

PGP BHARAT

*A one-of-its-kind immersion
led postgraduate programme by
Masters' Union.*



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1. Welcome to PGP Bharat

1.1 Before We Begin, Ask Yourself This

How do you want to use the next six months of your life?

Over the coming months, you will travel across India, step into real businesses, build ventures of your own, observe how decisions are made, and experience contexts that cannot be simulated in a classroom.

Some days will be fast-paced and demanding. Others will be unfamiliar or uncomfortable. There will also be moments that challenge your assumptions and shift how you see the world. That is not accidental. It is part of how this programme is built.

But access alone does not create learning.

What you take away from this programme will depend on how present you are, how curious you remain, and how seriously you treat the opportunity to learn from the real world. The programme creates the conditions. You create the outcomes.

Think of this journey as a gym for your thinking and decision-making. The environment is designed, the structure is in place, and the guidance is available. Growth happens only when you show up consistently, put in the effort, and follow the discipline required to improve.

This handbook exists to support that process.

It is not meant to restrict you or slow you down. It is here to give you clarity on how the programme works, what is expected of you, how to navigate challenges, and where to go when you need support. Read it once to understand the landscape and return to it whenever things move fast or feel unclear.

This handbook is for students of PGP Bharat Cohort 2.

2. How Learning Unfolds at PGP Bharat

Learning at PGP Bharat begins with experience and is strengthened through frameworks. You will move between the real world and the classroom, using each to sharpen your understanding of the other.

What you observe on the ground becomes the starting point for classroom discussions. What you learn in class is then tested through hands-on work and challenges.

2.1 Academic Pillars and Timelines

2.1.1 Academic Pillars

The academic curriculum is divided into three core pillars: Immersions, In-Class, and Out-Class.

Immersion: An immersion at PGP Bharat is an on-ground learning experience where students engage directly with real businesses, communities, and public institutions to understand how systems operate in practice. PGP Bharat includes both Business and Cultural Immersions, allowing students to bridge theory with practice through direct exposure to India's business and cultural ecosystems. The Immersion Term runs during Term 2.

In-Class: The In-Class component encompasses learning facilitated within the classroom under the guidance of seasoned academicians and industry practitioners, employing engaging methods like discussions, simulations, and hands-on exercises. Each Macro Question is equivalent to 1 or 2 credits, depending on the number of classroom hours spent. In-Class runs across Term 1 and Term 3.

Macro Questions: At Masters' Union, courses are called "Macro Questions." They are worded in an outcome-based format for example, "How to build marketing strategies" rather than "Marketing 101."

Out-Class: The Out-Class curriculum immerses students in real-world business challenges through Dropshipping, the Creator Challenge, and the VIP Pre-Seed Challenge. These opportunities expose students to various aspects of venture-building, enriching their understanding and preparing them to tackle the complexities of the business world. Out-Class modules run across all three terms.

2.1.2 PGP Bharat Academic Calendar Cohort 2

Phase	Start Date	End Date	Duration	Format
Pre-Orientation	26 April 2026	16 May 2026	~3.5 Weeks	Remote
Orientation	19 May 2026	23 May 2026	5 Days	On-Campus
Term 1 In-Class + Out-Class	30 May 2026	26 July 2026	8 Weeks	Hybrid Weekend
Term 2 Immersions + Creator Challenge + ODC	3 August 2026	27 September 2026	8 Weeks	On-Ground Travel
Term 3 In-Class + Out-Class	9 October 2026	12 December 2026	8 Weeks	Hybrid Weekend

Important

The academic calendar is subject to change based on immersion partner availability, travel conditions, safety requirements, and academic needs. Mandatory workshops, industry sessions, and faculty-led classes may be scheduled outside regular hours. Learners are strongly advised not to plan personal travel during all terms, as movement instructions and immersion schedules may be updated with limited notice.

Holiday Calendar

The following national and state holidays will be observed during the programme period. State holidays during the Immersion Term (Aug–Sep 2026) are listed by hub city for planning purposes.

National Holidays

Date	Day	Holiday
15 August 2026	Saturday	Independence Day
2 October 2026	Friday	Gandhi Jayanti
20 October 2026	Tuesday	Dussehra / Vijayadashami
9 November 2026	Monday	Diwali
25 December 2026	Friday	Christmas

State and Festival Holidays During Immersion Term (Aug–Sep 2026)

The following holidays fall during the Immersion Term and may affect company visits, travel, and logistics at specific hubs. Students will be informed in advance of any schedule adjustments.

Date	Day	Holiday
15 Aug 2026	Saturday	Independence Day
27 Aug 2026	Thursday	Raksha Bandhan
4 Sep 2026	Friday	Janmashtami
14 Sep 2026	Monday	Ganesh Chaturthi
16 Sep 2026	Wednesday	Vishwakarma Puja
25 Sep 2026	Friday	Ganesh Visarjan / Anant Chaturdashi

Note on State Holidays

State holidays vary by location and may affect partner company availability, government institution visits, and local transport. Any impact on the immersion schedule will be communicated in advance. The above list is indicative and subject to change based on state government notifications.

2.2 Programme Credits at a Glance

PGP Bharat is a credit-bearing programme. Credits are distributed across all three academic pillars In-Class, Out-Class, and Immersion. The table below reflects the credit and guided hours structure for Cohort 2.

Component	Credits
In-Class Credits	19
Out-Class Credits	22
ODC Credits	8
Immersion & Reflection Credits	11
Graduation Requirement	60

Disclaimer

The Institute reserves the right to modify, withdraw, or revise any credit requirement, course, or programme component as deemed necessary in the interest of academic and institutional objectives.

2.3 Evaluation Criteria and Assessment Framework

While assessment criteria are clearly defined, learners are encouraged not to engage with the programme only to meet evaluation requirements. The intent is not to optimise for grades, but to take ownership of what you want to learn, build, and take away from the experience.

The assessment framework exists to provide structure and fairness. Your growth, however, will be shaped by the choices you make, the effort you put in, and how deeply you engage with the learning opportunities available.

2.3.1 Assessment Components

Component	Pillar	Evaluation Method
One Day Consultancy Challenge (ODC)	Immersion (Term 2)	Structured business problem-solving challenge connected to the Major Business Immersion of the week
Engagement	Immersion (Term 2)	Attendance, participation, and professional conduct
Reflection	Immersion (Term 2)	Quality of written and verbal reflection sessions
Class Participation	In-Class (Terms 1 & 3)	Active contribution during sessions
Project / Assessment	In-Class (Terms 1 & 3)	Quizzes, reports, and presentations
Deliverables	Out-Class (All Terms)	Weekly submissions, execution quality, consistency

2.4 Grading Scheme

2.4.1 Immersion Evaluation Parameters

Learning during immersions is evaluated across three core parameters: One Day Consultancy Challenge (ODC), Engagement, and Reflection.

1) One Day Consultancy Challenge (ODC): An 8 to 12-hour structured business problem-solving challenge connected to the Major Business Immersion of the week. The problem statement is drawn directly from the operating context of the company visited. Students are evaluated on the quality of their business diagnosis, the rigour of their analysis, the practicality of their recommendations, and the clarity of their presentation to a live panel.

