



# Discover India 2024



Indiana University of Pennsylvania



**PES**  
UNIVERSITY

CELEBRATING 50 YEARS



Dear Students,

On behalf of PES Institutions and IUP-India Management Programs, it is our pleasure to welcome you to the 2024 edition of Discover India – A short-term faculty-led international study program!



We have planned an educational, entertaining and a very exciting schedule for you in India. You will be visiting the world famous Taj Mahal, one of the 7 wonders of the world, as well as many historic sites in Jaipur, Delhi & Bangalore. We have arranged corporate visits which include plant tours and meetings with company executives.



**Schneider Electric**  
An European multinational corporation



**TVS**  
An Indian two-wheeler manufacturer



**AEC Offshore Trading Pvt. Ltd.**  
Parent company of Itsy Bitsy - India's biggest retailer for art & craft supplies



**Infosys**  
A global leader in next-generation digital services and consulting

You will have an opportunity to meet with alumni of the IUP-India MBA program. There will be an evening of cultural activities which will include performances by professionals & PES-IUP MBA students. You will also be engaging in many exciting activities that have been planned to make your trip memorable and help build cross cultural relationships with students in India.

We have prepared this booklet mainly with excerpts from Wikipedia and the companies' official web sites for your reference. This booklet will help as a quick guide throughout your trip. We look forward to making your trip both an educational and a memorable experience!

**Divyashree Ravishankar**

Associate Director

**PES-IUP Management Programs, India**

[divya@iup.edu](mailto:divya@iup.edu)

**Dr. Prashanth Bharadwaj**

Dean's Associate and Program Director

**Eberly College of Business, IUP, USA**

[pnb@iup.edu](mailto:pnb@iup.edu)

# Discover India - Itinerary






JAN 3 - JAN 13

JAN 3

WEDNESDAY

 27° C / 81° F

 16° C / 61° F

-  **Arrival into Bangalore, India early morning 2:20 AM**
-  **Drive to Hotel approximately 1.5 hour**  
**Check in to Hotel and Rest.**
-  **Breakfast at the Hotel**  
**Late start from the Hotel.**  
**Bangalore sight-seeing**  
**Photo stops at Vidhana Soudha and High Court**
-  **Lunch**  
**Bangalore Palace**  
**Visit to PES Electronic City Campus Ice-breaking Session or get together with the PES India students**
-  **Dinner**

JAN 4

THURSDAY

 27° C / 81° F

 16° C / 61° F


- Company visits 1**  
**Schneider - An European multinational corporation**
-  **Lunch**  
**Company visits 2**  
**TVS - An Indian two-wheeler manufacturer**  
**Evening at PES University RR Campus**
-  **Dinner**

JAN 5

FRIDAY

 27° C / 81° F

 16° C / 61° F




- Bangalore sight-seeing**  
**Bannerghatta National Park - It is a popular tourist destination with a zoo, a pet corner, an animal rescue center, a butterfly enclosure, an aquarium, a snake house and a safari park.**
-  **Lunch**  
**Evening at PES University RR Campus**
-  **Dinner**

JAN 6

SATURDAY

 27° C / 81° F

 16° C / 61° F

- Bangalore sight-seeing**  
 **Shopping**
-  **Lunch**  
**Bull Temple - Counted among the oldest and must-visit temples in Bangalore, the Bull Temple traces its origins back to the times of the Vijayanagara Empire**  
**Evening at PES University**
-  **Dinner**

JAN 7

SUNDAY

 27° C / 81° F

 16° C / 61° F





-  **Flight to Jaipur**  
**Visit JantarMantar - Is a collection of architectural astronomical instruments**  
**Visit City Palace - It includes the Chandra Mahal and Mubarak Mahal palaces and other buildings in a palace complex.**
-  **Lunch**  
**Check-in to Hotel**  
**Experience cultural performances at the hotel**
-  **Dinner at the hotel**  
**Overnight stay at Jaipur**

JAN 8

MONDAY

 27° C / 81° F

 16° C / 61° F

- Jaipur**  
**Visit Amber fort - One of the principal tourist attractions in Jaipur. Amber Fort is known for its artistic style, blending both Hindu Rajput and Moghul elements. Ride on an elephant like royalty!**
-  **Drive to Agra (5-6 hours)**  
**"College on Bus"—Discover India**
-  **Lunch**
-  **Drive to Agra**  
**Visit Taj Mahal: One of the 7 wonders of the world**  
**Check in to Hotel**
-  **Dinner**

# Discover India – Itinerary

JAN 3 - JAN 13

JAN 9

TUESDAY

 27° C / 81° F

 16° C / 61° F

Agra

Check out early

Visit small marble manufacturing company.

 Drive to Delhi (5-6 hours), "College on Bus"—Discover India

Lunch

Delhi— History, government, and political environment of India


Visit Akshardham – It is a Hindu temple complex in Delhi. The complex displays millennia of traditional Hindu and Indian culture, spirituality, and architecture.

Lunch

Visit India Gate - India Gate is a memorial to 70,000 soldiers of the British Indian Army who died in the period 1914–21.

 Dinner

Overnight stay in Delhi

 Dinner at the hotel

JAN 10

WEDNESDAY

 27° C / 81° F

 16° C / 61° F

Delhi

Delhi— History, government and political environment of India


Sight seeing

Visit Qutub Minar - It is a UNESCO world heritage site. Drive around Rajpath. Photo Stops.

 Fly to Bangalore

Delhi to Bangalore Flight

 Drive to Hotel approximately 2.5 hour

 Meals on Flight

JAN 11

THURSDAY

 27° C / 81° F

 16° C / 61° F

Company visits 3

Infosys – Indian multinational information technology company that provides business consulting, information technology and outsourcing services

 Lunch

Company visits 4

AEC Offshore Trading Pvt. Ltd., parent company of Itsy Bitsy- India's biggest retailer for art and craft supplies with more than 10000 products

 Dinner

JAN 12


FRIDAY

 28° C / 82° F

 16° C / 61° F

Mysore

Depart for Mysore with Indian students from the IUP-PES MBA Program


 Drive to Mysore approx. 2.5 hours

Srirangapatna- It gets its name from the Ranganthaswamy temple consecrated around 984 CE

 Lunch @ Lalit Mahal Palace

Visit Mysore Palace - The Mysore Palace, also known as Amba Vilas Palace, is a historical palace and a royal residence (house)

 Depart to Bangalore

 Dinner on the way

JAN 13

SATURDAY

 28° C / 82° F


 16° C / 61° F

Leisure time for Preparing presentation by Discover India teams

Reach PES Campus at 12:00 PM

Quiz


Presentation from IUP students about their experience and learning.



