

JIO INSTITUTE



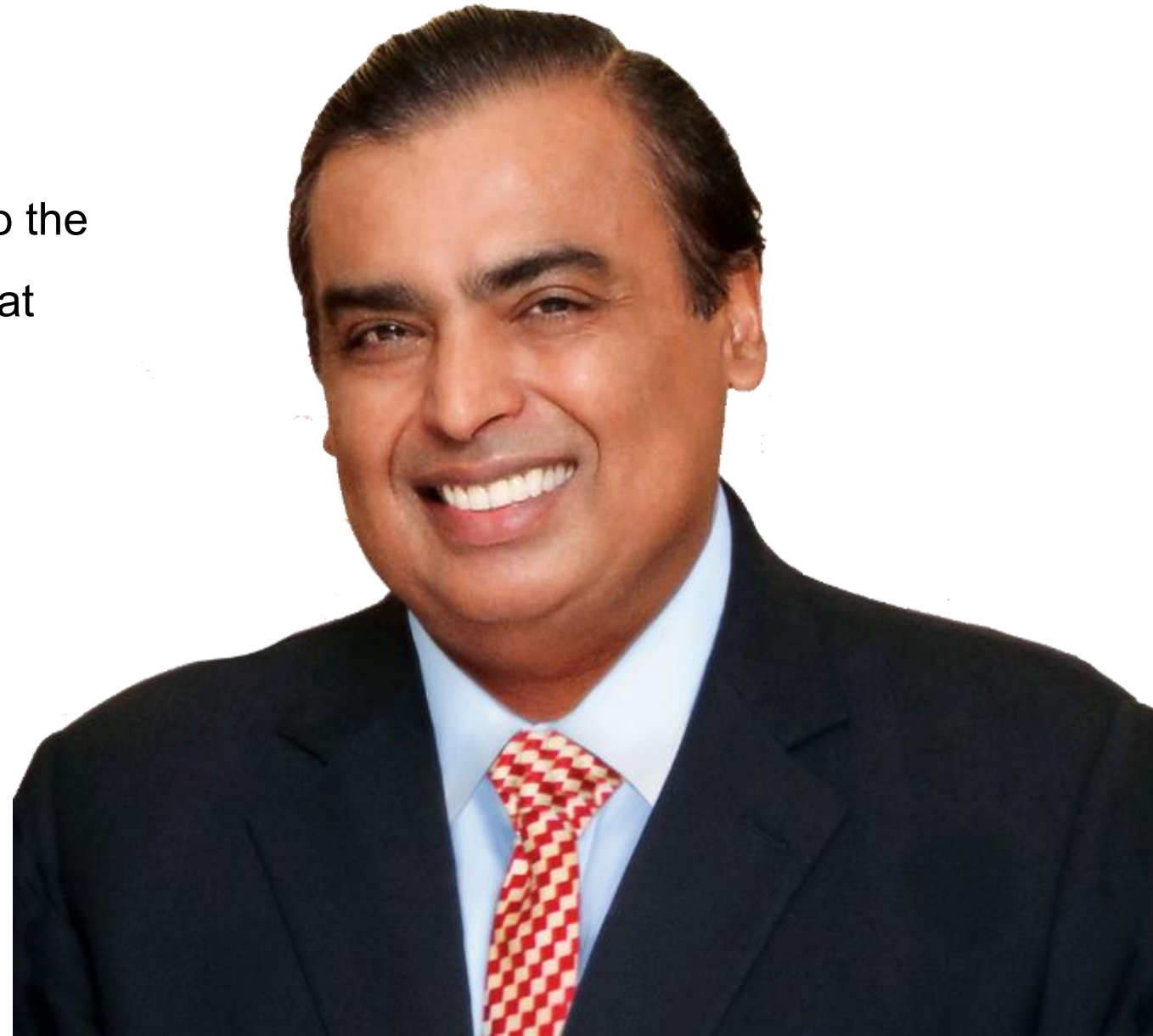
“

Education is not about pouring knowledge into the brains of students but lighting that spark so that they learn by themselves. ”

Sh. Mukesh Ambani

Chairman & Managing Director,
Reliance Industries Limited

<https://www.jioinstitute.edu.in/about/shri-mukesh-ambani>



“

Education is all about igniting young minds and enabling them to attain their fullest potential. ”

Smt. Nita Ambani

Founder Chairperson,
Reliance Foundation Institution of Education and Research

<https://www.jioinstitute.edu.in/about/smt-nita-ambani>



Vision

Building A Research University In An Innovation Ecosystem

- Be an **exemplary Indian academic institution with international repute.**
- Build a **vibrant ecosystem for research, innovation and entrepreneurship.**
- Be India's test bed for **frontier research and invention** of future technologies.
- Prepare the **next generation of leaders and entrepreneurs** through holistic development.
- Significantly contribute to the **advancement of the Indian society.**
- **Solve India's problems and solve them fast.**
- Provide a **lifelong learning** experience.



Governing Council



Smt. Nita Ambani
Founder & Chairperson,
Reliance Foundation



Dr. R. A. Mashelkar
Chancellor - Jio Institute;
Ex-Officio Invitee
Padma Vibhushan; Former
Director General – CSIR,
Government of India



Sh. Akash Ambani
Chairman, Reliance
Jio Infocomm Limited



Dr. Dipak C. Jain
Vice Chancellor - Jio
Institute; Ex-Officio
Invitee; Former Dean,
Kellogg School of
Management, USA &
INSEAD, Paris



Smt. Isha Ambani
Member of Executive
Leadership team,
Reliance Retail,
Reliance Jio,
Reliance Foundation



Dr. Pradeep K. Khosla
Chancellor,
University of
California, San Diego



Sh. Anant Ambani
Director, Jio
Platforms Limited,
Reliance Retail



Dr. Bimal Patel
President - CEPT University;
Managing Director, HCP
Design, Planning and
Management Pvt. Ltd.



Sh. Vikram Singh Mehta
Former Executive
Chairman, Brookings
India; Former CEO,
Shell India



Sh. Jalaj Dani
Chairman of the Board
of Governors, IIM Trichy;
Co-promoter Asian
Paints



Sh. R. Venkataramanan
Social Sector
Expert; Former
Managing Trustee,
Tata Trusts

Our Current Focus Areas



Full-Time PGP

- AI & Data Science
- Management
- Sports Management



Executive Education

- Strategy & Leadership
- AI & Digital Transformation
- Retail Management
- Women's Leadership



Continuing Education

- Summer/Winter Programmes
- Teachers Training Programmes
- India Immersion Programmes



Faculty Research & Innovation

- AI & Computer Vision
- Management
- Science & Engineering



Sports & Athletics

- Elite Athletes Academy
- Athlete Development Programmes
- Professional Competitive Events
- Technology in Sports



Digital Education

- Foundational AI concepts and applications, over **1 million students registered for this.**