2) Engagement: Captures how consistently and responsibly you participate during immersions. Includes attendance and punctuality, attentiveness during company interactions, and professional conduct with peers, hosts, and programme staff. Attendance is binary per immersion day.

3) Reflection: Evaluates your ability to process experience into learning. Assessed on quality of written reflections, depth of interpretation, ability to connect experiences to larger patterns and frameworks, and contribution during reflection discussions. Reflection sessions are rated as Passive, Contributive, or Insightful.

2.4.2 In-Class Evaluation Parameters

PGP Bharat uses an 11-level grading scale ranging from A+ to F, consistent with other Masters' Union programmes.

Grade	GPA	Performance Level
A+	4.0	Outstanding
A	4.0	Excellent
A-	3.7	Very Good
B+	3.3	Good
B	3.0	Above Average
B-	2.7	Average
C+	2.3	Satisfactory
C	2.0	Adequate
C-	1.7	Below Expectation
D	1.0	Borderline Pass
F	0.0	Fail

Relative Grading

PGP Bharat follows a relative grading system, where final grades are assigned based on performance distribution across the cohort. Faculty determine the grade curve at the end of each module or component. Relative grading ensures fairness across diverse assessment styles, consistency across different sessions and faculty, and transparency in academic evaluation. Moderation may be applied to maintain academic integrity.

2.4.3 Evaluation Criteria for Out-Class

Out-Class evaluations are continuous and based on consistent effort. Assessment is based on weekly submissions checked for quality of execution, creativity, and clarity. Deliverables must display consistency and discipline as well as the application of learning. On-time submissions and completeness of tasks are equally critical.

Learners must take ownership of tasks and submit deliverables on time, while maintaining integrity and originality. They must follow instructions carefully, participate actively in group components, and show improvement across weeks.

Note

A separate Out-Class handbook will be provided to students with detailed parameters and information for each Out-Class module.

3. Orientation | PGP Bharat

Overview

Orientation marks the formal beginning of the PGP Bharat journey. It is designed to prepare learners for the academic rigour, travel intensity, and professional expectations of the programme. The orientation phase focuses on building foundational skills, shared context, and cohort alignment before learners move into the in-class and immersion phases.

PGP Bharat is a highly experiential programme. Learners will spend significant time on the road, inside organisations, and in fast-paced learning environments. The Orientation ensures that all learners start with a common understanding of programme structure, expectations, tools, and conduct standards.

Orientation also introduces learners to the Masters' Union culture, academic processes, and evaluation philosophy, enabling a smooth transition into the programme.

Orientation Dates: 19 May 2026 to 23 May 2026

Location: On-Campus, Masters' Union, Gurugram

Important

Orientation is mandatory for all learners.

3.1 Objective of the Orientation

The objectives of the Orientation phase are as follows:

- To familiarise learners with the PGP Bharat programme structure, learning philosophy, and academic framework.
- To set expectations around professionalism, conduct, attendance, and participation.
- To introduce learners to core tools such as LMS, playbook, and communication channels.
- To build essential business fundamentals required for classroom and travel-led learning.
- To create cohort alignment and a strong sense of community.
- To prepare learners for the intensity and discipline required during immersions and company visits.
- To introduce the Out-Class modules: Dropshipping, Creator Challenge, and VIP Pre-Seed and set the stage for execution.

3.2 What You Will Learn - Curriculum

The PGP Bharat Orientation curriculum is designed to combine foundational classroom learning with practical tools training. Learning happens through workshops, ODC preparation, CXO interactions, skill labs, and reflective exercises. The curriculum is structured to help learners understand programme expectations, observe real decision-making frameworks, and apply structured thinking before they enter the field.

The programme does not follow a single-subject approach. Instead, learning is organised around themes, industries, skills, and practical outcomes.

3.3 Orientation Calendar

The Orientation will span five days (19–23 May 2026) and include a mix of in-class sessions, CXO interactions, and immersion experiences. It will cover tools training, focused workshops, ODC debriefs, cohort bonding activities, makers' lab sessions, business simulations, and case discussions.

A detailed day-wise schedule will be shared by the team before Orientation begins.

Pre-Orientation

Pre-Orientation runs from 26 April 2026 to 16 May 2026 and is delivered remotely. It includes Pre-Orientation Webinars covering foundational business themes, and preparatory material.

4. In-Class Learning

In-Class learning runs across Term 1 and Term 3. These terms focus on structured classroom learning, academic modules, and specialised pathways. This phase helps learners build strong business fundamentals and apply them to projects, ODCs, and early-stage venture work.

In-Class Curriculum

Macro Questions: The in-class curriculum is structured around a series of Macro Questions, each designed to align directly or indirectly with the Out-Class component. This integrated approach ensures that students clearly understand the relevance of each Macro Question and how it contributes to their overall learning journey and real-world readiness.

4.1 In-Class Pedagogy

Masters' Union adopts a distinctive, hands-on pedagogical model. Each Macro Question follows a three-stage learning cycle: pre-class investigation, in-class engagement, and post-class reflection.

Pre-Class Investigation: Before the scheduled class, students are expected to independently or collaboratively explore the topic. Typical pre-class activities may include reading assigned articles, research papers or cases; watching relevant videos or documentaries; or conducting brief interviews with peers and professionals.

In-Class Engagement: The in-class engagement prioritises active exploration over passive instruction. Faculty and Masters facilitate interactive, problem-based discussions that emphasise applied learning. They use case studies, simulations, workshops, debates, demonstrations, and personal narrations to drive discussions. Students must actively participate to co-create a dynamic and experiential learning environment.

Post-Class Reflection: To deepen learning, students are usually given a post-class reflection exercise where they journal on prompts such as: How has your worldview changed after understanding this topic? What are the top 3 takeaways? What will you do differently now? What new ideas were sparked? This reflective process helps solidify insights and fosters ongoing curiosity.

4.2 In-Class Curriculum: Macro Questions and Credits

The following tables present the confirmed macro questions for Terms 1 and 3. Each macro question is anchored to a real business domain and designed to build thinking that is directly applicable during immersions and ODCs.

Term 1 → In-Class

Sr.	Subject	Macro Question	Hours	Credits
1	Operations	How do companies structure processes to deliver speed, cost, and quality trade-offs?	20	2
2	Strategy	How can organisations design strategies and drive transformation using structured thinking and data?	20	2
3	Marketing	How can a business systematically acquire, convert, and retain the right customers?	20	2
4	Finance	How can professionals use financial language to assess and communicate performance?	10	1
5	Generative AI	How can individuals use AI tools to improve productivity and decision-making?	20	2
6	Preparation for Immersions and ODC	How can individuals structure problems and present clear, actionable business solutions?	10	1
Term 1 Total			100	10

Term 3 → In-Class

Sr.	Subject	Macro Question	Hours	Credits
1	Operations	How do operating models outperform, and under what contextual conditions?	20	2
2	Finance	How do financial patterns signal scalable, resilient, high-value business models?	20	2
3	Marketing	How do growth strategies generalise across contexts, and where do they fail?	20	2
4	Strategy	How do strategic archetypes emerge, and how should firms choose among them?	10	1
5	Generative AI	How does AI adoption create advantage versus parity or wasted investment?	20	2
Term 3 Total			90	9

Note

Macro Question titles, faculty assignments, and scheduling are subject to change based on operational requirements and partner availability. Total In-Class credits reflect confirmed allocations for Terms 1 and 3. The Institute reserves the right to modify any element of the academic calendar.

