

# Vrittant



**BIMTECH**  
BIRLA INSTITUTE  
OF MANAGEMENT TECHNOLOGY

Excellence with Values

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New Year Leads  
**PATH TO  
SUCCESS**

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# 11th International Conference on Management Cases, 2021

On a note of cheers and bonhomie, ICMC 2021 got over on 5th December. The three days' virtual event was attended by 35 foreign delegates joining from 9 countries along with 70 Indian delegates.

The keynote speech was delivered on a very pressing issue of "Paradoxes in sustainable and green business: How 'dirty' mining industry is developing itself as a climate saver and responsible actor?" by Prof. Rauno Sairinen, Professor of environmental policy at the University of Eastern Finland.

In 10 technical sessions, 52 cases were presented on diverse topics. Two expert track chairs per session shared their feedback with the authors. Giving incisive feedback on every case is the hallmark of ICMC.



In the Forum for Collective Wisdom eleven research cases, which were highly rated by reviewers, were discussed in a round table format drawing rich feedback on the structure, theoretical motivation, data analysis, and discussion sections. Every author and the participants appreciated the quality and rigour of the feedback shared in a friendly manner.

Two books published by Bloomsbury containing 48 full-text peer reviewed cases were released. Many of these cases can be used in teaching and others will give ideas for further case research.

Four young scholars were awarded certificates, medals, and citations. SAGE Publications sponsored three awards of high-quality cases with a Research focus. Like every year Case Centre had selected three cases for one first and two, second prizes.

On the night of the valedictory session, most of the participants echoed appreciation for the immaculate organization of the event, the rich academic orientation of the keynote speech on a very relevant topic on sustainability, the quality of cases presented and feedback



received, timely execution of each session, and the warm and friendly environment even in the virtual mode of delivery.

We bid adieu with pinning the hope that next year ICMC 2022 will be held in physical mode. ●

## 3rd Case Master Development Workshop

A week after the 11th ICMC 2021, CMCD organized the 3rd Case Master Development Workshop on the 11th of December 2021, with Prof. Rauno Sairinen, Professor of Environment Policy, as a resource person. The topic was “Developing case studies on social responsibility of resources industries.” The session was well supported by Hanna Lehtimäki, Professor Innovation Management, and Ville-Veikko Pispanen, Project Researcher. All the three resource persons were from the University of Eastern Finland.

The session was delivered in a highly interactive manner that motivated all the participants to engage in a healthy

academic discussion. The key takeaways from the workshop were:

- Social impact research and CSR case analysis in resource industries.
- Discussion on conceptual and methodological developments of social responsibility and sustainability issues.

The 90 mins workshop was attended by around 25 participants that included both national and international ICMC

delegates and BIMTECH faculty. Given the need to create a sustainable world while ensuring business continuity of the resources industries, participants found the workshop to be very relevant. ●



# 10 Years Anniversary Celebration of HR Round Tables

This year the institute celebrated the completion of 10 years of the series of valuable HR Round Tables which started in October 2011 by Prof Kishore Sinha, DEAN Exec. Education, BIMTECH. During these 10 years, BIMTECH has reached 200+ Panelists and 5000+ delegates from industry, business and academia. The 3-day event was organized in association with National HRD Network and Deloitte, which took place on 22 – 24 October 2021 on a virtual platform due to the ongoing pandemic.

The design of the event was spread over in three days from 22nd October- 24th October. The first session on 22nd October was on the theme of Inspirational Leadership: Art and Science of Developing Leaders. The event commenced at 6 PM with the introduction and a small walk through the 10-year journey of the HR Round Tables given by Dr. Manosi Chaudhuri, Professor OB-HRM, BIMTECH. This was followed by welcome address by Director BIMTECH, Dr. H. Chaturvedi, who took immense pleasure in welcoming the distinguished speakers from the industry & academia and the Chief Guest on the occasion, Mr. Shekhar Suman, a renowned personality from the film industry.

Mr. Shekhar Suman, in his inaugural address, talked about his journey of how he became a celebrity and shared his understanding of being an effective leader. He also mentioned the essential characteristics that a leader must possess such as patience, confidence, dedication, and compassion and how inspirational leaders are just ordinary people with extraordinary talents.

After the captivating address given by the Chief Guest, the floor was set for the Panelists to share their views on the theme “Inspirational leadership”. Dr Manosi then introduced Mr. Ajay Soni, Chief Learning and Development Officer, HR, Aditya Birla Group as Moderator for day-1.

Mr. Ajay Soni then introduced the Panellists, Mr. P Dwarakanath, Former Chairman, GSK Consumer Healthcare, Ms. Swati Rustagi, Director HR, Amazon India Operations, Mr. Rajeev Dubey, Chairman Mahindra Insurance Brokers, Mahindra Steel Service Centre and Mahindra First choice wheels and Mr. SY Siddiqui, Executive Advisor, Maruti Suzuki India Ltd. The Moderator Mr. Ajay Soni steered the session with captivating deliberations by the panellist. The session was well taken with

pertinent questions followed by a rapid-fire question for each of the Panelists.

On day 2, 23rd October the session started with a welcome address by Dr. Anupam Varma, Dy. Director, and BIMTECH. The theme of the session was Reinventing HR: An imperative for organizations, which was moderated by Mr. S.V Nathan, Partner and Chief Talent Officer at Deloitte. The panel consisted of Dr. Aquil Busrai, CEO, Aquil Busrai Consulting, Dr. Ashok Balyan, Former CEO & MD, Petronet LNG, Mr. K Ramkumar, Founder, Leadership Centre Pvt. Ltd, Dr. S. Chandrashekhar, Professor (OB & Human Capital), Indian School of Business, Mr. Yogi Sriram, Advisor to CEO & MD, Group HR, Larsen & Toubro Ltd. After such an insightful discussion by the power-packed Panelists, Q&A session took place wherein the attendees had asked some inquisitive questions related to the theme. Mr. S.V Nathan wrapped up the discussion with a fun filled rapid-fire round for each of the Panelists. After these extremely insightful and captivating sessions, Mr. Dhananjay Singh, Director General of NHRD network proposed the vote of thanks. The session was well taken with around 225 attendees.

Day 3 on 24th October, BIMTECH's Quiz Club (QCB) and HR team organized an online business Quiz: Hercules on Kahoot.com. The quiz was mentored by Dr Amrendra Pandey (Convenor QCB) and compered by Ms Shubhi Shrivastava. Mr Venkatesh Srinivasan, CEO and



Founder, Nexus Consulting was the quizmaster of the event. The quiz was open to students as well as corporates with no age restriction. There were over 700 registrations, and an enthralling competition took place.

Mr Preetham, a student at SJMSOM, Bombay came out as the winner of the quiz: Hercules. The second position was backed up by Mr Jaya Kanthan a professional working at TCS and the third position was held by Mr Gokul a student at Delhi School of Economics. BIMTECH recognized their effort with prize money of Rs. 50,000 to the winner and Rs. 30,000 and Rs. 20,000 to the first and second runner up.

The declaration of the final results brought the end of the 10 years Anniversary celebration of the HR Round Table. The event concluded in high spirits and on a successful note. ●

## The Indian Circular Economy Awards (ICEA)

# The Circular Economy Symposium 2021

# RECYCLE

**B**IMTECH has developed its own unique ecosystem to undertake innovative projects in the area of Waste Recycling to address the needs of a Circular Economy. In the year 2009, the institute initiated proactive steps in this direction by identifying a group of faculty members with a passion for achieving the objectives. The team was headed by Professor K. R. Chari, who, with his four decades of industry exposure and experience, was observed to be the leading member in this movement.

The team has made noticeable and well recognized contributions through value innovations. The team's attention was drawn towards bulk industrial waste, which do not have any proven or demonstrated recycling efforts.

Examples are, rice husk ash (estimated generation about 5.5 million tons per annum), marble slab industry dust (estimated about 5 million tons per annum) and foundry industry cupola furnace slag (estimated about 1 million tons per annum).

The team started characterizing the wastes through physical and chemical analyses, to understand their composition and physical characteristics. Taking advantage of the team's acquaintance with industry owners, and using their laboratories and facilities, the team started developing experimental products and have taken some of them to a commercially viable level by preparing Detailed Project Reports (DPRs) and establishing Techno economic feasibility/viability.

### The team's most prominent achievements:

1. **'Compendium of Recycling and Destruction Technologies for Waste Oils'** for the UNEP, Japan office. [https://wedocs.unep.org/bitstream/handle/20.500.11822/8601/IETC\\_Waste\\_Oils\\_Compendium.pdf?sequence=3&isAllowed=y](https://wedocs.unep.org/bitstream/handle/20.500.11822/8601/IETC_Waste_Oils_Compendium.pdf?sequence=3&isAllowed=y)
2. **WAB2E: Waste Agricultural Biomass to Energy.** Demonstration project available at [https://www.jstage.jst.go.jp/article/jje/94/10/94\\_1129/\\_pdf](https://www.jstage.jst.go.jp/article/jje/94/10/94_1129/_pdf)



3. Invitation given to the faculty as a panelist and subject expert for the APO Multi Country Observational study Mission on **'Green Energy Technology'** held at Taipei, Republic of China/ Taiwan during 15th to 19th September 2014,
4. **Cupola Furnace Slag:** A video program is available on <https://www.youtube.com/watch?v=H-WpVObltFM&t=315s>
5. **Rice Husk Ash:** The team demonstrated the use of rice husk ash as a substitute for natural river sand for construction industry in 2004 and subsequently in many places. [https://www.youtube.com/watch?v=W0t\\_KV8rAZU&t=125s](https://www.youtube.com/watch?v=W0t_KV8rAZU&t=125s). Also produced a 96% purity Amorphous Reactive Silica with a blaine no. of about 3,600, which is even finer than ash. This can be used for high end products like silica crucibles.
6. **Plastic Waste Reduction:** Tooth brush handles. <https://www.youtube.com/watch?v=TgUkHSAxLI8> <https://www.youtube.com/watch?v=ahA3MMWzUoE&t=653s>
7. **Dust from Marble slabs industry:** In close collaboration with the CSIR laboratory, (CGCRI) Khurja, the team was instrumental in developing flooring tiles and building blocks from waste marble dust of Rajasthan and various other stone dust in various regions of India.
8. The Indian Ceramic Society conferred a Certificate of **'Outstanding Professional Service Award'** for the team's contribution to ceramics using rice husk ash in its purest form.