Full-Time PGPs

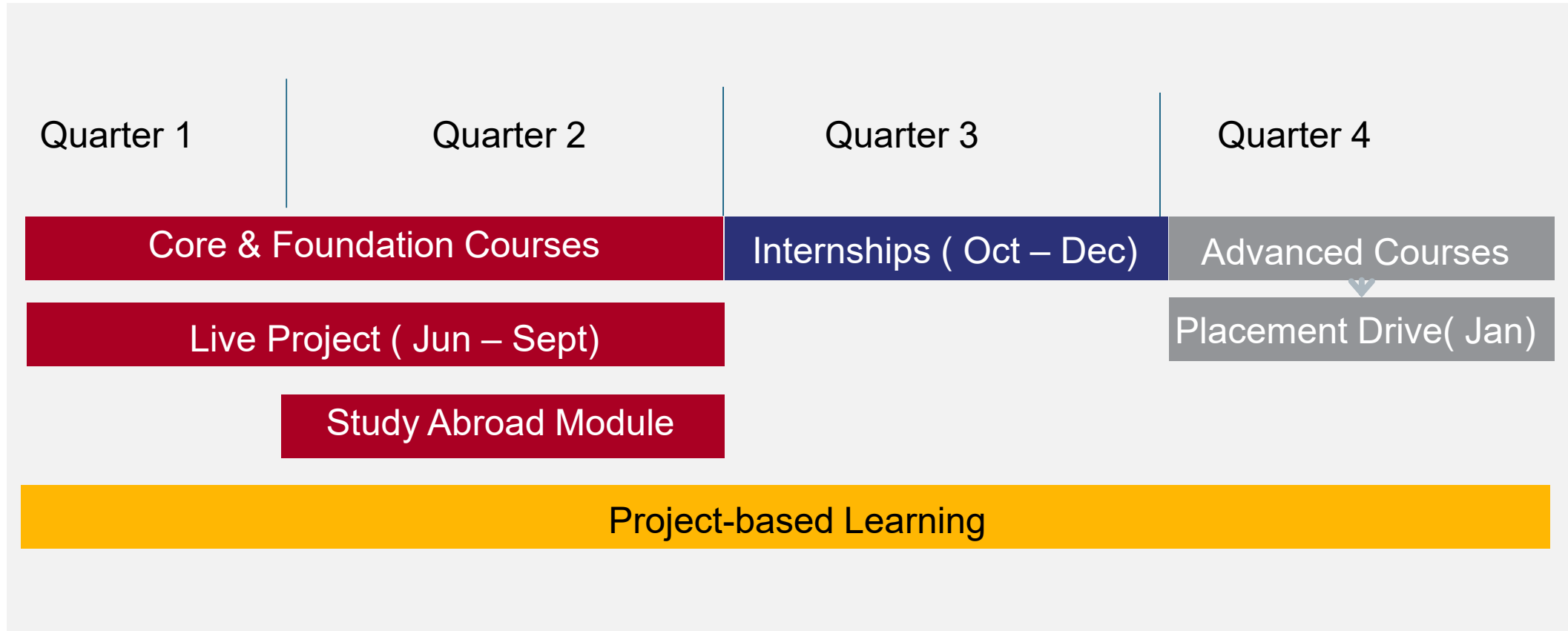
- Artificial Intelligence & Data Science
- Management (Specialization in Marketing & Finance)
- Sports Management

Programme Highlights

- One-year full-time residential programmes
- Renowned global & Industry Faculty
- Futuristic, industry aligned curriculum
- AI integrated learning
- Study Abroad module at a renowned global university
- Application based Capstone Projects
- 2-month Internships.
- Career Readiness & Placement Assistance
- Advanced Laboratories.
- State – of – the – art Campus
- International Standards Sports Facilities.



PGP Programme Structure



PGP in AI & DS Curriculum

Pre-Requisite courses

- Mathematics (Maths for Machine Learning) -
- Introduction to Python for AI & Data Science
- Writing and Communication Skills

Core & Foundation courses

- Probability & Statistics
- Python Programming
- Linear Algebra
- Introduction to AI & Gen AI
- Data Structures & Algorithms
- Databases and Data Warehouses
- Machine Learning
- Optimization
- Bigdata Engineering
- Natural Language Processing
- Deep Learning
- Data Visualization
- Computer Vision

Emerging Tech

- Time Series Analysis
- Generative AI
- The New AI Stack
- Digital Transformation 2.0
- ML Ops & Systems Design
- Next Gen Bigdata Engineering
- Large Language Models
- Responsible AI
- Quantum Computing for AI
- Reinforcement Learning

AI for X

- Lecture series organized on case studies from the industry, society & business function where students learn how AI & Data Science are applied across various verticals

Capstone & Industry immersion

The objective is to provide an integrative experience that is the culmination of learnings from previous quarters into a comprehensive application.

- Machine Learning
- Natural Language Processing
- Computer Vision
- Deep Learning

Study Abroad

- 2 weeks Study Abroad Module at a Partner University
- Attend academic lecture sessions on Cyber Security and Blockchain Technologies
- Experience cultural and local immersions

Internship (on-site)

- 8 weeks internship with leading organizations at their site
- Realtime industry experience with potential to get Pre-Placement Offer

PGP in Management Curriculum

Pre-Requisite courses

- Managerial Economics
- Principles of Management
- AI for Everyone
- Writing and Communication Skills

Core & Foundation courses

- Decision Making Under Uncertainty
- Next Gen Market Research
- Marketing Management
- Management Accounting
- Financial Reporting & Analysis
- Decision Models for Optimization
- Product Management I
- Operations Management
- Corporate Finance
- Competitive Advantage in the Digital Era
- Entrepreneurship & Innovation

AI & Analytics

- Data Analytics with Vibe Coding
- Data-Driven Insights & Visualization
- AI & Machine Learning in Business
- Strategic Consulting Frameworks

Emerging Tech

- Digital Business Strategy & Innovation
- ML Applications for Business
- Next-Gen Digital Transformation
- Gen AI & Agentic AI

Marketing Specialization

- Brand Management
- Digital & Social Media Marketing
- Sales & Marketing (B2B & B2C)
- Product Management II
- Go-to-Market Strategy
- Marketing & Retail Analytics
- IMC & Brand Storytelling
- Experience Marketing or
- Pricing Strategy

Finance Specialization

- Financial Modelling
- Investment Analysis & Portfolio Management
- Business Valuation
- Derivative Markets
- Mergers & Acquisitions
- Fixed Income Markets
- Investment Banking
- Financial Risk Mgmt. or
- FinTech

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PGP in Sports Management Curriculum

Foundation courses

- Strategic Management for Sports Organization
- Indian and International Sports Ecosystem
- Business Statistics for Decision Making
- Sports Marketing
- Sports Finance & Economics
- NextGen Sports Research: Methodologies and Applications
- Sports Organizational Behaviour,
- Leadership & Ethics
- Personal Development for Employability in Sports India

Advanced Courses

Sports Marketing

- Strategic Sports Sponsorship & Partnerships
- Sports Media & Broadcasting

Emerging Areas

- Starting New Ventures in Sports
- Sports Technology & Innovation

Core Courses

Sports Marketing

- Digital Marketing in Sport
- Fan Engagement & Community Building through Technology
- Sports Promotion, Sales & Monetization
- Grassroots Sports Ecosystems

AI & Analytics

- Digital Storytelling in Sports
- Sports Data Analytics
- AI & Gen AI for Sports
- Introduction to Consulting

Sports Operation

- Business of Sports Leagues
- Sports Events and Operations

Athlete Management

- Athlete Development & Management
- Sports Commercials and Negotiations

Electives

- Building & Managing a Club or Franchise
- Communication, PR & Sports Writing
- eSports & Gaming
- Sustainability
- Sports Science
- Sports Governance, Law and Policy
- Sports & Diplomacy
- Sports & Politics
- Social Consumption & Production of Sports
- Sports Psychology
- Olympic Studies

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Internship (on-site)

- 8 weeks internship with leading organizations at their site
- Realtime industry experience with potential to get Pre-Placement Offer

PGP in AI & DS Industry Partners



PGP in Management Industry Partners



Deloitte.