4.3 Submission Guidelines

- All ODC and Out-Class submissions must follow the format and deadline communicated on the LMS.
- Late submissions may carry grade penalties at the discretion of the faculty.
- Submissions must be original; academic integrity rules apply strictly.
- Missing a submission without valid reason will result in a zero score.
- For Out-Class and Immersion ODC submissions, late submissions may affect credit eligibility.

4.4 Re-evaluation and Queries

- Learners may raise academic queries within 48 hours of grade release.
- Re-evaluation requests may be granted at the discretion of the faculty.
- Grades once finalised after re-evaluation will not be changed again.
- Continuous attempts to negotiate grades without valid reason may be treated as academic misconduct.

4.5 Failure and Remediation

A learner receives a Fail (F) grade if:

- They do not appear for mandatory assessments.
- They score below the minimum criteria.
- They miss or fail to submit One Day Consultancy Challenges without valid reason.

5. PGP Bharat Immersions

Term 2 is the Immersion Term. India becomes an active classroom where learners observe business operations, cultural systems, and institutional functioning in real environments. This component requires discipline, cooperation, and adherence to guidelines for a safe and meaningful learning experience.

5.1 Travel Overview

The travel phase includes visits across 8 hubs and 25+ immersions, enabling students to learn directly from India's industries, public institutions, bazaars, and communities through first-hand experience.

Hub	City Region	Business Immersion Focus
1	Delhi NCR	Sales, Operations, Organisational Design, Public Institutions
2	Jalandhar	Consumer Insight, Pricing Strategy, Brand Strategy
3	Jaipur	Brand Architecture, Social Entrepreneurship, Digital Business
4	Mumbai	GTM, Finance, Social Impact, Logistics, Circular Economy, People Strategy
5	Goa	Innovation, Brand Management, Vertical Integration
6	Bengaluru	Product Strategy, Strategic HRM, Generative AI
7	Darjeeling	Product Lifecycle, Sustainable Business
8	Lucknow	Governance, D2C Retail, Strategic Manufacturing

Important Disclaimer

The immersion schedule, company list, hub sequence, and partner details shared at the time of enrolment are indicative and subject to change. Masters' Union reserves the right to make modifications based on partner availability, safety, operational feasibility, or logistical considerations. Students will be informed of changes through official channels as early as possible.



5.2 Snapshot of the Day

Each day during the Immersion Term follows a structured learning rhythm. The sequence below is indicative; the actual order of activities may vary by city, hub, and partner availability.

Hub Workshop / In-Class Session: Each hub begins with a structured classroom or workshop session at the immersion location. This session covers the relevant industry context, company background, and the Business Function lens for the upcoming visits. Students are expected to arrive at every immersion having completed this session.

Major Business Immersion: The primary company visit of the week. A structured engagement with a real business, including a guided facility or office tour, a CXO interaction with senior leadership, and direct engagement with functional teams on the floor. This immersion forms the basis of the week's One Day Consultancy Challenge.

90-Minute Reflection Session: Following the Business Immersion, a structured 90-minute reflection session is conducted at the immersion location or nearby. Anchored by an in-house or visiting faculty member, this session processes the learning from the visit through collaborative dialogue and engagement with the Macro Question of the week. Reflection sessions follow Business Immersions only.

Minor Business Immersions: One to two additional company visits within the same hub, each comprising a guided facility visit, a CXO interaction, and floor-level engagement. These reinforce the hub's Business Function theme from an additional industry or operational perspective.

One Day Consultancy Challenge (ODC): An 8 to 12-hour hands-on business challenge conducted in the field or at a designated venue, connected directly to the Major Business Immersion of the week. Problem statements are real, drawn from the operating context of the company visited. Students research, structure, and build a business recommendation including diagnosis, competitive landscape analysis, positioning strategy, and an actionable pilot plan, which is then presented to a live panel with Q&A.

Creator Challenge and Guided Peer Hours: Dedicated slots during the week where students work on their weekly Creator Challenge submissions and engage in guided peer sessions. These hours are structured to help students translate their immersion observations into content and apply learning collaboratively with peers.

5.3 Immersion Calendar (Summary)

A high-level immersion calendar is provided to help learners understand the sequence of cities and visits. A detailed daily itinerary with timings, safety guidelines, and travel logistics will be shared through official communication channels before each hub begins.

The final immersion schedule will depend on programme requirements, partner company availability, and operational conditions. All dates and partners are subject to change.

The calendar will be shared closer to the immersion term.

5.3.1 Business Functions by Immersion Partner

Each Business Immersion is anchored by a Business function, a specific professional domain theme that defines the lens through which students observe, engage, and build their ODC. This makes learning resilient to variation: even when a partner changes their agenda, students have a clear, pre-defined lens to apply independently of what the company demonstrates on the day.

Disclaimer

The immersion partner list, Business Functions, and hub sequence are indicative and subject to change and business functions are not limited to. Masters' Union reserves the right to modify or replace any partner without prior notice based on availability, scheduling, or operational considerations.

5.4 Week-wise Itinerary

A detailed weekly itinerary will be shared before every hub begins. Learners must review it carefully and prepare for the immersions accordingly.

Week-wise Macro Questions and ODC briefs will be communicated through the LMS. Refer to the curriculum document shared at the beginning of Term 2 for the week-wise breakdown.

5.5 Reflections

All Business Immersions at PGP Bharat will be followed by a structured 90-minute reflection session, anchored by an in-house or visiting faculty member or a senior leader. The reflection will revolve around the Macro Question for a given business immersion.

Guided Reflection: Making Sense of the Immersion

PGP Bharat is designed around one core belief: experience alone does not guarantee learning. Reflection does.

Every immersion is intentionally intense. You will observe businesses in action, interact with leaders and workers, witness decision-making up close, and operate in unfamiliar environments. The purpose of a guided reflection is to help you slow down, decode what you experienced, and convert exposure into insight.

This reflection is not a summary of the day, nor is it a right-or-wrong exercise. It is a structured pause that helps you answer three critical questions:

- What did I truly observe?
- What does it mean in a business and leadership context?
- How does it change the way I think, act, or decide going forward?

5.5.1 How This Reflection Works

Each day, you will complete two parts:

Free Journal (500 words): Use this space to document your day as you experienced it. Capture moments, conversations, observations, contradictions, and emotions. Write honestly and personally. This section is about noticing before judging.

Guided Reflection Questions (6–8 prompts): You will respond to a curated set of questions drawn from different lenses: business and industry understanding; critical evaluation and judgement; self-awareness and behaviour; application of learning; and synthesis and closure. These questions push you beyond surface-level appreciation and into analysis, interpretation, and decision-making.