# REUSE

USE THINGS MORE THAN ONCE  
REPAIR  
>  
>  
REGIFT!

AVOID WASTE!  
>  
>  
BUY LESS  
CONSERVE WATER

# REDUCE

The team has been extensively using a combination of the following techniques in all its work:

- **Critical Thinking and Analysis:** What, Why, When, Where, Who and How: This was supported by a few traits like curiosity, inquisitiveness, questioning and challenging the status quo.
- **Value Engineering concepts** viz: Functional analysis, function – cost optimization, value creation.
- **Creativity** and generation of alternative solutions and ideation.
- **Prototype development and testing.**
- **Energy management principles.**
- **Waste characterization and recycling.**

# BIMTECH, Greater Noida Bags The First Prize in a Pan India Competition Held By NHRDN

In a scintillating finish, Birla Institute of Management Technology (BIMTECH), Greater Noida, won the NHRD Award in the 10th HR Showcase 2021 event. This award was won in the category of 'Best Innovative Practices & Institutions in Academia'. The National HRD Network (NHRDN) is committed to the development of human resources through education, training, research and experience sharing. Established over three decades ago, NHRDN is an autonomous, not-for-profit, professionally managed organization, playing a catalyst role in grooming leaders for tomorrow. It has over 13000 members representing multinational, public and private organizations including the government, MSMEs and NGOs spread across 30 chapters in India, and serves

as a reference point for HR professionals in the Indian industry. Under the leadership of Mr. Dhananjay Singh, Director-General, NHRDN, the network has grown leaps and bounds.

HR Showcase is the signature event of the NHRD Bangalore Chapter, which is held annually. It is a unique trade show style event for corporate companies, startups, academia and NGOs to present their most impactful practices, products and initiatives. It is a platform for everyone to learn about HR practices in other organizations, network with peers and compete for the coveted Grand HR Showcase awards.

As an academic institute, BIMTECH believes in the right to education to be vested with each individual. With the help of its incubation centre, Atal Incubation Centre- BIMTECH (AIC



BIMTECH), the institute was able to recognize the huge disparity between the opportunities available to the 'normal' entrepreneurs and the rest. BIMTECH took this opportunity to initiate a mandate of promoting entrepreneurship among PwD entrepreneurs, starting from the basics, i.e., educating them about it.

Under this drive, AIC BIMTECH partnered with LinkedIn Local India and AIC RAISE, to launch the first of its kind idea-accelerator program. Dr. Abha Rishi, represented BIMTECH to showcase 'Sambhav'- a project which has been created for enhancing entrepreneurship among persons with disabilities (PWD), often called the 'invisible people'. Fourteen such persons were part of the pilot project, which was run in collaboration with Atal Incubation Centre- BIMTECH and LinkedIn Local. The first cohort also presented in front of a panel of angel investors and had many partners like LinkedIn Local, and was supported by faculty and students. The unique features of this program are as follows:

- This idea accelerator program was designed and conducted for PwD (Person with Disability) entrepreneurs, which could enable them to take their business ideas to an executable stage.
- In the process, this one-month program introduced them to many crucial stakeholders, who could handhold them in their journey.
- With the help of a total of 12 mentors, the selected 14 PwD entrepreneurs went through 18 sessions and workshops towards the demo day.
- The demo day acted as the showcasing of the culmination of the skills acquired throughout the program. Five entrepreneurs were selected to pitch to a panel of 8 individuals associated with the impact space and bolstering the ecosystem.
- Students actively work with AIC-BIMTECH, or their incubated companies to expose themselves to the Indian entrepreneurial ecosystem, under internships and short-term projects. This program helped them to gain insight into a different dimension of entrepreneurship.
- The students were able to discover the barriers faced by PwD entrepreneurs which are very different from that of the entrepreneurs in terms of scale, infrastructure availability and understanding of the ecosystem. They worked with them to use their theoretical skills to understand their business models

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better, and identify possible solutions to the many pain points these entrepreneurs have while driving their enterprises for self-survival. This program also gave access to a less explored area of research, to pry deeper into the ways of the overall development of the policies and infrastructure that could make entrepreneurship more accessible to all spheres of the society.

The intent is to simplify this model further so that any academic institute can use it freely to run it on its own. BIMTECH is currently running another program in collaboration with Alliance to Promote Abilities & Rehabilitation (ATPAR). This program is being run in two phases, where phase one focuses on resolving their immediate perceived business problems with the guidance of sectoral mentors to build their confidence and develop trust. Phase two focuses on changing their environment by bringing them into a common cohort with non-PwD entrepreneurs, making their journey complete from being a PwD entrepreneur, to just an entrepreneur. This phase will help them envision their businesses into the next stage. ●



# Quantum Computing Webinar



**T**here is an acceleration, the world over, in research and development on quantum technologies, and in imparting skills to build a workforce for a quantum-driven economy. There is an opportunity for every enterprise to bring about big changes in the way this technology is harnessed for business. The Centre of Online Studies (COOLS) of the Birla Institute of Management Technology (BIMTECH), in collaboration with Qkrishi, organized a webinar on Quantum Computing on 27th November 2021 from 6 to 7 p.m. IST.

Moderated by Prof. S.S. Dubey, the webinar featured eminent speakers like Prof. Monika Aggarwal (Professor at IIT Delhi), Mr Sriram Kothandaraman (Program Director at Johnson Controls, USA), and Dr. L.V. Subramaniam (IBM Quantum Ambassador at IBM Research). Professor Aggarwal answered questions on what is Quantum Computing and why is it so popular these days. He was also asked how is quantum computing different from classical computing? A few tips were provided by Mr Sriram indicating that quantum computing is still in the nascent stage and is like the present computers from the 1950s-1960s. The technology can be used in

agriculture to clean fertilizers, to make energy-efficient batteries, as well as in finance, and in electronics. Dr. LV Subramaniam gave insights into the future of Quantum Computers.

The webinar had over 300 registrations and was attended by tech enthusiasts across the globe who asked extremely interesting and relevant questions on the subject. The hour-long webinar was followed by a Q&A session. The event concluded with certificates of participation issued to all the attendees. The certificates are powered by Hyperstack's credential cloud, which uses advanced blockchain technology to make them globally accepted and verifiable.

The webinar marked the beginning of the launch of a certification course on Quantum Computing by BIMTECH COOLS and Qkrishi. This 3-month program will commence in the first quarter of 2022 and is targeted at any industry leader or student (graduate degree holder or a student enrolled in a graduate program) who is keen to understand the technology. The program will follow the pedagogy of 36 hours of live sessions (on weekends), hands-on practice sessions on actual quantum computers over the cloud, and a number of quizzes and assessments to reinforce learning. ●

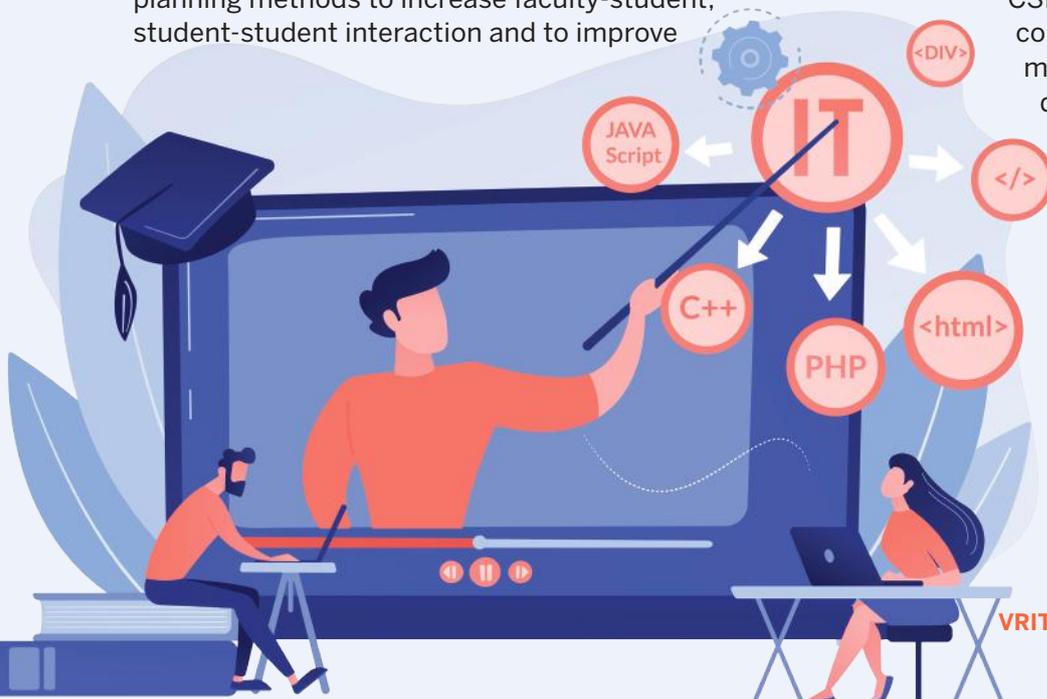
# BIMTECH COOLS and upGrad Boot Camp



In pursuant of BIMTECH's policy for excellence, the Centre of Online Studies (COOL) has organized a 3-day BOOT CAMP on content development. This boot camp included workshops and discussions with subject matter experts and team members from BIMTECH and upGrad. The intent was to develop a world-class curriculum on General Management, BIFS, and IT & Analytics specializations offered as a part of the online PGDM courses. Other focus areas of the boot camp included devising and planning methods to increase faculty-student, student-student interaction and to improve

the experiential learning components in the programs. Additionally, the entrepreneurship, CSR, and communications course content and evaluation methods were discussed in detail.

