

BHARAT SUMMER FELLOWSHIP

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



CONTENTS

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8. WHAT YOUR WEEK WOULD LOOK LIKE
9. INSIDE THE JOURNEY
10. FACULTY

11. ADMISSIONS

12. SCHOLARSHIPS

13. ABOUT MASTERS' UNION

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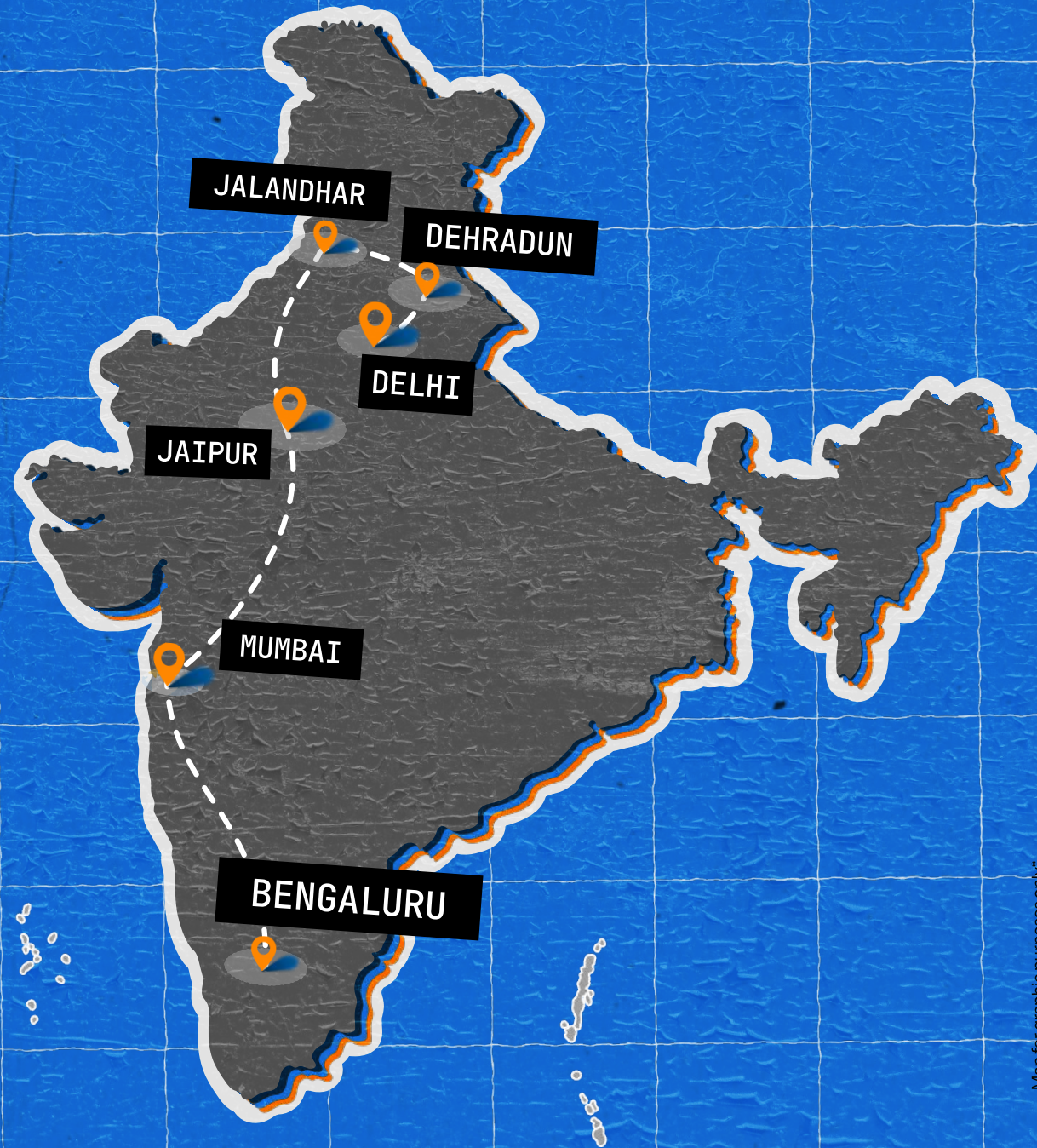
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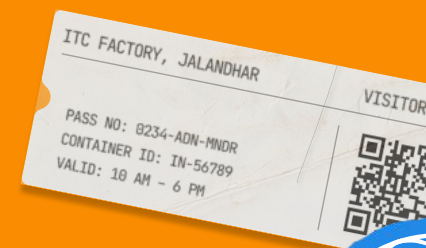
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6 weeks.
A lifetime
of impact.