 Lunch – Pizza on Campus

Activities on Campus with local students and good-byes!

Back to hotel

Leisure time for packing

 Dinner at the Hotel

  Depart to the airport



# The Republic of India

India is one of the oldest civilizations in the world with a kaleidoscopic variety and rich cultural heritage. It has achieved an all-rounded socio-economic progress during the last 75 years of its Independence. India has become self-sufficient in agricultural production and is now one of the top industrialized countries in the world. It is one of the few nations to have gone into outer space to conquer nature for the benefit of the people. It covers an area of 32, 87,469 32,87,263 sq.kms, extending from the snow-covered (Himalayan heights) Kashmir valley to the tropical rain forests of the south. As the 7th largest country in the world, India stands apart from the rest of Asia. Marked off as it is by mountains and the sea, which give the country a distinct geographical entity. Bounded by the Great Himalayas in the north, it stretches southwards and at the Tropic of Cancer, tapers off into the Indian Ocean between the Bay of Bengal in the east and the Arabian Sea in the west.

Indian cultural history spans more than 4,500 years. Home to the ancient Indus Valley Civilization and a region of historic trade routes and vast empires, the Indian subcontinent was identified with its commercial and cultural wealth for much of its long history. Four of the world's major religions— Hinduism, Buddhism, Jainism, and Sikhism —originated here, whereas Zoroastrianism, Christianity, and Islam arrived in the 1st millennium CE and also helped shape the region's diverse culture. Gradually annexed by and brought under the administration of the British East India Company from the early 18th century and administered directly by the United Kingdom from the mid-19th century, India became an independent nation on August 15th 1947, after a struggle for independence that was marked by non-violent resistance led by Mahatma Gandhi.

Indian economy is the world's fifth-largest economy by nominal GDP and the third-largest by purchasing power parity (PPP). As predicted by Goldman Sachs, the Global Investment Bank, by 2035 India would be the third largest economy of the world just after US and China. It will grow to 60% of size of the US economy. This booming economy of today has to pass through many phases before it can achieve the current milestone of 9% GDP. However; it continues to face the challenges of poverty, illiteracy, corruption, and inadequate public healthcare. As a Nuclear Weapons State and Regional Power, it has the second-largest standing army in the world and ranks fourth in military expenditure among nations. India is a federal constitutional republic governed under a parliamentary system consisting of 28 states and 9 union territories. It is one of the five BRICS nations. India is a pluralistic, multilingual, and multi ethnic society. It is also home to a diversity of wildlife in a variety of protected habitats.



## National Flag

The national flag of India, colloquially called the tricolour, is a horizontal rectangular tricolour flag of India saffron, white and India green; with the Ashoka Chakra, a 24-spoke wheel, in navy blue at its centre.



## National Emblem

With four lions perched on a circular platform engraved with four small animals, the lions symbolize power, courage and victory. The four animals are elephant, a bull, a horse and a lion. The animals are separated by wheels known as Dharma Chakras or wheels of righteousness, has twenty-four spokes representing the hours in a day.



## National Flower

Nelumbo nucifera, also known as sacred lotus, Laxmi lotus, Indian lotus, or simply lotus is the national flower of India.



## National Animal

The Royal Bengal tiger is our national animal which symbolizes power, agility and strength.



## National Bird

A bird indigenous to the subcontinent, peacock represents the unity of vivid colors and finds reference in Indian culture.

# INDIA



**India is a federal union comprising 28 states and 8 union territories**



**Geography Area: 3,287,469 square kilometers**



**Population: 1.42 billion (year 2022)**



**GDP \$3.62 trillion (5th) (2022)**



**Currency: Indian Rupee - ₹**



# FUN FACTS

## DELHI

Delhi has been inhabited since 6th century BC. It has been the capital of many empires, and this is the reason this city has been ransacked and built many times.

As early as in the year 1911, when India was colonized by the British, the British announced to shift their capital from the then Calcutta to Delhi and it was shifted to Delhi in 1912.

Jamma Masjid, built in 1656 by Mughal Emperor ShahJahan in Delhi, is one of the largest mosques in India.

Delhi was ranked 5th among 21 cities in India for its transparent governance and administrative practices.

The Delhi Fire service runs 61 fire stations, employs 3280 firefighters and 289 mechanics. It attends over 22,000 fire and rescue calls every year.

The World's tallest brick minaret the Qutub Minar is in Delhi.

Delhi's oldest spice market Khari Baoli is one of the largest wholesale spice markets in Asia.

Delhi has the highest number of registered cars in India.

Indira Gandhi National Airport of Delhi is the city's main gateway for city's domestic as well as International civilian air traffic. Hence, it is one of the busiest in south Asia.

Delhi's Metro was the country's first modern transportation system. Delhi's metro station is the world's 8th longest metro system and 16th largest by ridership.(length is 193m) Delhi Metro operates over 2,700 trips daily, starting at around 05:00 and ending at 23:30 hrs.

## Cuisine, Culture and People

People in Delhi are loving and hospitable. In India Delhi-ites come with a tagline "Dilwalon ki Delhi" which means people with a big heart. Delhi has two kinds of families. The flamboyant ones are from South Delhi and the usual the upper and lower middle class ones are from Purani Dilli (old city). Once in Delhi, make sure you do don't miss out on street food like Chole bature, Paneer tikka, soya chaap, chur chur naan, aloo tikki and tandoori dishes. There are a couple of shopping places like the Chandni Chowk, Sarojini market, Cannought Place, Khan market, Hauz Khas, Paharganj, Janpath, Lajpat Nagar, Vasant Kunj where you get the traditional or local jewelry, apparels, food, souvenirs etc.





## More about Delhi

The legendary capital of the Pandavas during the times of the Mahabharata. Delhi re-emerged as a major political, cultural and commercial city along the trade routes between northwest India and the Gangetic plain after the rise of the Delhi sultanates.

