Jio Institute
LEARNING FOR LIFE

CAPSTONE PROJECTS

Capstone Projects

Capstone projectsbringtogetherlearning from across the curriculum through applied research, analysis and problem-solving. Students explore contemporary challenges in technology, business and sports, developing ideas and recommendations that connect academic learning with practical applications.

Academic Year 2025-26

PGP in Artificial Intelligence & Data Science

Healthcare
Explored theapplication of artificial intelligence in addressing challenges within the healthcare sector.

Smart Cities
Explored the application of artificial intelligence in developing smarter and more sustainable urban environments.

SupplyMind: Agentic AI Operating System for Supply Chain Intelligence
Explored the development of SupplyMind, an Agentic AI-powered operating system designed to enhance supply chain intelligence and decision-making.

RefineAI: Oil & Gas Refinery Operations
Explored the application of artificial intelligence in optimising operations within the oil and gas refining industry.

AI-Spry: Socio-Economic Data Analysis
Explored the application of artificial intelligence in analysing complex socio-economic data to identify meaningful patterns and trends.

Academic Year 2024-25

PGP in Artificial Intelligence & DataScience

Agentic AI in Marketing

Explored the applicationof Agentic AI in transforming marketing processes and decision-making.

DermaFit – AI-Powered Match for Your Skincare Needs
Explored the development of an AI-powered skincare recommendation solution tailored to individual needs and preferences.

AI for Self-Regulating Financial Systems and Compliance Audits
Explored the application of artificial intelligence in automating financialmonitoring and regulatory compliance processes.

AI in Cybersecurity: A Review of Threat Detection, Prevention, and Adaptive Defence Mechanisms
Examined therole of artificial intelligence in strengthening cybersecurity through threat detection, prevention, and adaptive defence mechanisms.

AI-Powered Assessment: Automating Grading and Feedback in Education
Explored the application of artificial intelligence in automating academic assessment and feedback processes.

Battling Deepfakes in BFSI: Strengthening KYC Verification in the BFSI Sector
Explored AI-driven solutions for detecting deepfakes and strengthening Know Your Customer (KYC) verification in the BFSI sector.

AI-Powered Legal Intelligence: A Multi-Agent Approach
Explored the application of multi-agent AI systems in improving legal research and information processing.

Using Generative AI to Simulate Cybersecurity Attacks in Telecom: A Proactive Approach to Network Defence
Explored the use ofGenerative AI in simulating cybersecurity threats within telecommunications networks.

The AI Revolution in Supply Chain Management: From Predictive Analytics to Autonomous Operations
Explored thetransformation of supply chain management through artificial intelligence and intelligent automation.

Smart Admissions: AI-Powered Agent for Streamlined Student Enrollment
Explored the development of an AI-powered admissions assistant to streamline student enrollment processes.

AI in High-Density Crowd Management: A Review of Surveillance, Anomaly Detection, and Disaster Preparedness Systems
Examined the application of artificialintelligence in managing high-density crowds and improving public safety.

AI Integration for New Energy Infrastructure
Explored the integration of artificial intelligenceinto emerging energy infrastructure.

Finance and AI
Examined the role of artificial intelligence in transforming financial services and decision-making.

Transformers and Generative AI: A Comprehensive Study and Industry Use Cases
Studied transformer-based architectures and Generative AI technologies and their applications across industries.

How Artificial Intelligence (Specifically Neural Networks) Can Be Used to Model and Understand Complex Systems and Chaos
Explored the application of neural networks inmodelling and understanding complex and chaotic systems.

AI in Sustainable BFSI: Leveraging AI for Green Lending, ESG-Driven Underwriting, and Fraud Detection in Sustainable Finance
Examined the application of artificialintelligence in promoting sustainability within the BFSI sector.

Digital Content Virality Prediction and Optimization: An Analysis of Historical Patterns, Current AI Solutions, and Development of an Integrated Marketing Asset Creation Platform
Explored the application of artificial intelligence in predicting digital content virality and optimising marketing strategies.

PGP in Management (Marketing)

Developing Heat Map by Performing Market Analysis and Workforce Optimisation for Nissin
Conducted market analysis and develop a heat map to identify business opportunities and optimise workforce allocation for Nissin.

Transforming B2B Electrical Distribution: Designing and Curating Shree NM Electricals' E- commerce Presence
Developed a digital commerce strategy for Shree NM Electricals to strengthen its presence in the B2B electrical distribution market.

AI-Driven Anemia Detection: Accessible Solutions for Early Diagnosis and Preventive Care
Explored AI-driven solutions for improving the accessibility of anaemia detection and preventive healthcare.

Building Brand Loyalty: A Loyalty Program Design for Titan Skinn
design a customer loyalty programme for Titan Skinn to strengthen consumer relationships and encourage repeat purchases.

Accelerating Surface Moto: Digital Launch & B2B Market Breakthrough
Developed a digital launch and B2B market entry strategy for Surface Moto.

