

CONVERGENCE PRESENTS

PurposeEconomy

CHRIST
(DEEMED TO BE UNIVERSITY)
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CONVERGENCE PRESENTS

BBA NEWSLETTER



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

The Meaning of Life is to find your calling. The Purpose of Life is to give it away. - Pablo Picasso

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EDITORIAL

This issue of Convergence looks different, and for good reason. The business world is changing rapidly, and so are we. We're launching a new format to be more direct and insightful, starting with a theme that gets to the heart of our collective future: SDG 8, Decent Work and Economic Growth.

We're moving the conversation from personal well-being, which we covered in our last issue on SDG 3, to our collective economic health. In a world grappling with the aftershocks of a pandemic and the "Great Resignation," the old maxims of growth at any cost are proving obsolete. This brings us to the rise of the "Purpose Economy," a concept we explore throughout this issue.

Our reimagined format is built around a central feature article, complemented by new permanent sections. You can now expect BINC Recommends for curated content, B-News for timely analysis, and a Student Achievements section in every issue.

This edition gets practical about the "Purpose Economy." Our feature article, "Beyond the Bottom Line," explains how building a business around purpose directly drives talent retention and innovation. We then hear directly from two inspiring student entrepreneurs on how they find profound purpose in their ventures. And for a deeper, personal take, our Faculty Spotlight features conversations with counsellor Ms. Munira Kachwala, and associate dean Dr. Jibrael Jos, who share their insights on the journey of finding meaning in our professional lives.

We invite you to dive into the new Convergence. Our goal is to spark meaningful dialogue and connection as we all reflect on our role in building an economy that works for everyone.

FEATURE ARTICLE

Beyond the Bottom Line: Navigating the Purpose Economy for Sustainable Growth

For generations, the unwritten contract of work was simple: loyalty and labor in exchange for a steady paycheck. That era is over. A profound shift is underway, driven by a change in why we work. We are at the dawn of the Purpose Economy, an ecosystem where individuals increasingly seek passion, meaning, and impact from their careers.

This movement represents a tangible economic reality. Phenomena like the “Great Resignation” and “quiet quitting” function as powerful market signals, revealing a mass reprioritization among today's professionals. People are no longer just asking, “What does this job pay me?” They are asking, “What does this job ask of me? Does it align with my values? Does it allow me to use my passions to make a difference?”

For business leaders, understanding this shift is the key to unlocking the full potential of SDG 8: Decent Work and Economic Growth.

The New ROI: Return on Involvement

In the Purpose Economy, the most valuable employees behave like missionaries committed to a cause, driven by belief rather than just the highest bid. When people put their interests and passions first, they bring a level of energy, creativity, and commitment that money alone cannot buy. This is the new "Return on Involvement."

Purposeful work is built on three core pillars:

Alignment: A deep connection between an individual’s personal values and the company’s mission. When a graphic designer who is passionate about sustainability works for a B-Corp that creates recycled products, their work becomes an act of personal expression.

Impact: A clear line of sight between one's daily efforts and a meaningful outcome. Meaningful impact can be found at any scale. It can be a software developer seeing how their code helps a small business owner save time, or a project manager knowing their work helps deliver clean water to a community.

Mastery: The passion for honing a craft and growing one's skills. Purpose-driven individuals are intrinsically motivated to learn and improve for the sheer satisfaction of becoming better at what they love to do.

Why Purpose is Your Greatest Competitive Advantage

Organizations that embrace the Purpose Economy are building a hard-nosed business strategy that creates a powerful ripple effect. It begins with talent magnetism; in a competitive market, a clear and authentic purpose becomes the most compelling recruitment tool for attracting top professionals. This engaged talent, driven by passion, then becomes the fuel for unlocking innovation. Deeply invested employees are more likely to challenge the status quo and find creative solutions because they are committed to the mission. Ultimately, this internal culture of purpose and innovation leads to authentic brand building. When your team genuinely believes in the company's vision, they become its most powerful ambassadors, radiating an authenticity that builds deep trust and loyalty with customers.

Leading in the New Economy

Fostering a purpose-driven workplace demands a new kind of leadership focused on creating an environment where passion can flourish. This means granting autonomy, trusting your team with ownership of their work, and creating a culture of psychological safety where people feel free to bring their whole selves—and their boldest ideas—to the table.

Embracing the Purpose Economy offers the most sustainable path toward achieving genuine growth. It redefines "decent work" as work that is both economically rewarding and personally fulfilling. The challenge for the next generation of leaders is to build organizations that don't just hire people for their skills but empower them for their passions.