5.5.2 Penalty Structure for Reflection Sessions

Reflection sessions are mandatory after all Business Immersions. Attendance is tracked and penalties for unexcused absence are applied as follows:

Absences	Consequence
1 unexcused absence	Formal warning issued
2 unexcused absences	One grade drop on immersion component
3+ unexcused absences	Two grade drops on immersion component; escalation to Delivery Head

5.6 Bharat Playbook

The Bharat Playbook will be your key learning tool during the Immersion Term. It is designed to facilitate systematic compilation of notes, testimonies, and reflective logs. As you travel through the immersions, the Playbook will gradually evolve into a repository that carries some of your most pertinent observations and records from the field.

The Playbook is a living document of your learning curve. You are strongly encouraged to make full use of it, to write honestly, and to revisit it at the end of each hub. It is not evaluated on length or polish. It is evaluated on the depth and authenticity of your thinking.

6. Out-Class Learning

Out-Class is a core pillar of PGP Bharat. It focuses on practical, hands-on learning that allows learners to apply business concepts outside the classroom. Out-Class encourages experimentation, creativity, and problem-solving through real-world challenges that run across all terms.

6.1 Curriculum Structure

Out-Class Learning in PGP Bharat is structured around three major components, each mapped to a specific programme term:

Module	Term	Format
Dropshipping	Term 1	Hybrid Weekend + Mela
Creator Challenge	Term 2	On-Ground / Weekly Challenge
VIP Pre-Seed Challenge	Term 3	Hybrid Weekend + Demo Day

Each component combines workshops, guided execution, independent work, and periodic reviews. Out-Class credits reflect both guided sessions and independent execution effort.

6.2 Dropshipping (Term 1)

The Dropshipping module introduces learners to building and operating a digital commerce business. Learners work through the complete lifecycle of an online store, from product selection to customer acquisition.

Learning Objectives

Through the Dropshipping module, learners will:

- Understand sourcing and product selection.
- Build an online store using standard platforms such as Shopify, Amazon, and Flipkart.
- Learn inventory and order management.
- Run and optimise paid advertisements.
- Analyse performance metrics and revenue data.
- Understand global expansion and overseas dropshipping considerations.

Workshop Structure

Ses sio n	Workshop Title	Duration
1	Dropshipping Launch Sourcing, Product Selection & Inventory Management	1.5 hrs
2	Building Your Store Shopify + Amazon + Flipkart (Hands-on)	2 hrs
3	Mastering Ads for Selected Products	2 hrs
4	Overseas Dropshipping Business Expand Your Business Globally	2 hrs
5	Dropshipping Mela	12 hrs

Dropshipping Mela

The Dropshipping Mela is a full-day marketplace event held at the end of Term 1 where learners present and sell their dropshipping products. It is the culminating execution exercise of the Dropshipping module and is mandatory for all learners.

Deliverables

Learners are required to set up a functioning online store, run at least one paid advertising campaign, and submit weekly revenue and performance reports through the LMS during the active execution phase. Evaluation is based on execution quality, learning demonstrated, and adherence to process rather than revenue alone.

6.3 Creator Challenge (Term 2)

The Creator Challenge runs alongside the Immersion Term (Term 2). It focuses on storytelling, audience understanding, and content execution under real-world constraints.

Learners create content inspired by the cities, businesses, people, and experiences encountered during their journey. The challenge is designed to build clarity of thought, creativity, and disciplined execution. One challenge is released per week and is designed to build the skill of translating real-world observations into public, professional narratives.

Learning Objectives

Through the Creator Challenge, learners will:

- Understand content as a business and communication tool.
- Learn platform-specific content strategies for Instagram, YouTube, LinkedIn, and other channels.
- Develop storytelling and scripting skills grounded in real immersion experiences.
- Execute filming and editing using accessible tools such as CapCut, InShot, and Adobe Premiere Rush.
- Analyse performance and audience response to iterate and improve.
- Build consistency and execution discipline across an 8-week challenge.

Workshop Structure

Week	Workshop Title
Week 2	Identifying Your Niche / Understanding Audience Psychology
Week 3	Content Strategy & Planning Platform Strategies, Trends & Storytelling
Week 4	Scripting, Shooting & Editing Smartphone, CapCut, InShot, Adobe Rush
Week 5	Growth Hacking & Algorithm Mastery + Influencer Case Studies & Guest Sessions
Week 6	Going Multi-Platform Repurposing Content Across Instagram, YouTube, LinkedIn
Week 7	Tools for Modern Creators AI, Scheduling, Analytics, Canva & Notion
Week 8	Monetisation & Business of Being a Creator
Week 8	Crisis Management & Creator Ethics PR Crisis Simulation Exercise

Creator Challenge: Week-wise One Day Challenge (ODC)

The Creator Challenge runs across the Immersion Term and is delivered through a series of week-wise One Day Challenges (ODCs). Each ODC is designed to help learners apply observation, storytelling, marketing, and analytical skills in real-world contexts aligned with the immersion city.

Learners must choose one option per week and submit their work through the LMS as per instructions.

Disclaimer

ODC themes, formats, or locations may change due to external factors such as logistics, partner availability, or operational constraints. Any updates will be communicated in advance.

Penalty Structure (Creator Challenge)

Completion Rate	Consequence
100% completion	No penalty
75–99% completion	No grade impact
50–74% completion	One grade drop on Out-Class component
Below 50% completion	Two grade drops; Eligibility at risk

Important: The Creator Challenge is a mandatory Out-Class deliverable. Consistent participation is an eligibility requirement for a reflection of professional discipline.

6.4 VIP Pre-Seed Challenge (Term 3)

The VIP Pre-Seed Challenge introduces learners to early-stage startup thinking. Learners work on ideation, validation, and pitching of a business idea, culminating in a Pre-Seed Demo Day in December 2026.

Learning Objectives

Through the VIP Pre-Seed Challenge, learners will:

- Identify and validate real problems.
- Learn to evaluate and refine startup ideas.
- Conduct basic market research and customer discovery.
- Understand co-founder selection dynamics.
- Test assumptions using structured frameworks such as the MOM Test.
- Build and present a compelling pre-seed pitch.

Module Structure and Sessions

Session	Title
1	VIP Kickoff Launch
2	How to Break Myths About Entrepreneurship?
3	How to Accept / Reject Ideas to Work Upon?
4	How to Select Your Co-Founders?
5	How to Conduct a MOM Test?
6	How to Talk to Customers?
7	Idea & Deck Validation Mixer Founders, VCs and Alumni
8	Preliminary Demo Day with Founders
9	Pre-Seed Demo Day

Note

All VIP Pre-Seed ODC and deliverable submissions must be made via the LMS within the prescribed timelines.

7. Student Well-being

Student well-being is a core priority at PGP Bharat. The programme involves intensive travel, immersive learning, and sustained academic engagement, which can be physically and mentally demanding. To support learners throughout this journey, Masters' Union has put in place structured systems for physical health, mental well-being, and emergency support.

7.1 Well-being Framework at PGP Bharat

The PGP Bharat well-being framework is designed around three pillars:

- Physical well-being and on-ground support during travel, immersions, and classroom terms.
- Preventive support through regular check-ins and awareness.
- Mental health support for students throughout the programme.

Learners are encouraged to seek support early and to look out for peers who may need assistance. Well-being is regarded as a fundamental aspect of professional conduct and a shared responsibility within the cohort.