Digital Transformation: Redefining a Legacy Platform with Innovative Strategies for Future Growth
Developed digital transformation strategies for revitalising a legacy platform and strengthening its market relevance.

Pivoting a Traditional Brand into a Creator Digital-First Brand
Explored the transformation of a traditional brand into a creator-led,digital-first brand.

Launching Caffeine-Infused Mint Tablets – An Alternative to Coffee
Developed a market entry strategy for caffeine-infused mint tablets positioned as a convenient alternative to coffee.

Launching a New Product (FMCG/FMCD) in the Market
Developed a comprehensive go-to-market strategy for launching a new product in the FMCG or FMCD sector.

Revitalising Portico: A Comprehensive Marketing Strategy for Brand Growth and Digital Presence
Developeda comprehensive marketing strategy to strengthen Portico's brand positioning and digital presence.

Quick Commerce in India: Growth Flywheel Strategy
Examined the growth dynamics of India's quick commerceindustry and develop a sustainable growth flywheel strategy.

Brand Repositioning Strategy for Legacy Consumer Electronics Products
Developed a brand repositioning strategy for legacy consumer electronics products to improve their relevance in a competitive market.

Investigating the Impact of Packaging Design on Customer Purchasing Behaviour
Investigated how packaging design influences consumer perceptions and purchasing decisions.

Impact of Experiential Marketing on Consumer Buying Behaviour
Examined the influence of experiential marketing on consumer buying behaviour and brand engagement.

Redefining Luxury Retail Experience in JWP: A Critical Analysis of the Issues and Opportunities in Converting Overseas Shoppers into Local Customers
Identified opportunities for enhancing the luxury retail experience at JWP and converting overseas shoppers into local customers.

Automating Intent Prediction and Content Generation for Digital Marketing Using NLP and GPT Models
Exploredthe application of Natural Language Processing (NLP) and GPT models in automating customer intent prediction and digital content generation.

Shein's Relaunch in India – Digital Strategy to Appeal to the Gen Z Target Segment
Developed a digital marketing strategy for Shein's relaunch in India, focusing on Gen Z consumers.

Launching a Sustainable Men's Skincare Brand from Scratch in the Indian Market
Developed a comprehensive strategy for launching a sustainable men's skincare brand inIndia.

GTM (Go-to-Market) Strategy for Falhari in the Packaged Food Segment (Targeting Quick Commerce, E-commerce, and Modern Retail)
Developed a go-to-market strategy for Falharito strengthen its presence in the packaged food segment.

Elevating Indian Travel Retail Experience
Explored opportunities for enhancing customer experiences within the Indian travel retail industry.

Developing an Omnichannel Strategy for DMart to Expand Its Presence in Tier-2 and Tier-3 Cities
Developed an omnichannel expansion strategy for DMart, focusing on Tier-2 and Tier-3 cities in India.

PGP in Sports Management

Optimizing Sports Science for Injury Prevention & Performance Enhancement in Indian Athletes
Explored the application of sports science in preventing injuries and enhancing athletic performance among Indian athletes.

Bridging the Gap: Exploring a University-Level Scholarship System to Boost India's Olympic Participation for 2036
Explored the development of a university-level sports scholarship system to strengthen India's Olympic talent pipeline for 2036.

Impact of 2014 CSR Sports Mandate on Grassroots Foundations
Examined the impact of India's Corporate Social Responsibility (CSR) framework introduced in 2014 on grassroots sports development.

Exploring Fan Engagement and Perceptions in the Growth of Business Leagues for E-sports Gaming in India
Examined fan engagement and consumer perceptions influencing the growth of e-sports leagues in India.

Enhancing Pro Kabaddi League Viewership: A Strategic Approach to Fan Engagement through Technology Integration
Developed strategies forenhancing Pro Kabaddi League viewership through technology-driven fan engagement.

Developing the Basketball Ecosystem in India – A Comparative Analysis with NBA & EuroLeague
Explored opportunities for strengthening India's basketball ecosystem through a comparative analysis of the NBA and EuroLeague.

How Athletes Build Value and Maximize Monetization through Digital Platforms
Examined how athletes could leverage digital platforms to strengthen their personal brands and generate commercial opportunities.

Addressing Sponsorship and Media Gaps in Indian Women's Football
Examined the challenges surrounding sponsorship opportunities and mediavisibility in Indian women's football.

Bridging the Gap: A Data-Driven Approach to Athlete Career Transition in India
Explored data-driven strategies for supporting Indian athletes transitioning from professional sports to alternative careers.

Scoping Out the Opportunities to Launch a New Sportswear Brand in India
Evaluated the market potential for launching a new sportswear brand in India.

What Gamification Techniques Can Be Implemented to Create Meaningful User Interactions That Go Beyond Traditional Passive Consumption?
Explored the application of gamification techniques in transforming passive sports consumption into interactive experiences.

Comparative Analysis of Sports Policies in India and Australia
Conducted a comparative analysis of sports policies in India and Australia to identify opportunities for improving India's sports development framework.

