

# BHARAT FELLOWSHIP

An **immersion**-led programme designed to explore how Bharat operates.



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ITC FACTORY, JALANDHAR  
PASS NO: 0234-ADN-MNDR  
CONTAINER ID: IN-56789  
VALID: 10 AM - 6 PM



VISITOR PASS



BOARDING P  
**BHARAT**

PASSENGER:  
FUTURE LEADERS

BOARDING WILL BEGIN

INDIA

3  
PS

SHIP

masters'  
union



MUBF-0245

**6 weeks.**  
A lifetime  
of impact.



“How can I leave my mark on the world, I thought, unless I get out there first and see it?”

BY PHIL KNIGHT  
FOUNDER, NIKE



# Travel teaches you.

*Travel reshapes how you see the world and yourself.*

Travel challenges you, expands perspective, and turns the world into a classroom; sparking growth, adaptability and leadership.



A unique programme built on  
**immersive** learning through  
**real** industry ecosystems.



This is **Bharat Fellowship**



# A better way to learn.

*How real-world immersion  
turns classroom lessons into  
actionable skills.*

## PROGRAMME HIGHLIGHTS

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10+ CITIES

---

15+ INDUSTRIES

---

10+ CXO & MENTOR SESSIONS

---

3000 KMS JOURNEY ACROSS COUNTRY

---

25+ IMMERSIONS

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06 ONE DAY CHALLENGES

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CONTENT CREATION CHALLENGE

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MULTI-INDUSTRY PORTFOLIO  
DEVELOPMENT

# Elements of Fellowship Journey

Most learning happens outside the classroom through immersions, content creation and one day challenges.

## ORIENTATION

Begin with sessions that prepare you for immersions and the journey ahead.

## IMMERSIONS

Explore 10+ cities through business & cultural immersions & discover what truly makes Bharat work.

## ONE DAY CHALLENGES

24-hour business sprint where you solve a real problem, make decisions and present actionable outcomes.

## CREATOR CHALLENGE

Build your personal brand while traveling and documenting your learning journey across India.

Welcome Aboard  
**BHARAT FELLOWSHIP**



# Let's break it down.

AHEAD, A DETAILED LOOK AT EACH ELEMENT OF BHARAT FELLOWSHIP.



# Orientation



Begin your journey at the **Masters' Union** Gurugram campus with an **Orientation** designed to prepare you for **immersions, travel** and meaningful interactions with industry **leaders**.



# Travel Based Immersions

*Most learning happens outside the classroom through business immersions and cultural immersions.*

Welcome Aboard  
**BHARAT FELLOWSHIP**

## **BUSINESS IMMERSIONS**

Step into startups, factories, and corporate hubs to see strategy and leadership in action.

## **CULTURAL IMMERSIONS**

Engage with India's traditions, markets, and communities that shape real-world business.

# Immersions at a glance

For 6 weeks, students travel to new cities, visit top companies explore industries and cultures.

## HUB 1

### DELHI NCR

IMMERSIONS:



## HUB 2

### DEHRADUN

IMMERSIONS:



## HUB 3

### JALANDHAR

IMMERSIONS:



## HUB 4

### JAIPUR

IMMERSIONS:



HUB 5

**MUMBAI**

IMMERSIONS:

HUB 6

**BENGALURU**

IMMERSIONS:



*practical > theory*

*academic immersion*



DISCLAIMER: THE IMMERSIONS LISTED ARE INDICATIVE AND MAY CHANGE BASED ON PARTNER AVAILABILITY AND UNFORESEEN CIRCUMSTANCES.

# One Day Challenges

One hands-on challenge each week where students earn real revenue, create marketing campaigns, explore how consulting works and build core business skills during the programme.

Shop worth  
Rs. 5000+  
across the stalls  
Get a Starbucks  
coffee!