( Delhi, officially the National Capital Territory of Delhi (NCT) that includes the Indian capital New Delhi, is the second most populous metropolis in India after Mumbai, with a population of 16.3 million in 2011. The city is also the (8th)14th most populous metropolis in the world. The NCT and its urban region have been given the special status of National Capital Region (NCR) under the Constitution of India's 69th amendment act of 1991.)

Situated on the banks of the river Yamuna, and described by the famous poet Mirza Ghalib as "The Soul in the Body of the World" Delhi has constantly been inhabited since the 6th century BC and has seen the rise and fall of many dynasties.

Through most of its history, Delhi has served as a capital of kingdoms and empires. It has been invaded, ransacked and rebuilt several times, particularly during the medieval era, and therefore the modern city of Delhi is a cluster of many cities scattered across the metropolitan region. Delhi is also believed to have been the site of Indraprastha.

Delhi, officially the National Capital Territory of Delhi (NCT) that includes the Indian capital New Delhi, is the second most populous metropolis in India after Mumbai, with a population of 16.3 million in 2011. The city is also the (8th)14th most populous metropolis in the world. The NCT and its urban region have been given the special status of National Capital Region (NCR) under the Constitution of India's 69th amendment act of 1991.

## Rajpath

Rajpath (meaning "King's Way") is the ceremonial boulevard in New Delhi, (Republic of India) that runs from Rashtrapati Bhavan on Raisina Hill through Vijay Chowk and India Gate, to National Stadium, Delhi. The avenue is lined on both sides by huge lawns, canals and rows of trees. Considered to be one of the most important roads in India, the annual Republic Day parade takes place here on 26 January. Janpath crosses the road. Rajpath runs in east-west direction. Roads from Connaught Place, the financial centre of Delhi, run into Rajpath from north.

After climbing Raisina Hill, Rajpath is flanked by the North and South Blocks of the Secretariat Building. Finally it ends at the gates of Rashtrapati Bhavan. At Vijay Chowk it crosses Sansad Marg, and the Parliament House of India can be seen to the right when coming from the India Gate. Rajpath itself is the road used on the 26th of January each year for India's Republic Day Parade. The celebrations of India becoming a republic take place with a showcase of India's cultural diversity and military might.







## **Akshardham**

Akshardham is a Hindu temple complex in Delhi, India. Also referred to as "Delhi Akshardham" or "Swaminarayan Akshardham". The complex displays millennia of traditional Hindu (and Indian) culture, spirituality, and architecture. The building was inspired and developed by Pramukh Swami Maharaj, the spiritual head of the Bochasanwasi Shri Akshar Purushottam Swaminarayan Sanstha, whose 3,000 volunteers helped 7,000 artisans construct Akshardham.

The main monument, at the center of the complex, is 141-foot (43 m) high, 316-foot (96 m) wide, and 370-foot (110 m) long, and is covered top to bottom with carved details of flora, fauna, dancers, musicians, and deities, designed in accordance with ancient Vedic text known as the Sthapatya Shastra. It features a blend of architectural styles from across India. It is constructed entirely from Rajasthani pink sandstone and Italian Carrara marble, and has no support from steel or concrete.

The monument also consists of 234 ornately carved pillars, nine domes, and 20,000 idols and statues of (Hinduism) sadhus, devotees, and acharyas. The monument also features the Gajendra Pith at its base, a plinth paying tribute to the elephant for its importance in Hindu culture and India's history. It contains 148 scale sized elephants in total and weighs a total of 3000 tons. Within the monument, under the central dome, lies an idol or statue of Swaminarayan which is 11-foot (3.4 m) high. The idol is surrounded by similar statues of the gurus of the sect. Each idol is made of five metals in accordance to Hindu tradition. Also within the central monument lie the idols of other Hindu deities, including Sita Ram, Radha Krishna, Shiv Parvati, and Lakshmi Narayan.



## **Qutub Minar**

Qutub Minar is a UNESCO World Heritage Site located in Delhi, India. The Qutub Minar was constructed with red sandstone and marble, and is the tallest minaret in India, with a height of 72.5 meters (237.8 ft). It contains 379 stairs to reach the top, and the diameter of the base is 14.3 meters whereas the last store is of 2.7 meters. The construction was commenced by Qutb-ud-din Aibak in 1192 and completed by Iltutmish.

The Qutub Minar is notable for being one of the earliest and most prominent examples of Indo-Islamic architecture. It is surrounded by several other ancient and medieval structures and ruins, collectively known as Qutub complex. Qutub Minar in red and buff sandstone is the second highest tower in India, after the Fateh Burj or "Victory Tower" at Chappar Chiri village in Punjab's Mohali district.



## **India Gate**

The India Gate (originally the All India War Memorial) is a war memorial located astride the Rajpath, on the eastern edge of the "ceremonial axis" of New Delhi, formerly called Kingsway. It stands as a memorial to 70,000 soldiers of the British Indian Army who died in between 1914–1921 in the First World War, in France, Flanders, Mesopotamia, Persia, East Africa, Gallipoli and elsewhere in the Near and the Far East, and the Second Anglo-Afghan War. 13,300 servicemen's names, including some soldiers and officers from the United Kingdom, are inscribed on the gate.

Designed by Sir Edwin Lutyens, the gate evokes the architectural style of the triumphal arch such as the Arch of Constantine, in Rome, and is often compared to the Arc de Triomphe in Paris, and the Gateway of India in Mumbai.

Following the Bangladesh Liberation war in 1972, a structure consisting of a black marble plinth with a reversed rifle, capped by a war helmet and bounded by four eternal flames, was built beneath the archway. This structure, called Amar Jawan Jyoti (Flame of the Immortal Soldier), has since 1971 served as India's tomb of the unknown soldier. India Gate is counted amongst the largest war memorials in India and every Republic Day, the Prime Minister visits the gate to pay their tributes to the Amar Jawan Jyoti, following which the Republic Day parade starts. The memorial-gate is also a popular spot for protests by the civil society in New Delhi.

# The India Gate



# FUN FACTS

## AGRA

Taj Mahal appears pink in the morning, white in the day and changes its color to golden in the moon light.

Emperor Shah Jahan ordered to chop off the hands of the workers who had constructed the Taj Mahal so that no one could make build anything like it in the future.

Over 1,000 elephant were used to transport building materials during for the construction of the Taj Mahal.