TATA CONSUMER PRODUCTS



KANTAR



McDonald's



BESTSELLER



PVR INOX



IFB



ADDVERB

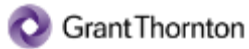
Justdial



NETWORK SCIENCE



PGP in Sports Management Industry Partners



Roles: AI & DS



Data
Scientist



AI/ML
Engineer



Agentic AI



Data
Engineer



Tech
Consultant

Roles: Marketing & Finance



Management
Trainee



Digital
Marketing



Business
Development



Marketing
Manager



Investment
Banking
Analyst



Credit
Analyst



FP&A/ Business
Finance Analyst



Equity Research
Analyst



Wealth
Manager



Financial
Advisory
Consultant



FinTech
Product
Manager

Roles : Sports Management



Sales &
Sponsorship



Events &
Operations



Sports
Marketing



Business
Development



Sports
Consultant

A group of students, both male and female, are gathered around a white table in a classroom or meeting room. They are looking at and interacting with small, colorful cards or documents on the table. The students are dressed in a mix of casual and semi-formal attire, including button-down shirts, blouses, and a suit. In the background, there are posters on the wall and a large screen displaying a presentation. The overall atmosphere is collaborative and focused.

Class of 25-26

PGP Class of 2025-2026



Mr. Raghavshyam Ramamurthy

Co-Founder, Wilson Consulting,
Chennai, India

Why Generative Models?

Modeling ambiguity: If
outputs x for an input y ,

Language Modeling: Pro

*Write me a short
rhyming poem about
generative models*

Dr. Dwarikanath Mahapatra

Senior Research Scientist at the
Inception Institute of Artificial
Intelligence, Abu Dhabi, UAE

Dr. Mohammed Nassar

Assistant Professor, Electrical &
Computer Engineering and Computer
Science Department, University of
New Haven



Databases & Data Warehouses



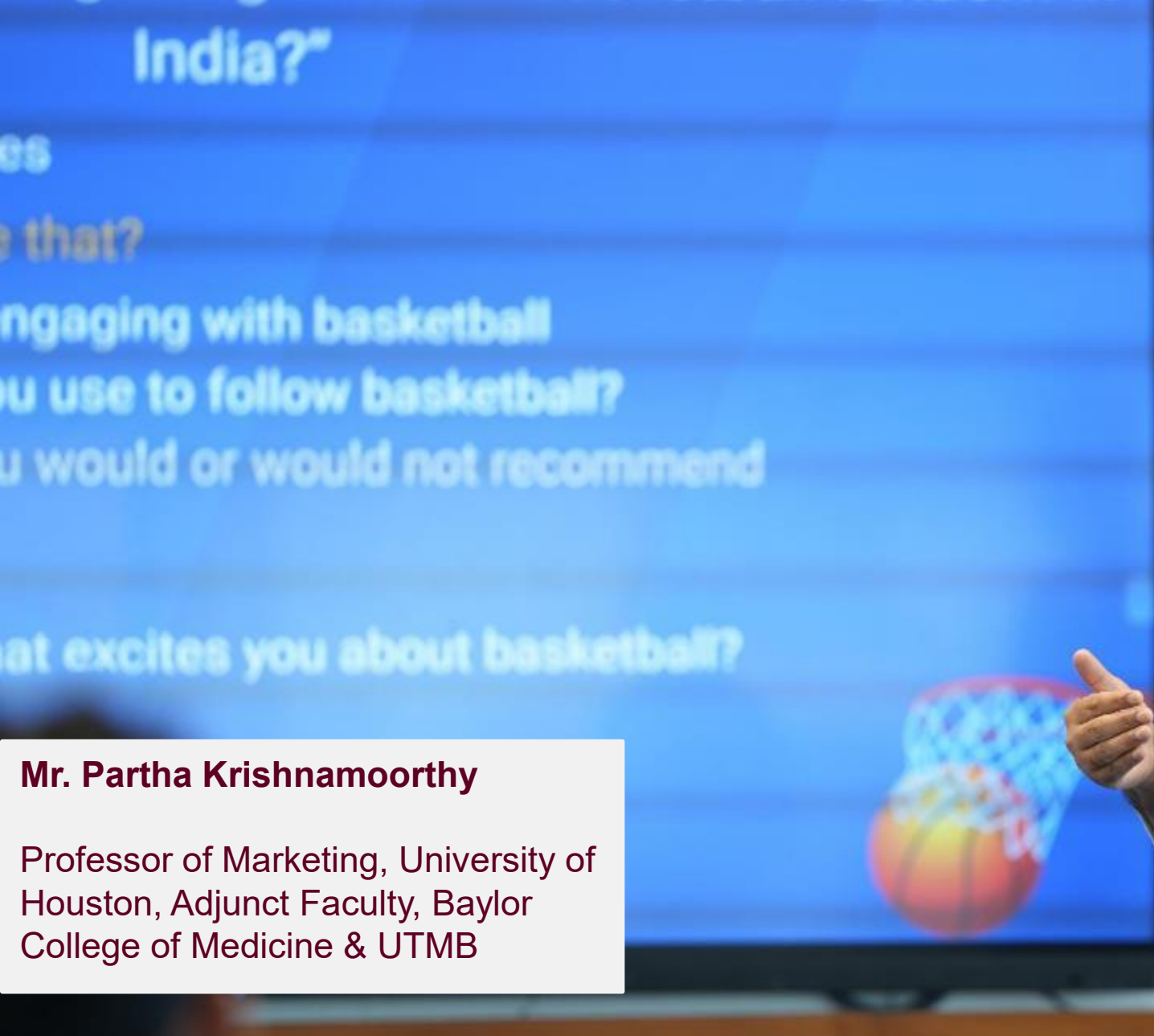
Dr. Mohna Chakraborty

Assistant Professor, Jio Institute

S BUSINESS
S ECONOMICS
S FINANCE

Dr. Ashish Karnavat

Founder, Novexa Consulting



Mr. Partha Krishnamoorthy

Professor of Marketing, University of
Houston, Adjunct Faculty, Baylor
College of Medicine & UTMB



Mr. Denish Shah

Executive Director - Marketing
RoundTable & Founding Director -
Social Media Intelligence Lab



1 MIN IDEATION EXERCISES

- Uses of a pencil

Mr. Yatin Shriwardhankar

Founder, Spocademy

INTRODUCTION

- ❑ **Multimodal medical imaging** poses a unique challenge to the data scientist looking at that data, since it is not only voluminous, but also extremely **heterogeneous**. As a result, the task of detecting and segmenting intricate anomalies such as **tumors** and **target lesions** proves to be difficult.
- ❑ We aim to introduce a novel, **generalized**, attention-based segmentation model, namely **AW-Net** to accomplish the task of **multiorgan segmentation** from **multimodal** medical images.