7.1.1 Physical Well-being and On-Ground Support

Physical well-being support includes:

- Pre-planned travel schedules to avoid excessive fatigue.
- Verified accommodation with basic safety and hygiene standards.
- Meal planning during travel and classroom terms.
- Access to first-aid kits during all travel phases.
- Support from cohort and programme teams in case of illness or discomfort.

Learners are advised to communicate early if feeling unwell or physically exhausted, avoid travelling alone when unwell, and follow guidance provided by the programme team and medical professionals.

7.1.2 Wellness Check-ins

Regular wellness check-ins are conducted to monitor how learners are coping with programme demands. These include feedback forms and short surveys, group conversations facilitated by cohort leads, and one-on-one interactions when required.

Wellness check-ins aim to prevent burnout during travel-heavy or high-intensity phases, identify challenges early, improve cohort living and learning conditions, and build a supportive and resilient cohort environment.

7.1.3 Mental Health Support

Student mental well-being is a priority at PGP Bharat. If a learner experiences emotional distress, mental health concerns, or feels the need for support at any stage of the programme, they should immediately reach out to their Cohort Manager.

The Cohort Manager will listen to the concern with sensitivity and discretion, guide the learner on appropriate next steps, and facilitate access to professional support where required. All concerns are handled with care, discretion, and respect for privacy.

Note

Learners are encouraged to seek support proactively. Reaching out for help will not impact academic standing or programme participation in any manner.

7.2 Medical Insurance and Emergency Support

7.2.1 Medical Insurance Coverage

Basic medical insurance is provided to learners as part of the programme. The policy covers hospitalisation and emergency medical treatment as per defined terms. Policy details may be requested from the Masters' Union team.

7.2.2 Medical Emergencies: What to Do

- Inform your Cohort Manager or Delivery Head immediately.
- Avoid travelling alone if unwell.
- The programme team will assist with transport to the nearest medical facility.
- Follow the guidance of medical professionals and programme staff.

- Insurance documentation will be shared or facilitated as required.

7.3 First-Aid Protocols

During all travel phases, first-aid kits are carried by the Masters' Union team. First-aid support includes basic medicines, bandages and antiseptics, and hydration salts and essential supplies. Learners should approach the cohort or programme team if first-aid support is required.

7.4 Note on Collective Responsibility

Learners are encouraged to be mindful of their own well-being and that of their peers. If a fellow learner appears distressed or unwell, inform a faculty member, cohort manager, or programme representative promptly so appropriate support can be arranged.

8. Policies and Compliance

PGP Bharat is built on trust, responsibility, and collective accountability. We expect learners to act with maturity, consideration for others, and respect for the shared learning environment. In most situations, sound judgment is all that is needed.

At the same time, given the immersive, travel-led nature of the programme, certain actions require clearly defined boundaries and consequences to protect the cohort, partner organisations, and the learning experience.

Strike-Based Disciplinary Action

To ensure fairness and consistency, PGP Bharat follows a strike-based disciplinary mechanism.

A strike may be issued for behaviour or actions that violate programme policies or compromise safety, professionalism, or collective learning. The number of strikes issued depends on the severity of the violation. Serious actions may result in two strikes at once.

Strikes are cumulative across the programme.

A learner who accumulates two (2) strikes will be removed from the cohort with immediate effect. Strikes are issued at the discretion of the Programme Head and the Disciplinary Committee.

Attendance-related matters are governed by the Attendance Policy. However, deliberate, repeated, or unapproved absences or actions that create safety or operational risks may also be reviewed under this strike mechanism.

Learners will be formally informed whenever a strike is issued.

8.1 ODC and Participation Policy

8.1.1 Participation Expectations During Immersions

- Reach the reporting point on time for every scheduled immersion activity.
- Participate meaningfully during company visits and engage in discussions with hosts and faculty.
- Follow instructions from the programme team at all times.
- Complete all tasks linked to immersion content.
- Maintain discipline, attentiveness, and respectful behaviour throughout.

8.1.2 Participation Expectations During Classes

- Attend all academic sessions and workshops.
- Come prepared with pre-reads or assigned material.
- Contribute actively to discussions and case work.
- Listen carefully and comply with faculty instructions.
- Avoid disruptions during classroom sessions and use devices only when permitted for academic work.

8.2 ODC Submission Étiquettes

- Submissions must adhere to the specified format, including file nomenclature, type, access, and size. Non-compliant submissions will be rejected without notification.
- Learners must ensure that links submitted on the LMS are accessible. Click on Share and change settings to “Anyone on the internet can view.” Inaccessible links will be marked as no submission and awarded zero marks.
- Adhering to deadlines is crucial. Technical issues are not acceptable excuses for late submissions. Submit well in advance, preferably at least one hour before the deadline.
- Late submissions within 10 minutes of the deadline will lead to a penalty of 50% on total marks. Submissions after 10 minutes will not be accepted.
- Students must collaborate effectively on group projects. Peer evaluations are mandatory and contribute to the final grade.

8.3 Academic Integrity Policy

Academic honesty is essential at Masters' Union. All submitted work must reflect the learner's own understanding.

8.3.1 Prohibited Actions

- Plagiarism of any kind.
- Copying from peers, websites, or tools without citation.
- Sharing answers or assignments with others.
- Submitting AI-generated content without proper attribution.
- Paying others to complete your work.
- Fabricating data in assignments or workbooks.

8.3.2 Acceptable Use of AI Tools

- AI may be used for brainstorming or generating initial ideas.
- You must not copy AI outputs directly as final submissions.
- All AI-assisted writing must be edited, refined, and restructured.
- Any direct quotes from AI must be acknowledged.
- The learner holds full responsibility for originality and accuracy.

8.4 Anti-Ragging Policy

Masters' Union follows a strict anti-ragging policy. Learners must maintain a safe, inclusive environment throughout the programme.

Ragging involves causing physical or emotional discomfort to another learner, humiliation, targeted teasing or coercion, bullying in person or online, or any activity that affects dignity or well-being. All forms of ragging are strictly prohibited. Violations will result in immediate disciplinary action and may lead to removal from the programme.

In case of any such issue, please inform your Cohort Manager immediately.

8.5 POSH Policy

Prevention of Sexual Harassment (POSH): Masters' Union is fully compliant with the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

Masters' Union has a duly constituted Internal POSH Complaints Committee (ICC) to lead POSH grievances confidentially and sensitively.

Sexual harassment includes unwelcome physical contact, inappropriate comments or gestures, sexually coloured jokes or messages, demands for favours, or creating an intimidating or uncomfortable environment. Any form of such conduct will lead to disciplinary action.

8.5.1 How POSH Support Works

- Complaints can be filed confidentially at posh.pgpbharat@mastersunion.org.
- The POSH Committee will review the matter and both parties may be temporarily removed from the programme until the investigation is concluded.
- Strict action will be taken based on the outcome of the investigation.
- If proven innocent, the corresponding party will be accommodated in a subsequent cohort to compensate for lost time.

8.6 Behavioural Expectations and Disciplinary Actions

8.6.1 Behavioural Expectations

All learners must maintain respectful communication and cooperate with faculty, team members, and partners. They must follow instructions shared by the Masters' Union team, avoid disruptive activities, and uphold professionalism at all times.