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

- PHIL KNIGHT
FOUNDER, NIKE



Travel teaches you.

It reshapes how you see the world and yourself.

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



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

This is **Bharat Summer Fellowship**



A better way to learn.

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

PROGRAMME HIGHLIGHTS

10+ CITIES

12+ INDUSTRIES

10+ CXO & MENTOR SESSIONS

3000 KMS JOURNEY ACROSS COUNTRY

20+ IMMERSIONS

06 ONE DAY CHALLENGES

CONTENT CREATION CHALLENGE

MULTI-INDUSTRY PORTFOLIO
DEVELOPMENT

Elements of Fellowship Journey

Welcome Aboard

**BHARAT SUMMER
FELLOWSHIP**

IMMERSIONS

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

ONE DAY CHALLENGES

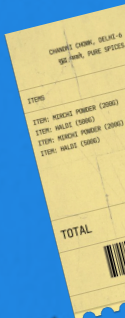
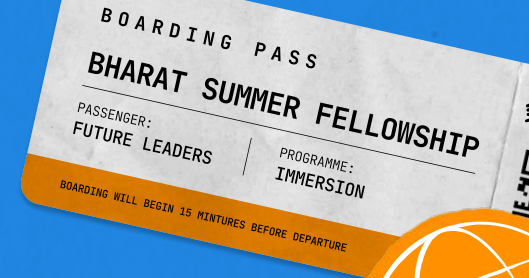
24-hour business sprint where you solve a real problem, make decisions and present actionable outcomes.

ORIENTATION

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

CREATOR CHALLENGE

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



Let's break it down.

HERE'S A CLOSER LOOK AT EACH ELEMENT OF THE BHARAT SUMMER FELLOWSHIP.



Orientation



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

Travel Based Immersions

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

BUSINESS IMMERSIONS

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

CULTURAL IMMERSIONS

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

Welcome Aboard
BHARAT SUMMER FELLOWSHIP

Immersions at a glance

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

HUB 1

DELHI NCR

IMMERSIONS:



HUB 2

DEHRADUN

IMMERSIONS:



HUB 3

JALANDHAR

IMMERSIONS:



HUB 4

JAIPUR

IMMERSIONS:



HUB 5

MUMBAI

IMMERSIONS:



HUB 6

BENGALURU

IMMERSIONS:



practical > theory



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



One Day Challenges

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

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

Thank you. Visit ag
PAYTM UPI
QR CODE
#AG2023



ONE DAY CHALLENGES



1

ONE DAY PROFIT CHALLENGE

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



2

THE 24 HOURS AD CHALLENGE

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



3

PERSONAL FINANCE CHALLENGE

Design your personal wealth blueprint - from budgeting to investing.



4

AI PRODUCT CREATION

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



5

DESIGN THINKING CHALLENGE

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



6

CONSULTING GARAGE CHALLENGE

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

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

6 Weeks. 6 Content Challenges.

To get you started on your content journey.