The main contributions of this paper are as follows:

1. **Novel regularized transient block (RTB)** comprising of regularized convolutional blocks and dropout layers.
2. Experiments performed on multimodal, benchmark datasets: **RSNA**, **Brats**, **DUKE**, and **QIN**.
3. A study of the **computational cost** of the model in an attempt to showcase the **cost-effectiveness** of the model.



Fig. 1. Feature maps showing the effectiveness of RTB

DATA-GROWTH STUDY

- The primary objective of this study is to analyze how the model performs when trained on a reduced dataset and evaluating on the remaining data. These conditions, specifically explore the impact of data size on its effectiveness.
- The study aims to uncover valuable insights about the direct relationship between dataset size and model performance.
- The investigation commences by utilizing 30% of the data for training and reserving 70% for testing. Through a systematic approach, the training data is incrementally increased by 5%, while the testing data is simultaneously reduced by 5%, until reaching a configuration with 80% of the data for training and 20% for test.

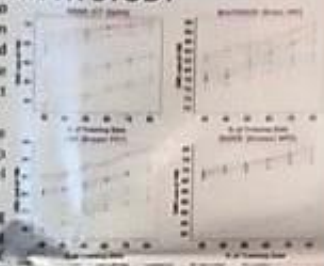


Figure 4. Line plots illustrating the performance of AW-Net for the data growth study with respect to different datasets. A) RSNA, B) Brats2020, C) QIN, D) DUKE

METHODOLOGY

- ❑ The methodology involved in the multimodal medical segmentation comprises of following parts:

1. **2.5D Stacking:** This involves stacking of multiple sequences (multi-sequence stacking) or consecutive images of a single modality (single-sequence stacking) based on the given input data.
2. **Proposed Model:** The proposed model comprises of **encoding pathway**, **decoding pathway**, and the novel **regularized transient block (RTB)** which acts as a bridge between these two pathways.
3. The output is then stacked together to provide a **reconstructed 3D** version of the target lesion/ tumor.
4. **Encoding Pathway** comprises of four fully connected encoder block connected by the max-pooling layer. The first three blocks comprises of two convolution layers with a 3×3 filter size stacked together. Each convolution layers are followed by a ReLU activation and a Batch Normalization operation. These convolution layers facilitate the extraction of important features in subsequent blocks. The feature map of the convolution layers increases by a factor of 2 for each subsequent layer from 32 to 256.
5. **Novel Regularized Transient Block:** One of the major problems of attention U-Net is the bottleneck. Bottleneck refers to the narrowest part of the network, where the spatial resolution of the feature maps is reduced. The reduced spatial resolution leads to loss of fine-grained details important for accurate segmentation. The bottleneck of the 3D-Res architecture is characterized by an increased number of channels, resulting in feature-rich vectors. However, this can lead to two issues: first, an elevated risk of overfitting, and second, an increase in the computational complexity of the model. To solve these problems, we propose a fully connected layer, named regularized transient block (RTB) as a replacement of the bottleneck.
6. **Decoder Pathway** consists of four fully connected decoder blocks connected via an up-sampling layer. Each decoder block has an up-sampled vector and an attention vector as an input. The attention vector is basically an output of the attention gate, whereas the up-sampled vector is the output of a transverse convolution layer of filter size 2×2 . Both these vectors are concatenated and subsequently serve as an input vector for a series of convolution layers stacked on top of each other.

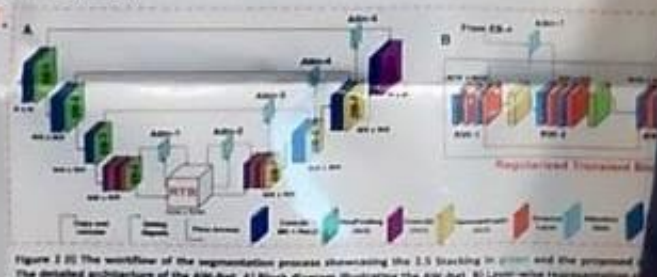
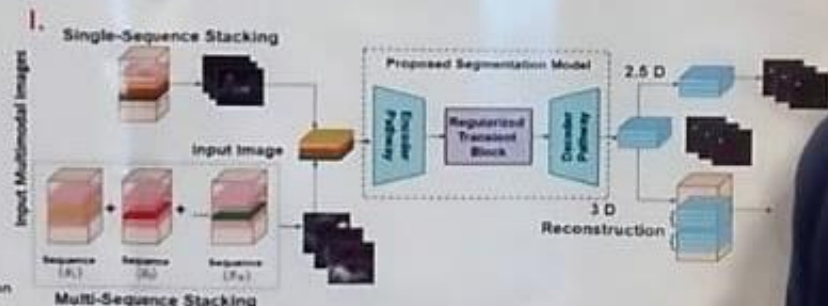


Figure 2 (B) The workflow of the segmentation process showing the 2.5 Stacking in green and the proposed RTB in red. The detailed architecture of the AW-Net. A) Block diagram illustrating the AW-Net. B) Layer-wise representation of the AW-Net.



Ministry of Youth Affairs and Sports
Government of India

Award

CII Sports Business Awards 2025



Jio Institute won “University Sports Program/Course of the Year” at CII Sports Business Awards 2025 — our second consecutive win!



Inauguration Ceremony for Class of 2026-2027



Ice-breaking Sessions



Group Case Presentations





Study Aboard Module

- Globalization is embedded as a core pedagogical element across all programmes at Jio Institute.
- Every student is provided with the opportunity to participate in a two-week overseas study module as part of their curriculum.
- The programme combines academic sessions, industry immersion, and cultural exchange to ensure holistic development.
- Jio Institute's PGP in Artificial Intelligence & Data Science students embarked on a 2-week study abroad module at Nanyang Technological University (NTU) Singapore. They underwent the following programmes
 - Strategy for AI
 - Business Apps of AI & Big Data
- In addition to the academic aspect, the students also embarked on crucial industry visits to prominent organizations such as Accenture and Rockwell Automation