The 3-day boot camp was inaugurated by Dr. H. Chaturvedi (Director). Dr. Anupam Varma (Deputy Director, BIMTECH), Dr. K. C. Arora (Registrar, BIMTECH), and Mr. Phalgun Kompalli (Co-Founder, upGrad) also graced the occasion with their presence. ●





# International Engagements University of Dunaujvaros, Hungary visits BIMTECH

Centre for International Affairs organised a visit from the University of Dunaujvaros (UoD), Hungary to BIMTECH on 29th November, 2021 with the purpose of exploring new academic cooperation. UoD is a public higher-education institution established in 1962, offering degree programs in Social Sciences, Business, Engineering Sciences, Natural Sciences, Informatics, Political Sciences, Linguistics and Teacher Training. The UoD team was represented by Dr. László Balázs, Vice Rector, University

of Dunaújváros, Dr. Andrea Keszi-Szeremlei, Director of the Institute of Social Sciences and Mr. József Vágó, International Relations Coordinator accompanied by Dr. Hilda Farkas, Counsellor Science and Technology from Embassy of Hungary in New Delhi. During the visit, various possibilities

of academic collaboration such as summer university programs, industrial visits, teaching and student engagements between BIMTECH and UoD were explored and discussed. ●





**BIMTECH participates in the flagship program Ministry of Education, Govt. of India - Study in India Partner Institute Workshop**

BIMTECH was invited to the Ministry of Education (GOI) *Study in India Partner Institute Workshop*, held in India Habitat Center, New Delhi on 8th October, 2021. *Study in India* is the flagship program under the Ministry of Education, Govt. of India that was launched in April 2018 by the former Minister of External Affairs, late Smt. Sushma Swaraj and former Minister of Education (formerly, Ministry of Human Resource Development) Shri Prakash Javadekar to endorse India as a prime higher education hub for international students across various disciplines viz. Engineering, Medical, Pharmacy, Nursing, Management, Information Technology, Biotechnology, Media Studies, Agriculture, Hotel Management etc. implemented by EdCIL (India) Limited, a Govt. of India enterprise.

BIMTECH was represented by Prof. Chanchal Kushwaha, Chairperson - Centre for Admissions and Ms. Pragyan Patnaik, Senior Manager - Centre for International



Affairs. The major goal of this workshop was to discuss the plan for the academic year, 2022-2023, and the future activities of the Study in India Program and the partnering institutions. Knowledge sharing sessions on internationalization of India as an education hub and best practices were discussed. BIMTECH representatives presented the PGDM programs and the online programs offered by the Centre of Online Studies at BIMTECH. ●

# Centre for Sustainability & CSR



## Annual Workshop on CSR for Agricultural Development

Birla Institute of management technology (BIMTECH) organised a virtual workshop on CSR for agricultural development in collaboration with the National Institute of Agriculture Extension Management called MANAGE. It was a two days workshop on 26th & 27th of October 2021.

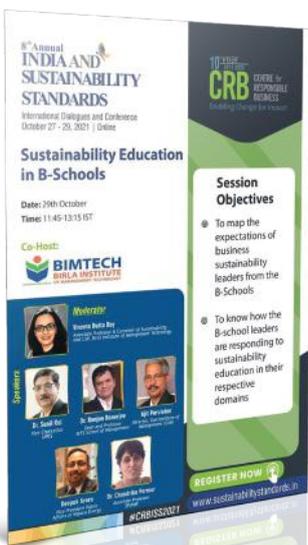
The theme for day one was CSR Intervention in Climate Smart Agriculture (CSA), Natural Resource Management (NRM) which was moderated by Dr N. Balasubramani Director, Climate Change and Adaptation (CCA), MANAGE. For day 2 the theme was Agriculture during the pandemic and the role of CSR which was moderated by Dr. KK. Upadhyay, Chairperson Centre for Sustainability & CSR, BIMTECH.

Speakers from different organisations shared their experiences and knowledge with the participants. The workshop was attended by students of agricultural universities, professors and CSR persons from the corporates from across India and the United States of America (USA). ●

## 8th Annual India and Sustainability Standards

BIMTECH was Co-Host of International Dialogues and conference held on 29th October 2021 on Sustainability Education in B-Schools. A prestigious platform in the domain of sustainability, it convened over 250 speakers and more than 850 delegates across 30 thematic and sectoral sessions, in its 10 year, this year. The session featuring Dr Sunil Rai, Vice Chancellor, UPES, Dehradun, Dr Ajit Parulekar, Director, Goa Institute of Management, Goa, Mr Deepak Arora, Vice President, Public Affairs at Nayara Energy, Ms Ananda UVL, Head, Corporate Communications & Public Affairs, East-West Seed India was moderated by Dr Vineeta Dutta Roy, Associate Prof and Convener-Sustainability & CSR, BIMTECH.

The objectives of the session were: (i) To map the expectations of business sustainability leaders from the B-Schools. (ii) To know how the B-school leaders are responding to sustainability education in their respective organisations. ●



## PRME India Chapter Meet 2021



UN PRME India chapter meeting was held on the 10th December 2021. It is a platform to raise the profile of sustainability in schools around the world. PRME sensibilities equip business students with the understanding and ability to deliver change tomorrow. It is a framework for the gradual, systemic change in business schools to inspire and champion responsible management education.

The meeting included a range of discussions, from 'Deans Dialogue' on partnering to build sustainable futures to panel discussions on embedding sustainability mind set in B-schools and how SDGs could be integrated into the curriculum.

Dr Harivansh Chaturvedi, Director-BIMTECH addressed the virtual meet on "Collective Action for becoming responsible citizens and institutions." Dr Mette Morsing, Head UN PRME, New York along with over 100 participants including Deans, Directors, students and faculties from Indian and international Universities. ●

# Report on AICTE Training and Learning (ATAL) Academy Sponsored Five-Day Faculty Development Programme “Finance For Non-Finance Persons”

**B**irla Institute of Management Technology (BIMTECH) in association with AICTE Training and Learning (ATAL) Academy conducted a Five-Day Faculty Development Programme (FDP) on “FINANCE FOR NON-FINANCE PERSONS” from 20th Sep 2021 to 24th Sep 2021.

The FDP program received an overwhelming response with more than 250 participants from various institutes/colleges from all over India, where only 70+ applications were accepted.

FDP was inaugurated by Dr. H.Chaturvedi, Director, BIMTECH. On this occasion, Dr. H. Chaturvedi, Director of the institute talked about the changing needs and roles of finance in the recent times. He also emphasised upon the need of finance for everyone and the five days Faculty Development Programme is a capsule view of finance as discipline. He paid his gratitude towards all the participants and resource persons who has spared their time to join the programme.

The galaxy of experts was Prof. A K Malhotra, Prof. Ankur Kulshrestha, Dr. Girish Jain, Dr. Meena Bhatia and Dr. Navin Shrivastava. FDP covered various facets of finance like accounting fundamentals, costing, basics of corporate financial decision making and a general session on workplace happiness during these five days. Dr. Girish Jain was the Program Coordinator of the FDP.

It was well taken by the participants with major takeaways as financial awareness for non-



financial professionals. Participants were very much appreciative of the programme and the way it was conducted and delivered.

## About the Programme

Finance is the life blood for any organization. Finance integrates all other functional areas of management. Today managers understand that their decision is going to have a serious impact on profits and earning potential of the business yet they find it difficult to comprehend the financial aspects and take a holistic view of the business. The programme on Finance for Non-Finance Persons aims to facilitate in developing understanding on the critical issues of finance for better decision making. •



# The Retail Summit 2021



The Retail Summit 2021, organized by Retail Management Program, Birla Institute of Management Technology, Greater Noida, supported by Retailers Association of India (RAI) commenced with great fervor in the dawn of December 18, 2021, at the Holiday Inn Aerocity, New Delhi. This one-day event attracted Industry experts and Business Stars from the Retail Industry.

It was a matter of immense pride and happiness, as the event kicked off with the presence of, Shri Sadashiv Nayak, CEO of Big Bazaar as Chief-Guest. The summit featured a stellar array of stars and CEOs including eminent academicians, esteemed delegates from respective retail industries, alumnus, faculty, and the Retail Management students of BIMTECH.

This year's theme "Retail 4.0" reflected the changes impacting the world of business, the transformational nature of Retail against a landscape where business and technology are changing faster in post COVID times.

The event began with the lighting of the lamp to invoke the blessings of the almighty, and also a presentation of the bouquet by Dr. Harivansh Chaturvedi, esteemed director of BIMTECH to the respected chief guest. Dr. Veenu Sharma, the Programme Coordinator, Retail Management Programme, was the host of the Ceremony.

***“How well you create a story behind the product will decide the sale of that product. Customer attraction and interaction through storytelling is the future of Retail”.***

It was followed by the welcome note of Dr. Pankaj Priya, Area Head, Marketing & Retail. He introduced the audience to the theme of the summit and focussed on the aspect of why a need is there felt for the change in the retail industry and talked about technical aspects of retailing. The next in the schedule was the welcome address of the honorable director of the Institute, Dr.Chaturvedi, who thanked the guests and the panelists for gracing the occasion with their valuable time and presence.

Shri Sadashiv began his address by discussing his experiences at Big Bazaar and shared the secrets behind the success of Big Bazaar calling it “*Dadi Maa ke nuskhe*”. His emphasis was on the importance of **Miniaturisation** of CX (customer experience), **Rediscovering** the value, Attractive ways of finding **Indulgence**, **Omnichannel** retailing model, **Compassion**, and **Empathy**



towards employees. His speech focussed on all the relevant and prevailing issues in the retail industry now, including the ongoing tussle between Reliance & Amazon for Future Retail. His address was followed by a Q & A session with the audience, who were quite inquisitive when it came to interacting with Shri Sadashiv. The most insightful quote mentioned by Shri Sadashiv, was, “How well you create a story behind the product will decide the sale of that product. Customer attraction and interaction through storytelling is the future of Retail”.

The day was well planned with three well-designed sessions for an in-depth understanding of Retail 4.0, where each session was specialized in its specific content. Major takeaways for the audience from Retail Experts on the first topic of the panel discussion, “Aligning retail with new-age connected consumers” includes the importance of personalization and customization, new trends of data privacy, and how it is affecting the consumers and the retailers today, trending practices of training & recruitment of technically sound staff in the Retail Industry and “Retail is directly connected to the social fabric of the place”.