FACULTY SPOTLIGHT



Ms. Munira

As a counsellor, one of the most common journeys I guide students through is the search for their "why." I see purpose as the crucial link between your values, your strengths, and your contribution to something larger than yourself. In a culture that often prizes achievement over meaning, purpose acts as an anchor, providing direction and protecting your well-being.

Many students feel immense pressure to "find their passion" in a single moment of clarity, but this is a myth. Purpose rarely arrives as a lightning bolt; it evolves quietly through curiosity, reflection, and lived experience. This pressure to have it all figured out often leads to stress and comparison, making the journey feel like a failure. A lack of purpose frequently shows up in my office as burnout, anxiety, or a feeling of emptiness. Conversely, when students connect their actions to what genuinely matters to them, they build incredible resilience. Setbacks become part of a journey, not a personal defeat.

So, how do you begin? Start small. Reflect on the moments when you feel most alive and the problems you genuinely care about solving. Then, run small experiments to test your curiosity—take on an internship, volunteer for a cause, or start a personal project. Purpose is often discovered through action, not just thought.

Finally, let go of the idea that you must choose between a lucrative career and a purposeful one. The two can, and should, coexist. Frameworks like Ikigai teach us that fulfillment is found at the intersection of what you love, what you're good at, what the world needs, and what you can be paid for. True success is when your purpose and your profession strengthen each other.

FACULTY SPOTLIGHT



Dr. Jibarel Jos

Following our purpose is the call we hear; finding our reason for being is the wish we hold dear. But many times this is just a perspective. What I find purpose in, someone else will find mundane and ridiculous. In fact, what I was passionate about five years back may not be so important in my current context.

Whether you are a farmer or a singer, you play an important role in society. An economy will do well if citizens are passionate and know why they do what they do, if they find true meaning in their work.

Some leaders and activists inspire us to work towards nation-building. Some social workers and teachers inspire us to be better humans. I have held many roles over the years—I have been a coder, database administrator, analyst, BI consultant, manager, tech practice manager, culture and competency manager, professor, actor, writer, director, storyteller, trainer, facilitator, and associate dean. In each job, I found a sense of joy and purpose. Some roles earned more money than others.

My mother, I remember, was most proud when I was a spiritual Sunday school teacher doing voluntary work on weekends.

I have found that if I pursue excellence and live a life of service, I find true joy. I always wish for others to be happy with a sense of abundance. We should not measure a country or a person based on how much they earn or what revenue they bring in.

Forget GDP—measure happiness, sense of purpose, health, how alive citizens are. Is there a sense of mutual love and respect? Do they find joy in their work?
Paraphrasing what Rabindranath Tagore said, "Into that heaven of purpose, my Father, let my country awake."

BINC RECOMMENDS

The Intern (2015)

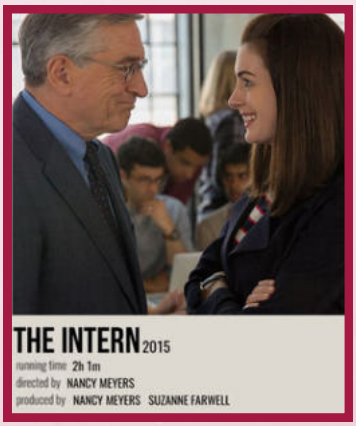
Don't let its charming exterior fool you. Nancy Meyers' The Intern is a surprisingly sharp look at the modern search for purpose across generations, making it a perfect case study for the Purpose Economy.

The film follows Ben Whittaker (Robert De Niro), a 70-year-old widower who, bored with retirement, becomes a senior intern at a fast-growing e-commerce fashion startup founded by the driven, overworked Jules Ostin (Anne Hathaway).

Ben is the ideal embodiment of the Purpose Economy in action. He doesn't need the money; he needs to be useful. His return to the workforce is driven entirely by a desire for connection, structure, and the satisfaction of applying his vast experience—a powerful reminder that engagement stems from purpose, not just a paycheck.

Conversely, Jules is a founder so consumed by the demands of scaling her passion project that she's close to losing the very purpose that sparked it. The film's central conflict explores whether her authentic, founder-led vision can survive the pressures of conventional corporate growth.

The brilliance of The Intern lies in this dynamic. It argues that 'decent work' and a healthy company culture are built on intergenerational respect. Ben's wisdom stabilizes Jules' chaotic world, while her dynamic company gives him a vital new mission.