The pillars surrounding Taj Mahal are slightly tilted outwards so that in the event of an earthquake they will fall away from the tomb. The name Taj Mahal, with Taj meaning Crown and Mahal meaning Palace, literally means "Crown Palace".

Fatehpur Sikhri was the first planned Mughal city.

The Agra Fort plays a key role in the Sherlock Holmes mystery, 'The Sign of the Four' by Sir Arthur Conan Doyle.

The main red sandstone gate of Taj Mahal is 30 feet high and stands adorned with verses from the Koran Quran, in Arabic.

Language spoken in Agra is Hindi, Urdu and English.

Agra Fort is a UNESCO World Heritage site. The fort is also known as 'Lal- Qila', Fort Rouge and Red Fort of Agra.

## Culture and People

People of Agra are very similar to people in Delhi. Agra very well known for the Taj Mahal and Agra petha. Agra petha is a sweet that comes in a variety of flavors'. Agra is an old city and developing city and the people mainly rely on tourism as their source of income.

The architectural heritage Agra, also known as Agraban, as it was called during Mahabharata times, a charmed city boasts of the most splendid monuments in the world. Agra is the home of three UNESCO World Heritage sites namely the Taj Mahal, Agra Fort and Fatehpur Sikri.

It has seen many battles since the time of Mahmud of Ghazni. It is largely recognized as a city of the Mughal Empire. Although the city has been founded much before the time of Sikandar Lodi, Agra came into light during the 1504. Since then many great rulers like Akbar, Jahangir, Shah Jahan, Aurangzeb and later the British took over Agra.

During the rule of Akbar, (1556 to 1605 A.D.) Agra earned fame all over the world and was counted one of the great and beautiful cities of Medieval India. Emperor Akbar constructed many beautiful buildings such as the Fatehpur Sikri and Agra Fort.

World famous Taj Mahal was constructed by Shahjahan in the sweet memory of his beloved queen Mumtaz Mahal. Agra earned world fame because of Taj Mahal. Shah Jahan's period was remembered as a golden period as it was in this period that the construction of good buildings and for their magnificent architecture was recognized.



## **Taj Mahal**

The Taj Mahal is one of the Seven Wonders of the World, for reasons more than just looking magnificent. It's the history of Taj Mahal that adds a soul to its magnificence: a soul that is filled with love, loss, remorse, and love again. The Taj Mahal that was built by Shah Jahan in the memory of his wife, Mumtaz Mahal died during the birth of their 14th child, Gauhara Begum. The court chronicles of Shah Jahan's grief illustrates the love story traditionally held as an inspiration for Taj Mahal. The principal mausoleum was completed in 1648 and the surrounding buildings and garden were finished five years later.

### **Emperor Shah Jahan himself described the Taj in these words**

- Should guilty seek asylum here, like one pardoned, he becomes free from sin.
- Should a sinner make his way to this mansion, all his past sins are to be washed away?
- The sight of this mansion creates sorrowing sighs; and the sun and the moon shed tears from their eyes.

In this world this edifice has been made; to display thereby the creator's glory. It is the most graceful and extravagant monument found in India. It is built with pure white marble that takes different shades at the different times of the day. It is best seen in the full moon night when the monument shines with its white silver glory. Taj Mahal is widely recognized as "the jewel of Muslim art in India and one of the universally admired masterpieces of the world's heritage." Taj Mahal is the finest example of Mughal architecture, a style that combines elements from Persian, Turkish and Indian architectural styles.

The construction of Taj Mahal started in the year 1631. Masons, stonecutters, inlayers, carvers, painters, calligraphers, dome-builders and other artisans were requisitioned from the whole of the empire and also from Central Asia and Iran, and it took approximately 22 years to build what we see today.

An epitome of love, it made use of the services of 22,000 laborers and 1,000 elephants. The monument was built entirely out of white marble, which was brought in from all over India and central Asia. It was finally completed in the year 1653.

# FUN FACTS

## JAIPUR

Maharaja Sawai Jai Singh II founded the city in 1727, making it the first planned city in the entire country.

Jaipur is known as the Pink City because, in 1876, the city was painted a terracotta pink color—traditionally a color of hospitality—to welcome Edward, Prince of Wales. The city residents are now mandated by law to maintain the color.

Jal Mahal, or Water Palace, is located in the middle of Man Sagar Lake. It is one of the city's most photographed monuments.

Back in the 1700s, the Maharaja built five huge observatories throughout India. One of these, the Jantar Mantar in Jaipur, is now UNESCO World Heritage Site. It houses a large collection of astronomical instruments and the world's largest sundial.

The Sawai Mansingh Stadium has a seating capacity of almost 30,000 and has been home to numerous cricket matches.

The Amber Fort—located 11 kilometers outside the city—is one of the city's most popular tourist attractions. The fort is built of red and white sandstone and is an important example of ancient Indian architecture.

Jaipur is known for its intricate handicrafts and exquisite jewelry. In other words, it's a great place to shop!



## Cuisine, Cultural and People

Jaipur is one of the most culturally rich cities in India. The traditional dresses worn by the localites is known as a ghagra choli. It consists of a skirt, a blouse and a dupatta. The dress is made of cotton and is embroidered with beautiful patterns and embellished with mirrors which signify the sheesh mahal. Along with the clothes they wear beautiful silver jewellery like the necklaces, earrings, maang tikka, bangles, anklets and nose pin. With changing times people have stopped wearing the traditional attire. Major population of Jaipur compromises of marwaris and jains. The traditional dance form in Jaipur is the Ghoomar and Khandili. Typical dishes in Jaipur include Dal Baati Churma, Missi Roti, Gatte ki Sabzi, Ker Sangri, Makke ki Ghat, Bajre ki Ghat, Bajre ki Roti and Laal Maans. Jaipur is also known for its sweets which include Ghevar, Feeni, Mawa Kachori, Gajak, Meethi thuli, Chauguni ke laddu, and Moong Thal. The shopping places include Johari Bazaar (precious and semi-precious stones and jewellery), Tripolia bazaar (bandini fabrics and lac jewellery), Chandpol bazaar (marble carvings and handicrafts), Kishanpol bazaar (textiles), Babu bazaar (traditional vibrant jootis or footwear). Street shopping can be done at Nehru bazaar, Aravali bazaar, Mirza Ismail road, Sireh Deori bazaar. Chowkidani is a mini village sort of restaurant which serves authentic rajasthani food and also have dance, music, camel and elephant rides, puppet shows, etc.