An eventful first half of the summit was followed by Alumni Felicitation and lunch and even more engaging the second half. The panelists for the next panel

discussion session on the topic “The evolution of retail mode by merging online & offline – How to do it right for survival, revival, & success” made the audience closer to the fact that “It’s time when longstanding retail strategies such as lean management and JIT (Just in time) went for a toss. Thus, retailers need to find new strategies to stay relevant and successful”.

After Panel discussion the final round of the Inter B-school competition “Brick n Click” organized by the Retail management club of BIMTECH named RETALIA took place wherein students from various institutions across India participated in two rounds before making it to the finals. The teams presented innovative ideas on how standalone retailers can sustain the challenges posed to them by online retailers. The competition was won by Team Honchos consisting of Muskan, Nandish Sharma, and Ria Ranjan who represented BIMTECH on the big stage.

The Summit received an overwhelming response and was attended by around 100+ experts from the retail industry, alumni, academic institutes.

Retail Summit 2021, in association with the Retailers Association of India (RAI), turned out to be a tremendous learning opportunity, not only for the students but for everyone who attended it. The institute looks forward to conducting more such events. ●



# Launch of Rainbow Centre at BIMTECH

A Centre for women Career Counselling & Guidance at BIMTECH, cofounded by Erasmus + Programme of European Union

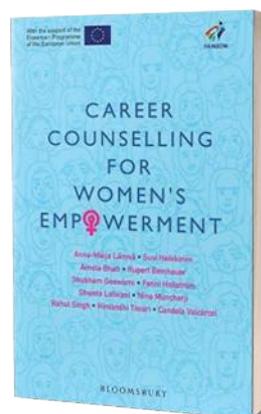


**B**IMTECH is leading a Project named Project RAINBOW (Realizing Aspirations, Interest and Brilliance of Women) which is a multi-country Project of European Union on women development and empowerment in partnership with 6 partners from Austria, Spain, Finland and India. Installing a fully equipped Centre for capacity building of career counsellors and providing Career Counselling & Guidance facilities to our female students, our alumni and any women in the society for such needs is one of the key outcomes of this Project.

The physical LAUNCH OF RAINBOW CENTRE was held on November 28th 2021 from 11:30 am to 12:30 pm at Vikramshila

Leadership Centre BIMTECH. Smt. Vimla Batham, Chairperson, U.P. State Women Commission, Ex-MLA, Noida, UP was the Chief Guest of the launch event.

Dignitaries like Dr. H. Chaturvedi (Director), Dr. Anupam Varma (Deputy Director), Dr. Naveen Shrivastava (Head OB, HR Area) and family members residing in the campus graced the occasion with their presence. Book, “A Handbook on Career Counselling for Women Empowerment”, co-authored by project partners as a ready toolkit for understanding the Dos and Don'ts of Career Counselling and Guidance of women, was also launched on the day. The debating and theatre society of BIMTECH Majlis organized





an Asmita Theatre Play on the theme, 'Gender Diversity' titled, 'Dastak'. The street play received good audience at the Central Lawns of the Institute. Two prominent alumni of the Institute **Ms. Ekta saigal Pandit** (Batch: 1995, Designation: Book Author, Meditation Coach) and **Dr. Smita Kashiramka** (Batch:2004, Designation: Associate Professor, IIT Delhi) send their special video messages to their alma mater and offered to be a supporting force behind Centre activities.

The event was also graced by the presence of **Smt. Manjula Mishra**, CEO Holosafe Security Labels Pvt. Ltd. and a leading women entrepreneur of the city, and **Captain Manju Minhas**, Founder and Director - Sifar Zaya an ex officer of Indian Army, a technically qualified professional and social entrepreneur working in environmental ecosystem especially sustainability. Some prominent social workers of the town attended and applauded the plan and activities of the Centre.

The event was attended by a large number of students from various student bodies of BIMTECH. As they say, "Well Begun is half done", RAINBOW Centre at BIMTECH could attract **111 student volunteers** on the day of its Launch who will be providing their services to the activities and initiatives of Centre. **Palette:**



**The Art Society of BIMTECH** expressed the spirit of 'Women at Work' through a vibrant artwork in the form of a *Rangoli*. **Alumni Cell, BIMTECH** worked in full tandem to not only attend the event in full strength but also arrange for live streaming the event, to ensure maximum outreach to alumni. **Dr. Himanshi Tiwari**, (faculty

OB, HRM) Lead & India coordinator Project RAINBOW presented the future plan and services that RAINBOW Centre at BIMTECH envisions and aims to provide to its three target groups. She expressed that, "**when there is a purpose, plan evolves**", the learning for her GURU is the guiding principle behind the working and culture of the Centre.

The Launch event received media coverage from SAMVAD EXPRESS.COM (<http://samvadexpress.com/birla-institute-of-management-technology-greater-noida-has-successfully-released-rainbow-centre/>) and national edition of Deshbandhu, printed from New Delhi (file:///C:/Users/admin/Downloads/Desbandhu%20Delhi%2029.11.21.pdf).

The live streaming of the event, done by TEN NEWS Network, the online media partner of the event can be retried from <https://www.facebook.com/499234480174431/posts/4775618425869327/?d=n> and <https://youtu.be/8NxqpCYGgW4>. ●



## Report of Panel Discussion on

# ‘Future of Case Study Method for Digital Natives’

To mark the centennial year of the Case Method, CMCD, BIMTECH, organized a panel discussion on 18th November 2021 to discuss the future of case method with eminent panellists consisting of Prof. Rishikesh T Krishnan, Director, IIM Bengaluru, Dr. John Varlaro President NACRA, Mrs Vicky Lester Dy MD, Case Centre and Prof. Anjan Ghosh Professor (strategy) and Director of (SRCC) of Narxoz University.

As a prelude to the discussion, the webinar began with an overview of a 100 years of the case method of teaching. Dr. Shreya Mishra, Assistant Professor, BIMTECH spoke about how the idea of coming out with an edited book occurred to Prof. Ajoy K. Dey while attending a case method workshop conducted by a case expert from Harvard Business School. The book would be about how the future of the Case Method will appear in the era of digital natives and beyond. And thus began a tireless effort that resulted in 24 contributions from 36 case enthusiasts and experts from 11 countries. The book attempts to predict the evolution of the

fundamentals of teaching or discussion-based cases, case method as a pedagogical tool and case as a research strategy for digital natives.

This was followed by a brief introduction of all the esteemed panellists by Ms Reeti Kulshrestha (Research Scholar) and an address by Dr. Harivansh Chaturvedi, Director, BIMTECH who welcomed the entire panel and set the tone for the discussion ahead.

Taking over, Dr. Dey, Professor, Operations & Decision Sciences and Chairperson, CMCD, spoke about the significance of the centennial year of the case method and why it is important to reflect on its future. He shared three points as anchors to the discussion:

- During past hundred years we could understand what are teaching cases and how to use them in class to engage students and influence their learning outcomes’
- The case method as a qualitative research strategy was developed during the last quarter of the twentieth century and early 21st century, and hence will need more time to understand, and pursuing qualitative research is a better

option to increase the contribution of a research.

- In the context of dynamic environment that bears relevance to the case method, he stressed on four major aspects and urged the panel to discuss them: growth of technology, effect of Industry 4.0, generation shift and the unprecedented time of a pandemic.

The panel discussion began with specific questions posed to each panellist. Prof. Rishikesh Krishnan was asked on how to show the way forward to a management faculty interested in writing cases, to also teach with them and use the case method for conducting research. He was also asked his opinion on suggestions to encourage senior management faculty to continue doing research.

The second panellist, Dr. John Varlaro, being President of the North American Case Research Association (NACRA) gave a world view of the overall texture of cases regarding the quality of content, issues on which those were written, any trend that he observed and how he viewed the evolution of the case method.

Keeping in mind that the Case Centre was the largest cases repository of discussion cum teaching cases with teaching notes, the next panellist, Mrs Vicky Lester, Deputy Director, Case Centre, was asked as to what kind of shift did she envisage under the influence of 4.0 with the likes of rapidly changing technology, rise in digital content, generation shift, compact cases and live cases.

The first round of discussion concluded with the fourth panellist, Dr. Anjan Ghosh, Professor (Strategy), Director (SRCC). As it was considered a new pedagogy in that part of the world, the case method was met with apprehension and criticism. He was asked to share his experiences on inculcating the culture of case writing and teaching at NARXOZ and the challenges he faced.

The next round consisted of questions based on the challenge in engaging Gen Z and millennials in purposeful educational activities and influence their learning outcomes based on their varied behaviours. The questions also pertained to case evolution and future focus of topics, managing disruptions due to the pandemic and use of case methods as a research strategy in view of changing landscape with social media and technology ruling the roost.

The panellists drew from their years of experience and placed before the audience their

rich and meaningful insights. After their valuable suggestions and highly interactive session, the questions from the attendees were taken up to help them take back their specific takeaways too.

The questions dealt with the dynamic environment and relevance of cases under the fear of rapid obsolescence. Another question was about effective teaching through the case method on techno-functional topics like data science. The third question was related to the teaching techno-functional topics like data science while the fourth question was about equal engagement of faculty and students in times of a pandemic where access to technological advancement itself is unequal in



some parts of the country. And finally, the last question was about developing real life cases to prepare students to face real life challenges, especially with high failure rates in business. Due to the paucity of time, all questions could not be taken up.

The session concluded with a vote of thanks from Prof. Sahay, Professor, Strategy and Entrepreneurship and Dean, Research, BIMTECH.

It was a highly interactive discussion with wonderful participation of over more than 75 participants joining from all over the world. The session ended with the Zoom chat box overflowing with questions and appreciative comments. ●



# The Asia Nat Cat Climate Change Virtual Conference

The Asia Nat Cat Climate Change Virtual Conference was held on 5th and 6th of October 2021.

This conference was organised by the Asia Insurance review, Singapore.