What your Week will look like

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

MORNING

EVENING

MON

In Class

Workshops



Wellness Hour

Yoga, Sports, Gym, Rest & Meditation



TUE/
WED

Business Immersion



CXO Session



REFLECTION SESSION

THUR/
FRI

Cultural
Immersion



Peer Networking



Content Creation
Challenge



SAT

One Day
Challenge



ODC
Presentation



SUN

Travel

BOARDING PASS ✈



PASSENGER TICKET & BAGGAGE CHECK
NAME OF PASSENGER:

SURNAME / NAME

FROM: DARJEELING
TO: LUCKNOW

BOARDING NO.: 123-456-789-10112

FLIGHT NO: E168QT
DATE: 06/09 SEAT 26A 19:00 HRS

BOARDING PASS ✈

NAME OF PASSENGER
SURNAME / NAME

FROM: DARJEELING
TO: LUCKNOW

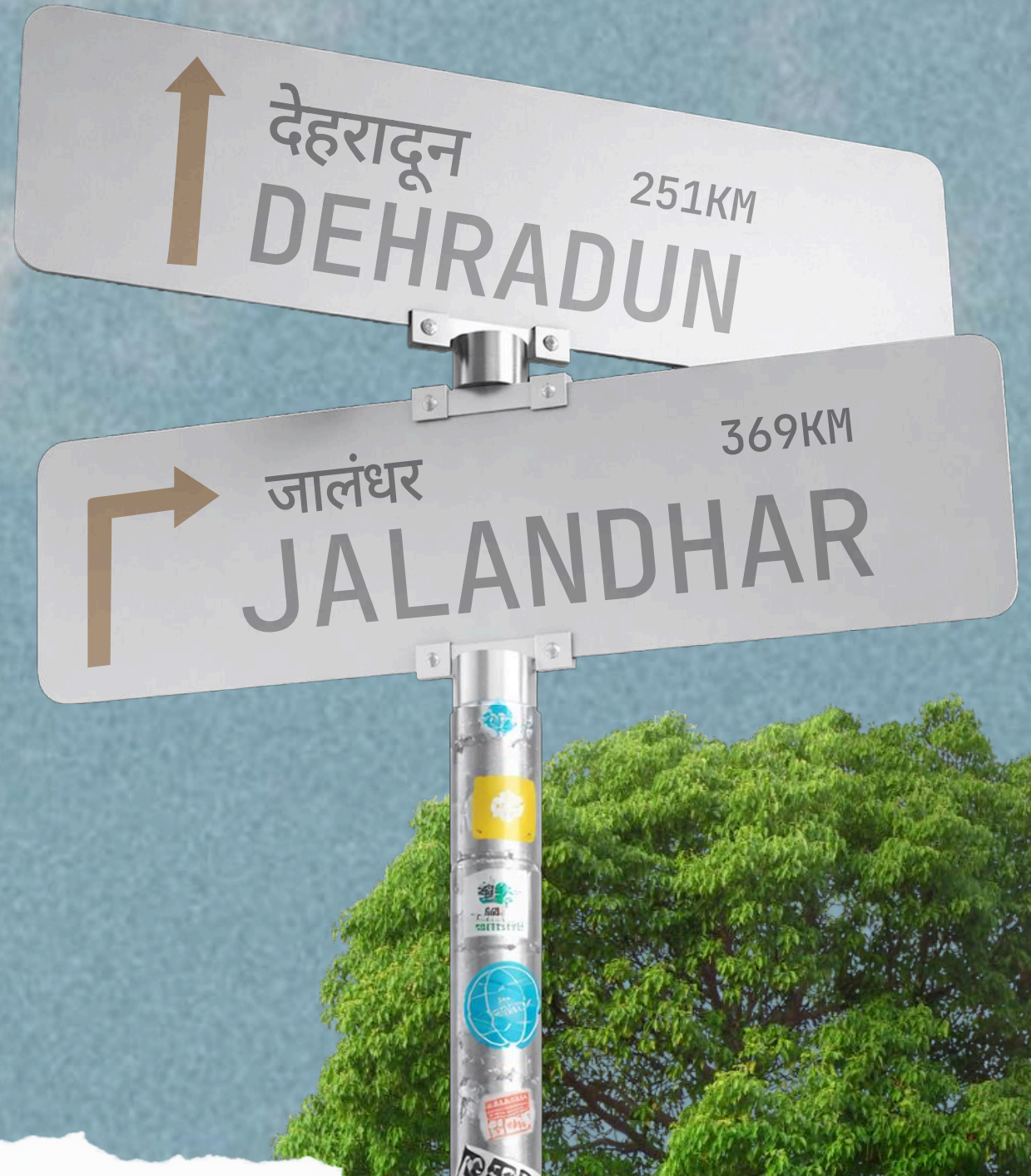
FLIGHT NO: E168QT 123-456-789-10112

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



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

Inside the Journey



Hub 1

VISITS
INVOLVE



LIBERTY



Delhi NCR

LOCATION

MACRO QUESTION

T & T
MOTORS



How to sell aspiration, not just automobiles?

LIBERTY
SHOES



How can Indian manufacturers build global brands sustainably and efficiently?

SKYWAYS

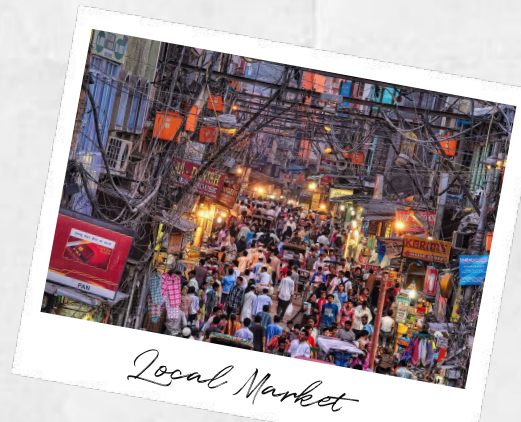


What does it take for Airport Cargo systems to move goods quickly, securely and at scale?

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**ONE DAY
CHALLENGE**

Consulting Garage Challenge



Local Market

Hub 2

Dehradun

VISITS
INVOLVE



LOCATION

MACRO QUESTION

HERO
MOTOCORP



What does it take to achieve manufacturing excellence at scale?

PATANJALI



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



