 1997–2012) increasingly enters the workforce, HR leaders are confronted with the need to recalibrate talent management frameworks to align with this cohort's unique expectations and behavioural orientations. According to a Deloitte Global 2024 Gen Z and Millennial Survey, Gen Z employees prioritise: -

- Work-Life balance (27%),
- Learning Opportunities (21%) and
- Alignment with personal values (18%)

As top considerations when selecting employers. These preferences necessitate HR to adopt agile, technology-enabled, and purpose-driven engagement strategies.



Characteristics of Gen Z relevant to HR

Digital Natives: A McKinsey (2024) report notes that 80% of Gen Z expect seamless digital interfaces at work, influencing HR tech investments in collaboration tools, AI-enabled HRIS, and learning management systems.

Value-Driven Employment: Research by EY (2024) indicates that 63% of Gen Z would decline roles from organisations misaligned with their values on sustainability and DEI (Diversity, Equity, and Inclusion).

Desire for Continuous Feedback: Gallup (2023) finds that 60% of Gen Z employees prefer weekly feedback, challenging traditional annual appraisal frameworks.

Mental Health Priorities: A SHRM (2024) survey reports that 70% of Gen Z employees expect employers to actively support mental health and well-being.

A few HR Strategic thoughts for managing Gen Z

Reimagining Performance Management: Move toward continuous feedback and coaching models rather than rigid annual appraisals to meet Gen Z's expectation for real-time growth insights.

Tech-Enabled HR Ecosystems: Implement AI-driven HR tools for recruitment, onboarding, and personalised learning pathways, aligning with Gen Z's digital fluency and preference for micro learning modules.

Embedding Purpose and ESG: Articulate organisational purpose beyond profitability by aligning with ESG frameworks to attract and retain Gen Z talent.

Prioritising Mental Health and Flexibility: Expand well-being programs, offer flexible work arrangements, and train managers in empathetic leadership to address Gen Z's mental health concerns.

Building Inclusive Cultures: Given Gen Z's diversity consciousness, HR should strengthen DEI policies, including gender-neutral practices, inclusive benefits, and unconscious bias training.

Effectively managing Gen Z requires a fundamental rethinking of HR practices to foster an environment that integrates technology, flexibility, inclusion, and purpose. HR leaders must adopt a people-first, digitally forward, and values-driven approach to attract, develop, and retain Gen Z talent in a volatile, uncertain, and technology-intensive business landscape.

Organisations that proactively align their HR practices with Gen Z's expectations are likely to benefit from enhanced employee engagement, reduced attrition, and sustained innovation capabilities, ensuring workforce readiness in a dynamically evolving market.

A few Data Points for HR adaptation regarding Gen Z

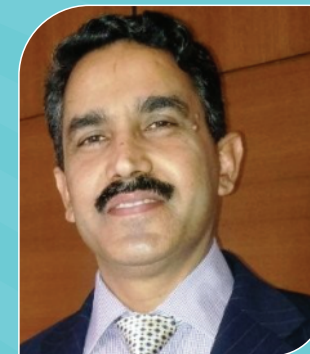
- By 2030, Gen Z will comprise 30% of the global workforce (World Economic Forum, 2024).
- Over 76% of Gen Z prefer hybrid or flexible work arrangements (Microsoft Work Trend Index, 2024).
- Nearly 55% of Gen Z employees state they would leave an employer lacking clear sustainability practices (IBM Institute for Business Value, 2024).
- 70% of Gen Z employees indicate mental health challenges during their first two years at work, making proactive mental health support an HR imperative (Harvard Business Review, 2024).

Conclusion:

In conclusion, I would also say – the generational change is a continuum, which will be an ongoing story in times to come. Every new generation will be more tech-savvy, smarter, more ambitious and more quick to learn. Their perceptions about each other will also be different. Each generation, when it reaches an advanced age, will continue to think...“during our times”...“in our age”...etc., as if that was the Golden Age!

George Orwell said “Every generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it”!

It's also a reality that at any point of time, there will be at least three, if not four generations working together. Key question is, how do we collaborate and leverage each other's strengths while complementing one another! That really matters.



Mr. Prem Singh

President – Group HR, JK Organisation
National President, National HRD Network

QUIRKY INDIAN BUSINESS IDEAS THAT ACTUALLY WORKED



In a country where chai is sold at every nook and astrologers predict your love life at traffic signals, it's no surprise that the Indian economy has been fertile ground for some of the quirkiest, downright bizarre - yet wildly successful - business ideas.

From renting barbershop chairs by the hour to cafes where you can pay to cuddle rabbits, India has proven that if your idea makes people smile, pause, or wonder "Why didn't I think of that?" you're already halfway to the bank. Let's celebrate some of the most unusual ideas that made it big, and peek into what 2025 might have in store.

1. The Cowshed Café – Because cows are family too!

In Pune, a café named Cowshed lets you sip coffee while petting cows and calves. The idea started as a rural tourism experiment but turned into a full-blown urban escape for city-dwellers craving a slice of rustic life. Guests swear it's therapeutic, and surprisingly, sales of dairy products surged too.

2. Rent-A-Chair Salons

A business model where barbers and stylists can rent a chair by the hour in a fully-equipped salon. Started by a few chains in Bengaluru and Delhi, it reduced the burden of full-time staff costs and empowered freelancers. Today, this pay-per-use model has become a gig economy darling in the grooming industry.

3. Human Billboard Services

You've seen it on Instagram. But before it was a meme, cities like Mumbai and Jaipur had agencies offering human billboards - people wearing sandwich boards or branded T-shirts, walking the streets during peak hours. Low-cost, high-visibility. Even today, it's an underground marketing hack for hyper local brands.

4. Rent A Baraat' For Introverts

Yes, a business lets you rent a dancing wedding procession for photos and videos without the actual wedding happening. From influencers to music video producers - the service took off in parts of Gujarat and Punjab.