8.6.2 Violations

Behavioural violations include curfew violations during travel, missing mandatory sessions without approval, disrespectful behaviour towards peers, programme team, or any stakeholder, misuse of social media related to Masters' Union or its partners, safety negligence, and harassment of any kind.

8.6.3 Penalty Structure

Depending on the nature of the violation, penalties may include a written warning, grade reduction, loss of immersion privileges, or exclusion from specific activities. Extreme violations will lead to a hearing with the Disciplinary Committee (disciplinary.pgpbharat@mastersunion.org) and may result in the learner's removal from the programme.

8.7 Zero Tolerance Behaviour

The following behaviours are strictly prohibited and will result in immediate removal from the programme with no institutional support in case of legal consequences:

- Harassment or discrimination of any kind.
- Actions that compromise individual or group safety.
- Substance abuse during travel, sessions, or immersions.
- Disrespect towards host organisations or local communities.
- Entering restricted or unauthorised areas.
- Posting restricted, sensitive, or misleading content about the programme or its partners.
- Any form of physical, mental, or sexual harassment.

9. Travel Safety, Well-being and Conduct

Safety and well-being are critical throughout the travel phase of PGP Bharat. Given the intensive nature of travel, immersions, and group living, all learners are required to strictly follow safety protocols, health guidelines, and conduct norms.

9.1 Travel Safety Rules

- Stay with your assigned group at all times and use only programme-approved transportation.
- Do not enter restricted or unauthorised areas.
- Follow all instructions shared by the programme team, on-ground partners, and host organisations without exception.
- Keep emergency contact details accessible at all times.
- Report any safety concerns immediately to the cohort manager or programme team.
- Wandering alone, deviating from approved routes, or ignoring safety instructions may invite disciplinary action.

9.2 Health and Hygiene Guidelines

- Carry basic hygiene essentials including sanitiser and tissues.
- Stay adequately hydrated and make responsible food choices.
- Maintain cleanliness in rooms and shared spaces at all times.
- Report any illness or physical discomfort to the programme team immediately.

9.3 Conduct and Behaviour During Travel

- Maintain punctuality and adhere to movement schedules.
- Follow instructions related to group movement and logistics at all times.
- Maintain respectful behaviour and appropriate communication in all settings.
- Keep noise levels under control, particularly in accommodation and shared spaces.
- Visitors are not permitted at accommodation or programme venues.
- Any damage caused to host properties, accommodation, or transport will be borne by the concerned learner.

9.4 Curfew and Movement Rules

Curfew timing for all locations is 11:00 PM. All learners must return to their rooms before curfew.

Movement outside the accommodation premises beyond curfew hours requires prior written approval from the Delivery Head. Any attempt to leave accommodation without intimation will result in immediate removal from the programme.

Emergency exceptions may be considered, subject to written consent from the learner's guardian or emergency contact. Curfew violations are treated as serious misconduct.

Critical Safety and Conduct Protocols

PGP Bharat is a travel-intensive, immersion-led programme. The safety and integrity of every learner, partner, and programme team member is non-negotiable. The following protocols are mandatory and must be followed without exception.

Zero Tolerance Actions

The following will result in immediate removal from the programme with no recourse:

- Any activity that results in injury, death, or risk to life → whether to the learner themselves, a peer, a partner representative, or a member of the local community
- Any mischievous, reckless, or disruptive behaviour during transit, travel, or movement between hubs
- Any activity that tarnishes the reputation of Masters' Union, its partners, or the PGP Bharat programme
- Any behaviour that causes harm, distress, or disruption to the programme team or cohort peers

Standard Operating Procedures (SOPs) for Movement and Safety

The following SOPs are mandatory. No exception will be made regardless of circumstance.

SOP 1 → Leaving the Immersion or Travelling Home

If a learner needs to leave the immersion programme temporarily or travel home during any phase of the travel term, the following process must be completed before departure is permitted:

1. The learner must send a formal email to the Programme Manager, Delivery Head, and Programme Head stating the reason, dates of absence, and expected return date.
2. A parent or guardian must be copied in this email and must send a written reply confirming they are aware of and have approved the learner's travel.
3. The learner must attach a copy of their travel tickets (flight, train, or bus) to the same email.
4. Departure will only be authorised once a written confirmation is received from the Programme Head or Delivery Head.

No learner may leave the programme location without completing this process. Departure without authorisation will be treated as a serious disciplinary violation.

SOP 2 → Self-Drive Vehicles

The use of self-drive or privately rented vehicles during any phase of the programme is strictly restricted.

1. Any learner wishing to use a self-drive vehicle must send a formal email to the Programme Manager, Delivery Head, and Programme Head requesting approval.
2. A parent or guardian must be copied in the email and must send a written confirmation acknowledging that their ward intends to self-drive and that they accept full responsibility.
3. Approval is at the sole discretion of the Delivery Head and Programme Head. Their decision is final.
4. Self-drive is strongly discouraged and will only be considered in exceptional circumstances.

SOP 3 → Injury or Casualty

Any injury, accident, or medical emergency involving a learner must be reported to the Cohort Manager and Delivery Head immediately, regardless of severity. The following applies:

1. All injuries or casualties must be formally documented by the programme team.
2. Independent adventure activities, extreme sports, or any activity outside the official programme schedule that result in injury are the sole responsibility of the learner. Masters' Union will not be liable.
3. Learners are strongly advised against engaging in any activity that carries physical risk outside of the official programme itinerary.

Decision-Making Authority

All decisions related to the above protocols rest solely with the following:

- Programme Manager
- Delivery Head
- Programme Head

No other individual, including peers or family members, has the authority to grant permission or override these protocols.

9.5 Respect for Local Communities

- Behave respectfully with local residents at all times.
- Seek permission before taking photographs of people or private spaces.
- Avoid causing disturbance in public or shared spaces.
- Remain sensitive to local customs, traditions, and cultural norms.

9.6 Accommodation Norms

Accommodation is provided on a twin-sharing basis across all hubs.

9.6.1 Twin-sharing Expectations

- Respect your roommate's privacy and maintain noise levels.
- Maintain cleanliness of the shared space.
- Outsiders are not permitted in rooms under any circumstances.
- Report concerns or violations promptly to the programme team.

9.6.2 Room Allocation

Room allocation is managed by the programme team. Requests for changes will be considered only in exceptional cases and require formal approval. Masters' Union does not guarantee luxury or premium accommodation. The standard is comfort and hygiene. Requests for room upgrades or individual room preferences will not be entertained.

9.7 Transportation and Luggage Guidelines

9.7.1 Travel-day Expectations

Learners must stay with the assigned group and follow boarding and debarking instructions. A Pocket Itinerary will be provided for each hub with detailed information on travel-day protocols.

9.7.2 Luggage Rules

Baggage limits will be communicated in advance for each leg of travel. Oversized or excess luggage should be proactively avoided. Label all luggage with your name and contact number. Keep valuables with you personally and ensure all luggage is securely closed.

9.7.3 Lost Baggage Protocol

- Inform the programme team immediately.
- Complete the required reporting process.
- Follow recovery instructions shared by the team.

