

# PGP BHARAT

## An Immersion-Driven Programme

### Format

Travel Based

Travel + Hybrid Weekend Classes

### Duration

24 Weeks

8 Weeks | Travel 16 Weeks | Hybrid Weekend Classes

## Programme Structure

1

### TERM 0 ORIENTATION

Two weeks dedicated to program primers and skill-building workshops essential for learner success.

These include AI and productivity tools, communication, content creation, personal finance, travel etiquette, safety, well-being and exclusive PGP Bharat events.

2

### TERM 1 (MONTH 1&2) TRAVEL BASED IMMERSIONS

Explore 20+ cities through 40+ business and Cultural Immersions, apply your learning with hands-on assignments and create engaging content (audio, video or written) throughout your journey.

3

### TERM 2 (MONTH 3&4) IN CLASS & DROPSHIPPING CHALLENGE

Run a real dropshipping venture while learning business frameworks through Out Class workshops and In Class Sessions, blending practical entrepreneurship with structured insights.

4

### TERM 3 (MONTH 5&6) IN CLASS & VENTURE INITIATION PROGRAMME

Students get the opportunity to present their startup idea for pre-seed funding and parallelly, In class learning blends core courses, workshops, and real-world challenges to build practical business understanding.



# Immersions

## Business & Cultural



At PGP Bharat, learning goes beyond classrooms. Immersions are carefully curated, first-hand experiences that place you inside India's businesses, institutions, and cultural settings. Instead of just reading about strategy, operations, or consumer behavior, you get to witness and participate in them directly.

Through **Business Immersions**, you'll explore how companies like ITC, Lenskart, Zerodha, and Adani operate at scale, gaining insights into management, innovation, and execution.

Through **Cultural Immersions**, you'll step into India's living ecosystems, whether it is understanding democracy at the **Parliament of India**, watching flawless execution with the **Mumbai Dabbawalas**, walking through the salt pans of the **Rann of Kutch**, or riding the **Darjeeling Toy Train**.

Every immersion is followed by **hands-on assignments and reflections**, ensuring that you not only see how India works but also apply those lessons to solve real-world problems.

In short: Immersions turn India into your classroom by blending business, governance, and culture into powerful, lived learning.





# Immersions

Hub	Business Immersion	Details	Assignment
Gurugram	Orientation	<p>Program Primer: Introduction, travel etiquette, safety orientation</p> <p>Communication: Pitching, persuasion and storytelling Content Creation Workshop</p> <p>Tools &amp; Productivity: Excel and AI Workshops</p> <p>Personal Finance: Planning and money management Outclass &amp; Inclass Orientations</p> <p>Other Workshops: POSH (Prevention of Sexual Harassment) Mental Well-being: 2-hour session Exclusive PGP Bharat Events &amp; Activities</p>	-
Delhi NCR	Chandni Chowk Market	How to boost sales of small shop owners leveraging social media virality?	<p>MadeInOldDelhi: Going Viral with Zero Budget</p> <p>Objective: Leverage Old Delhi's vibrant markets and real-world products to conceptualize and launch an online product with zero paid marketing for a local brand— relying solely on virality, storytelling, and content creation.</p> <p>Target: 50,000 social media impressions, and achieve a 2% conversion rate</p>
Delhi NCR	Lenskart	How to know what your consumer wants before they know it?	
Delhi NCR	Mercedes-Benz Dealership	How to sell aspiration, not just automobiles?	
Delhi NCR	NDMA - COVID-19 Crisis Management Committee	How to navigate a nation when an unprecedented crisis strikes?	
Delhi NCR	Addverb	How is AI improving manufacturing efficiency and automation?	
Delhi NCR	Parliament Visit and Election Commission of India HQ	Cultural Immersions	