5. Haathi Chaap: Eco-Friendly Paper From Elephant Dung

Yes - you read that right. Haathi Chaap makes handmade, eco-friendly paper products using elephant dung. What started as a conservation and craft idea in Delhi became an internationally loved brand, supplying paper, notebooks, and stationery globally.

Eco-conscious consumers loved the story, and tourists couldn't get enough of the quirky products. Proof that even poop can be profit when there's a great story behind it.

6. Dog Spot: India's Largest Pet E-Commerce Brand

Before India had a booming pet care industry, Dog Spot bet on it. An online store for pet food, toys, accessories, and even services - it became the country's most popular platform for pet parents. What felt niche at the time boomed as pet ownership in India soared. Even Ratan Tata personally invested in Dog Spot, recognizing its potential.

Quirky Business Ideas Brewing for 2025

As India gets younger, hungrier, and quirkiest, 2025 is already showing signs of delightfully weird ideas taking root. Some that are worth watching:

Sleep Cafés: Pay-per-nap pods and sleep stations at malls and corporate hubs.

Plant Rental Subscriptions: Get a fresh set of potted plants for your home or office every month, curated as per mood and season.

Virtual Pujas-on-Demand: Book a priest for an online havan or astrological reading in 30 minutes.

Zero-Cooking Hostels: PGs and hostels where you can't cook, but order unlimited curated 'ghar ka khana' via a prepaid meal card.

Memory Preservation Agencies: Start-ups offering to record and archive video messages for loved ones for the future - to be delivered on anniversaries, or after you're gone.

Well the list is endless & the mind's capacity to think business idea is horizon less!

Why Do Quirky Ideas Work in India?

Because India thrives on stories, emotions, and a dash of madness. In a land where people worship trees and hold rat temples sacred, the unusual isn't unwelcome. It's endearing. The best quirky businesses succeed because they tap into three things Indians adore:

- Novelty with Nostalgia
- A Good Laugh
- Personalized Experiences

And importantly - because in a market of 1.4 billion, there's always somebody out there crazy enough to pay for it.

Conclusion

So, if you have a seemingly bizarre idea brewing in your head - whether it's a service for overworked plants, a matchmaking app for pet turtles, or a salon for bald men - don't dismiss it too soon. In India, the line between quirky and genius is often just a viral reel away. As we roll into 2025, one thing's clear: the future of Indian business is going to be delightfully weird. And honestly - we wouldn't have it any other way.



CA Ishani Maheshwari
Director Upvaas Food & Services Pvt. Ltd.

TWO GENERATIONS, ONE VISION:

TRADITION VS. TRANSFORMATION IN BUSINESS PRACTICES

At Mysore Deep Perfumery House (MDPH), business is more than a balance sheet -it's a legacy. One that began in 1992, when my father, Mr. Prakash Agrawal, sparked an entrepreneurial journey grounded in purpose, patience, and integrity. Over the past three decades, that spark has grown into Zed Black -a leading incense brand not just in India, but across the globe.

As someone who joined the business in 2011, I've had the privilege of witnessing -and shaping -the evolution of our business model across three generations. This journey has not been about choosing between tradition and transformation, but about aligning both to create a thriving, modern, purpose-driven enterprise.

The Foundation: My Father's Era (1992-2018)

My father started MDPH with no capital, no team, and no brand -only strong values and an unwavering belief in quality. He laid the cornerstone of our company with integrity and a grassroots, relationship-led approach. In his time, business was built on consistency, discipline, and word-of-mouth trust.

Zed Black was born in this era, as a brand rooted in spirituality and everyday rituals of Indian households. Channel by channel, city by city, he built a distribution-led model. The brand grew not through advertising, but through reputation -one incense stick at a time.

In 2018, my father took a dignified step back from daily operations, but he never stepped out. Even today, he remains our strategic compass, stepping in during critical moments and major decisions -offering the wisdom of experience in a fast-changing world.

The Brand Expansion: My Brother's Era (2003-Present)

When my elder brother joined the business in 2003, he brought energy, foresight, and a sharp consumer understanding. His primary focus was on brand building, marketing, and geographic expansion. From launching powerful ad campaigns to forging a national footprint for Zed Black, he helped the brand become a household name.

He was also instrumental in fragrance innovation, staying attuned to shifting consumer preferences and emerging perfumery trends. Under his leadership, we entered new markets, expanded exports and imports, and aligned our product offerings with evolving tastes.

His era was defined by consumer connection and competitive positioning -turning Zed Black into a brand that resonated not only with tradition, but also with aspiration.

The System Builder: My Era (2011-Present)

By the time I joined in 2011, the business had a strong foundation and growing brand momentum. I realized our next challenge: how to scale efficiently while staying grounded. My focus became clear -professionalizing the organization.

I invested deeply in building scalable systems across HR, finance, operations, digital infrastructure, and IT. We brought in ERP,

improved our backend processes, built automation, and created a robust foundation for exponential growth.

While my brother pushed the brand into new markets, I worked on fortifying the backend - creating a "1 + 1 = 11" synergy. Together, we scaled at a speed and strength unimaginable just a decade earlier.

Where Gen Z Fits In

In the current era, shaped by Gen Z, we find ourselves not just reacting to change -but proactively embracing it. Gen Z values authenticity over authority, agility over hierarchy, and purpose over protocol. Their world moves in DMs, memes, and mindfulness -and our business must too.

At MDPH, we now think like them from launching purpose-driven wellness lines to building a strong digital presence and e-commerce footprint. We've shifted from product-selling to experience-creating, staying rooted in tradition but presented in a contemporary, relatable voice.

Our workforce too is now multi-generational. We believe leadership lies in harmonizing Gen Z's creativity with Gen X's resilience, blending their boldness with our business fundamentals.

The Legacy Lives On

Today, Zed Black is present in 40+ countries, producing over 3.5 crore sticks a day. But our real pride lies in being a company that reflects the past, present, and future -a legacy that honors patience and values, while embracing speed and innovation.