The Takeaway:
Watch it for a masterclass in mentorship and a clear lesson that the drive to find purpose in our work has no age limit.

HEADLINES

While many organizations talk about purpose, some are proving it through concrete action. They invest in their people and communities in ways that redefine what business success looks like.

International

Amazon Expands with Purpose
Amazon is investing over $1 billion to raise wages and lower healthcare costs for its US workers while simultaneously boosting its European operations with new centers and warehouses—proving that growth and worker investment can go hand in hand.
September 17, 2025 (Reuters)

Starbucks Brews a Raise
The coffee giant announced a 2% salary increase for all salaried employees across North America. By investing in their own people, Starbucks is redefining growth and proving that valuing workers isn't just good ethics—it's good business.
August 18, 2025 (Reuters)

National

PepsiCo Bets Big on India
PepsiCo's global CEO and board members met with PM Modi to discuss new investments and local expansion set to drive 85% of the company's future growth—a powerful example of linking purpose with progress while boosting the local economy.
September 18, 2025 (Times of India)

Hyundai Signs 3-Year Wage Deal
Hyundai Motors India sealed a new wage agreement offering stable salary increases over three years, proving that strong employee relations aren't just feel-good gestures—they help companies thrive in competitive markets.
September 18, 2025 (The Economic Times)



STUDENT SPOTLIGHT



Mr. Apoorv Singh

When we were asked to share our story, it all came back to one thing: purpose.
Atmospherea began as a practical learning project for our BBA course, where we wanted to apply management theories in a real-world environment. We saw a need for quality, affordable food within the college and decided to serve that demand. What started as an educational experiment quickly found a deeper purpose: to create a friendly, student-focused space offering delicious food and a relaxing atmosphere. We believe a business should serve its community, not just chase profits.

This purpose guides our daily decisions. It's why we choose menu items that resonate with students and focus on creating a welcoming environment. For instance, when we expanded our menu based on student demand, it was a decision that kept us aligned with our mission while also ensuring the business remained profitable. Listening to our community allowed us to grow thoughtfully, balancing our purpose with sound financial results.

Our purpose also defines our team culture. We've built a team grounded in respect, learning, and shared responsibility. Our members are encouraged to contribute ideas and take ownership of their roles, which fosters motivation and real growth. This positive culture has helped attract committed students who value experience and community, improving both our workplace and our service.

For any student looking to start their own venture, my advice is this: Start with a strong purpose that solves a real problem, and then build a profitable business model around it. Listen continuously to your customers and be ready to adapt. Success comes from balancing meaningful impact with financial viability. Passion and practical planning, when combined, enable a venture that is both fulfilling and commercially successful.



Mr. Abin Shaji

From Campus Stall to Purpose-Driven Brand: The Frizzzo Story

Every venture starts with a spark. For me, it was noticing a gap on our college campus—students were always looking for a fun hangout spot with good food, but nothing quite matched our vibe. That simple observation became a question: why not create something of our own?

Frizzzo started as a small fries and mocktail stall during college events. What began as a random idea slowly evolved into a brand I'm genuinely passionate about. Seeing my friends enjoy what I created—that authentic reaction—pushed me to take it seriously and turn it into an actual business.

Purpose Beyond Profit

For me, purpose isn't just about making money; it's about making people feel something. Frizzzo exists to create moments—a space where students can relax, laugh, and enjoy good food together. Every decision I make, from what we serve to how we present the brand, goes back to that core purpose: bringing people together through taste and experience. Even on hectic days, that keeps me grounded.

Of course, balancing purpose with financial reality isn't always easy. I once faced a choice between using cheaper ingredients to cut costs or maintaining the quality people loved. It was tempting, especially managing everything solo. But I kept coming back to one truth: Frizzzo's reputation depends on consistency and trust. I stuck with quality, even though it meant lower margins for a while. Looking back, that decision built stronger loyalty—students kept returning because they knew what to expect.

Building a Culture, Not Just a Business

Even though Frizzzo started as a solo venture, I never wanted it to feel like a one-man show. Whenever I bring people on board—for events, marketing, or managing stalls—I make sure they feel like they're part of something fun and meaningful. We keep the energy light but focused, celebrate small wins, and laugh through the chaos. That culture of ownership and enjoyment naturally attracts people who want to contribute, not just work for money.