## More about Jaipur

Jaipur, is the capital and largest city of the Indian state of Rajasthan. It was founded on 18 November 1727 by Maharaja Sawai Jai Singh II, the ruler of Amber, after whom the city has been named. The city today has a population of 3.1 million. Jaipur is also known as Pink City and Paris of India.

Jaipur is called the Pink City because at the time, architecture of the town was very advanced and certainly the best in Indian Subcontinent. In 1853, when the Prince of Wales visited Jaipur, the whole city was painted pink to welcome him during the regime of Sawai Ram Singh. Today, avenues remain painted in pink, provide a distinctive appearance to the city.

The very structure of Jaipur resembles the taste of the Rajputs and the Royal families. The city is remarkable among pre-modern Indian cities for the width and regularity of its streets which are laid out into six sectors separated by broad streets 34 m (111 ft) wide. The urban quarters are further divided by networks of gridded streets.

Five quarters wrap around the east, south, and west sides of a central palace quarter, with a sixth quarter immediately to the east. The Palace quarter encloses a sprawling palace complex, (Hawa Mahal), formal gardens, and a small lake. Nahargarh Fort, which was the residence of the King Sawai Jai Singh II, crowns the hill in the northwest corner of the old city. The observatory, Jantar Mantar, is one of the World Heritage Sites. Included on the Golden Triangle tourist circuit, along with Delhi and Agra, Jaipur is an extremely popular tourist destination in Rajasthan and India.

## City Palace



Located in the heart of the Pink City Jaipur, the City Palace was where the Maharaja reigned from. The palace is located towards the northeast side of central Jaipur

and has many courtyards and buildings. The palace was built between 1729 and 1732 AD by Sawai Jai Singh II. The architect went on to design the City Palace in accordance with the Vaastu-shastra texts. Vaastu Shastra is an ancient Vedic science of layout planning of buildings that that has stood the test of times, influencing, well-being, prosperity and peace of the inhabitants. The City Palace reflects Rajput, Mughal and European architectural styles although the palace was designed to

Vaastu Shastra treatise. The City Palace is a landmark in Jaipur and is also a very popular

tourist hotspot. Apart from the regal architecture, the palace offers a stunning view of the Pink City and also an insight into the rich heritage of a bygone era.



## **Jantar Mantar**

The term 'Jantar Mantar' is derived from the Sanskrit word - 'Yantra Mantra' meaning instruments and formulae. The Jantar Mantar was built by Maharaja Sawai Jai Singh II, between 1728 and 1734. For being a reputed astronomer, Jai Singh was commissioned by Emperor Muhammad Shah, to correct the astronomical tables and to confirm the data that was available on the planetary positions.

The observatory consists of 13 different instruments of various geometrical forms for calculating the time of day, the heights of heavenly bodies, predicting eclipses and the situations of constellations. The colossal Samrat Jantar is the sun dial that is 90 feet high and its shadow is carefully contrived to tell the time of a day. The small domed cupola (chhatra) at the top is used for predicting eclipses and the coming of monsoons. Till dated, the instruments of JantarMantar are used for forecasting weather, the duration of seasons, the intensity of the monsoon, and the prospects of flood or famine.



## **Amber Fort**

Amber was the ancient citadel of the ruling Kachwahas of Amber, before the capital was shifted to the plains, the present day Jaipur. Holding a history as old as seven centuries, this place vibrates with its legendary past. Although many of the early structures have been ruined, those dating from 16th century onwards are remarkably well preserved by sincere efforts.

The palace houses a Kali Temple also called Shila Devi Temple, famous for its mysterious history and the huge silver lions. It is a gorgeous temple featuring silver doors with raised relief.

According to a legend, Raja Man Singh I had worshipped the Goddess for a victory over the rulers of Bengal. The Goddess appeared in the Raja's dream and ordered him to recover her statue lying under sea near Jessore (now in Bangladesh) and install it in a befitting temple.

True enough, after subjugating the enemies the Raja recovered the statute from the bed of the sea. The temple is called after Shila Devi, "Shila" meaning stone slab. The Amber Fort set in picturesque and rugged hills is a fascinating blend of Hindu and Mughal architecture. The rugged forbidding exterior belies an inner paradise with a beautiful fusion of art and architecture. Amber is the classic and romantic fort-palace with a magnificent aura.



# FUN FACTS

## BENGALURU

Apart from IT, Bengaluru is also the fashion capital of the East. It has as many fashion companies.

It has highest percentage of engineers in the world.

The once Garden City is now become the Pub Capital of India as well, due to disappearing gardens and appearance of pubs.

Bengaluru became one of the first cities in India to have electricity from hydro power, powered by the hydroelectric plant situated in Shivanasamudra in 1906.

Since being founded in the 2nd century, Bengaluru has maintained the drainage & sanitary systems infrastructure that was fitted then. This makes it the oldest drainage infrastructure in the world.

40% of Bengaluru's landscape is gardens/ parks and 15% lakes/ ponds. It also has one of the highest per capita incomes in India.

It is called the Silicon Valley of India.

Bengaluru was known as Bengalval-Uru meaning 'City of guards'.

The Forbes magazine considers Bengaluru as one of "The Next Decade's Fastest-Growing Cities". It is a true cosmopolitan city with around 25% Tamilians, 14% Telugites, 10% Keralites, 8% Europeans, and 6% a mixture of all races.

Apart from more than 1000 species of flora and fauna, Lalbagh is home to The LalBagh Rock, one of the oldest rock formations on earth, dating back to 3,000 million years and many trees that are more than a century old.



## Cuisine, Culture and People

Since Bengaluru is a cosmopolitan city Bangaloreans have mixed cultures. Bengaluru is one of the more developed cities in India. The local foods include dosa, idly vada eaten with sambhar, ragi mudde, seviya, poha, puliogare akki rotti, upma kesari bath and chicken biryani. The shopping places in Bengaluru include Commercial Street, Mahathma Gandhi road, Brigade road, Jayanagar 4th block. The Traditional dance of Karnataka is Yakshagana. Yakshagana is a traditional Indian theatre form that combines dance, music, dialogue, costume, make-up, and stage techniques with a unique style and form. The traditional clothing for women in Karnataka is saree. It is made of silk and silk sarees are very famous not only in Karnataka but the entire country. Even Karnataka is known as a silk hub of India. A wide range of silks can be found in this place to choose from and design beautiful dresses. Many fashion designers visit Karnataka specially to buy high-quality silks for their designer and traditional clothing. The traditional dress for men is Lungi. It is worn under the waist below a shirt. To cover the shoulder men take over Angavastram. During festive seasons or special occasions, men wear Panche which looks like a Dhoti. Mysore Peta is a conventional headdress for men.