Because at MDPH, we don't just pass on a business - We pass on a mindset. A fragrance. A vision. One that doesn't pit generations against each other - but brings them together to co-create.



Mr. Anshul Agrawal
Partner, Mysore Deep Perfumery
House, Indore

THE GEN Z BUSINESS MODEL: FROM PLATFORM TO PURPOSE



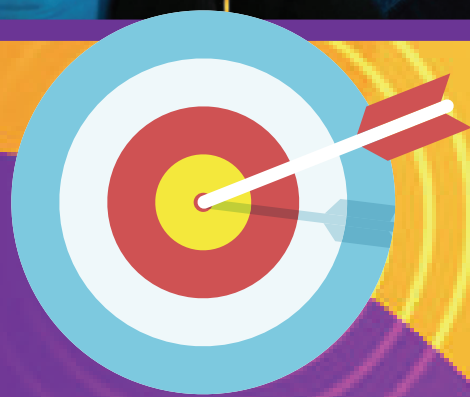
When I look back at my journey in business so far, I often think about how different the landscape is for me compared to what it was for my parents' generation.

I come from a family where the idea of "business" was simple but powerful - build trust, do good work, and rely on word-of-mouth. My father often tells me stories about how deals were sealed with a handshake, how people waited patiently for opportunities to come their way, and how even the smallest achievement brought immense pride to the whole family.

Today, things have changed. Or maybe I should say, they have evolved.

Ideas have become bigger

One big shift I've seen is how ideas have grown in scale. For my parents, business meant serving your locality, your town, maybe your city at best. Now, when I think of my company's growth, I don't limit it to just one city. I think about expanding across states, even going national or global if the opportunity makes sense.



Vulnerability is the birthplace of innovation, creativity and change.
Brene Brown

Technology has opened doors that our parents couldn't have imagined. Back then, word-of-mouth meant neighbours and relatives. Today, word-of-mouth is social media, reviews, recommendations, personal branding and a single viral post can get you clients from across the country overnight.

Thoughts have become bolder

Another thing I've realized is how our thoughts about risk have changed. Our parents' generation was more cautious and they had every reason to be. Stability mattered more than scale.

But for me, I believe if you don't take calculated risks, you stand still while everyone else moves forward. I've seen it with my own company's achievements - whenever we stepped out of our comfort zone, we grew faster. We experimented with new technologies, new ways of executing projects, and new ways of connecting with clients.

Of course, this doesn't mean we don't respect the old-school way of doing things. In fact, the trust and reputation my parents valued so much are still the foundation of my business. But now, they are supported by data, speed, and scale.

Execution is faster.

Execution is another area where I see a huge shift. My father often tells me about the time when paperwork took weeks to process. Today, I can close deals, sign contracts, and get approvals in days, sometimes hours - thanks to digital tools.

I remember a recent project where we had to coordinate with multiple decision makers spread across cities. 20 years ago, this would have been a logistical nightmare. Today, a quick video call, a shared document, and a follow-up email are enough to keep everyone on track.

This speed doesn't just help me - it helps my clients, my team, and my company's reputation as someone who delivers on promises, quickly and efficiently.

Technology is a partner, not a luxury

When my father started, technology was an add-on - if you could afford it. Today, it's the backbone of business. From design tools to project

management, from marketing to customer service - every piece of technology we adopt saves time, money, and resources.

That's where I also promoted and supported fractional investment. Technology-led models like fractional ownership change the game completely. You don't have to invest in the entire piece of land, but a part of it that fits your pockets.

By supporting these ideas and weaving them into our work, I am trying to modernize my business and execution by keeping intact the traditional goal and message.

I feel grateful to be in a generation where I can use technology to solve problems my parents' generation simply accepted as "part of the process."

Some values never change

Despite all this change, I've realized one thing hasn't changed: the importance of people.

Whether it's my parents' generation or mine, business is still built on trust, relationships, and a genuine desire to create value. The scale might be bigger, the ideas bolder, the execution faster - but the soul of the business remains the same.

When I look at where my company is today, I know it's because I've learned to blend the best of both worlds - the old-school trust of my father's generation and the new-age tools and mindset of my own.

And if there's one thing I want to pass on to the next generation, it's this - evolve your methods, but never forget your values.



Mr. Aashutosh Agrawal
Co-Founder IBRICX, Indore

GEN Z - BRIDGING GENERATIONS: THE NEW BUSINESS MINDSET



The business world has always evolved with each generation, but today, the pace of change feels almost dizzying. No longer do industries shift in decades—they transform in DMs, memes, and moments. At the heart of this rapid transformation is Gen Z: a generation that has grown up in a world where information is abundant, platforms are democratized, and personal branding is as natural as breathing. As a millennial woman entrepreneur in the real estate sector, leading sales and marketing for a premium residential project, I find myself at a fascinating crossroads. On one side, I carry the millennial DNA—shaped by the hustle culture, long working hours, and a relentless drive to prove ourselves in boardrooms still dominated by tradition. On the other side, I'm watching Gen Z redefine what success looks like, and I must admit: their audacity, creativity, and clarity are both refreshing and instructive.

Purpose Over Protocol: Millennials often chased stability before passion—we pursued structured corporate ladders, prestige-driven jobs, and "safe" industries. For many of us, purpose was a luxury, something we discovered along the way. Gen Z, however, has flipped that script. They are choosing purpose first. Whether it's climate-conscious startups, ethical fashion brands, or mental health advocacy platforms, Gen Z is unapologetically aligning their work with their values. In real estate, I've noticed this shift firsthand. The new-age homebuyers and even young talent entering our industry ask questions that weren't common ten years ago: Is the building sustainable? How does this project impact the local community? Can I work in a role that gives me both income and meaning? Their lens isn't just profit—it's purpose. And for those of us in leadership, this shift is pushing us to build businesses that are not just profitable but also responsible.