My Advice to Fellow Student Entrepreneurs

Start small, but start. Don't wait for the perfect plan or resources—just begin with what you have. Your college years are the best time to experiment, make mistakes, and learn on the go. Build something that reflects who you are, not what others expect. When your work connects with your personal values, even the hard days feel worth it.

And most importantly, keep your purpose clear. Profit will follow when people believe in what you stand for.

CREATIVE CORNER



A Month in Hills; My Journey Begins at Christ – Lavasa

The first month at Christ (Deemed to be University) Lavasa Campus has been an absolute whirlwind, not just figuratively but literally, as there were many instances when I had to walk through heavy rain and stormy wind. Riding in the cab from the airport to the campus was a little tiring, but every minute of that ride was worthwhile as the air got cooler, and soon the campus emerged, nestled amidst the picturesque Sahyadri Mountains. The sheer beauty of the location – misty hills, lush greenery, and the serene lake – was heavenly and a big contrast to the nervous energy building inside me.

The first few weeks were a blur of new faces, new routines, and a lot of firsts. The orientation programs were really fun and perfect ice-breakers, helping us with the transition from school life to college life, or in my case from medical bay to college life. It was not just about finding my classes, but also finding new people, my professors, and faculty members. I quickly found out that student clubs and committees are the heart of the campus. Whether it is the Lavasa Trekkers Club for hike lovers or the MacGuffin Film Club for movie lovers and theatre performers or the Readers Club for bookworms like myself, there is a place for every passion. Getting involved in the clubs, the Readers Club in particular, has helped me come out of my shell and build some new connections that are now my strong support system.

The clubs and committees might be the heart of the campus, but the faculty members here are the backbone, not just of the campus but of us students as well. The faculty doesn't just teach us from textbooks; they bring in real-world examples and experiences and encourage us to think more critically and outside the box. The focus is on practical, hands-on learning, be it through live projects,

case studies, or guest lectures, whether from an industry expert or our alumni. The amazing library with its vast collection and super-friendly librarian has become one of my go-to spots for studying and finding a peaceful corner to think and read.

One of the most unique aspects about life here is the self-contained nature of the campus. Most people think of it as a drawback, but I have grown to appreciate the sense of community. Everything one needs is available here at the Trinity campus store, from basic daily essentials to various food items such as cupcakes, puff pastries, and cakes. In the history of the Lavasa campus, from this year forth, there is the mess system that students can avail for themselves. The food in the mess is very tasty and very healthy. There is also a weekend bus service from Lavasa to Pune, available every Sunday, that takes us to the Phoenix Mall of Wakad in Pune. But like I said, everything one needs is available here, so you won't need to go to Pune anytime soon.

As of writing this article, it has been about forty-six days of me staying here at Lavasa, and I have learned a lot and made new friends among both my fellow Christites and faculty members. I have made good friends with my classmates, my professors, and other faculty members. Among these, I would like to say a big thank you to these people and show my appreciation towards them. I have grown really close to these people within these forty-six days. These people are Dr. Akshaya AVR, who is not just my professor or my class teacher, but most importantly a really nice and amazing person. Sometimes she can get a little strict, but like me, everyone else knows that she is really very kind-hearted and a very friendly person, always looking after us students. She is also one of the very first few people I met and interacted with outside my academics at the start of my journey here at Lavasa. The second person I would like to talk about is Dr. Sharad Gupta, one of my professors with whom I interacted apart from my academic hours. He also helped me during a medical emergency, and I have been in touch with him since that day. Lastly, our counsellor, Dr. Munira Kachwala. She is the nicest, kindest, and most empathetic person I have ever met in my life and is really easy to talk to. During one of my sessions with the counsellor, she helped me recover from one of my past traumas. Both Dr. Munira and Dr. Akshaya have been like mothers to me, as I am away from my home and family, just like every other student.

I have found a new family here, and hopefully, by God's grace, we all are going to be one big happy family.

Tushar Singh, 25111539

UPCOMING EVENTS

Announcing Mélange '25:

Mark your calendars! The School of Business and Management - BBA's flagship event, the Mélange Model United Nations, is back with a bold new vision.

For the last five years, Mélange has been a prestigious collegiate event hosted in Lavasa. This year, we are ushering in an exciting new era. Mélange '25 is coming to our vibrant Pune City Campus on November 27th and 28th. In another strategic shift, we are opening our doors to the brightest school students, aiming to foster the next generation of debaters and diplomats right here in the city.