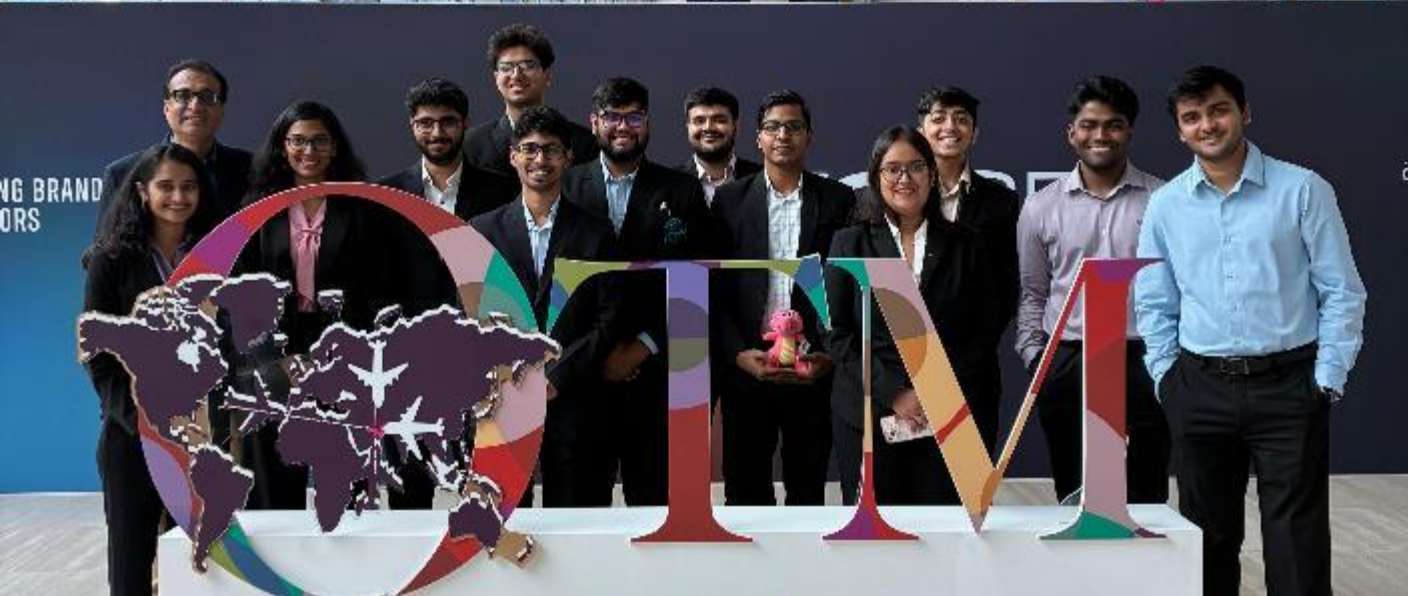


PS: Improve customer probability of
indexing on lazada platform
TS: Identifying the hotspots/
locusts.
AI: Depending on the data
classification/clustering
Manager: Can identify the locusts
& suggest measures based
on results...
Find: When we have open the app, how can we
do quick delivery & low order cancellation
prices for delivery
Areas with
High orders
Allocate more
resources
to do quick
Low orders
Give delivery
discounts
to motivate



Study Aboard Module

- Jio Institute's PGP in Sports Management students embarked on a 2-week study abroad module at Hamad Bin Khalifa University. They underwent the following programme
 - Olympic Studies & Ecosystem
 - Focus Areas: Mega Events • Event Operations • Fan Engagement • Legacy
- In addition to the academic aspect, the students also embarked on crucial industry visits to Al Shaqab (Equestrian Facility), Aspire Academy, Qatar Olympic Committee, 3-2-1 Museum.
- The students also experienced live events such as the Formula 1 Qatar GP, Arab Cup, FIFA U-17 World Cup



Executive Education Programmes

- In company programmes
- Open Market Programmes

Executive Education for Working Professionals

- Creating a wide range of new-age programmes designed to help industry address both current and emerging challenges.
- Around 1000 executives have been trained through these programmes.



STRATEGY AND LEADERSHIP

- Strategy Formulation
- Design Thinking
- Leadership
- Leadership & Technology in Communication



AI & DIGITAL TRANSFORMATION

- Artificial Intelligence
- Data Visualization
- Digital Transformation
- Data & Decision Making
- AI in X – BFSI, Healthcare



RETAIL MANAGEMENT

- Buying and Merchandising
- Talent Accelerator Programme
- Network Development
- Analytics



WOMEN LEADERSHIP

- Leadership Training for Women Managers
- Women in Leadership

Future Executive Education Areas

1. AI & Digital Transformation Programmes

- Digital Transformation 2.0
- Strategy & Importance of AI
- AI Implementation Excellence
- AI Foundations & Digital Fluency

2. AI-by-X Programmes: Domain-specific AI applications, including:

- AI in Retail
- AI in Manufacturing, etc.

3. FinTech Programmes

- FinTech Leadership Excellence
- FinTech Professional Certification
- FinTech for Managers

4. E-Governance & Public Policy





AI-Powered Early Genomic Screening
for Silent Cardiovascular Pathology Risk in
Indian Adults

Anant Subbarao
Dr. Mayank Chhabra
Dr. Bani Jolly



Open or Close-ended Questions?

1. Who is a good manager in your opinion?
2. Will this really solve the problem?
3. Can you lead a team of 3 or more people?
4. What other approaches might you take next time?
5. Did you make that mistake?
6. Tell me about when...
7. Did you work on... in your last job?
8. Can you...

Continuing Education

Trained over 600 participants across diverse programmes, the umbrella of continuing education programmes is vast and encompasses students from multiple age demographics.

Summer & Winter School Programmes



SHAPERS: High School Student Summer & Winter Programmes

- For high school students (Grades 9–12), Jio Institute conducts a 5-day programme on GenAI, Sports Management, New Age Marketing, and Entrepreneurship.

TECH TREK: Undergraduate Student Summer Programme

- For undergraduate students from STEM disciplines, Jio Institute conducts a 5-day Tech Immersion Programme, covering fundamentals of Python, Artificial Intelligence, and Machine Learning

ECIS: Teacher Leadership Summer & Winter Programme

- For school leaders in India, Jio Institute conducts the School Leadership Programme featuring two globally recognized ECIS Middle Leader Certificate courses

India Immersion Program

- A curated exposure to India's rapidly evolving business ecosystem, digital transformation, sustainability practices, and cultural identity. Participants gain first-hand insights through academic sessions, industry interactions, and experiential learning in Mumbai.









Competitive Analysis			
Feature / USP	CareSync	Care.com	Sittercity
Verified & Vetted Caregivers	✓	✓	✓
Agency Integration	✓	✗	✗
24/7 Time Availability & Booking	✓	✗	✗
AI Matchmaking Algorithm	✓	✗	✗
Specialized Care Platform (Kids & Elders)	✓	✗	✓
Insurance Backing	✓	✗	✗
Cultural Matching	✓	✗	✗
BOB3C Model	✓	✗	✗





Execution Plan (The 4 Ps)

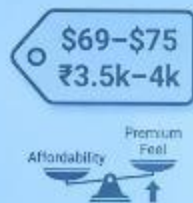
Operationalizing the 'Cool on the Go' Strategy

Product



Customizable skins (photos/art) to drive personalization.
Modular design for 'swap-based' DIY service.

Price



Affordable but premium enough to avoid 'cheap' perception.