Flexibility as a Core Value: The conventional 9 to 5 is losing relevance. Millennials worked late into nights to prove commitment. Gen Z, meanwhile, demands flexibility not as a perk but as a baseline. Remote work, hybrid models, side hustles, and digital-first careers aren't "alternatives" for them; they're the default. In my own field, this shift is visible in how clients and employees engage. Prospective buyers don't always want to step into a sales lounge—they want virtual walkthroughs on their phones. Younger professionals in sales and marketing want the freedom to ideate campaigns from anywhere, often blending personal creativity with professional deliverables. This mindset has implications across industries, including mine. Sales conversations, once dominated by in-person meetings, are now being reimaged on Instagram, WhatsApp, and even TikTok. To connect with this generation as customers and colleagues, we must embrace their preferred modes of communication and trust their ability to deliver without micro-management.

Creativity Meets Commerce: If millennials were the generation of start-ups, Gen Z is the generation of creators. They don't just consume content—they build empires from it. We see teenagers monetizing YouTube channels, 20-somethings running six-figure online stores from their phones, and influencers shaping consumer choices faster than traditional ad campaigns ever could. In real estate, this is transforming how projects are marketed and sold. Gen Z buyers and tenants are swayed less by glossy brochures and more by authentic digital storytelling. A compelling Instagram reel of a lifestyle space can do more than a billboard. Community-driven branding, influencer-led home tours, and meme marketing aren't just trends—they're shaping decision-making for multi-crore investments. As a marketer, this excites me. It challenges us to step away from old-school playbooks and build campaigns that blend aspiration with relatability. Gen Z doesn't just want a home; they want a lifestyle that reflects their identity. They are drawn to brands that speak authentically, market visually, and build experiences rather than just products. At Emerald Developers, our CEO, Mr. Tapan Agarwal, ensures the same by embedding authenticity, innovation, and customer-centric storytelling into every project. Challenging Traditional Norms Perhaps the most inspiring—and sometimes intimidating—trait of Gen Z is their courage to challenge norms. They

question hierarchies, push back on rigid systems, and champion inclusivity in every form. Where millennials often adapted to "fit in," Gen Z is rewriting the rules to ensure that they belong without compromise. As a woman in leadership, I resonate deeply with this. I know the cost of fitting into outdated molds, of fighting for a seat at the table. Watching Gen Z unapologetically build their own tables is both healing and empowering. They are teaching us that leadership doesn't need to mimic the past—it can be fluid, empathetic, and inclusive.

Bridging the Generational Gap: The future of business is not about choosing between millennial discipline and Gen Z disruption—it's about synergy. Millennials bring resilience, experience, and an ability to navigate complexity. Gen Z brings fresh eyes, boldness, and digital fluency. Together, we have the potential to build business models that are both sustainable and scalable. And as I reflect on my journey, I realize the importance of intergenerational wisdom even beyond millennials and Gen Z. My father Mr. Vinod Agarwal, Chairman, Emerald Developers, who belongs to a generation that predates the millennium, continues to guide our business with visionary leadership. His ability to think long-term, to balance risk with responsibility, and to envision growth beyond trends is the bedrock of our organization. For me, the harmony of his foresight, my millennial drive, and Gen Z's fearless innovation is what will truly future-proof our business. When the wisdom of experience meets the courage of youth—and is anchored by timeless vision—we don't just decode Gen Z. We co-create a future where businesses are not only profitable but also purposeful, inclusive, and enduring.



Ms. Archhana Agarwal
VP – Sales & Marketing,
Emerald Developers, Indore

OLD PRACTICES IN WORK CULTURE

Long Working Hours: In the past, it was common for employees to work long hours. Today, there's a greater emphasis on work-life balance and fair compensation.

Less Emphasis on Diversity and Inclusion: In the past, workplaces were often less diverse and inclusive.

Hierarchical Communication: Previously, communication was strictly top-down, with little room for feedback from employees.

Paper-Based Processes: Before digital transformation, many workplaces relied on paper-based processes.

Limited Work-from-Home Options: Before the pandemic, working from home was often seen as a perk or not allowed at all.

Limited Opportunities for Professional Development: In the past, opportunities for professional development were less. Family and friends will get more opportunities.

Formal Dress Code and well-groomed appearance: In the past, workplaces often had strict dress codes, requiring formal attire and present ability.

Less Flexible Work Arrangements: In the past, work schedules were often rigid and inflexible.

Limited Focus on Employee Well-being: Historically, employee well-being was not a priority.



Mr. Sushil Dubey
Chief Executive Officer
Corium Consulting International

IMA Activities



- IMA Smart Women Awareness Program
- IMA Diksha Training Program
- IMA Contemporary Learning Session
- Three days' Workshop on AI-Powered Digital Marketing
- IMA Management Premier League
- IMA Women Brand Quiz
- IMA Brand Clinic
- IMA Student Chapter Activities
- Rendezvous - An Exclusive CEOs Meet
- Elevated Conversations
- IMA HR Conclave
- World Book Day Celebration

IMA Smart Women Awareness Program

The Indore Management Association (IMA) celebrated Women's Day with a week-long series of programs across various locations, focusing on empowerment, skill development, and financial literacy. Through workshops, discussions, and networking, the initiative recognized and supported women professionals from all sectors.

IMA organized An Awareness Program on **Financial Literacy** in March 2025, at Bonton Technomake (P) Ltd. and Vishalfab (India) Private Limited led by **CA Ishani Maheshwari**.



IMA organized Financial Literacy Session for **Healthcare Professionals**, in March 2025, at Care CHL Hospital led by **CA Ankit Karanpuria**.



IMA organized an Awareness Program on **Financial Literacy**, in March 2025, at Arihant Capital Market Ltd led by **Ms. Kavita Jain**, a renowned CNBC Awaaz panelist and Equity Research Analyst.