Mélange is a massive undertaking that showcases the premiere talent of our department. It's a chance for our students to apply their management and leadership skills in real-time to organize one of the biggest events on the academic calendar. From logistics and marketing to directing intense committee sessions, it is a testament to their dedication. Want to be a part of the team? Apply to be a volunteer today! Witness first hand how our community brings this incredible experience to life!



GLIMPSES OF THE MONTH



THE SBM PULSE

September marked a dynamic start to the academic year for the School of Business and Management - BBA. From major student body inaugurations and our first business fest to extensive alumni engagement and placement preparation, the month showcased a community committed to holistic growth. We are proud to highlight the breadth of learning, leadership, and connection that defined this pivotal month.



Leadership Takes Shape: Inaugurations & New Beginnings The Foundation is Set: On September 10th, the department held its investiture ceremony, officially inaugurating both CUSBMA (Christ University School of Business and Management Association) and BINC (BBA Insights Newscast Committee), the department's premier media body responsible for shaping student discourse and communication. The ceremony also marked the official launch of Convergence Volume 2, Issue 1.



Ignite '25 Baptism by Business Fest: The month concluded with Ignite '25 (September 30–October 1 & 3), the academic year's first major student-led event. Designed specifically for first-year students, this business fest served as their introduction to the competitive, high-energy world of department events. Through case competitions, presentations, and team challenges, our freshers experienced firsthand what it means to think on their feet and perform under pressure.



Adventure in the Hills: 3 BBA Section A embarked on their class trek, building bonds and creating memories in the Sahyadri mountains surrounding the Lavasa campus.



Sustainability in Focus: Students participated in the Sustainability Quest, an SDG Classroom Quiz that tested and expanded their knowledge of the United Nations' Sustainable Development Goals and their application in business contexts.

Research in Action: Research interaction sessions fostered academic curiosity and provided students interested in scholarly work with guidance on pursuing research projects and understanding the publication process.

Faculty & Research Development

Building Research Capacity: Dr. Sheeja Karalam conducted a Faculty Development Programme on research proposal writing, equipping faculty members with the frameworks and strategies needed to secure funding and advance their scholarly work.



Diverse Paths, Shared Lessons: Alumni Mr. Rudra and Mr. Mayank conducted an interactive session, sharing their unique post-graduation experiences and illustrating that there is no single "correct" path to success after university.



Beyond Academics – The Power of Participation: An alumni session emphasized the critical importance of extracurricular involvement, club leadership, and event participation in building the skills and networks that truly differentiate candidates in the job market.



Clubs in Action: Student clubs across the department under the CUSBMA organized activities throughout the month, keeping campus energy high and providing diverse avenues for student engagement beyond the classroom.



The Big Five of Life: Ms. Varada Kapoor delivered a thought-provoking session on the five foundational pillars that shape both personal fulfillment and professional success, encouraging students to build holistic lives rather than solely career-focused ones.



Community & Connection

Welcoming the New Batch: Freshers Day celebrated the arrival of our newest Christites, officially integrating them into the SBM community through an evening of performances, introductions, and celebration.

Mentorship Excellence: BBA faculty participated in Menteezy training, a specialized program designed to enhance mentoring capabilities and ensure students receive high-quality academic and personal guidance throughout their journey.

Preparing for the Professional World

Sharpening the Edge:

Final-year BBA students received comprehensive placement support from the Centre for Placement and Career Guidance (CPCG) through dedicated training sessions on aptitude skills and interview techniques, ensuring they enter recruitment season with confidence and preparation.



Expanding Horizons: Learning Beyond the Classroom

Psychological Safety at Work: A dedicated session explored the concept of psychological safety in professional environments, teaching students how to recognize and cultivate workplace cultures where innovation and honest dialogue can thrive.



Building Wealth Wisely: Mr. Rahul Dhawan delivered a webinar on effective wealth creation strategies, providing practical financial literacy insights for students beginning to think about long-term financial planning.

From Campus to Career: Mr. Ankit Chowdhary led multiple sessions throughout the month, offering insights on making the most of the Lavasa experience and navigating the crucial transition from college life to the corporate world. His honest reflections on the challenges and opportunities of early career life resonated deeply with students preparing for their own journeys.



Mastering Change: Anil D'Souza led "Freeze, Unfreeze, Refreeze," a session on change management that equipped students with frameworks for understanding and navigating organizational transformation.



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CHRIST (Deemed to be University)
30 Valor Court, At Post: Dasve Lavasa
Taluka: Mulshi, Pune 412112
Maharashtra

1800 123 2009
lavasa.christuniversity.in