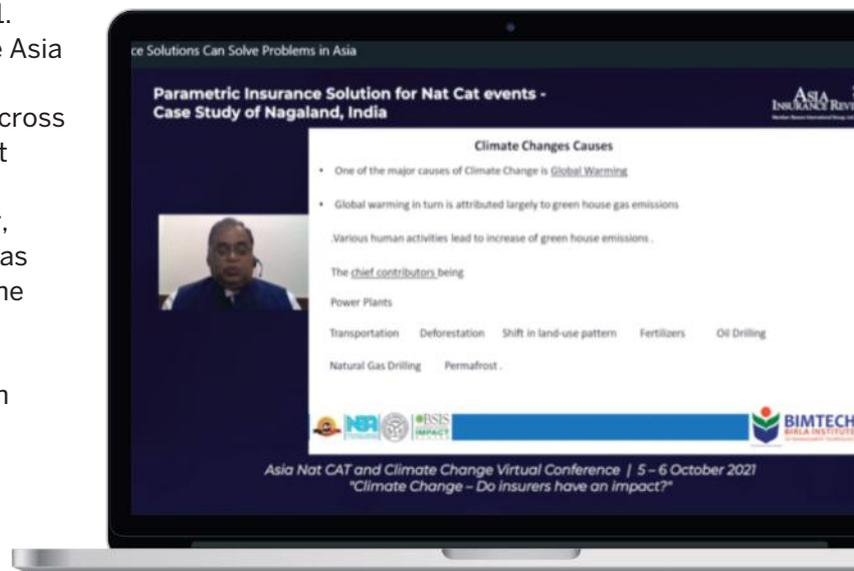
The 2 days conference had speakers from across the globe and covered one of the most relevant topics of the day- Climate Change.

Prof Pratik Priyadarshi, Associate Professor, Insurance and Risk Management, BIMTECH, was invited to be a speaker for the conference on the 6th of October 2021.

He spoke extensively on the “one of its kind “Parametric Insurance solution which has been tailor made for the state of Nagaland.

His session of 30 minutes was followed by a questions and answer session as well.

Branding and showcasing BIMTECH on the global arena has been the highlight of the conference. ●



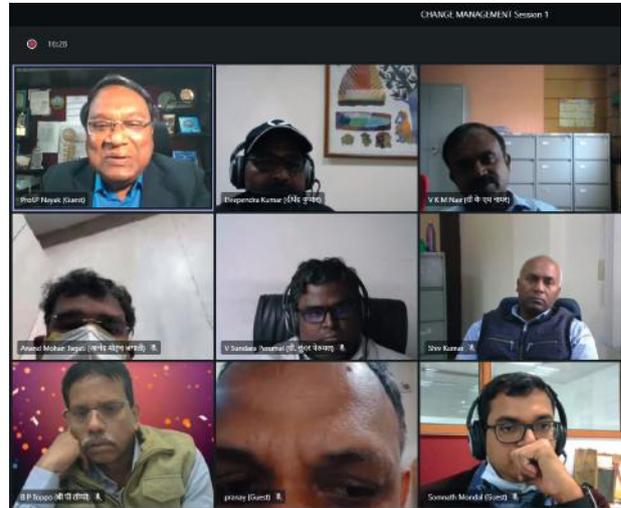
# Training Programs Delivered by BIMTECH

## HR Analytics

CMDC organised 5 days' training program of 15 hours duration on "HR Analytics" for the middle and senior level HR executives of NTPC from 8 – 12 November 2021 on virtual platform.

Dr. Itilekha Dash, Asst. Professor of OB & HR delivered the session which included some of topics like Work Force Analytics, Learning Analytics, Employee Engagement Analytics and Hiring Analytics and Data Visualization techniques including Power BI.

The programme was attended by twenty one participants.



## Changing face of the workplace

BIMTECH organised a three days training program on "Change Management" for the executives of GAIL (India) Ltd. on 25 – 26

November 2021, on virtual platform. The objective of the programme was to enable the participants know about the reform agenda to develop the public sector workforce so that it can deliver enhanced public services,

This training program was delivered by Prof. Sunil Sangra, Professor of Strategy, Innovation & Entrepreneurship, Dr. Parameswar Nayak, Dean, Birla School of Management, Birla Global University, Bhubaneswar and Dr. Navin Shrivastava, Area Head- OB HR, from BIMTECH.

Around 30 participants of GM, DGM and Chief Manager level have attended the program. ●



# The Asia Nat CatCat Cat

During these testing times, in the pandemic, while everything seems to be a lot of adjustments, the mechanism of workplaces is constantly undergoing a change and the design of a leader is along the lines of change.

'The Art and Science of Developing Leaders' - Under the theme, BIMTECH held the 10th edition of HR Roundtable on 20-23 October 2021. Our knowledge partners were Aon Hewitt and Deloitte, who are the leaders in consulting and have researched extensively on Human Capital Trends. The aim was to bring the stakeholders on a common ground, to collate their experiences, to share processes, to look at best practices, and to predict the future roadmap for leadership development in India for the coming decade.

While previously it was majorly a debate on the theme, it has now succeeded to have a platform for knowledge sharing and churning experience through research papers, case studies, real world problems and enriching panel discussions by CEOs, Functional Heads and HR Heads from all fields like old economy businesses, mostly involving brick and mortar, as well as the new economy businesses, dominated by IT Services, Financial Services, Retail, etc. It is developed as an amalgamation of knowledge and experience coming from different fields of business, academics, and research, which may give a very



comprehensive perspective. Focusing on gender diversity has not taken a backseat in all these processes either.

A few among the esteem speakers were MR. Shekhar Suman (Bollywood Actor), Mr. Aquil Busrai (CEO, Aquil Busrai consulting), our beloved Director of BIMTECH Dr. H Chaturvedi.

The inauguration of this monumental event was on 20th October, followed by a panel discussion on Art and Science of Developing Leaders led by Mr. P Dwarakanath (Former Chairman, GSK Consumer Healthcare), Mr. Rajeev Dubey (Chairman Mahindra Insurance Brokers Ltd and Member of the Governing Body ILO ,Geneva), Mr. SY Sidiqqi (Executive Advisor, Maruti Suzuki India Ltd) and Ms. Swati Rustagi (Director - HR, Amazon India). On the subsequent day, a panel discussion on **Reinventing HR: An Imperative for Organizations** was led by Dr. Aquil Busrai (CEO, Aquil Busrai Consulting), Dr. Asha Bhandarker (Distinguished Professor, IMI), Dr. Ashok Balyan (Former CEO & MD, Petronet LNG), Mr. K Ramkumar (Founder, Leadership Centre Pvt. Ltd), Dr. S. Chandrashekar, (Professor of OB & Human Capital at Indian School of Business) and Mr. Yogi Sriram (Advisor to CEO & MD, Group HR, Larsen & Toubro).

The concluding event for the 10th HR Roundtable was quiz **HeRcules, in collaboration with QCB**, the quizzing club of BIMTECH. It





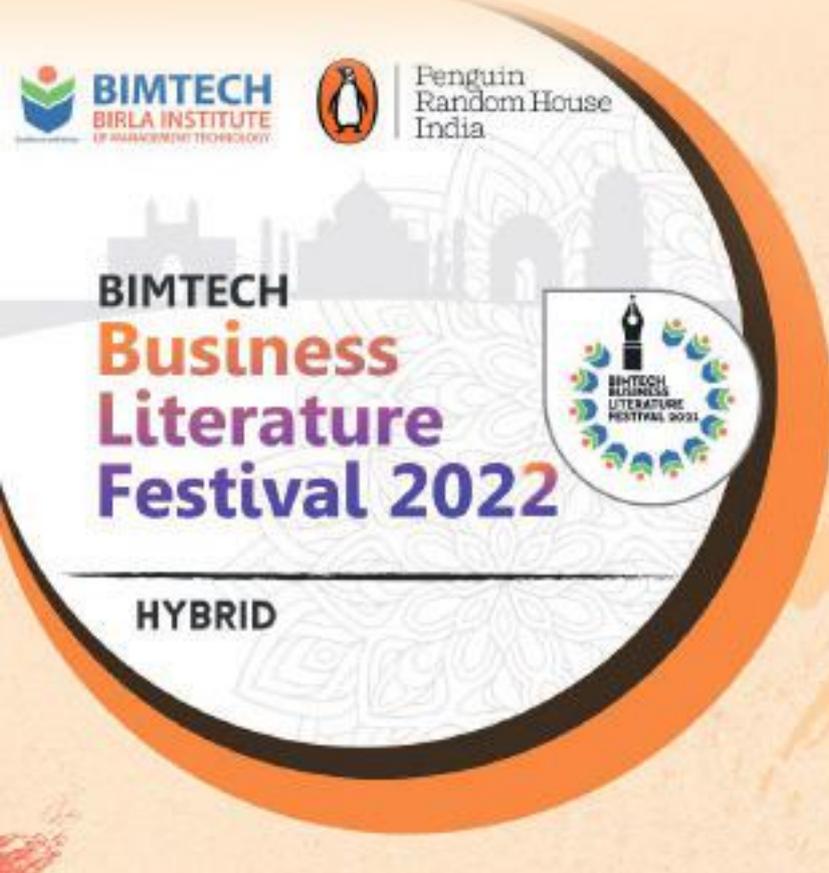
invited participation from many corporates and was looked over and led by the imminent Quiz master - Mr. Venkatesh Srinivasan (CEO, Nexus Consulting). There were 224 participants from all over the country for the first round and the top 9 amongst them qualified for the final round.

The event was graced by Dr. H Chaturvedi and it started with a welcome note by Shubhi Shrivastava (Executive member of QCB), in presence of the QCB mentor Assistant professor Amarendra Pandey, Dr. Manosi Chaudhury.

The emerging winners are Preetham Upadhyay (IIT-Bombay), Jayakanthan R (TCS) and Gokul S (DSE). They would be awarded prize money worth 1 lakh.

During the event, all the executive members were present to look over the smooth run of the show.