IMA Diksha Training Program

IMA organized **Diksha Session – In-House Training on Team Building, Personal Effectiveness, and Time Management**, in March 2025 at IPCA Laboratories, Dewas led by **Ms. Trilekha Pathak**, a renowned expert in the field.



IMA organized a session on **"Balanced Living: Financial Wisdom, Health, and Care"**, in March 2025, at Patel Motors Pvt. Ltd. Indore led by **Dr. Preeti Khandelwal** – Triathlete & Partner, Travel Funda and **CA Pooja Sharma** – Director & Creative Head, Mangilal Dudhwale Milk Products Private Limited, Indore.



IMA organized **Diksha In-House Training Session on Client Communication**, in March and April 2025, at Beyond Key Systems Pvt. Ltd. led by **Dr. Veena Dadvani**, A Corporate Trainer, Indore.



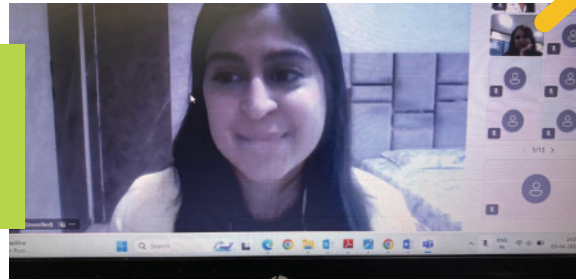
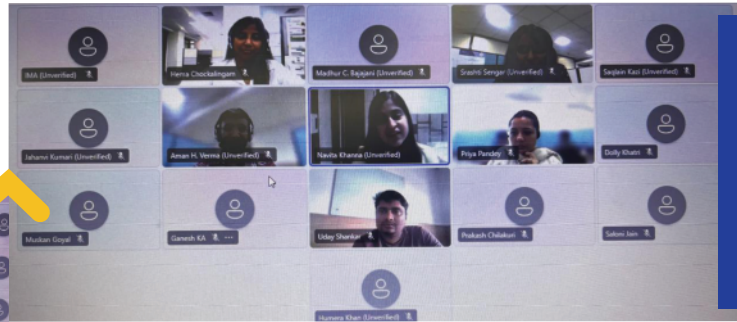
IMA organized an Awareness Program on **Financial Literacy**, in March 2025, at Impetus Technology, Indore led by **CA Rupal Mohta**, a renowned finance expert, career strategist, and advocate for women empowerment.



IMA organized Diksha **In-House Training Session on Cyber Hygiene, Security, and Awareness** for Indra Security Private Limited, in March 2025, led by **Mr. Pranay Singh Chauhan**, a distinguished Cyber Security Consultant and Corporate Trainer.



IMA organized Diksha Training Program: **Catalyst of Brainstorming**, in April 2025, led by **Ms. Navita Arora**, a distinguished Corporate Trainer and Coach.



IMA Management Development Program (DIKSHA) on **Time Management and Stress Management** in May 2025, at Baerlocher Additives India Private Limited, Dewas led by **Ms. Navita Arora**, Corporate Trainer.



IMA organized Diksha Training Program on **Ownership & Accountability**, in April 2025, at Kimirica Hunter International LLP led by **Captain Jaison Thomas**, a certified Transformational Coach.



IMA Training@Doorstep: **Communicate to Influence**, in May 2025, at Kusum Healthcare Pvt. Ltd, Pithampur led by **Dr. Veena Dadwani**, Corporate Trainer.



IMA organized Diksha Training Program on **Emotional Intelligence**, in April 2025, at Baerlocher Additives India Pvt. Ltd., Dewas led by **Ms. Navita Arora**.



IMA Contemporary Learning Session Three days' Workshop on AI-Powered Digital Marketing

IMA organized Three days' Workshop on **AI-Powered Digital Marketing with ChatGPT**, in May 2025, at Daly College of Business Management and IMA Meeting Room, Jal Auditorium Campus, Indore led by **Mr. Ayush Yadav**, Founder of VMA, **Mr. Pawan Tripathi**, Ex. VP of Digital Marketing and Partner at Digital Gurukul Indore.



IMA Management Premier League

The Management Premier League (MPL) is an experiential learning initiative by the Indore Management Association (IMA) designed to bridge the gap between academic learning and real-world management practice. MPL offers students a hands-on platform to explore leadership dynamics, strategic thinking, and decision-making through engaging simulations, competitive rounds, and mentorship from industry leaders.

It's not merely a competition — it's a transformational journey where participants step into the roles of future managers, entrepreneurs, and change-makers, discovering what it truly takes to lead with insight, integrity, and innovation.

IMA launched MPL Season 3 with an exciting **Orientation and Trophy Reveal Event**, in April 2025, at **Hotel The Park**, Indore



IMA organized MPL: The CEO Apprentice, an **Inter - College Competition**, in April 2025, at Daly College of Business Management, Indore.



IMA organized a **Mock Boardroom Challenge**, in April 2025, at **IMA Meeting Room, Jal Auditorium**



The Grand Finale of MPL Season 3 concluded on a high note, in April 2025, at **Phoenix Citadel Mall, Indore.**



IMA Women Brand Quiz

The IMA Women Brand Quiz – Season 3 witnessed an enthusiastic participation of 20 teams, with three members in each team, representing a rich mix of backgrounds — homemakers, academicians, corporate professionals, entrepreneurs. Their diversity added immense depth and perspective to the competition, making it not just a quiz, but a celebration of women’s collective intelligence, creativity, and leadership.

Through this quiz, IMA aims to acknowledge and amplify their role in shaping markets, industries, and brand stories. To bring this vision alive, we have curated a special quiz that blends engagement, intelligence, and fun — combining learning with brand awareness in a lively and inspiring way. Each edition is thoughtfully designed to ensure that knowledge meets enjoyment, creating an atmosphere filled with energy, camaraderie, and premium experiences complete with special privileges and high-value rewards.