Hub	Business Immersion	Details	Assignment
Jalandhar	ITC Food Factory	How to turn farm staples into multi-million-dollar brands?	Propose a new variant from ITC's Portfolio (flavor, size, or packaging) tailored for rural Punjab consumers
Jalandhar	Sonalika Tractors	How to build tractors that are made for India?	
Jalandhar	NIVIA Sports	How can my business expand and successfully tap into new markets?	
Jalandhar	Army Cantonment	Defence & Institutional Immersions	
Jalandhar	Lovely Professional University	How can farming innovations become India's road to prosperity?	
Jalandhar	Lovely Bakery	Cultural Immersion	
Mundra	Adani Ports and Special economic zone (SEZ)	How can ports move goods faster and smoother?	Pick one product you saw this week (e.g., edible oil, solar panel, or dairy product) and show how it travels from Mundra to the Indian consumer
Mundra	Adani Wilmar Refinery	How can large plants run efficiently and safely?	
Mundra	Adani Solar	How does the world's first fully integrated solar manufacturing ecosystem work behind the scenes?	
Kutch	Salt Panning at Rann of Kutch	Cultural Immersion	
Ahmedabad	Amul Factory	How to build brands that drive loyalty?	
Ahmedabad	IIM A Ventures	How to design the conditions where startups don't just start, but scale?	
Mumbai	Dharma Productions	How do production houses choose between theatres and OTT platforms for releasing a movie?	Choose a movie that was originally released before the OTT era, and now this movie is being launched for the first time ever in 2025. Your task is to create a distribution strategy that maximizes reach and revenue through both traditional and digital-first channels. Also share the rationale behind choosing each channel.
Mumbai	Godrej Industries	How to build one brand DNA across many	
Mumbai	Reserve Bank of India	How to safeguard financial stability while fueling innovation for 1.4 billion people?	
Mumbai	Mumbai Dabbawalas	Cultural Immersion	



Hub	Business Immersion	Details	Assignment
Goa	Cordelia cruise from Mumbai to Goa	How to design unforgettable journeys at scale?	Trace and compare the invisible systems that make these Goa industries work and propose one improvement for each that could create more value.
Goa	Sesa Goa Iron Ore	How does India extract minerals efficiently and responsibly?	
Goa	Feni Distillery	How does a drink rooted in Goan soil flow seamlessly into global markets?	
Goa	Fado Music & Portuguese-Goan Fusion Evenings	Cultural Immersion	
Goa	Deltin Casino	Cultural Immersion	
Bengaluru	Zerodha/Cred	How can I design a product that forms habits and keeps users coming back?	Identify and define a new product feature (for a fin-tech) that will drive user engagement and habit formation over time
Bengaluru	E/Q commerce HQ: Meesho	How to create successful category strategies for digital marketplaces?	
Bengaluru	Cingularity India	How can India design aerospace solutions at global standards?	
Bengaluru	Infosys	How to turn IT services into India's biggest export story?	
Bengaluru	HAL Museum / Adiyogi Statue (Isha Centre)	Cultural Immersions	
Darjeeling	Toy Train	Cultural Immersions	Design a 'New Darjeeling Export' a product, service, or experience that, like tea, can carry Darjeeling's identity to the world.
Darjeeling	Rural Immersion	How can rural India turn geography into economic opportunity?	
Darjeeling	Glenburn Tea Estate	How does Darjeeling tea sustain its premium in a commoditized world?	





Hub	Business Immersion	Details	Assignment
Lucknow	Indo-Russian Rifles Private Limited	How is Indo-Russian Rifles advancing Atmanirbhar Bharat	Pinpoint one critical urban challenge Lucknow must solve in the next decade (e.g., mobility, housing, heritage preservation, green infrastructure, governance) for driving Uttar Pradesh's trillion-dollar economy
Lucknow	Chikankari Clusters	How to scale hand-embroidery globally while preserving its luxury appeal?	
Lucknow	CM Office Visit	How does UP build and sustain the path to a trillion-dollar economy?	
Lucknow	Kathak & Awadhi music sessions	Cultural Immersion	
Lucknow	Prayagraj Mela Authority (Kumbh Mela)	Cultural Immersion	

\* Disclaimer: The immersions listed are indicative and may change based on partner availability and unforeseen circumstances.





