

Presidency Winter Program

Decoding India's Business DNA: Bridging Local Strengths with Global Aspirations

Where Tradition Meets Innovation in the World's Fastest-Growing Economy

Discover the vibrant heart of India's business ecosystem in one of the world's fastest-growing economies. This 10-day summer immersion program by Presidency University, Bengaluru, offers a unique opportunity for international students to engage with India's dynamic mix of tradition and innovation. Through lectures from leading Indian scholars, curated visits to global companies and start-ups, and immersive cultural experiences, participants will develop a deep understanding of how India conducts business locally and globally. Whether you're exploring sustainable innovation, family-run enterprises, or start-up incubation, this program is designed to equip you with real-world insights into India's economic and cultural fabric.

Join us in December 2025 to experience business, culture, and community like never before.

Program Objectives:

- Understand the evolution and dynamics of India's business ecosystem
- Explore India's start-up landscape, family businesses, and corporate structures
- Experience the socio-cultural context that influences Indian business practices
- Build global perspectives through cross-cultural engagement and industry exposure
- Appreciate the Make in India campaign of the Government of India

Learning Outcomes:

- Develop cross-cultural business communication skills
- Understand the Indian startup and innovation landscape
- Analyze the structure of Indian family-run and corporate businesses
- Gain exposure to CSR and ESG practices in emerging markets
- Reflect on the role of informal economies in global trade

Day 1: Welcome & Orientation

Morning:

Welcome address by the Vice Chancellor

Ice-breaking session & cultural introduction

Afternoon:

Overview of Indian Economy & Business Landscape

Evening: Cultural performance (Indian classical dance/music)

Day 2: Understanding India's Business Ecosystem

Morning:

Session: Family Businesses vs. Corporates in India

Afternoon:

Industry Visit

Day 3: Start-up India & Entrepreneurial Spirit

Morning:

Lecture: India's Start-up Boom – Policy, Innovation & Youth Entrepreneurship

Afternoon:

Visit to a Start-up Incubator / Accelerator in Bengaluru

Interaction with young entrepreneurs

Day 4: Industry Visit

Morning:

Industry Visit

Corporate briefing and Q&A session

Afternoon:

Panel Discussion: Innovation & Sustainability in Indian Corporates

Day 5: Social Impact & Inclusive Business Models

Morning:

Lecture: Business with Purpose – India's Social Entrepreneurship Movement

Afternoon:

Visit to a Social Enterprise

SELCO India or Akshay Patra

Day 6: Business Communication & Negotiation in Indian Context

Morning:

Cross-Cultural Workshop: Understanding Indian Business Etiquette

Afternoon:

Simulation: Negotiation Styles – East Meets West

Day 7: Heritage & Marketplace Learning

All Day:

City Immersion: Visit to Bengaluru's heritage spots (Lalbagh Botanical Garden, Tipu Sultan Summer Palace, KR Market, Bangalore Palace, Vidhana Soudha & St. Mary's Basilica)

Assignment: Field Observation – Informal Economy in Indian Markets

Day 8: Visit Heritage sites

Morning:

Visit to Mysore Palace

Afternoon:

Channapattana Toys manufacturing Factory

Day 9: Sustainability, CSR & ESG in India

Morning:

Lecture: Corporate Social Responsibility & ESG Compliance in India

Afternoon:

Industry Speaker Session: Green Practices in Indian Companies

Day 10: Capstone Project Presentations and Certificate Ceremony & Farewell

Morning:

Group Presentations: Local to Global – Business Learnings from India

Group 1/2/3/4/5

Afternoon:

Reflection - What was Learned About India's Business DNA

Distribution of Certificates by University Leadership

Farewell & Dinner

Minimum Participants

Participants: 10

Arrival: 7 December 2025 (Sunday)

Departure: 17 December 2025 (Wednesday)

Duration: 10-Day

Venue: Presidency University, Bengaluru, India

Cost: ₹ 62,000 (\$750) All of the above + accommodation, daily breakfast/dinner, welcome kit, all transport, cultural visits

Target Audience: Undergraduate/graduate international students (Business, Management, International Relations, and related disciplines) interested in understanding India's business landscape and its implications for global markets

On completion: Certificate of Participation

Activities Include

- Traditional Welcome

- Inauguration
- Orientation Program
- Campus Tour
- Academic Sessions based on the theme
- Interaction with Presidency University students
- Session on outreach program
- Cultural Arts Workshop: Henna Design & Local Crafts (Temporary Tattoo)
- Visit to Company (Maximum 3)
- Visit to Non-Governmental Organizations (Maximum 1)
- Visit to Presidency Project for the underprivileged section of the society
- One-day trip – Bengaluru/Mysuru sightseeing
- Visit to Shopping area (Commercial Street)
- Cultural Program (If possible)
- Valedictory/Closing function

Cost Includes

- Pick up from the airport (Only once the bus will be arranged)
- Drop at the airport (Only once the bus will be arranged)
- Welcome kit (Folder/Itinerary/Writing pad/pen)
- Accommodation-Twin Sharing basis (Closer to the campus)
- Indian Breakfast and Dinner on all days
- Lunch (up to 3)
- Tea/Coffee during breaks
- Transport cost for Bengaluru sightseeing trip
- Transport cost to Non-Governmental Organization (NGO)
- Transport cost to Company visit
- Fees paid to the resource people for taking lectures/seminars
- Fees paid to the coordinators/supporting staff
- Gifts given during the field visits to Company / NGO personnel
- Chocolates/Toffees taken during the visits to the underprivileged section of society

Cost Does Not Include

- Airfare to and fro Bengaluru
- Health/Medical/Accident insurance
- Entry fees to parks/palaces/museums etc.
- Camera fees at the monuments
- Consumption of Alcoholic and non-alcoholic beverages
- Purchase of medicines if required by the participants
- Doctor's fee/Hospital charges if required in case of emergency

Important

- Comprehensive Health Insurance and Accident Insurance- Mandatory for
- all faculty, students and any other accompanying persons - for the entire
- duration of stay in India.
- Valid Passport during the entire duration of the stay
- Valid Indian Tourist Visa is required during the entire duration of the stay

Ready to Explore India?

For queries and group participation from partner universities, contact:

Ravi | Office of International Affairs

✉ oia2@presidencyuniversity.in

Detailed Cost Break-Up (Per Student):

Item	INR (₹)	USD (\$)	Description
Accommodation (shared, 9 nights)	₹18,000	\$217	Mid-range hotel/guesthouse, twin-sharing
Airport pick-up & drop	₹2,500	\$30	AC cab or group transfer
Local transportation (10 days)	₹6,500	\$79	AC bus/coach for academic visits & tours
Meals (Breakfast + Lunch for 10 days)	₹7,500	\$91	₹750/day
Orientation & Valedictory Ceremony	₹3,500	\$42	Venue, refreshments, gifts, cultural events
Eminent Speaker Sessions & Faculty	₹5,000	\$60	Honoraria, travel, materials
Academic materials & kits	₹1,500	\$18	Branded folder, stationery, info booklet
Cultural excursions & entry fees	₹6,000	\$73	Museums, heritage sites, guide fees
Program coordination/admin costs	₹5,500	\$67	Staff, logistics, operations, support team
Certificates & branding	₹1,000	\$12	Printed & digital credentials
Contingency buffer	₹5,000	\$60	Emergencies, first aid, minor changes
	₹62,000	\$750	