IMA organized The Third Edition of IMA’s Women Brand Quiz, in April 2025, at Phoenix Citadel Mall, Indore



IMA Brand Clinic

The IMA Brand Clinic 2025, specially curated for women, was organized by the Indore Management Association (IMA) on April 25, 2025, at Phoenix Citadel, Indore, from 3:00 PM to 5:00 PM.

The session was designed as an interactive platform for women entrepreneurs and professionals to explore and strengthen their brand identity. The discussion focused on logo storytelling, social media strategy, and brand protection — empowering women to ensure their brands truly reflect their vision and values.

Participants also benefited from a free social media audit, personalized mentoring, and complimentary trademark registration support (terms & conditions applied).

The Brand Clinic aimed to inspire women to build authentic, impactful, and legally protected brands that stand out in today’s competitive market.



IMA Student Chapter Activities

Workshop on Methodology to Conduct a Survey organized as part of the Nurturing Neighbourhoods 2.0 initiative, in March 2025, at Indore Smart City Development Ltd.'s Board Room in Nehru Park, Indore led by **Smart City Mission**, Ministry of Housing and Urban Affairs, and the Ministry of Urban Development, with support from the Van Leer Foundation and WRI India.



IMA organized Three-day workshop titled **Campus to Corporate**, in March 2025, at **the IMA Meeting Room**, Jal Auditorium, South Tukoganj, Indore led by Dr. Raju Choudhary, **Ms. Vijeta Yadav** and **Ms. Priyanka Sharma**.



Industry Visit for the students of **Shri Vaishnav Institute of Management and Science**, Indore to **Tata International Limited**, Dewas, in April 2025.



Industry Visit for the students of **Shri Govindram Seksaria Institute of Technology and Science**, Indore, to **Sanchi Indore Sahakari Dugdh Sangh Maryadit**, in April 2025.



Industry Visit to **JSW Steel for the students of Indore Institute of Management & Research** to **JSW Steel, Indore**, in May 2025.



Rendezvous - An Exclusive CEOs Meet

Rendezvous - An Exclusive CEOs Meet, in May 2025, at Hotel Marriott, Vijay Nagar Indore, led by **Mr. Rahul Veera**, Fund Manager (Equity), Nippon Life India AIF Management Ltd, Mumbai and **Dr. Shubhada M Rao**, Founder, QuantEco, Mumbai | Former Sr. Group President & Chief Economist, YES Bank.



Elevated Conversations

“Elevated Conversations” is a unique initiative by the Indore Management Association (IMA) designed to foster meaningful dialogue among members through engaging, insightful, and thought-provoking discussions.

The idea behind the program is to create a shared space to speak, listen, question, and evolve — moving beyond routine interactions to conversations that inspire reflection and action. It brings together professionals from diverse domains to exchange perspectives on real-time, relevant themes such as leadership, innovation, economy, and social impact.

Unlike conventional seminars, Elevated Conversations adopts an interactive roundtable format, where participants rotate across multiple themed discussions, ensuring that every voice is heard and every idea contributes to collective learning.

The concept reinforces the belief that great minds deserve better conversations — ones that challenge assumptions, spark new ideas, and leave participants with insights worth sharing and stories worth retelling.

Elevated Conversations: **A Roundtable Exchange of Ideas** was held in May 2025 at the **IMA Meeting Room**, Jal Auditorium, South Tukoganj, Indore.



IMA HR Conclave

The IMA HR Conclave 2025, organized by the Indore Management Association (IMA) on April 19, 2025, at Hotel The Park, Indore, was themed “Shaping HR’s New Era: From Vision to Execution.”

The conclave brought together HR leaders and professionals to discuss the evolving role of HR, the importance of data-driven decision-making, agility, and collaboration in shaping future-ready organizations. Discussions also covered strategies for navigating technological advancements like AI and managing a diverse, multi-generational workforce.

With 12 speakers from across India, the conclave featured domain experts who shared insights on transforming workplaces through culture, capability, and compassion, and empowering individuals—especially women—to find and share their stories.

Overall, the event served as a vibrant platform to exchange ideas, experiences, and strategies to build innovative and people-centric organizations.