## More about Bengaluru

The name Bengaluru represents an anglicized version of the Kannada language name, Bengaluru. Bengaluru is the capital of the Indian State of Karnataka. Located on the Deccan Plateau in the south-eastern part of Karnataka, Bengaluru is India's third most populous city and fifth-most populous urban agglomeration. Bengaluru is well known as a hub for India's

information technology sector. It is among the top 10 preferred entrepreneurial locations in the world.

Known as both the "Garden City" and "The Silicon Valley of India", Bengaluru is a techie's paradise, boasting the highest concentration of IT companies in the country. Bengaluru is home to many well-recognized colleges and research institutions in India. Numerous public sector heavy industries, technology companies, aerospace, telecommunications, and defense organizations are located in the city.

Bengaluru's IT Industry is divided into two main parts – Software Technology Parks of India (STPI) in Electronics City and International Technology Park Ltd. (ITPL) in Whitefield.

**Bengaluru is the headquarters of many IT companies.**

**Infosys**

India's second largest IT Company

**Wipro**

India's third largest IT Company

## Bengaluru Palace

Construction of a palace building was started in April 1874 and completed by 1878. Mr. Cameron of Lalbagh did the landscaping. Many additions and improvements were carried out in subsequent years. In the later years, Maharaja Jayachamaraja Wadiyar added some portions outside of Durbar Hall e.g. the twin external staircase and platform for musicians. The palace has a floor area of 45,000 sft, and grounds of 454 acres (183 ha).

The sprawling ground surrounding the Palace is used for holding public events including music concerts. The palace was built in Tudor Revival style architecture with fortified towers, battlements and turrets. The interiors were decorated with elegant wood carvings, floral motifs, cornices and relief paintings on the ceiling. The furniture, which was neo-classical, Victorian and Edwardian in style, was bought from John Roberts and Lazarus. The upkeep of the gardens was the responsibility of the horticulturist Gustav Hermann Krumbiegel.

A total of 35 rooms were built in the palace with most of them being bedrooms and a swimming pool. The renovation included addition of stained glass and mirrors, specially imported from England, besides a manual lift and wooden fans from General Electric.



## **Bannerghatta Biological Park**

The Bannerghatta Biological Park, popularly known as BBP, has been an integral part of Bannerghatta National Park and emerged out as an independent establishment during the year 2002. It is one among the few places in the world where wilderness is preserved so close to a big city. It is having different units such as Zoo, Safari, Butterfly Park and Rescue Center.

The vision of the Bannerghatta Biological Park is to create an opportunity to the citizens - specially to children of Bengaluru Metropolitan City to have a Biological Recreation Center very close to city.

With the creation of Bannerghatta Biological Park, the vision was enlarged to meet the ever growing demands of the Bangalorean's tourists from outside for recreation/ education of younger generations; and also to create awareness on the importance of conservation of flora and fauna - the biodiversity of the nature for the benefit of the future generation in addition to the conservation of the gene pool of the endangered species of wild animals of the region/country. The Rescue Centers to provide life time facilities to the rescued animals like tigers, lions and bears from circuses, madharies, etc. Nature camp facilities are provided for the people those wish to stay and study the flora and fauna in forests.

Fauna in the park include: elephants, goat, leopard, jackal, fox, wild boar, sloth bear, Indian gazelle, barking deer, spotted deer, common langur, bonnet macaque, porcupine, hare, elephants, wild boar, pangolin, Asiatic lion, Royal Bengal tiger, slender loris, monitor lizard, cobras, python, Russell's viper, krait, hippotamus, peacock. Flora in the park include: Narcissus latifolia, Schleicheria oleosa, Terminalia tomentosa, Sandalwood, Neem, T. arjuna, Grewia tilaefolia, Santalum album, Tamarind, Bamboo, Eucalyptus, Bauhinia purpurea.

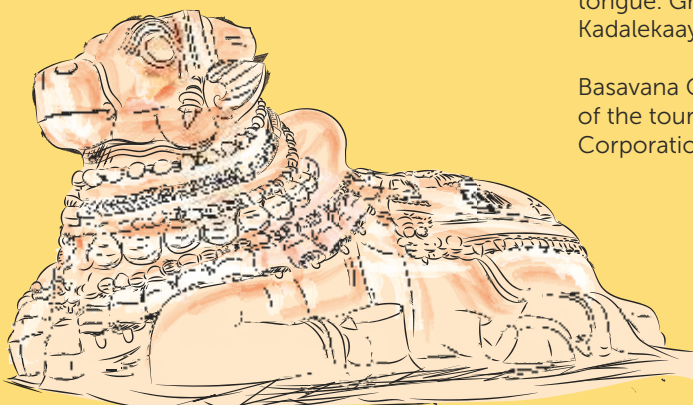
## **The Bull Temple**

Dodda Basavana Gudi (the Nandhi Temple) is situated in Bull Temple Road, Basavanagudi, area of South Bengaluru, part of the largest city of the Indian state of Karnataka. The Hindu temple is inside a park called Bugle Rock.

The bull referred to is a sacred Hindu demi-god, known as Nandi; Nandi is a close devotee and attendant of Shiva. Dodda Basavana Gudi is said to be one of the biggest temple to Nandi in the world. The stone monolith idol of Nandi is continually covered with new layers of butter, benne in the local language of Kannada. There is an idol of the elephant-headed Hindu deity Ganesha close by.

Every year on the last Monday and Tuesday of the Hindu month of Karthika Maasa a groundnut fair is held in the temple premises and groundnut is offered to the deity. This fair is known as 'Kadalekaayi Parishe' in local tongue. Groundnut sellers and devotees throng the place during Kadalekaayi Parishe.

Basavana Gudi is a regular place of visit for tourists and is covered by most of the tour operators including the Karnataka State Tourism Development Corporation.