Creating a Comprehensive Sponsorship Framework for Under-Represented Athletes
Developed a sponsorship framework to improve commercial opportunities for under-represented athletes.

Analyzing the Impact of AIFF Policies on the Growth of Professional Leagues like ISL and I- League
Examined the impact of All India Football Federation (AIFF) policies on the development of professional football leagues such as the ISL and I-League.

Leveraging CSR for Grassroots Football: A Corporate Engagement Model
Explored how Corporate Social Responsibility (CSR) initiatives could support grassroots football development in India.

Academic Year 2023-24

PGP in Artificial Intelligence & Data Science

Enhancing Public Transport Accessibility Using AI
Explored the application of artificial intelligence in improving public transport accessibility and commuter experiences.

AI Enabled Search Engine: NARAD
Explored the development of an AI-enabled search engine, NARAD, to improve information retrieval and search accuracy.

Global Explainability Framework
Explored the development of a comprehensive explainability framework for artificial intelligence and machine learning models.

Dhyat – A Social Media x Social Listening Platform
Explored the development of an AI-poweredsocial media and social listening platform, Dhyat.

TrueNorthTraveler: Your Travel Assistant
Explored the development of an AI-poweredtravel assistant, TrueNorthTraveler, to simplify travel planning and enhance user experiences.

Vani: Advanced Multi-Modal Chatbot
Explored the development of Vani, an advanced multi-modal chatbot capable of supporting intelligent and interactive communication.

CASA: Computer Aided Sperm Analysis Using ViT
Explored the application of Vision Transformer (ViT) models incomputer-aided sperm analysis.

Automated Extraction of Tabular Data from PDF Report
Explored the automation of tabular data extraction from PDFreports using artificial intelligence.

AI-Powered Milk Adulteration Detection
Explored the application of artificial intelligence in detecting milk adulteration and improving food quality assessment.

Moodify: Harmonizing Emotions with Music
Explored the development of Moodify, an AI-powered music recommendation solution based on users' emotional states.

LSTM and RNN Autosuggestion for E-Commerce Websites
Explored theapplication of Long Short-Term Memory (LSTM) andRecurrent Neural Network (RNN) models in improvingautosuggestion features on e-commerce websites.

BlossomBot
Explored thedevelopment of BlossomBot, an AI-based intelligent assistance solution.
New Product Sales Forecast
Explored the application of machine learning and predictive analytics in forecasting sales for newly launched products.

PGP in Management (Marketing)

Launching White Crow into the Digital Sphere (RBL)
Developed a digital marketing strategy for White Crow, aluxury retail brand, to establish a compelling online presence.

Enhancing Zepto's Market Presence
Developed marketing strategies to strengthen Zepto's market presence and support business expansion.

Marketing Strategy for JioGames Cloud
Developed a comprehensive marketing strategy to strengthen JioGames Cloud's presence in the cloud gaming market.

Impact of Experiential Marketing by Tira Beauty
Examined the impact of experiential marketing initiatives by Tira Beauty on consumer purchase intentions.

Reviving Monginis
Developed a digitaltransformation strategy to revitalise Monginis and strengthen its competitive position in the market.

Leveraging Language Localization
Explored the role of language localisation in enhancing customer experiences across e-commerce platforms.

Optimizing E-commerce Sale Conversion
Developed strategies for improving e-commerce sales conversion through the effective application of web analytics.

Revitalizing Jio Cinema
Developed innovative marketing strategies to revitalise Jio Cinema's market positioning and strengthen audience engagement.

PGP in Sports Management

Revitalizing Track and Field Talent Scouting: Bridging Structural Gaps between India and the USA
Examined the structural differences in track and field talent identification and development between India and the USA.

Impacts & Effects of Streaming Platforms Producing Sport Documentaries on Fan Engagement, Athlete Branding and the Sport Media Landscape
Examined the influence of sports documentaries produced by streaming platforms on fan engagement, athlete branding, and the sports media industry.

Impact of Fantasy Sports on Fan Loyalty and Viewership
Investigated the impact of fantasy sports platforms on fan loyalty and sports viewership.

The Challenges and Benefits of Establishing an eSports Regulatory Body
Explored the opportunities and challenges associated with establishing a regulatory body for the eSports industry.

The Toss-Up between Rest and Play: A Comprehensive Study on Cricket Schedules
Examined the impact of cricket scheduling on player workload, recovery, and overall performance.

Balancing Data Privacy and Athlete Rights: Challenges and Opportunities in Indian Sports Management
Examined thechallenges of balancing data privacy and athlete rights within the Indian sports industry.

Growth Analysis of Women's Cricket in India Post 2017 World Cup
analyse the growth and development of women's cricket in India followingthe 2017 Women's Cricket World Cup.

Understanding the Patterns and Factors Influencing Stadium Attendance Trends in ISL Football Matches
Examinedstadium attendance patterns and the factors influencing spectator turnout at Indian Super League (ISL) football matches.