Tidbits

World Book Day Celebration

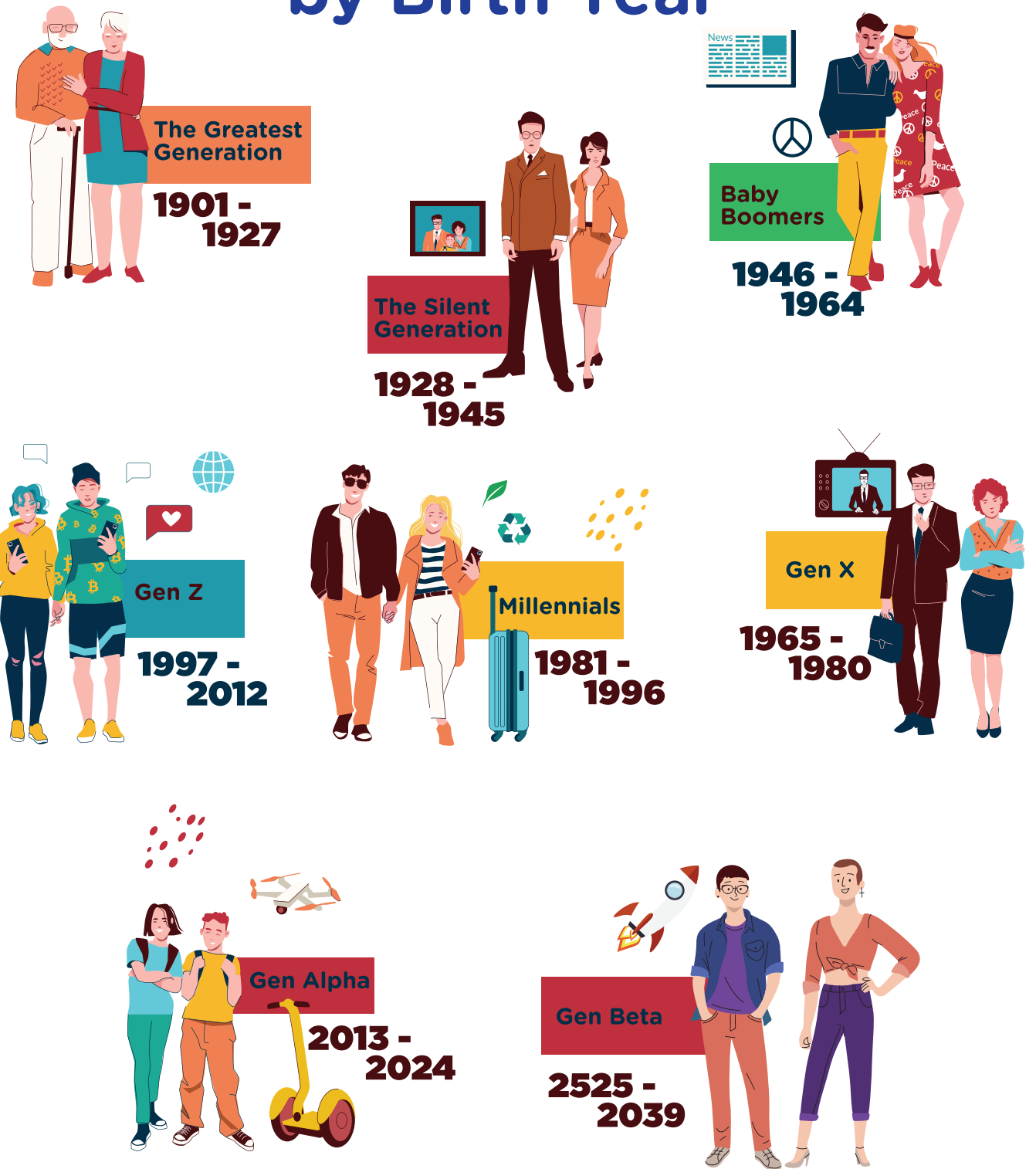
The IMA World Book Day Celebration 2025, organized by the Indore Management Association (IMA) on April 19, 2025, at Hotel The Park, Indore, celebrated the magic of books, the power of stories, and the joy of reading.

The event aimed to foster a love for reading and emphasize the role of books in personal and professional growth. Aligned with UNESCO's global World Book Day initiative, it brought together book lovers, authors, students, and professionals to share ideas and experiences inspired by literature.

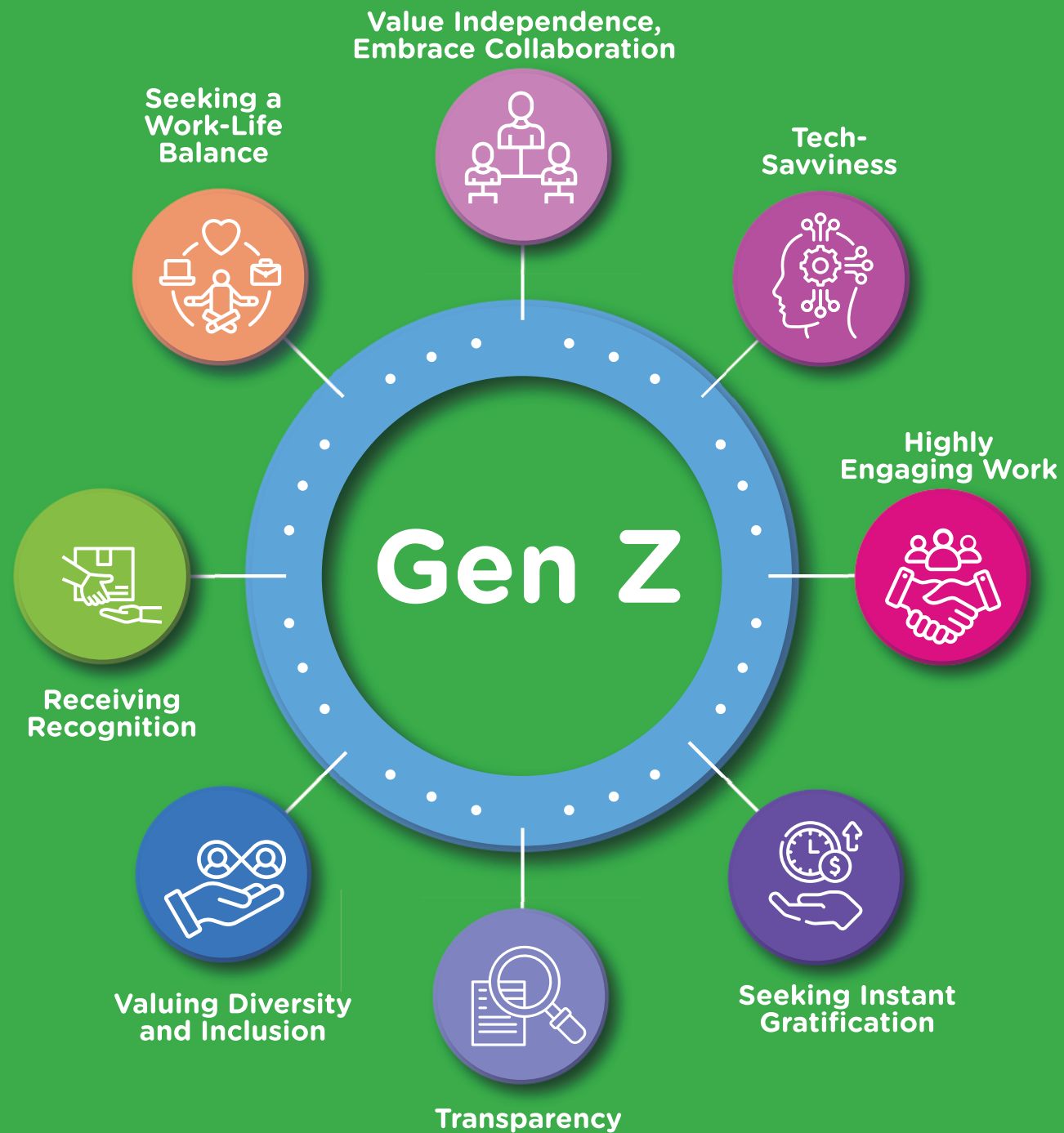
The event was hosted by Grade 11 students & led by CA Ishani Maheshwari, Director at Upvaas Food & Services Pvt. Ltd, who skillfully moderated the sessions and embodied the enthusiasm of young readers. The celebration highlighted literacy promotion, cultural connection, and social transformation through stories, encouraging reading as a lifelong habit for knowledge and inspiration.