## **TVS Motors**

TVS Motor Company was incorporated in 1982. It is third largest two-wheeler manufacturer in India and one among the top ten in the world. TVS Motor is the flagship company of the \$4 billion TVS Group employing 40,000 people with an estimated 15 million customers. The company manufactures a wide range of two wheelers such as mopeds, scooters and motorcycles. It has four manufacturing facilities located at Hosur, Mysore, Himachal Pradesh and Indonesia and a production capacity of 300 thousand units a year.

In the motorcycles segment company it has created brands like TVS Apache, TVS Star and TVS Flame. In automatic scooters segment TVS Motor manufactures brands like TVS Scooty Pep + and TVS Scooty teen. In mopeds segment it has brands like TVS XL Super and TVS XL Heavy. In the premium segment TVS motors launched Apache RTR motorcycle which has high demand in the Indian market. In the year 1982 TVS Motor launched India's first two-seater 50cc moped TVS 50. In 1984, the two-wheeler major became the first man company to introduce 100cc Indo-Japanese motorcycles. In 1994 it launched man's first indigenous scooter. TVS and Suzuki shared a 19 year long relationship that was aimed at technology transfer to enable design and manufacture of two-wheelers specifically for the Indian market.

Rechristened TVS-Suzuki, the company brought out several models such as the Suzu, Samurai, Suzuki Shogun and Suzuki Fiero. Differences in opinion on how to run the joint venture eventually led to the partners going their separate ways in 2001 with the company being renamed TVS Motors.

## **AEC Offshore Trading Private Limited**

AEC Offshore Trading Pvt Ltd was incorporated in 2004 with Harish Closepet & Rashmi Closepet as promoters to manufacture / export the finest range of Hobby & Craft products in India.

It started with a vision to provide employment to women in rural villages, give them a way of living and better lifestyles.

AEC's commitment to quality, creativity and pricing allows us to meet a broad range of customer specifications. We offer Total solution to the customer from Product Presentations, Artwork customization to timely delivery.

Itsy Bitsy Pvt Ltd, the brain child of AEC Offshore Trading Ltd, is a Hobby & Craft Retailer & Wholesaler in India.

Itsy Bitsy Pvt Ltd currently has about 20 Retail stores in India and the largest & most Comprehensive E-shop in the Hobby & Craft sector in India.

With a very creative team, we have been able to create more than 10,000 products till date using more than 16,000 raw materials.

The handpicked staff consists of extremely creative and committed team of visualisers, designers, merchandisers and marketing experts. They are supported by a quality conscious Production team and over 1500 women workers in rural villages.

The core categories are Card making, Scrapbooking, Jewellery making, over the years have been adding more categories to fulfill the needs and creations of our customers.

COMPANY VISIT



## Schneider

Schneider Electric Infrastructure Limited (SEIL) was incorporated in the year 2011. SEIL is engaged in the business of manufacturing, designing, building and servicing technologically advanced products and systems for electricity network.

The world is changing at an unprecedented rate driven by a booming digital economy. Technologies such as the Internet of Things (IoT), Artificial Intelligence and big data analytics are making companies more efficient and innovative, and boosting their competitive advantage. SEIL's innovation helps our customers and partners make a successful digital transformation in energy management.

Our technologies, built on EcoStruxure™, harness the power of digitisation, enabling our customers to become more efficient, safe, reliable, connected and sustainable. SEIL manufactures a wide range of products that includes Transformers, Medium Voltage Primary & Secondary Switchgears, Protection Relays, electricity distribution management systems, software suite for self-healing smart grid, e-House & smart cities applications.

SEIL's key end markets include Power Generation, Transmission & Distribution, Oil & Gas, Metro, MMM and other Electro Intensive segments, etc. SEIL has 4 manufacturing facilities in India spread over 3 locations: Vadodara (2 units), Kolkata (1 unit) and Chennai (1 unit).



## Infosys

Infosys is an Indian multinational corporation that provides business consulting, information technology and outsourcing services. It has its main headquarter in Bengaluru, Karnataka. Infosys was co-founded in 1981 by 7 Engineers N.R. Narayana Murthy, Nandan Nilekani, N S Raghavan, S.Gopalakrishnan, S.D. Shilbulal, K.Dinesh and Ashok Arora after they resigned from Patni Computer Systems. The company was incorporated as "Infosys Consultants Pvt Ltd." with a capital of 10000 or US\$250 in Model colony, Pune as the registered office. It signed its first client, Data Basics Corporation, in New York City. In 1983, the company's corporate headquarters was relocated from Pune to Bengaluru.

Infosys is a global leader in technology services and consulting. They enable clients in 45 countries to create and execute strategies for their digital transformation. From engineering to application development, knowledge management and business process management, they help their clients find the right problems to solve, and to solve these effectively. A team of 198,000+ innovators, across the globe, is differentiated by the imagination, knowledge and experience, across industries and technologies that they bring to every project they undertake.

# ACTIVITIES

## Mehndi

Mehndi or henna is a paste that is bought in a cone-shaped tube and is made into designs for men and women. Mehndi is derived from the Sanskrit word mendhika. The use of mehndi and turmeric is described in the earliest Hindu Vedic ritual books.

For over five thousand years, henna has served as a symbol of good luck, health and sensuality in the Arab world. The plant has been associated with positive vibes and provides a link to an ancient age full of good and bad spirits, Baraka and Jnoun. Generations of women have used a paste made primarily of dried ground henna leaves to cover their hands and feet with designs ranging from simple shapes to intricate geometric patterns designed to ward off evil, promote fertility and attract good energy.

Practiced mainly in India and the Arab world, mehndi or henna is the application of as a temporary form of skin decoration, popularized in the West by Indian cinema and entertainment industry, the people in Nepal, Pakistan, Bangladesh and the Maldives also use mehndi. Mehndi decorations became fashionable in the West in the late 1990s, where they are called henna tattoos.