9.8 Professional Behaviour During Company Visits

- Arrive on time. Punctuality is non-negotiable during immersions.
- Pay attention during briefings and ask relevant and respectful questions.
- Maintain professionalism throughout the visit in every aspect of conduct.
- Wear safety gear when provided and follow all safety instructions inside facilities.
- Avoid touching equipment without permission.
- Stay within designated areas at all times.

9.8.1 Non-negotiable Rules During Company Visits

- No photography inside partner premises unless explicitly permitted.
- No sharing of confidential or proprietary information observed during visits.
- Full compliance with host organisation policies is mandatory.

9.9 Dress Code Guidelines

Learners are expected to dress appropriately for different programme contexts:

- Smart casuals for factory visits and cultural immersions.
- Business formals for Orientation, CXO sessions, and Demo Days.
- Traditional or ethnic attire for festival celebrations and visits to religious sites.
- Comfortable, modest clothing for travel and rest days.

Dress must always be neat, appropriate, and aligned with the nature of the immersion or visit. Specific dress code instructions will be communicated before each hub and company visit. Non-compliance may result in a student being asked to step out of the immersion.

9.10 Confidentiality and Social Media

9.10.1 Confidentiality Expectations

- Do not record processes or documents unless explicitly permitted by the host.
- Do not share sensitive or proprietary information observed during immersions.
- Respect all confidentiality agreements with partner organisations.

9.10.2 Posting Guidelines

- Avoid posting sensitive, misleading, or disrespectful content.
- Maintain professionalism in visuals and captions related to the programme.
- Content that could embarrass the programme, a partner, or a community is strictly prohibited.

9.10.3 Content Approval

In case of sensitive material, share raw content with the Masters' Union team, incorporate feedback if required, and post only after approval. This process applies especially to content from company visits or government institutions.

10. Attendance Policy

At Masters' Union, classrooms and immersions are designed for active collaboration, experiential learning, and professional conduct rather than passive participation.

For PGP Bharat, attendance carries heightened importance as a substantial portion of the programme takes place outside the classroom through travel-led learning, company visits, industrial immersions, and on-ground field explorations. Presence and participation are essential to achieving the intended learning outcomes.

10.1 Attendance Requirements at a Glance

Programme Component	Minimum Attendance Required
Immersion (Term 2)	100% mandatory attendance
Reflection Sessions (Term 2)	100% mandatory attendance
In-Class Macro Questions (Terms 1 & 3)	75% minimum in each Macro Question
Out-Class Workshops and Challenges	75% participation and timely submissions
Orientation (19–23 May 2026)	100% mandatory

Failure to meet the prescribed attendance requirements may result in academic penalties or further action as outlined in subsequent sections.

10.2 Attendance Guidelines for Immersion

10.2.1 Important Guidelines

- Punctuality is mandatory. Arriving late to immersions or classes will be considered misconduct.
- Attendance will not be granted without proper identification. Learners must carry their Masters' Union ID or name card during classes and immersions.
- Attendance is tracked digitally via the LMS (Coach). Attendance sheets will not be circulated. Learners must review daily attendance on the LMS.
- Absences due to personal events such as weddings, vacations, or celebrations are not considered valid reasons for missing mandatory activities.

- Travel days require full compliance. Movement instructions, reporting times, and safety briefings are part of the attendance requirement.
- No re-entry after cut-off. Late learners may be denied entry into industrial facilities or corporate offices due to safety protocols.
- Immersion attendance is all-or-nothing. If a learner misses any part of a company visit without valid cause, that day will be marked absent.
- Any attendance exception or special request must be approved in advance by the Delivery Head or Programme Head.

10.2.2 Penalty Structure (Immersion)

Unexcused Absences	Grade Impact
1 absence	Formal warning
2 absences	One grade drop on immersion component
3 absences	Two grade drops on immersion component
4+ absences	Review by Disciplinary Committee; possible removal

10.2.3 Relaxation for Personal Exigencies

Situation	Relaxation Allowed
Bereavement (immediate family member)	Case-by-case; communicate at earliest
Serious medical emergency	Doctor's certificate required; case-by-case
Own marriage or family events	Not eligible; use standard attendance leeway
Competitions (top-tier only)	Maximum 2 days per term for final rounds only

10.2.4 Relaxation for Medical Concerns

- Non-critical illness: Up to 1 day per term.
- Critical illness: Case-based relaxation based on test reports and doctor's certificate.
- Minor ailments such as headaches or fatigue are not eligible for medical relaxation.
- Approved deferment may extend for up to two years for severe cases.

10.3 Attendance and Leave Policy for Terms 1 and 3 (In-Class)

Learners must maintain a minimum attendance of 75% in each Macro Question during Terms 1 and 3. The minimum threshold to qualify for credits is 50% attendance in each Macro Question. Attendance relaxations granted cannot reduce attendance below 50% under any circumstances.

10.3.1 Important Attendance Guidelines

- Arriving late to class is considered misconduct. Being 5 minutes late will result in being marked absent. Learners will not be permitted to enter the classroom 5 minutes after the scheduled start time without faculty permission.
- Attendance will not be awarded without a name card. Learners are advised to carry printed name cards as backup.
- Attendance sheets will not be circulated in class. Check attendance on the LMS daily.
- Absences for interviews, weddings, personal travel, or other examinations are not automatically excused. Learners should use their 25% leeway for such needs.
- Breaks are built into most classes at faculty discretion. Stepping out for long periods affects attendance and class participation.

10.3.2 Attendance Policy for Online Participants

When classes are conducted online or hybrid, the following guidelines apply:

- Punctuality: Log into Zoom promptly at the scheduled start time. Joining more than five minutes late results in absence.
- Continuous Presence: Remain present for the entire session. Leaving without prior approval results in absence.
- Camera: Keep cameras on throughout the session. Camera off for more than 10 minutes may result in removal from the session.
- Microphone: Keep microphone muted unless speaking. Minimise background disruptions.
- Professional Environment: Dress in formal or business casual attire. Choose a quiet, distraction-free location.

10.3.3 Categories of Relaxation

Competition Relaxation: Maximum 2 days per term for participation in final rounds of top-tier institute, national or state government, or top company competitions only.

Bereavement: Applies to loss of immediate family members (parents, siblings, spouses, children, grandparents). Learner or a batchmate must inform the PGP Academics Team as soon as possible.

Medical: 1 day per term for non-critical illness after the 25% leeway is exhausted. Critical illness is handled case-by-case with medical documentation. Minor ailments without a doctor's prescription are not eligible.

General Rule

All relaxations can only be applied once the standard 25% attendance leeway has been fully utilised. All requests must be submitted only via LMS tickets. Retrospective leave requests will not be processed. Document authenticity is critical: falsified documents lead to immediate suspension or termination.

10.4 General Attendance and Participation Guidelines

- Relaxations apply only after the 25% attendance cushion is exhausted.
- Attendance relaxation is valid only when all summaries and ODC submissions are submitted within 7 days of return.
- All proofs must be submitted within 48 hours (except bereavement).
- All requests must be submitted only via LMS tickets.
- Relaxations do not adjust Class Participation marks. Missing classes still affects CP.
- Faculty may impose their own stricter attendance requirements for specific modules.
- Missing immersions without valid reason is considered a major violation and may result in disciplinary action.