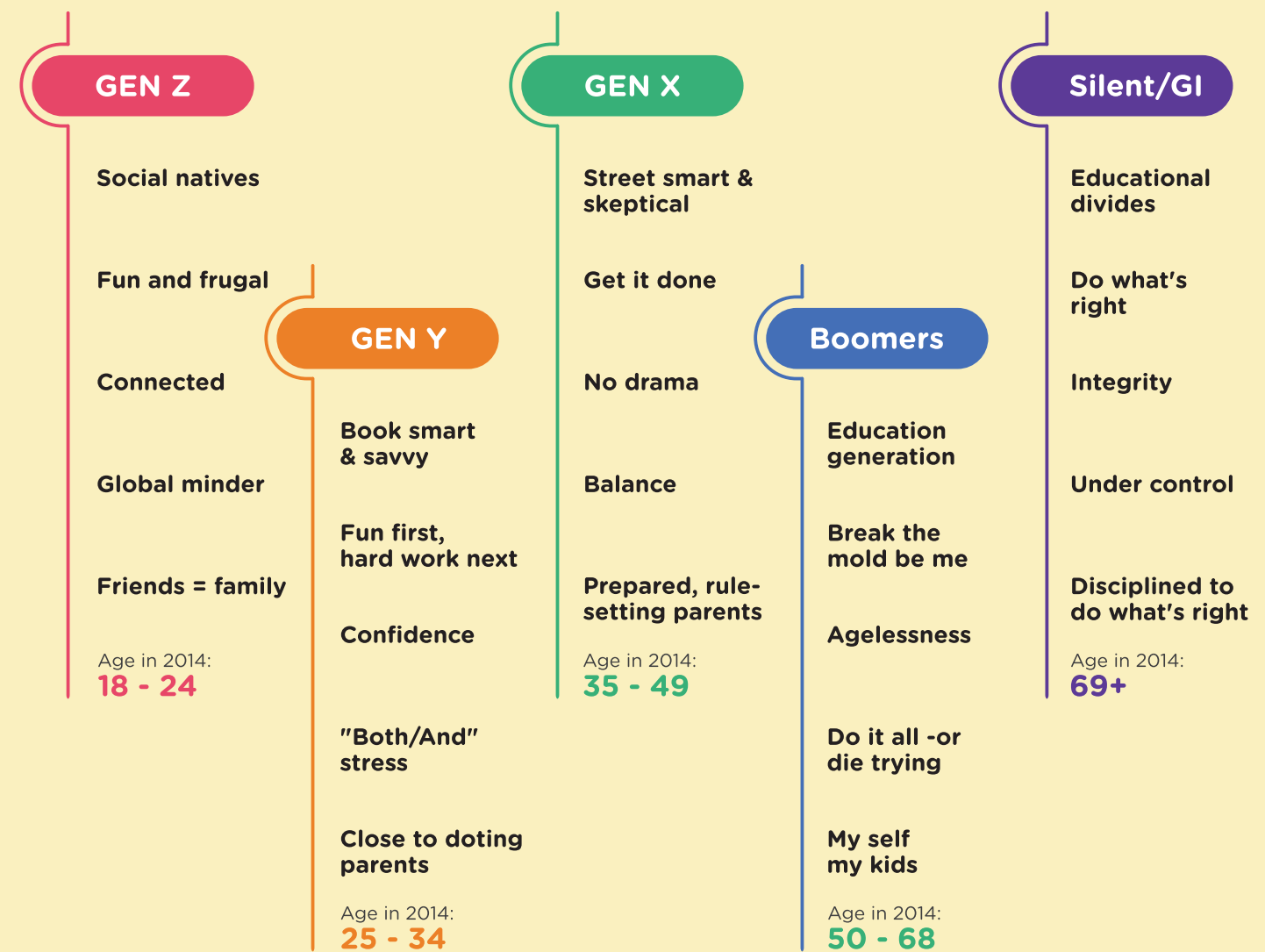
Generation Names by Birth Year



Who Are Generation Z?



Major Differences In Shopping Attitudes And Behaviors Evident Along Generational Lines






Emerald
**WORLD
PARK**

WORK | THRIVE | BELONG
A VINOD AGARWAL ENTERPRISE

Where Work Meets Well-Being

- A-3 Acre Landmark Corporate Campus
- Two Iconic Towers With A Large Central Atrium

LUXURY OFFICES
Starting From 1100 Sq. Ft.

PREMIUM HIGH STREET
Retail Spaces

 **+91-76106-76106**  **RING ROAD, INDORE**



नवेली

Timeless Jewels for
Modern Brides

NAVELI



GOLD • DIAMOND • PLATINUM • SILVER • WATCHES



PUNJAB JEWELS

Since 1950



Scan & Connect on
INSTAGRAM

Indore: AB Road • MG Road • Bada Sarafa | Bhopal: Malviya Nagar • DB Mall | www.punjabjewels.com | For enquiries: 9754032555