Thank you. Visit again  
paytm LPI  
QR code  
Start with the LPI app



# ONE DAY CHALLENGES



1

## ONE DAY PROFIT CHALLENGE

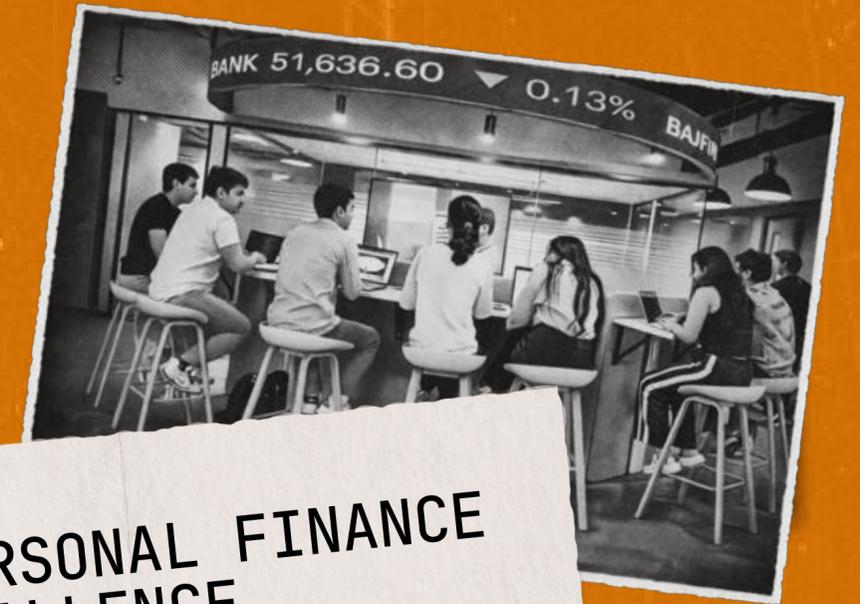
From idea to income in 24 hours - test, sell and compete on real revenue



2

## THE 24 HOURS AD CHALLENGE

Create an innovative ad concept for real brand and see if it actually lands.



3

## PERSONAL FINANCE CHALLENGE

Design your personal wealth blueprint - from budgeting to investing.



4

## AI PRODUCT CREATION

Identify a real-world problem, design an AI-powered product, define its value and test if it works.



5

## DESIGN THINKING CHALLENGE

Learn to design your way forward when answers aren't obvious and stakes are high.



6

## CONSULTING GARAGE CHALLENGE

Build a business in one day - spot an opportunity, create the solution and pitch it like a founder.

**DISCLAIMER:** THE STRUCTURE/LOCATION OF THE ODCs MAY BE MODIFIED BASED ON PROGRAMME REQUIREMENTS.

# 6 Weeks. 6 Content Challenges.

To get you started on your content journey.



# What your Week will look like

A Bharat Fellowship week combines immersions, ODCs, CXOs, networking, wellness and reflection.

MORNING

EVENING

MON

*In Class*

*Workshops*



*Wellness Hour*  
Yoga, Sports, Gym, Rest & Meditation



TUE/  
WED

*Business Immersion*



*CXO Session*



REFLECTION  
SESSION

THUR/  
FRI

Cultural  
Immersion



Peer Networking



Content Creation  
Challenge



SAT

One Day  
Challenge



ODC  
Presentation



SUN

Travel

BOARDING PASS ✈



PASSENGER TICKET & BAGGAGE CHECK  
NAME OF PASSENGER:

SURNAME / NAME

FROM: DARJEELING  
TO: LUCKNOW

FLIGHT NO: E168QT

DATE: 06/09 SEAT 26A 19:00 HRS

BOARDING PASS ✈

NAME OF PASSENGER  
SURNAME / NAME

FROM: DARJEELING  
TO: LUCKNOW

FLIGHT NO: E168QT

DATE: 06/09 SEAT 26A 19:00 HRS



DISCLAIMER:  
THE DAY SCHEDULE  
IS INDICATIVE AND  
MAY VARY ACROSS  
CITIES AND AS PER  
PROGRAMME DESIGN.