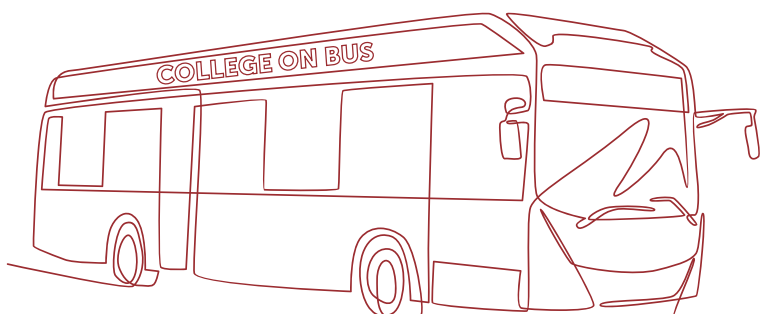
## College on Bus

There has always been a growing importance to learn about a new country especially in today's era where the world has become a smaller place. India is one of the most important emerging economies of the 21st Century. It is the seventh-largest country by area, with the second largest population, the 3rd largest GDP based on PPP, unparalleled diversity, culture and history spanning more than 4,500 years, a free market economy, and a democratic political system as strong as any in the Western world; it is a country of destination for businesses of all sizes around the world; it has long been considered as a country of unrealized potential. India has become the source for customers, employees, suppliers, as well as competition. It is important for today's students to learn about this important global player.

This study-abroad trip will focus on practical lessons about doing business in India, sector profiles for various industries and business culture, practices, and etiquette in India. Program includes a 10-day trip to India. Students will be exposed to India's history, religions, economy and geopolitics. Students will be based mainly in Bangalore, the "Silicon Valley" of India, home to not only numerous U.S. businesses but also IUP's long-term educational partner, PES University, on whose campus the Eberly College has been delivering its MBA program since 2005.

Upon completion of this trip, students will be:

- | **able to understand the basic history and culture of India**
- | **able to understand the economic and business environment pertaining to India**
- | **able to compare and contrast the business and socio-cultural environment of India and the U.S.**



# PES University

## Mission

To provide students with a sense of history, an understanding of values and ethics, a commitment to law and morality, an appreciation of human creativity and an analytical inquiring mind.

## Quality Policy

Our quality policy is to develop highly skilled human resources with the ability to adapt to an intellectually and technologically changing environment with the participative efforts of the management, staff, students and parents.

## Vision

**To create professionally superior and ethically strong global workforce.**

In 1972, PES was founded with just over 40 students in a rented gymnasium in Bangalore. Today, PES has more than 20,000 students spread across four different campuses in Karnataka and Andhra Pradesh. PES Group today runs programs ranging from Pre-University to Post Graduation. PES Institution of Technology (PESIT) has been South Asia's first ISO 9002 certified Educational Institution.

PES has focused on four main educational areas: Engineering, Medicine, Management and Life Sciences. We have been offering both foundation courses as well as specialization courses in Bachelors as well as Master's Degree.



Ring Road Campus



Electronic City Campus



Hanumanthnagar Campus

## The Department of Management Studies

Department of Management Studies has been a part of the Peoples Education Society (PES) Group of Institutions which was founded by Prof. M.R. Doreswamy in 1972 and has been under the leadership of Prof. D.Jawahar (Director – PES group), with the objective of developing an institution offering need-based education.

The ideology at the School of Management was to develop various facets of management through education, research, training, consulting and publications. To make such an endeavor possible, the School of Management offers:

### Management Program

**Training to enhance management skills**

**e-learning opportunity for corporate managers and employees**

**Corporate Advisory Services on all management related issues**

**Management Research & Consultancy**



**#1 University  
in Karnataka**  
(New Universities Under 5 Years) - KSURF



# IUP

Indiana University of Pennsylvania, USA is largest of the state-owned universities in the Pennsylvania State System of Higher Education. It was founded in 1875 with 225 students in one building. Since then, it has grown in size and stature to today's global center of learning with over 9,000 students from every corner of the world pursuing degrees in over 100 undergraduate majors with a variety of internship and study-abroad programs, more than 40 master's degree programs, and ten programs leading to the doctoral degree. IUP's range of opportunities and quality of instruction are characteristic of any big U.S. university; yet at IUP, close/one-to-one relationships develop within the teaching frame framework, and a strong sense of community prevails.

**The Eberly College at IUP enrolls approximately 1,500 students. The size of the student body allows the College to offer a lot of program options including Accounting, Entrepreneurship and Small Business Management, Finance, General Management, Human Resource Management, International Business, Management Information System, Marketing, Supply Chain Management, Economics and**



The Eberly College is accredited by AACSB International, the premier accrediting agency for collegiate business programs. Only about 15% of all colleges and universities worldwide hold AACSB International accreditation. This could be considered analogous to a corporation having its stock listed on the New York Stock Exchange. Eberly College of Business has been included in the Princeton Review's Best Business Schools guidebook for the seventh consecutive year.

## PES-IUP Partnership

PES University and IUP have collaborated since 2005 to offer both the Master's and Bachelor's Degrees from Indiana University of Pennsylvania.

The program provides an excellent opportunity for students to enhance their careers by helping them gain knowledge and skills in various aspects of business management. It also incorporates a unique modular design and a combination of lecture sessions and study interactions.

Nearly 1,500 students have graduated as part of this partnership and a large percentage of them currently live in the U.S. and India.

The alumni diaspora includes students from every state of India and stretches from Australia to Zambia, Brazil to Switzerland, Canada to the U.A.E. Many are successful entrepreneurs and numerous alumni are working for corporations such as Google, Apple, Fiat-Chrysler, BMW, Citi, JPMorgan Chase & Co, GE, and many more.



## Participating International Students



Angel Anthony Flores



Anthony Leo Buzzie



Benita Ifeoma Abuo



Bonnie Lin Xu



Caroline Rose Bianco



Ethan Robert Duguid



James Walubengo  
Mukaisi



Lorna Mwende  
Muthengi



Megan Nicole  
Lydick-Mendiola

### Emergency Contacts

**Address of the IUP, India MBA Campus**  
PES-IUP Management Programs  
PES University EC Campus  
Pixel Park B, 11th Floor, Hosur Road  
1 km from Electronic City  
Bangalore - 560100

Police 100  
Fire 101  
Ambulance 102

**Divyashree Ravishankar**  
Associate Director  
+91 9886048781  
divyashree@pes.edu

**Hemanth**  
Office Assistant  
+91 7353447299  
hemanthcl20@gmail.com

**Nandini**  
Assistant Program Manager  
+91 8050733808  
nandinirg@pes.edu

**Dr. Prashanth Bharadwaj**  
Dean's Associate and Program Director  
+1 724-422-6584  
pnb@iup.edu



Indiana University of Pennsylvania