The QCB would continue to strive to make quizzing more fun and accessible to a wider audience and in its endeavor to achieve new heights. ●



*Birla Institute of Management Technology will soon launch the 2nd BIMTECH Business Literature Festival (BBLF) which would be a hybrid affair to accommodate a plethora of luminaries from all across the world. The dates have been finalized and would request you to block them - from 4th-5th February 2022.*

*Keep watching this space for more updates!  
<https://businessliteraturefestival.bimtech.ac.in/>*

**BLOCK THE DATES**  
4<sup>th</sup>-5<sup>th</sup> Feb 2022

**STAY TUNED**

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Click on our website to know more: [businessliteraturefestival.bimtech.ac.in](https://businessliteraturefestival.bimtech.ac.in)



## *How U Doodl'in?*

An event was organized by Team Palette on the 8th of December 2021 was a fun-filled affair for the students of BIMTECH. It was related to the concept of doodling, where a drawing is made while a person's attention is otherwise occupied. The task was to doodle on the lines OTT based content (Web series & Movies). The students showed their interest by registering for the event and even after the registrations were closed more and more students still wanted to participate. On the day of the event, the turnup of not only the participants but even the spectators was commendable. The esteemed judge for this event was Prof. Ujjwal Ankur who is Delhi based artist and art historian currently working as a professor in Satyam Fashion Institute, Noida. He has 10 years of experience as an artist and educator. His artwork has been displayed

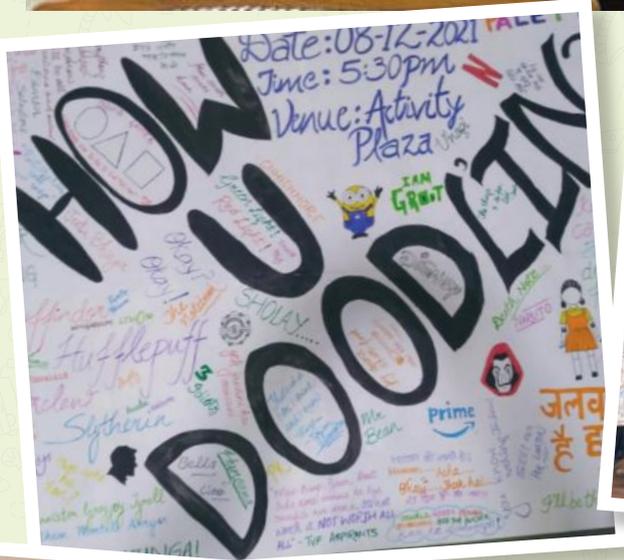


in more than 15 national- international art exhibitions and art fairs. Mr. Ankur is part of several public-private bodies' art journals and forums like the University of Kota, Rajasthan, Jamia Millia Islamia art cares the Philippines.

The second judge was our Bimtech's very own Dr. Pooja Malik (Assistant Professor- BIMTECH) Ph.D. from Indian Institute of Technology, Roorkee with a specialization in Human Resource Management and Organizational Behaviour. She has published articles in all A, B, and C category journals listed in ABDC and SCOPUS index

including International Journal of Manpower, International Journal of Organizational Analysis, etc.

All the participants actively took part and were engrossed in making their doodle the best one. Till the Judges analyzed all the art, the participants were indulged in a



fun-filled quiz related to different web shows and movies. Finally, after going through all the doodles, our judges gave their decision where Team Power Puff Girls consisting Devika Marwah and Charvi Gosain won the first position.

Team Palette would like to thank our Director- Dr. Harivansh Chaturvedi Sir, Dean DSW- Dr. Abhijit Chatteraj Sir, and our Mentor- Dr. Archana Singh ma'am for all their support.

Also, a big thank you to the admin and supporting staff for their help without which this event couldn't come to life. ●

# Anecdote by Cryptocurrency Itself about FINVIVAAD

## The Debating Competition Organised By FINWIZ



**H**ello, my name is *Crypto*. Nice to speak to you. I've got to tell you that I recently got a lot of attention @ BIMTECH on the evening of 5th December when the Finance Club of BIMTECH, FINWIZ, organized the much-awaited debate competition, FINVIVAAD, entirely centred around me. The topic, 'Is India a good case for a regulated crypto currency market?' was quite a crowd puller.

Though some of you may not agree, I am the 'tomorrow' of monetary architecture. Alas, The Reserve Bank of India does not agree, much like the regulators who disagreed back with the Derivatives until the year 2000. But let me first share what happened in FINVIVAAD on 5th December.

The excitement among the students to participate was tremendous. So much so, that we had ten times the registration for an effective brawl. It was then decided to organize two filtering rounds and then select the best

8 out of 80. One for every ten is quite a filter, isn't it?

And as one would have imagined, it was a resounding success! It was me whom they were talking about, after all. Four young lads on each side divided by two moderators and their line of thoughts regaled the audience with some of the thought-provoking opinions garnished by facts. Some came out as winners, and others lost the gold. But everyone said they had learnt a lot

about me. So, there I win, again.

If you ask me what the best thing about the event was, I'm confused. I am not sure if it was the quality of the grand jury in the form of Prof. Shettigar and Prof. Chatteraj, or was it the impeccable execution by the club members? Or perhaps it was the motivating words by Director Sir who congratulated the entire FINWIZ team for putting up an event of this scale and size in such a short time. It could also be the earnest

emphasis by the Area Chair Prof. Girish Jain, on the habit of reading, or it could be the all-pervasive recommendation by one and all to debate more often! I am not sure. Let the beholder decide where the beauty lies.

I like attention, just like you. I am looking forward to being talked about in academic conversations and events. Know me well before judging me. I am the future, after all! But as they say – good politics is bad economics! •

# Catching 'em Young... Why Early Training is Key to Address the Cybersecurity Threat

A couple of years back, a whopping 500,000 Zoom passwords – some belonging to Chase Bank and Citibank employees – were stolen and made available for purchase, according to Bleeping Computer report. Similarly, a Maze ransomware attack caused a loss of between \$50–70 million for Cognizant; and healthcare services across the world have been subjected to relentless ransomware attacks to steal data, especially during the COVID-19 pandemic.

## The list goes on...

COVID-19 has enlarged the attack surface for hackers, given the rise in work from home as well as in online financial transactions. While we see the workforces now gradually returning to offices, the resulting “hybrid” setup only makes it worse from a perspective of creating a safe, protected environment. In this fast-spreading world of cyberattacks, how do we react to this existential crises?

Per IDC, security-related hardware, software, and services spending is forecast to reach \$133 billion per year by 2022. But technology is only a partial solution because many cybersecurity breaches relate to gaps in human performance. Going ahead, the focus should be towards creating skilled professionals at the same pace as cyber

threats. There is a real need to ensure that cybersecurity skills become an inherent part of the training for candidates when they join the industry, OR EVEN BEFORE!



**CLIFTON MENEZES**  
India Head of Group  
Portfolio, Capgemini

## What recruiters are looking for ...

Capgemini's *Boosting cybersecurity immunity* report states that education in cybersecurity should be a priority for those planning to take on specialized cybersecurity roles. As CISOs evaluate the risks, coaching in threat intelligence, incident response, and forensic investigation will push prospective employees to start early and develop better affinity towards their roles.

**Early training among students:** What are the specialized areas that institutes should focus on to ensure the right mode of training for students? Today, the array of IT-related skills available in institutes provides plenty of opportunities. Integrating cybersecurity modules will effectively bridge the gap in learning and implementing the roles immediately on entering the industry.

**Upskilling staff in new-age tech:** Businesses are always looking to augment their workforce with new-age capabilities such as in AI and ML. The

student community should be acknowledged of all new-age skills to keep in-step with new cybersecurity risks. Automation contributes to building a more agile and efficient system, and this training should be imparted early.

**Participations in cyber events:** Scouting through cybersecurity networking platforms is highly desirable. Source-a-thon (sourcing marathons) or bug bounty programs (rewarding individuals for reporting security bugs) are great events help to meet and network with like-minded people. Organizations like Apple, Facebook, Google, and Microsoft hold such events periodically.

**Focus on practical learning:** The classic speaker-receiver classroom paradigm, as well as too much emphasis on theoretical, legal aspects of cybersecurity could easily discourage and disincentivize students. An innovative curriculum strikes the right balance between teacher-student involvement to avoid overwhelming students.

### New paradigms in cyber skill learning

A common misconception about cybersecurity is that it's an extremely technical and solitary job. While technical know-how is critical, cybersecurity is also about flexibility, creativity, and adaptability. The industry needs technical people who also have strong critical thinking, organizational, communicative, and management skills.

Cybersecurity professionals need to be team players who can work and communicate with all sectors of an organization to achieve its goals and objectives. Prospective cyber specialists gain rich experience by interacting with experts. Mentoring, hands-on training in an industrial setting, or cross-training candidates across organisations are excellent ways for practical learning.

Therefore, as business environments are becoming more complex, and as new technologies and threats are emerging, programmes such as inhouse mentoring, hands-on training in an industrial setting, as well as cross-training of candidates across organisations will help to attract and retain talent.

There are also more women candidates entering the cybersecurity space given the plethora of opportunities on offer. Microsoft and Data Security Council of India (DSCI) have launched Project Cyber Shikshaa

for skilling women engineering graduates in cybersecurity. Early focus on cybersecurity in academics through STEM education will also ensure a steady supply of cyber talent.

A two-pronged approach – role-based modules and skill-based learning – is imperative. Role-based modules include videos, articles, case studies, assessments and assignments, while skill-based modules are focused learning programs mapped to help employees augment skills and be more fungible.

Similarly, ExpertSpeak sessions – where industry experts share views on current threats or mitigation strategy – have helped broaden employee perspective on cybersecurity. Programs by Coursera, Pluralsight, and others help to build further learning as and when needed.

### Address the cybersecurity skill gap...

The cybersecurity threat is looming because no industry is immune from it. Cybersecurity Ventures predicts 3.5 million unfilled cybersecurity jobs globally by this year, and businesses should aim to fill the numbers and leverage human performance as a key defense for reliable cybersecurity.

This is an opportunity for organisations to introduce better people and processes in the system. Investment in cybersecurity pays off big time, and permanently. Ultimately, closing the human performance gap through new methods and better understanding of the organisation culture is the best defense against cyberattacks.

Our students of today will be the professionals of tomorrow. Now's the time to train them! •





## SuperChef 11.0 & Chaska 1.0

**F**ood Conduit continues with its legacy by celebrating the 11th Edition of its flagship event – “Super Chef 11.0”, started in the year 2010. It is one of the events that help students to have a break from their hectic schedules and reveal their inner chefs and culinary skills.