# In Class (Month 3-6)

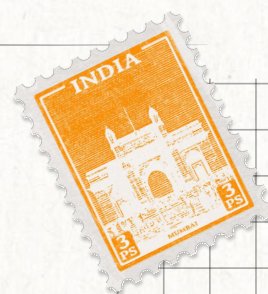
*Build strong foundations through core courses, workshops, case studies, and framework analysis, guided by industry experts. Deepen your learning with electives in strategy, product, finance, and marketing.*



## CONCENTRATION

## MACRO QUESTION - GENERAL

Management and Strategy	How to decode market trends to build your next startup?
Management and Strategy	How to crack the code on startup business models that actually work?
Data, Product and Tech	How to build anything you want?
Finance and FinTech	How to read financials like an investor—and build smarter?
Sales and Marketing	How to collect, analyse, and interpret customer insights ?
Finance and FinTech	How to build financial models that validate your idea and attract investors?
Data, Product and Tech	How can businesses utilise limited resources optimally?
Data, Product and Tech	How to step into product management and make an impact ?
Finance and FinTech	How to tell if your unit economics are lying to you?
Management and Strategy	How to outsmart the competition and craft game-changing strategies?
Sales and Marketing	How do I close early customers and build a sales engine from scratch?
Finance and FinTech	How to build transformative business models using emerging technologies for traditional industries?
Sales and Marketing	How to use marketing analytics to enhance customer experience ?
Sales and Marketing	How to do a 360 degree promotion ?





# Out Class (Month 1-6)



*Go beyond classrooms with hands-on challenges like the Creator Challenge, Dropshipping Business, and VIP Pre-Seed Funding. Apply learning in real time to build ventures, portfolios, and content identities.*

TERM	OUT CLASS	WORKSHOP
Term 1	Creator Challenge	Identifying your niche/understanding audience psychology. Exercise can be designed around it.
Term 1	Creator Challenge	Content Strategy & Planning - platform-specific strategies (Instagram, YouTube, LinkedIn, etc.), trends vs evergreen content, content calendars, storytelling.
Term 1	Creator Challenge	Scripting, Shooting & Editing - Scriptwriting basics, shooting with a smartphone, lighting/audio, editing tools (CapCut, InShot, Adobe Premiere Rush), captioning, transitions. Identifying Dos and Dont's Real time lessons on how to use these tools.
Term 1	Creator Challenge	Growth Hacking & Algorithm Mastery- How algorithms work, timing & frequency, virality triggers, using analytics, collaborations & shoutouts, hashtags, SEO for YouTube & blogs.  Influencer Case Studies & Guest Sessions - Invite creators from different platforms to share real stories—what worked, what failed, how they scaled.
Term 1	Creator Challenge	Going Multi-Platform: Repurposing Smartly - Adapting content across Instagram, YouTube Shorts, TikTok, LinkedIn, Twitter.
Term 1	Creator Challenge	Tools for Modern Creators - AI for ideation (ChatGPT, Jasper), scheduling tools (Buffer, Later), analytics tools, Canva/Notion for design and organization. Real time lessons on how to use these tools.
Term 1	Creator Challenge	Monetization & Business of Being a Creator - Revenue streams (brand deals, affiliate, merch, digital products, courses, subscriptions), media kits, negotiation, pricing.
Term 1	Creator Challenge	Crisis Management & Creator Ethics- Handling backlash, online trolling, ethical sponsorships, transparency.  Case study simulation—how to respond to a PR crisis with grace and retain audience trust."



TERM	OUT CLASS	WORKSHOP
Term 2	Dropshipping	Dropshipping Launch - Sourcing, Selection of products, Inventory management
Term 2	Dropshipping	Building your store - Shopify + Amazon + Flipkart (Handson)
Term 2	Dropshipping	Mastering Ads for selected products
Term 2	Dropshipping	Overseas dropshipping business - Expand your business globally
Term 3	Dropshipping	Overseas dropshipping business - Expand your business globally

TERM	OUT CLASS	WORKSHOP
Term 3	VIP Pre seed challenge	How to break myths about entrepreneurship?
Term 3	VIP Pre seed challenge	How to accept/reject Ideas to work upon?
Term 3	VIP Pre seed challenge	How to select your co-founders?
Term 3	VIP Pre seed challenge	How to conduct a MOM test?
Term 3	VIP Pre seed challenge	How to talk to customers?
Term 3	VIP Pre seed challenge	Idea & Deck Validation Mixer with Founder, VCs and Alumni
Term 3	VIP Pre seed challenge	Preliminary Demo Day with Founders
Term 3	VIP Pre seed challenge	Pre-Seed Demo Day