# Inside the Journey



Hub 1

# Delhi NCR

VISITS  
INVOLVE



LIBERTY

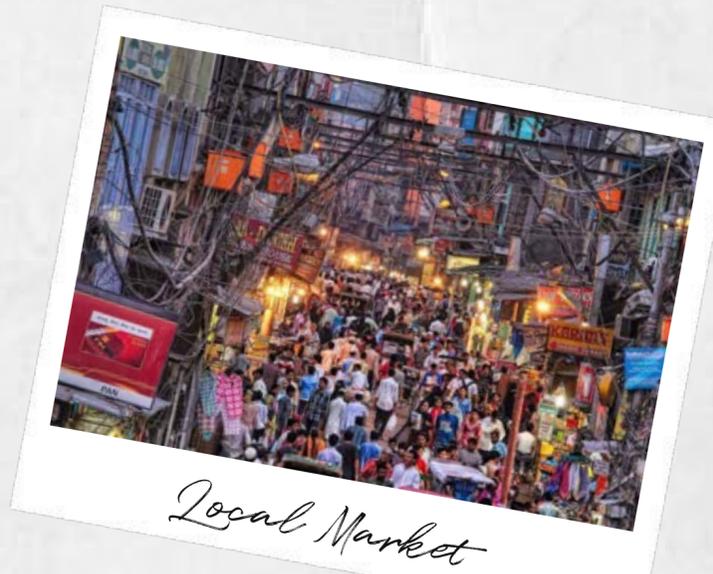


Parliament  
of India

DISCLAIMER: THE IMMERSIONS LISTED ARE INDICATIVE AND MAY CHANGE BASED ON PARTNER AVAILABILITY AND UNFORESEEN CIRCUMSTANCES.

 **ONE DAY CHALLENGE**

Consulting Garage Challenge



## LOCATION

## MACRO QUESTION

T & T  
MOTORS



How to sell aspiration, not just automobiles?

LIBERTY  
SHOES



How can Indian manufacturers build global brands sustainably and efficiently?

SKYWAYS



What does it take for Airport Cargo systems to move goods quickly, securely and at scale?



Hub 2

# Dehradun

VISITS  
INVOLVE



LOCATION

MACRO QUESTION

HERO  
MOTOCORP



What does it take to achieve manufacturing excellence at scale?

PATANJALI



How to build a mass FMCG brand rooted in traditional values?



 **ONE DAY  
CHALLENGE**

AI Product Creation Challenge



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# Hub 3

VISITS  
INVOLVE



# Jalandhar

## LOCATION

## MACRO QUESTION

ITC FOODS  
FACTORY



How to turn farm staples into multi-million-dollar brands?

LOVELY  
PROFESSIONAL  
UNIVERSITY



How does LPU operate as a large-scale education enterprise?

NIVIA  
SPORTS



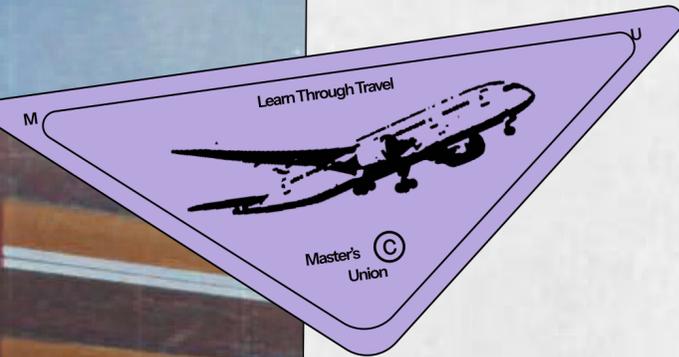
How can business expand and successfully tap into new markets?