The event took place on December 11, 2021, followed by “Chaska 1.0 - The Winter Food Festival” in the evening. The festivities started 2 days prior to the event with the help of our sponsors. “**Burger King**” offered the students with their favourite burgers, shakes and fries. Our food sponsor “**Campus Eats**” had also put up a stall which offered mouth-watering dishes like pizza, pastry and shakes. We had “**Karan Arjun**”, “**9to11**” and “**Rubaab**” as our food sponsors with paneer tikka and Bhelpuri and Chuski and “**Bunk Pages**” as our gift sponsor offering different stationary items to the students. With the perfect light, decorative stalls, music and mouth-watering food, an ambience was created which was memorable for the students.



The Super chef 11.0 process begins with a registration form in which students of different courses registered as teams followed by conduct of two rounds. Around 90 teams registered for the same. First the teams appeared for a Foody quiz - **Donut-Give-Up** and then they had a dish-tasting and guessing ingredients round **CHakNa**. Teams had to submit their recipes so as to finalize the teams for the final round. Finalists were judged based on novelty and feasibility.



12 teams qualified for the next round. On the day of the event, final round of Super Chef took place in which the teams cooked their recipes that they had submitted along with a salad. After the tasting of dishes prepared in the final round along with a salad we found our winning teams.

The final rounds were judged by Chef Avinash Handoo, executive chef of Radisson Blue, Greater Noida and Food Influencer Ms. Shagun Malhotra.

**The winners of Superchef 11.0 were:**

**1st position:** Team Dipod (Saumya Ranjan, Asutosh Priyadarsan Mangaraj) - DM-1st year

**2nd position:** Sugar & Spice (Latika and Chitrakshi) - RM-IIInd year

**3rd position:** Grills and Chills (Inchara and Pallavi) - IB-IIInd year

**Special Prizes**

**Cleanest Kitchen - Foodophiles (Shashwat & Arushi) - DM-1st year**

**Best Plating- Chatore Champions (Radha & Rupal) - DM-2nd year**

Our Director Dr. Harivansh Chaturvedi, Deputy Director Dr. Anupam Varma, Dean Research Dr. A Sahay, Registrar Prof. K. C. Arora and Dean (SW&SS) Prof. Abhijit K Chattoraj and Dr. Anuj Sharma graced the event with their presence. They felicitated the winners, judges, sponsors, mess staff and housekeeping staff as without them our event could not have been possible. Along with that, the junior batch of conduit felicitated senior batch of conduit for their patience, kindness and love they shared. We are thankful for the presence of our internal judges namely Mrs. Sunita Chaturvedi, Mrs. Shubhra Varma, Mrs. Shakuntala Arora and Mrs. Pooja Sharma and judging two special categories of the event.

Later in the evening we had launch of **Chaska 1.0 "The Winter Food Festival"**. The students, faculty and staff members enjoyed Indian delicacies curated by Food Conduit such as Amritsari Kulcha, Khulad Chai, Gajar ka Halwa, Roomali Roti and Paneer ka Saalan, Dabheli, Rosogulla and a lot more. Everybody put on their dancing shoes on and in the perfect winter night enjoyed the Winter Food Festival. ●

# Give it a Thought...

DIVYA MISHRA

I have had enough of this boring routine, it's time for me to get out of this monotonous place and explore the world out there, do all that I always wanted to do, things that I know I am better at than most of the people. Sometimes people, places, situations hold us back, other times, we ourselves are the ones taking a backseat and letting others control the steering of our life.

It is only a matter of realization, moment of self-awareness, knowing the importance of time and that you have only got this one life, and experience the higher purpose of it! This rollercoaster where you can be Fearless, Bold, True to yourself, aware, in-charge, unapologetic, and with no regrets, achieve what your definition of success is, even if it does not make sense to others it should make sense to you. Afterall, it's your life!

Life is a journey, so complex and mesmerizing that it'll leave you in awe with the kinds of events and experiences, why not give it our best shot and live it to the fullest!!

Give it a thought, haan!! •



# How Art Found Me!

HEEMA NAGPAL

We all look for our reflections in other people, things, thoughts, and ideas. We, on the other hand, forget to look for it within ourselves. That was my experience as well. I've been in relationships where I became so engrossed in their lives, observing their patterns and mannerisms, that my own self vanished. For five years, I was unaware that my genuine identity had been veiled beneath layers of personalities that I had adopted.

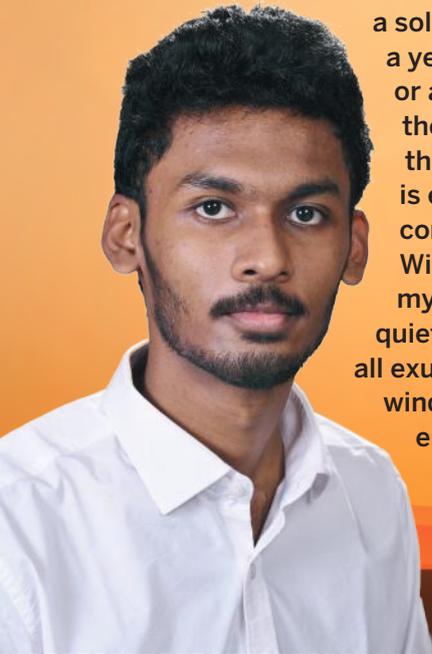
I strove to find myself and to find serenity. I did all I could think of yet was still unsatisfied. I went to an art lesson to drop off a cousin one day and decided to go inside and relax for a while. That one decision altered the course of my life. As I sat idle, I decided to make a drawing and began to draw. I couldn't believe my eyes when I saw that I had made a sketch with free hands and no experience. It was flawless. I began to paint. I painted from dawn to dusk. I wanted to push myself to the maximum. I got the sense of fulfilment I was seeking for. Since then, I've been painting abstracts on canvases and attempting to locate myself in each one. •



# The Aura

NAKUL KRISHNA

Isn't it true that everyone looks forward to the first day of school? New year, new classes, and new friends. It's a day full of possibility and excitement, before the gloomy depression of reality arrives to ruin everything. However, I enjoy the first day of school for a different reason. I have some sort of power, you see. I can...sense an aura about people when I gaze at them. A colored outline signifying the person's life expectancy. Most people my age is encircled by a solid green hue, indicating that they have plenty of time left. A lot of them have a yellow-orangish tinge to their auras, which usually indicates a car accident or another tragedy. Anything that puts individuals "ahead of their time," as the saying goes. But it's when the auras reach the red end of the spectrum that things get really interesting. I occasionally come across someone who is essentially a walking stoplight. Those are the people who are murdered or commit suicide. It's a rush to see them and realize their time is running out. With that in mind, I always arrive early to class to scout out the destinies of my classmates. The first child that walked in was a red ball of energy. I laughed quietly to myself. That's too awful, bro. However, as more people entered, they all exuded the same tremendous radiance. I finally caught a sight of myself in the window's rose-tinted reflection, but I was too shocked to move. Our professor entered and shut the door behind him, his aura a terrible hue of green. ●



# Smoking kills? Does it?

DIVYANSH SABHARWAL

I heard the other day from someone that it heals.  
Heals what? Some pain, some sorrow, some individual inside us?  
The more we take, the more it satisfies. The more it satisfies, the more addicted we become.

Does dying of smoking make any sense? No.

Does surviving on smoking make any sense? Sadly, yes.

Then what is the solution? It is simple, stop living in the past. Forget the past, live and enjoy the present.

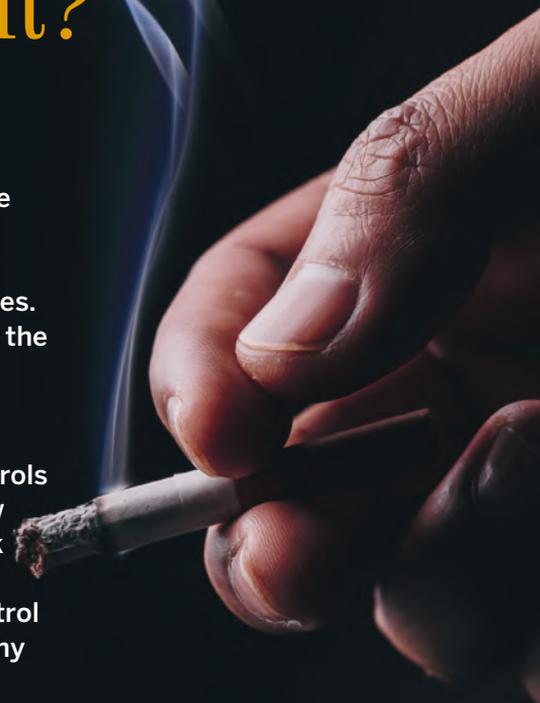
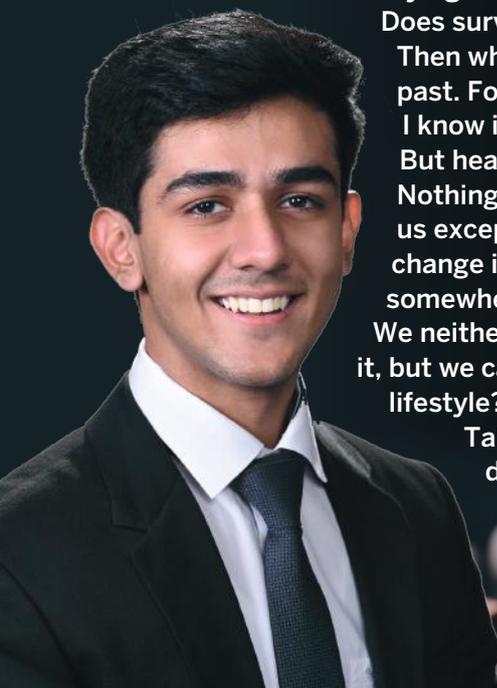
I know it's not as easy as it sounds.

But hear this straight,

Nothing binds us except our thoughts, nothing controls us except our beliefs. Everything is within us. I know change is painful, but not as painful as staying stuck somewhere where we don't actually belong.

We neither know the length of our life nor we can control it, but we can control our intake, so why not try a healthy lifestyle?