Place (Distribution)



Online: Aggressive and direct-to-c
Niche Retail: shops (car fridge, gadget s

Promotion





Hosted students from Singapore University of Social Sciences(SUSS)

Sports & Athletics

RF Sports at Jio Institute: National Athletics Center

National Athletics Centre, Ulwe

- *Finishing School* for India's best Track & Field Athletes
- World-class infrastructure and High Performance training environment
- AFI National Camp for Sprints & Hurdles
- Currently training 40 of India's top athletes, including multiple Olympians and Asian Games medalists
- 10/12 current Men's Track National Records



Community Sports

Our athlete development programmes utilize advanced technology and 'train-the-trainer' methodologies to cultivate talent at district, state, and national levels. Through these programmes, we've provided over 4,500 athletes with access to training and world-class sports facilities.



PROFESSIONAL COMPETITIVE EVENTS

- RDAA Junior Championship
- Divisional Sports
- MAA U23 Championship



ATHLETE DEVELOPMENT PROGRAMMES

- Coaches Meet
- Athlete Training at HPAC
- Summer Camps (Cricket & Athletics)



AMATEUR COMPETITIONS

- Athletic Kids Cup
- U16 Football Cup
- U14, U16, U18 Cricket Matches (Boys & G)



CORPORATE SPORTS PARTNERSHIPS

- Club Cricket
- Jio Institute Cricket League
- Chief Medical Officer's Meet
- MAA Annual General Meeting



Elite athletes practicing



Elite athletes practicing



Raigad District Athletics Championship





Hosted MDL Chairman's Trophy 2025- Corporate Cricket Tournament

Research & Innovation Areas

Advanced Applied AI & Imaging Lab - Dr. Sudipta Roy

Research Focus:

- Automated medical image analysis and quantitative imaging
- Early disease detection and clinical decision support
- Biomedical image processing and computer-aided diagnosis
- Explainable AI for high-stakes healthcare applications
- Deep learning for structured/unstructured data analysis
- Predictive modelling and intelligent systems development
- Computer vision applications in healthcare, agriculture, security
- Data-driven discovery for real-world application solutions

Achievements & Societal Impact

- Over 100 publications: **Cell, EBioMedicine-The Lancet, IEEE Trans. Med. Imaging**
- Awards: **Alavi-Mandell Publication Award (SNMMI, 2021), IEEE Access Outstanding Associate Editor**
- Holds **US and Indian patents** in medical imaging and smart agriculture
- Author/editor of **four books** advancing AI and medical imaging knowledge
- Improves **clinical decision-making and early disease detection** in India
- Supports **AI-driven transformation in healthcare and other sectors**
- Promotes **responsible, equitable, and inclusive AI deployment**
- Facilitates **academic and industry collaborations** for research dissemination

Cancer Metabolism & Therapeutics Lab



Dr. Ankita Bansal

Research Focus:

- Early cancer detection using lipid-based Stage 0–1 signatures
- Population-scale cancer screening platform **OMIXENSE**
- Organoid-based precision oncology for drug response and resistance
- Repurposing FDA-approved drugs using organoid insights
- Microbiome–metabolite interactions affecting therapy response
- AI-powered digital twins integrating multi-omics and patient data

Achievements & Societal Impact

- DBT Ramalingaswamy Re-entry Fellowship (2024–2027)
- Finalist, National Bioentrepreneurship Competition 2025 for OMIXENSE
- Developing early detection tests with >80% sensitivity, >90% specificity
- Advances precision oncology: patient-specific drug response guidance
- Affordable microbiome-based adjuncts for therapeutic support
- AI digital twins enhance clinical decision-making and proactive therapy management
- Publications in Nature Communications, Cancer Discovery, PNAS

Microbiome Therapeutics Lab

Dr. Varun Aggarwala

Research Focus:

- Engineering microbiomes across gut, skin, vaginal sites
- Precision probiotics, prebiotics, defined bacterial consortia
- Fecal (FMT) and vaginal (VMT) microbiota transplantation
- Target wellness and diseases: colitis, C. difficile, vaginosis, UTIs, acne, gut-brain disorders
- Human and animal microbiome therapeutics development

Achievements & Societal Impact

- Trained in personalized medicine, genomics, and microbiome therapeutics (UPenn & Mount Sinai)
- Scientific advisor to MicroHeal; commercial vertical YuvaGene
- Publications in Nature, Nature Microbiology, Cell Host & Microbe, PNAS
- Co-inventor, US patent US20230310518A1, supporting ongoing clinical trials
- Secured multi-million-dollar competitive funding: NIH, ANRF, DBT, ICMR
- Promotes Make in India & Swasth Bharat via India-origin microbiome technologies

Semiconductor Materials for Emerging & Integrated Technologies - Dr. Samik Mukherjee

Research Focus:

- Group-IV semiconductors (Si, Ge, GeSn) and heterostructures
- Thermal conductivity in biphasic silicon nanowires
- Advanced thin film deposition via ALD
- Sb-doped SnS₂ thin films for optoelectronic applications
- 2D materials and emerging optoelectronic devices
- Perovskite materials for solar and photocatalytic systems
- Topological phase coherence for interfacial charge transfer
- Noise-aware machine learning for quantum computing

Achievements & Societal Impact

- Published in Nano Letters, Advanced Materials Technologies, Small
- Pioneering work in thermal conductivity and noise-aware ML for quantum computing
- Supports India Semiconductor Mission: advancing domestic semiconductor capabilities
- Contributes to National Quantum Mission: quantum technology development
- Promotes Clean Energy & Sustainability: perovskite solar cells & photocatalysis
- Strengthens research ecosystem via mentoring and capacity building

Technology, Consumer Behavior & Digital Well-being Research- Dr. Vishnu Prasad V

Research Focus:

- Digital dependency, compulsive buying, overconsumption in social commerce
- AI recommendation systems, agentic AI, and effects on consumer autonomy
- Platform design impact on engagement and digital well-being
- Social media-induced polarization and psychological consequences
- Influencer marketing, brand activism, and cause-related marketing
- Consumer trust, credibility, and persuasion in digital campaigns
- AI/ML and causal inference for marketing analytics
- Marketing in emerging contexts: NFTs, Metaverse, digital brand experiences

Achievements & Societal Impact

- First Indian recipient, Franco Nicosia Best Paper Award (ACR 2025)
- Bala and Vasanta Balachandran Faculty Award recipient
- Publications in Journal of Consumer Behaviour, Advances in Consumer Research, International Journal of Tourism Research
- Presented at international conferences: ACR, AMA, EMAC, ANZMAC
- Research informs consumer protection and digital well-being policies
- Advances responsible AI and platform governance in digital markets
- Guides inclusive and sustainable market development through socially responsible campaigns

Future Plans- Jio University

Objectives of Jio University

Jio University is aligned with higher education institutions attributes envisioned in the **National Education Policy 2020**

- Provide **high-quality education and research** across liberal arts, sciences, technology, management, law, media, and emerging disciplines.
- Promote **creativity, innovation, and entrepreneurship** through multidisciplinary and industry- driven programmes.
- Develop students' **intellectual, professional, and life skills** for holistic growth.
- Establish **centers of excellence** and state-of-the-art facilities for **advanced research and societal impact**.
- Leverage **modern technologies and global collaborations** to deliver world-class learning and governance.
- Offer flexible education models including **executive, online, distance, and continuing education**.
- Build strong **industry, national, and global partnerships** to ensure relevance and impact