AI Product Creation Challenge



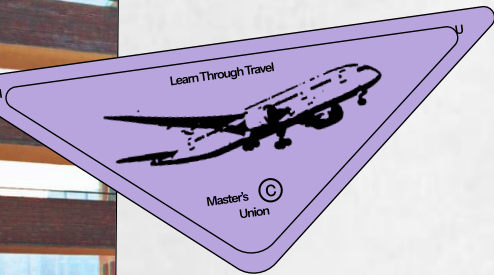
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Hub 3

VISITS
INVOLVE



Jalandhar



LOCATION

MACRO QUESTION

ITC FOODS
FACTORY



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

LOVELY
PROFESSIONAL
UNIVERSITY



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

NIVIA
SPORTS



How can business expand and successfully tap into new markets?

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**ONE DAY
CHALLENGE**

One Day Profit Challenge

Hub 4

Jaipur

VISITS
INVOLVE

IJYA
jewellery

JAIPUR RUGS

CARS
24

Minimalist



LOCATION

MACRO QUESTION

JAIPUR
RUGS



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

IJYA
JEWELLERY



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

CARS24



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

MINIMALIST



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

ONE DAY
CHALLENGE

The 24-hour Ad Challenge

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Hub 5

Mumbai

VISITS
INVOLVE



LOCATION

MACRO QUESTION

RSVP
MOVIES



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

DABBAWALAS



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

BSE



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

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**ONE DAY
CHALLENGE**

Personal Finance Challenge



Hub 6

VISITS
INVOLVE



Bengaluru



Design Thinking Challenge

LOCATION

MACRO QUESTION

MEESHO



How to create successful category strategies for digital marketplaces?