Take this as a wake-up call, start where you are, do what you can, get rid of this addiction. Life is short, make the best use of it. ●



# Indian Education System, Up in Quantity but Down in Quality

JAGRITI MAGGO

Big B, the star of millennium, once announced a slogan:

“रंग रूप में सारा भेदभाव सारा मिट जाता है,  
बस ज्ञान ही आपको आपका हक्क दिलाता है।”

Indian Education system has been following the years old, Bretton woods system of Education which was introduced by Britishers in the country. The lack of rational thinking and practical approach, dearth in real life and soft skills implementation, more emphasis on rote learning and theoretical knowledge, poor infrastructure, low student to teacher ratio; are the primary reasons which leads to 17% dropout rates at secondary level in India. Current ranking of India is 110th out of 161 countries in the World Education Index 2020. Non-uniformity in the education system and lack of upgradation has led to lack of motivation amongst students. In fact, it focuses more on



the process to make them ready for the end result and less focus is on making them enjoy the process of learning.

The focus should more be on making changes at grass root level and adopting practices which bring out the best in a child. Adoption of modern technology, making classes interactive, using practical approaches, creating mental health awareness, teaching real life and soft skills will enable a child to excel not

just academically but in life also.

**As Rabindranath Tagore rightly said,**

*Where the mind is without fear  
and the head is held high*

*Where the mind is led forward  
by thee into ever widening  
thought and action*

*into that heaven of freedom,*

*my father, let my country awake. •*





# Tête-à-tête with Our Sportstars!



## **ADITI SAXENA**

**Winner (Basketball)**

As said by Michael Jordan "Talent wins games, but teamwork and intelligence wins championships." Be it 'Senior vs Juniors championship' or 'Interdepartmental Tournament' the secret of our victory is our trust and chemistry. We communicate with each other and sacrifice personal glory for the common goal. I believe once you are on a team, it's a family. Even through all the drama in the match, your team will be there. You compete as a team, not as individuals.

We practice as a team  
Win or lose as a team.  
Rise or fall as a team. ●



## **BHAVJOT SINGH**

**Winner (Basketball)**

Inter-departmental tournament is much awaited and the most happening event of BIMTECH. Sports conduit is always committed to provide a healthy sporting habit among the students. Value of time, precision, competitiveness, teamwork and communication are the major learnings from the tournament. Event was a huge success. It couldn't have been possible without our Sports Officer Mr. Deshraj Sharma, he is truly the Backbone. ●



## **NAMAN CHATURVEDI**

**Chess**

The experience was quite good as i like to play chess. Competition was organised well. It was a nice welcome to college. Juniors stood apart as Juniors were more competitive than seniors. I hope more such intra-college events are organised in future and also intercollege competitions. ●



## **RAJDEEP**

**Table Tennis**

Senior versus Junior Table Tennis Tournament here at BIMTECH was an incredible experience that rekindled my childhood affection for the game. Besides winning, the matches were thrilling and presented me with new friends and experiences to be cherished for a lifetime. The hidden gem in the tournament was the bond between the juniors and the seniors. ●



# Tête-à-tête with Our Sportstars!



## **NIKHIL HOTA**

### **Cricket**

It was very well organised auction for Bimtech Premier League 8.0. The host and the management team were very cooperative. It was a new experience for me. The virtual budget for every team was 10 lacs and every captain had bid for players as per the team roles. At the end of the event all the seven teams were ready with 15 men squad to compete in BPL8.0. •



## **SHAURYA RAJPUT**

### **Winner (Basketball) Captain**

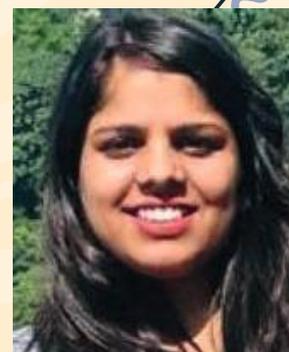
A true leader does the bare minimum. That may sound contradictory to what most successful leaders and books would explain a leader as. But for me a leader would be the one who builds a culture amongst their creed. This culture, curated over a period of time creates more leaders under you and it is built by the four foundations of Discipline, hard work, passion and respect. •



## **SUSHMITA**

### **Badminton**

I come from a sports family, guess it runs in my genes. I am my most self when I am on court, am there for the thrill and adrenaline; ofcourse fun is always a bonus. Thankyou BIMTECH and Spoco for this opportunity. •



## **TANYA SHARMA**

### **Winner (Basketball/ Volleyball/ Badminton)**

I've always been interested in sports, and they let me forget about my stress and anxiety, which is why I don't think of playing any game as a task, but rather as something I schedule every day. That is why I was able to play and prepare myself every day without compromising my studies; I don't get weary of playing; it simply helps me relax, allowing me to fulfil my daily responsibilities.

My team was also very helpful and well-complemented one another; we used to train and enhance our performance together, and it was only

# Achievements

## DR ARCHANA SHRIVASTAVA

### Head-Business Communication



Dr Archana Shrivastava was invited to deliver a panel talk in a webinar hosted by IGI Global publishing house on 9 November 2021(Virtual). The theme of her talk was “Virtual Learning Environment in Practice”. The panel

included professors from University of Toronto, Canada, University of Applied Sciences, Riga, and Columbia International university.

Dr. Archana Shrivastava (Head- Business Communication area) delivered a guest lecture at University of Applied Sciences, School of Business, Mainz, Germany on 2 December 2021. She delivered a session on ‘Organisations in India: Creating Cultural Connect between India and Germany.’

## DR S M FATAH UDDIN

### Editor of South Asian Journal of Marketing

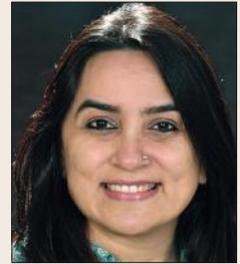


Dr S M Fatah Uddin has recently joined as an editor of South Asian Journal of Marketing. Dr Fatah is currently working as an Assistant Professor in the marketing department of BIMTECH. The South Asian Journal of Marketing

is a newly established international, peer-reviewed academic journal focusing on all topics related to Marketing with a particular emphasis on the South Asia region. The journal is published by Emerald and managed by the Faculty of Management Studies, University of Sri Lanka on behalf of the Sri Lanka Institute of Marketing.

## DR. MEENA BHATIA

### Head-Business-Communication



- Kumar S, Kumar H and Bhatia M (in press), “Linking Carbon Emission and Economic Growth: Case from Developing Economies of the Asian Region” Environmental Quality Management, Wiley Publishing (Scopus Indexed)
- Chaudhary M, Agarwal B and Bhatia M (in press), “A Study on the Socio-Economic Condition of Small-scale producers in Varanasi and their awareness towards Geographical Indication protection: A Case of Banaras Brocade and Saree” Journal of Intellectual Property Rights (Scopus Indexed)
- Bhatia M and Mythili M (in press). “Relative importance of various sources of information for equity investment decisions: A demographic study of Indian Investors” in International Journal of Business Excellence, Inderscience Publishers (Scopus Indexed).

## DR NIMISHA SINGH

### Head-Business-Communication

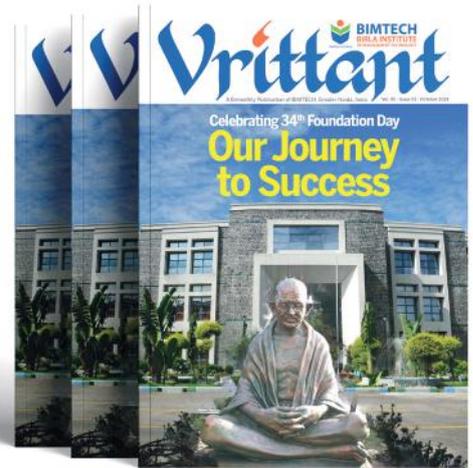


Dr Nimisha Singh visited FH Joanneum University of Applied Sciences, Austria for a teaching assignment under the ERASMUS+ Mobility Grant. The students were from the Bachelor’s degree programme International Management and the Global Business Program at FH Joanneum. During her visit, she also mentored students for case challenge along with the FHJ faculty Bojan Jovanovski and Rupert Beinhauer.





**DR. SHRADHA KABRA**  
Editor-*Vrittant*  
Assistant Professor  
(Business Communication)



## Student Editorial Board

### PURU SINGH

A shy person at first, I do funny random things once I get comfortable. I am an avid reader of autobiographies and self-help books where I lose myself and can be anyone. Music also helps me connect with my soul. My love for writing has brought me to Editorial and my passion for success to BIMTECH. "Everything you want is on the other side of fear" is the mantra of my life.



### SHIVANI SINGH

I go back and forth between wanting to be very elementary and maddingly complex. There is a mixture of anarchy and discipline in the way I work. The creativity is in the choices I make. You would find me looking for ways to appreciate Life around me. I am here to learn from absolutely amazing people of *Vrittant*.



### SUSHMITA GREWAL

From driving tractors to travelling the world. Have an expertise in lame jokes and fluent in sarcasm. You will either find me to be the life of party or reading Keigo Higashino in the corner.



### GOURAV CHATTERJEE

In my leisure time I love to indulge in "Origami", paper modelling and cooking. These activities constantly help me bring out my creative side along with a focused mind for increasing my patience quotient. I love thinking out of the box and doing things differently from the general crowd. All my experiences, interactions and perception of situations throughout these years has made me distinctive and stand out as a person.



### SARANSH

Name a movie and I would've watched it. An avid lover of cinema and literature who loves to debate on anything under the sun. I love competition and that's what drives me to strive for excellence in anything I do. You will either find me playing badminton or sitting in my room playing my ukulele and humming tunes. Literature in any form is a thing that comes naturally to me, which is what I seek from *Vrittant*.



### UPPASANA BARUAH

I have always been fascinated by Shakespeare and gourmet chocolates. A little poised, I like doing things thoughtfully. I have a huge penchant for glossy magazines. I fancy art and, Anna Wintour will always be my idol. I am Uppasana Baruah, a 21 year old working for *Vrittant*.



*“The objective of education is to prepare the young to educate themselves throughout their lives.”*

- Robert M. Hutchins





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