Academic Pillars

Research & Innovation

Driving advancements through cutting-edge research and creative solutions

Digital Ecosystem

Leveraging technology to enhance learning and accessibility

Next Gen Pedagogy

Adopting innovative pedagogical approach to inspire students

Holistic Development

Fostering all round development by combining liberal arts with technical education

Hands on Learning

Providing practical experience through internships and industry scale capstone projects

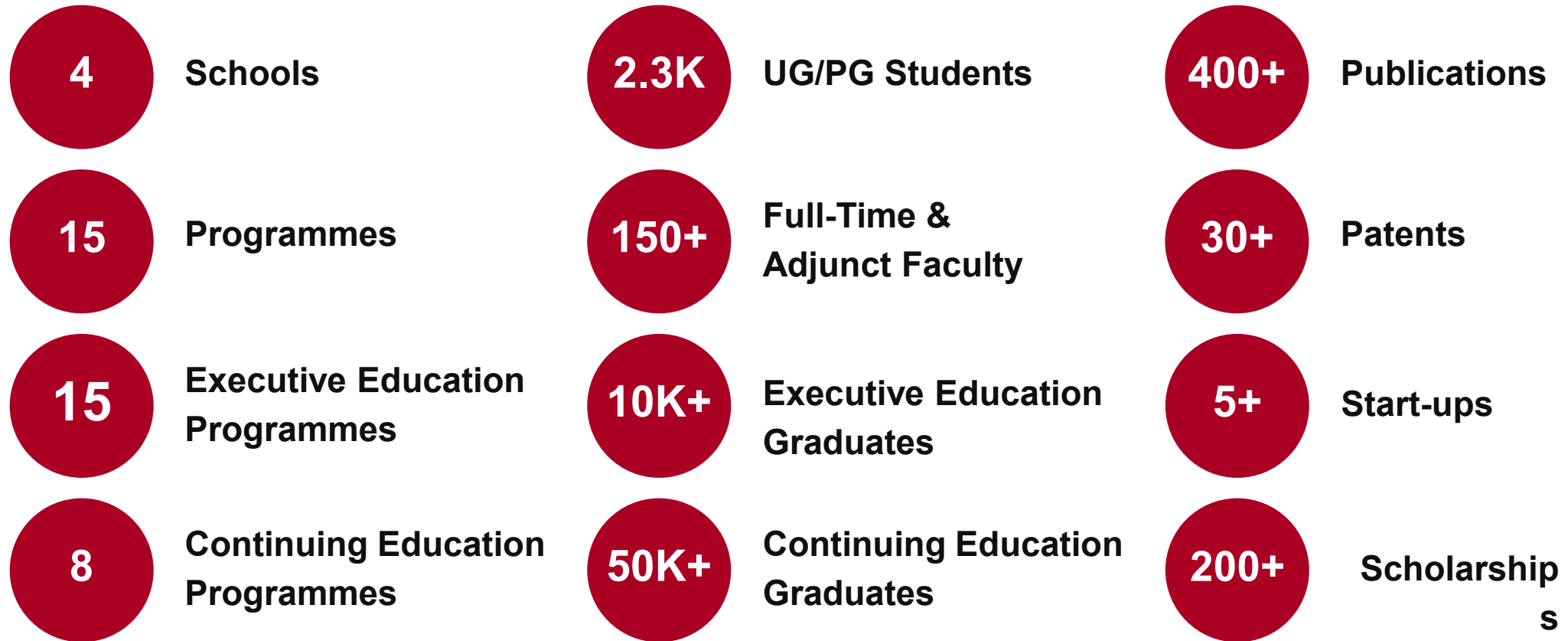
Industry Relevance

Curriculum feedback, research collaboration and student exposure to industry.

Study Abroad

Global perspectives and cultural experiences through international immersion

Aspirations of Jio University (next 5 years)



National and international accreditations

- School of Engineering & Computing - NBA, NAAC, ABET
- School of Management & Entrepreneurship - AACSB & AMBA
- School of Law, Governance & Policy - BCI Recognition
- Target top 50 NIRF & top 500 QS ranking in 10 years

- During the **initial 3 years**, Jio University shall establish the following **Schools**:

- 1. School of Engineering & Computing**

- Undergraduate programme (**B. Tech Computer Science**)
- Graduate programme (**2-year M. Tech and 1 Year Post Graduate Programme**)
- Doctoral & Post-doctoral programme

- 2. School of Management & Entrepreneurship**

- Undergraduate programme (BBA)
- Graduate programme (**2-year MBA and 1 year Post Graduate Programmes**)
- Doctoral Management programme

Academic Plan

3. School of Law, Governance & Policy

- Integrated Undergraduate 5-year law programme

4. School of Education

- Undergraduate programme (**B.Ed.**)
- Graduate programme (**M.Ed.**)
- Doctoral programme

- Jio University shall also continue to offer:
 - **Executive Education** for Professional Development
 - **Continuing Education** for Life-long Learning
- **In future**, Jio University shall start following **new schools**:
 - **School of Arts and Sciences**
 - **School of Architecture and Urban Planning**
 - **School of Medical Science and Public Health**

B.Tech Computer Science & Engineering

B.Tech Computer Science & Engineering

Vision

To be a world-class **deep-tech** academic and innovation programme that builds **future-ready** technologists, innovators, entrepreneurs and ethical leaders driven by sense of excellence and pursuit of **industrial and societal impact**.

Mission

- Deliver **globally benchmarked education** across emerging technologies, supported by industry-aligned specializations and hands-on learning.
- Foster a **vibrant ecosystem** of research, innovation, entrepreneurship, and interdisciplinary collaboration to address real-world challenges.
- Develop **future-ready, ethical professionals** with strong technical foundations, leadership capability, and societal responsibility.
- Partner with industry, academia, and government to advance **India's digital transformation** and contribute to meaningful technological progress.

Uniqueness of Programme

Future-Ready Academic Design

Global rigor combined with deep industry immersion to develop AI-first engineers.

Industry-Embedded Learning

Practicing experts deliver focused modules and co-lead labs, ensuring curriculum and career relevance.

Longitudinal Projects with Dual Mentorship

Multi-semester research and industry projects guided jointly by faculty and industry leaders.

Structured Professional Immersion

Progressive exposure through live projects, credit-bearing internships, and reviews for sustained workplace impact.

Innovation-to-Impact

Prototype-to-pilot sprints, incubation support, legal mentoring, and seed pathways enabling entrepreneurship and research outcomes.

21st-Century Skills

Critical thinking, Design thinking, System thinking, Storytelling, Prompt engineering, and multidisciplinary learning.

Societal & Global Exposure

Ethical-by-design learning, open-source contributions, rural immersion, and international immersions.

Stackable Credentials & Integrated Specializations

Credit-bearing micro-credentials (e.g., MLOps, Quantum Basics) blended with product, market, and regulatory perspectives.