THE RENOVATION LAB



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

OLA



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

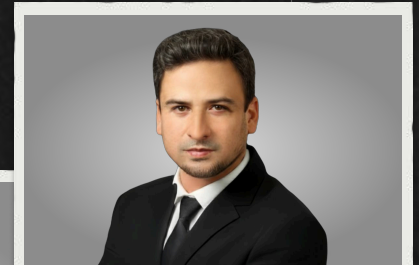
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Faculty

*Guided by educators, thinkers
and industry pioneers.*



Mr. Manoj Kohli
Former CEO



Saurabh Sengupta
Ex- Senior Vice President

zomato



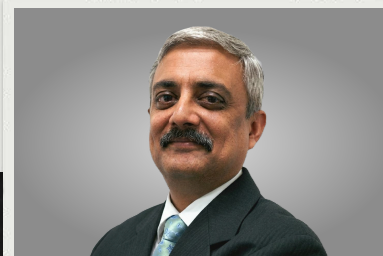
Dr. Nandini Seth
PhD, IIM Bangalore



Sanjeev Bhasin
Former Director



Dr. Bhupesh Manoharan
Ph.D, IIM Calcutta



Rajat Mathur
Former Managing Director

Morgan Stanley



Rajiv Gupta
Ex- Vice President, Sales
& Marketing



Join The Cohort

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

1

ONLINE APPLICATION

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

2

INTERVIEW WITH INDUSTRY & ACADEMIC EXPERTS

No panels. No committees. Just you and a leader shaping the industry.

3

DECISIONS MADE ON A ROLLING BASIS

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



Scholarships

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

1

THE UDAY EXPRESS GRANT

For students with strong potential and limited means.

2

THE SAMTA EXPRESS FELLOWSHIP

For the diverse, remote and underrepresented.

3

THE PALACE ON WHEELS FELLOWSHIP

For creatives, storytellers, and cultural entrepreneurs.

4

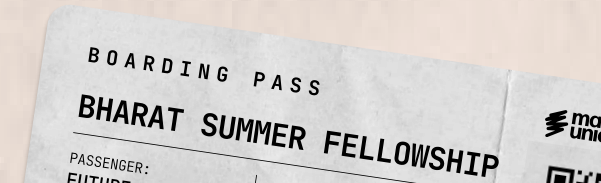
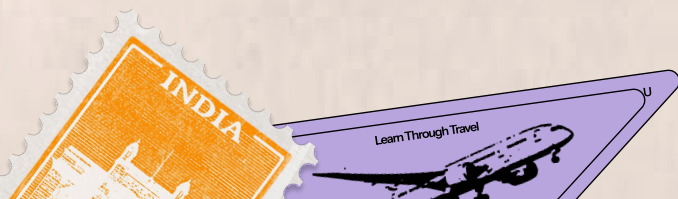
THE DURONTO FELLOWSHIP

For the fearless builders and founders.

5

THE VANDE BHARAT SCHOLAR

For academically exceptional minds shaping the future.



The Masters' Union Story.

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

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

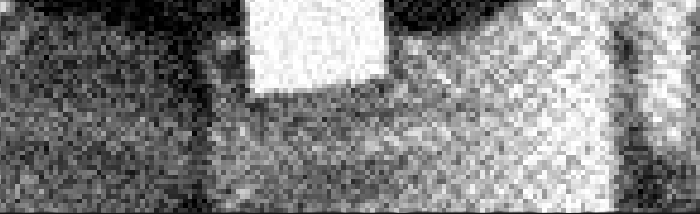


FOUNDER'S NOTE

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

Pratham Mittal





practical > theory

travel



Build



through

academic immersion



growth

What Are You Waiting For?

RSVP.

Email: bharatfellowship@mastersunion.org

Address: DLF Cyberpark, Phase II, Udyog Vihar,
Gurugram, Haryana, PIN - 122022

Website: mastersunion.org

Contact: +91 9899-741-741