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**ONE DAY  
CHALLENGE**

One Day Profit Challenge



# Hub 4 Jaipur

VISITS  
INVOLVE

IJYA  
jewellery

JAIPUR RUGS

CARS 24

Minimalist



**ONE DAY  
CHALLENGE**

The 24-hour Ad Challenge

LOCATION

MACRO QUESTION

JAIPUR  
RUGS



Can global luxury be built on rural India's craftsmanship?

IJYA  
JEWELLERY



How do trust, certification and reputation drive value in the gemstone industry?

CARS24



How to scale a used car marketplace in a trust-deficit industry?

MINIMALIST



How to build and scale a profitable D2C brand in a competitive beauty market?

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# Hub 5 Mumbai

VISITS  
INVOLVE



## LOCATION

## MACRO QUESTION

RSVP  
MOVIES



How do production houses decide between a theatrical release and an OTT platform for a film?

DABBAWALAS



How does the Dabbawala system achieve near-zero error at scale?

BSE



How do stock exchanges manage crores of investors trading every day?



**ONE DAY  
CHALLENGE**

Personal Finance Challenge

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Hub 6

VISITS INVOLVE



# Bengaluru



## LOCATION

## MACRO QUESTION

ZERODHA



How to design a product that forms habits and keeps users coming back?

MEESHO



How to create successful category strategies for digital marketplaces?

THE RENOVATION LAB



How can design thinking transform everyday living spaces into innovative systems?

OLA



What does it take to build large-scale EV manufacturing in India?



**ONE DAY CHALLENGE**

Design Thinking Challenge



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# Faculty

*Guided by educators, thinkers  
and industry pioneers.*



**Mr. Manoj Kohli**  
Former CEO



**Dr. Nandini Seth**  
PhD, IIM Bangalore



**Saurabh Sengupta**  
Ex- Senior Vice President



**Sanjeev Bhasin**  
Former Director



**Dr. Bhupesh Manoharan**  
Ph.D, IIM Calcutta



**Rajat Mathur**  
Former Managing Director

Morgan Stanley



**Rajiv Gupta**  
Ex- Vice President, Sales  
& Marketing



# Join The Cohort

Travel, grow and build with a dynamic peer group - sharpening your skills through experiential learning.

1

## ONLINE APPLICATION

Apply online. Just tell us who you are and why Bharat Fellowship

2

## INTERVIEW WITH INDUSTRY & ACADEMIC EXPERTS

No panels. No committees. Just you and a leader who's built real businesses.

3

## DECISIONS MADE ON A ROLLING BASIS

We move fast. Exceptional talent doesn't wait - and neither do we.



# Scholarships



*Named after iconic Indian trains, each scholarship supports a different kind of journey whether of need, grit, brilliance, or creativity.*

1

**THE UDAY  
EXPRESS  
GRANT**

For students with strong potential and limited means.

2

**THE SAMTA  
EXPRESS  
FELLOWSHIP**

For the diverse, remote and underrepresented.

3

**THE PALACE  
ON WHEELS  
FELLOWSHIP**

For creatives, storytellers, and cultural entrepreneurs.

4

**THE  
DURONTO  
FELLOWSHIP**

For the fearless builders and founders.

5

**THE VANDE  
BHARAT  
SCHOLAR**

For academically exceptional minds shaping the future.

# The Masters' Union Story.

*Building a world-class business school that stays in India.*

At Masters' Union, we believe in learning business by doing business. Through collaboration of industry experts and academic leaders, we aim to revolutionise business education with a tech-centric and industry-driven approach.



## FOUNDER'S NOTE

*When I started Masters' Union, I had one mission: create the school that keeps India's talent at home while preparing them to compete globally. A place where learning is messy, real, and transformative. Where you don't just study success—you create it.*

*Pratham Mittal*

# What Are You Waiting For?

## RSVP.

Email: [bharatfellowship@mastersunion.org](mailto:bharatfellowship@mastersunion.org)

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