10.5 Attendance and Leave Policy for Out-Class

Attendance and participation in Out-Class activities are mandatory, even though they are non-classroom in nature.

- Attend all scheduled Out-Class workshops.
- Be present for group task sessions and briefings.
- Track deadlines consistently and submit all deliverables on time.
- Medical leave must be supported by relevant documentation.

- Learners are responsible for catching up on missed tasks regardless of the reason for absence.

Out-Class Completion Rate	Consequence
100% completion	No penalty
75–99% completion	No grade impact
50–74% completion	One grade drop on Out-Class component
Below 50%	Two grade drops; potential Career Services ineligibility

11. Escalation Matrix

The escalation matrix helps learners understand whom to contact when an issue arises during immersions, classroom terms, or Out-Class activities. It ensures concerns are addressed quickly, responsibly, and by the appropriate team member.

Learners are expected to follow this escalation flow and not approach senior leadership directly for routine or operational matters.

11.1 Purpose of the Escalation Matrix

- Provide a clear support structure during travel and academic terms.
- Ensure issues are resolved by the appropriate team member.
- Maintain smooth communication across the cohort.
- Avoid confusion or panic during urgent or unexpected situations.
- Help learners know whom to reach out to at each stage.

11.2 Escalation Principles

- Always start at Level 1.
- Escalate only if the issue remains unresolved or is time-critical.
- Higher levels are meant for complex, sensitive, or serious concerns.
- Skipping levels without cause may delay resolution.

11.3 Escalation Levels

Level	Contact
Level 1	Cohort Manager
Level 1	Immersion Captains
Level 1	Out-Class Coordinators
Level 2	Delivery Head
Level 3	Programme Head

Level → Sensitive / Legal	POSH Committee
Level → Sensitive / Legal	Anti-Ragging Committee
Level → Sensitive / Legal	Emergency Response Team

11.4 When to Escalate

Escalation is appropriate when:

- An issue remains unresolved at the previous level.
- The concern affects collective safety or well-being.
- Academic or immersion participation is disrupted.
- The issue is serious, sensitive, or time-bound.
- Immediate emotional or medical support is required.

11.5 How to Escalate Effectively

When escalating an issue, learners should:

- Share facts clearly and calmly.
- Mention relevant time, location, and people involved.
- Attach evidence or screenshots if applicable.
- Follow instructions provided by the team.
- Allow reasonable response time before escalating further.

Direct escalation to senior levels without following the defined flow should be avoided unless the situation is critical.

12. Communication Channel Guidelines

Effective communication helps the programme run smoothly, keeps learners informed, and ensures timely coordination during travel, classes, and Out-Class activities.

12.1 Purpose of Communication Guidelines

- Ensuring that all learners receive accurate information.
- Creating a consistent communication workflow across terms.
- Avoiding confusion caused by unofficial or unverified messages.
- Maintaining professionalism across digital platforms.
- Helping learners understand where to find updates, assignments, and schedules.

12.2 Official Channels Used in PGP Bharat

12.2.1 Learning Management System (LMS)

The LMS (Coach) is the primary platform for all communications, announcements, calendar, and academic material. It stores session recordings, readings, assignments, and submissions. All academic deadlines are visible on the LMS.

Access the LMS at: coach.mastersunion.org | Mobile app available on Android and iOS.

12.2.2 Email (Masters' Union Official Email Accounts)

Email is used for formal communication, academic announcements, and policy updates. Learners must check their email accounts at least twice a day. Email serves as the official proof of communication for deadlines and requirements.

12.2.3 WhatsApp Groups

WhatsApp is used for daily updates, reminders, and quick announcements. It is critical for travel coordination during the Immersion Term. Cohort-specific groups are managed by Programme Managers. Only relevant messages should be posted; personal conversations do not belong in official groups.

12.3 Communication Expectations for Learners

- Acknowledge important messages from the programme team.
- Respond to queries within a reasonable time.
- Keep notifications on for all official Masters' Union groups.
- Use respectful and concise language; keep messages clear and to the point.
- Share only verified information; avoid forwarding unconfirmed updates.
- Do not create parallel WhatsApp groups for official communication.

12.4 Coach LMS Guidelines

Coach LMS is the official platform centralising your academic journey. It is the single source of truth for your learning experience, covering schedules, attendance, grades, and support.

12.4.1 Submission Naming Conventions

Learners must follow clear naming patterns such as:

- FullName_CourseName_AssignmentNumber
- TeamName_ProjectName
- FullName_ImmersionWorkbook_WeekX

Files that do not follow the naming format may be marked incomplete.

12.5 Communication During Travel

All movement updates, reporting instructions, and last-minute changes will be shared through official WhatsApp groups during the Immersion Term. Learners are expected to remain attentive to these updates at all times and must not mute official travel groups. Ignoring or tampering with instructions can disrupt the movement of the entire cohort and may invite disciplinary action.

12.6 Unacceptable Communication Behaviour

The following behaviours are not permitted on official Masters' Union communication channels:

- Harassment or targeting of peers or staff.
- Sharing confidential or sensitive information related to partner organisations.

- Posting rumours, assumptions, or unverified information.
- Use of inappropriate or offensive language.
- Forwarding programme-related or sensitive content outside official groups.
- Spamming groups with irrelevant or repetitive messages.

12.7 Recommended Best Practices

- Keep a separate folder in your phone for Masters' Union material.
- Create calendar reminders for deadlines.
- Turn on notifications for all Masters' Union-related apps.
- Stay consistent in checking updates.
- Clarify instructions early to avoid misunderstandings.

13. Governance Structure: Who's Who at the Union

Learners are expected to communicate with each team through the designated channels and follow the guidelines shared during the programme. Refer to the escalation matrix in Section 11 for the right flow of communication.

Department / Role	Name	Email
Founder	Pratham Mittal	pratham@mastersunion.org
Programme Head	Shikhar Mahajan	shikhar.mahajan@mastersunion.org
Founder's Office	Gautam Kumar	kumar.gautam@mastersunion.org
Term 0 & Term 2 Delivery	Abhinav Jindal	abhinav.jindal@mastersunion.org
Term 1 & Term 3 Delivery	Priyam Bansal	priyam.bansal@mastersunion.org
Immersion Delivery	Satyam Anand	satyam.anand@mastersunion.org
Travel, Accommodation & Logistics	Yashika Hasija	yashika.hasija@mastersunion.org
Out-Class	Saksham Kotiya	saksham.kotiya@mastersunion.org
Student Affairs & Well-being	Abhinav Jindal	abhinav.jindal@mastersunion.org
Safety, Risk & Compliance	Yashika Hasija	yashika.hasija@mastersunion.org
POSH Committee		posh.pgpbharat@mastersunion.org
Disciplinary Committee		disciplinary.pgpbharat@mastersunion.org
General Programme		pgpbharat.c2@mastersunion.org

All team members are accessible through the channels listed above. Learners are encouraged to use the appropriate channel for the type of concern they have, as outlined in the escalation matrix.

PGP Bharat · Cohort 2 · Masters' Union

Bharat is your classroom.