

PRABANDHAN 2025: THE PREMIER MANAGEMENT FEST OF IIT KANPUR

The Department of Management Sciences at IIT Kanpur successfully hosted Prabandhan 2025 on 22 and 23 March. As one of the premier management festivals, Prabandhan brought together bright minds, uniting students, industry leaders, and academicians to discuss emerging business and management trends.

The event featured a diverse range of competitions, workshops, and panel discussions. Students showcased their problem-solving acumen in Case Competitions that analyzed real-world business challenges. Business Simulations provided an opportunity to test decision-making skills in virtual market scenarios replicating genuine economic conditions. The festival also included domain-specific quizzes covering finance, operations, marketing, and strategy.

Prabandhan 2025 hosted thought-provoking Talk Sessions with esteemed guests, including Vijay Parikh, Ashutosh Chaudhary, and Balaji Raman. Industry experts such as Gauri Das, Saumya Narayan, Abhisek Gupta, and Santosh Kumar Padhy shared insights into HR. The Reflexion Panel featured discussions by Ankur Mehra, Khurshid Dordi, Runki Goswami, and Preeti Chaturvedi on the evolving corporate landscape.

A special highlight of Prabandhan 2025 was the Marketing Panel Discussion on Privacy vs. Personalization: Balancing Targeted Marketing & Data Security, featuring distinguished industry professionals Akhil Sikri, Mohit Taneja, Shashi Shekhar Pandey, and Poonam Kaul. The discussion provided deep insights into modern marketing challenges.

Another key highlight was the book launch of *Pixels to Profits* by Ankur Mehra, which delved into the intersection of technology and business strategy. The session saw active participation from students and professionals eager to gain insights into leveraging digital transformation for business growth.

The festival also introduced exciting competitions such as Vision Brands, MystiQuest and Every Second Counts (Elevator Pitch), where students demonstrated their innovative business ideas before esteemed judges. Attendees engaged in networking opportunities with corporate professionals and explored new business frontiers.

With a turnout of over 250+ participants each day, Prabandhan 2025 proved to be a dynamic and enriching experience for all. The success of the event was made possible by the generous support of our sponsors, who played a crucial role in shaping the festival.

DoMS IIT Kanpur continues to serve as a hub for management excellence, inspiring the next generation of business leaders.