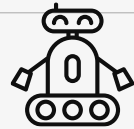
Graduation with Impact

Students graduate with research outputs, competition experience, real-world portfolios, and startup readiness.

B.Tech Computer Science & Engineering

- B.Tech (CSE) programme covers **six deep-tech domains** aligned with **India's growth agenda**
- Outcomes include **applied R&D, industry professionals or deep-tech start-up** leading to industry/societal impact.

Majors

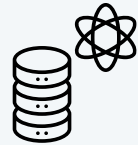


Artificial Intelligence &
Machine Learning



Security &
Privacy

Minors*



Data Science



Cloud & Bigdata



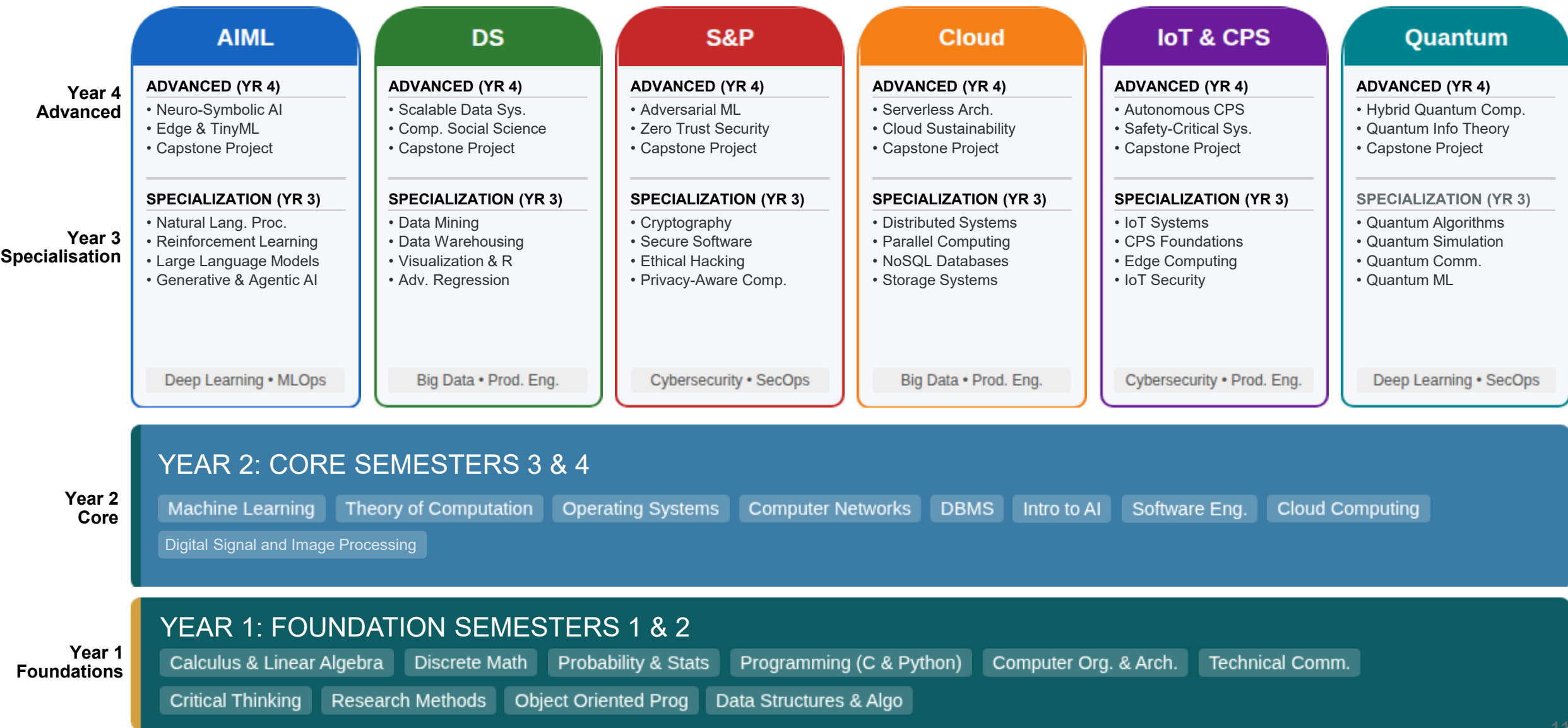
IoT and Cyber-Physical
Systems



Quantum
Technologies

** Initial two years will comprise a common core curriculum for all students.*

BTech Programme Structure & Curriculum



PhD Programme

Computer Science & Engineering

- To establish a **globally reputed, multidisciplinary research programme** that advances knowledge, fosters innovation, and addresses India's grand societal and technological challenges.
- To nurture **high-quality doctoral scholars** for careers in academia, industry R&D, policy, and entrepreneurship.
- To build strong **international research collaborations** with prestigious global universities through immersive PhD partnerships.

PROGRAMME OBJECTIVES

Original and independent research addressing foundational and applied problems.

Innovation, translational outcomes, and **societal relevance**, in line with national missions and global scientific priorities.

High-quality publications in internationally reputed journals and conferences.

Responsible, ethical, and sustainable research practices consistent with UGC, international guidelines, and global research governance frameworks.

The Jio University Doctoral Fellowship (JUDF) provides outstanding candidates with an opportunity to pursue rigorous doctoral research under the mentorship of distinguished faculty and in alignment with globally benchmarked standards.

The Fellowship aims to offer an enriching ecosystem that includes advanced coursework, interdisciplinary collaboration, global exposure, state-of-the-art facilities, and structured professional development.

Programme Uniqueness

Innovation for Societal Impact

The programme is designed to support focused research on challenges of societal relevance, particularly in the Indian context, and to convert outcomes into prototypes.

Global-by-Design

International opportunities and global co-mentorship opportunities. To ensure globally competitive research outcomes and cross-cultural scientific maturity.

Quality Publication-Before-Thesis

Thesis submission is strictly permitted only after securing verified, quality peer-reviewed publications in reputed journals or top-tier international conferences.

Multi-layered Governance

Doctoral progress is overseen by independent institutional bodies and external examiners to ensure rigorous accountability beyond individual supervisory relationships.

Breadth with Depth

Mandatory coursework, interdisciplinary term papers, and research seminars ensure scholars demonstrate intellectual breadth that extends well beyond their specific dissertation topic.

Integrity-by-Design

Formal conflict-of-interest declarations, external evaluation anonymity, and registrar-controlled processes are enforced to strictly safeguard academic integrity and assessment fairness.

Research Focus Areas

The programme will be anchored around globally competitive and future critical research pillars that define the University's long-term research identity.

Research Area/Domain	Healthcare & Public Health	Manufacturing, Mobility & Infrastructure	Energy, Sustainability & National Security
AI/M <i>The Intelligence of the Digital World</i>	✓	✓	✓
Quantum <i>The Next Computing Revolution</i>	✓	✓	✓
Intelligent Robotics & CPS	✓	✓	✓

This is a national capability-building mission. We bring together three frontier technologies with three national priority domains. At this intersection, our PhD graduates will emerge as the scientific leaders who will define India's technological trajectory over the next three decades.

