

Vriddhant

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BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

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SPECIAL CONVOCATION ISSUE



IN THE SPOTLIGHT

- 04 33rd Convocation
- 06 32nd Convocation
- 08 Indian Management Conclave 2021
- 09 BIMTECH Business Literature Festival 2022
- 12 International Rainbow Conference 2022
- 14 International Week

EVENTS

- 15 Strategic Management Forum
- 16 Sustainability and Climate Risk Certification Launched in Collaboration with AXA Climate
- 18 Culmination of Advance Program in Digital and Social Media Marketing
- 18 Third Cohort of Online PGDM Course Launched
- 19 A Talk on Union Budget 2022
- 20 Panel Discussion on Career Opportunities for Women in Insurance

- 20 Understanding Financial Literacy and Insurance Awareness
- 21 International Conference of Asia Insurance Review
- 22 Our Own Bodhi Tree

STUDENTS' ZONE

- 24 BrainQuest 2022
- 26 IBM Student Achievement
- 26 Industrial Visit Report Bharat Heavy Electricals Limited (BHEL), Haridwar
- 26 Public Speaking in Mentza Circles
- 27 Cultivate

- 28 Uttarayan
- 29 Celebrating Republic Day
- 30 FINSURE 2.0
- 31 Club Metier
- 32 Young Achievers Award to Mansi Mathur

FACULTY UPDATES

- 33 Faculty Development Programs
- 34 Management Development Programs Delivered
- 36 Research Activities During 2021-22
- 37 Achievements & New Joining



33rd Convocation

The BIMTECH Greater Noida campus was abuzz after a long spell of work from home. The PGDM Batch 2019-21 revisited its alma mater to formally receive their hard earned diplomas. Having already moved to the corporate, both these batches had braved Covid and emerged resilient, and were back on campus for the much awaited ceremonial receiving of their academic degrees– the grand convocation day!

As a happy culmination of years of academic rigor, hard work and dedication, this year too had entirely placed the batch of 2019-2021 of PGDM students graduated from PGDM (Core), PGDM-International Business, PGDM-Insurance and PGDM-Retail Programmes along with one Fellow Programme in Management.

After the customary academic procession, true to the protocol, Chairperson Board of Governors, BIMTECH, Smt. Jayashree Mohta, (also Executive Vice Chairperson of the Board of Jay Shree Tea & Industries Limited), declared the Convocation 2022 open. In her welcome address she said, “The Convocation day is a landmark event in the life of passing out scholars of any institution. Arguably, it is a day of hope, fulfilment and a day where a students’ corporate journey commences. Because of the scholastic abilities of our students and complete dedication of the faculty, we have notched up a respectable position in the management education firmament, which we are constantly trying to improve upon.”



Director BIMTECH, Dr Harivansh Chaturvedi, along with the Registrar presided over the award of formal diploma to the graduands. The Director also proudly shared the overall progress of the institute in his address. He particularly highlighted the infrastructure development towards a green campus, CSR and community building initiatives and response to COVID-19. He reposed faith in the graduating batches and said “you shall all be a part of history as you braved the worst ever crisis ever faced by human kind across the globe. I truly believe that we all have evolved in the last two years and have shown high level of compassion and agility much needed for a strong and happy society.”

The Chief Guest of the 33rd Convocation was the young, dynamic and erudite corporate leader Shri Bhargav Dasgupta, MD & CEO at ICICI Lombard General Insurance Co Ltd.

Shri Bhargav Dasgupta is MD & CEO at ICICI Lombard General Insurance Co Ltd. Since he took over the role in 2009, the company has strengthened its position as the country’s largest private non-life insurance firm, consistently delivering long term value to its stakeholders. Shri Bhargav’s philosophy of customer centricity has enabled the company to introduce several ‘best-in-class’ risk management solutions backed by the latest technology platforms to meet the risk mitigation needs of its customers. He is currently the Chairman, FICCI’s Insurance &

Pension Committee and is a member of IRDAI’s Insurance Advisory Committee.

Some Pearls of Wisdom and Quotable Quotes from the 33rd Convocation Address

Shri Bhargav Dasgupta, MD & CEO at ICICI Lombard General Insurance Co Ltd. shared through his life experiences, the importance of humility, ownership and passion. He said that “As you join the professional world, retain your kindness, retain your sense of empathy and responsibility for your fellow countrymen. As you succeed stay humane, stay humble and be happy!”

He urged the students to take responsibility for reactions, and said that “when you make a mistake be the first one to acknowledge and own up the mistake. Sense of ownership, true passion and resilience are the keys of success.”

Students were also awarded medals for their academics, specialization wise merit and all-rounder achievements. Ms. Nidhi and Ms Lalita from Neemka Village were conferred with the Dr. Sarla Birla–Best Chiraiyya Award of ₹11,000 for active leadership role in life skills education initiatives in their village.

Other invited guests included personalities from academia, corporate, government and civil society. For the graduating students and faculty members, it was a day filled with ecstasy, nostalgia and gaiety that reflected ‘MBA done right’. It was overwhelming to see the graduates become a brand to reckon with and charging towards a grand future in corporate life! ●

32nd Convocation

BIMTECH, Birla Institute of Management Technology, Greater Noida (NCR), successfully celebrated its 32nd Convocation 2022 for the batch 2018-20. The Convocation is a cusp in time when flooding memories from the past and abounding hope for the future converge. This day was graced by Hon'ble Chief Guest Prof Ganeshi Lal ji, Hon'ble Governor of Odisha, Guest of Honour Shri Deepak Bagla ji, MD & CEO, Invest India; Smt. Jayashree Mohta ji, Chairperson, Board of Governors, Birla Institute of Management Technology, Sh. Alok Gupta, Member, Board of Governors, BIMTECH, Dr. H. Chaturvedi, Director, BIMTECH; Dr. Anupam Varma, Deputy Director; Dr. K.C. Arora, Registrar; Faculty members.

The event started by invoking the blessings of the Goddess of Learning with the rendering of the Saraswati Vandana. Thereafter, Dr. Harivansh Chaturvedi, Director BIMTECH presented floral greetings to the chief guest. Sh. Deepak Baglaji and Smt. Jayashree Mohta ji, Guest Of Honour, joined the proceedings online. They enlightened BIMTECHians, the budding managers with their words of wisdom. True to the protocol, Smt. Jayashree Mohta, Chairperson Board of Governors declared the Convocation open.

Sh. Deepak Bagla, emphasised on the transformation happening in India in terms of skill and pace and also congratulated the families and students on successfully completing this phase of life. He quoted, "This my friend is the new India. This is a new India which is changing at a rapid pace. And one of the biggest strengths of this new India and all of you is, that we are one of the few societies and countries in the world which is good at both adapting to change and adopting change."



The ceremony proceeded with acknowledging the Diploma Awardees. Shreya Mishra received the scholarship in Fellowship Programme in Management. Thereafter, the names of diploma recipients of all the four PGDM programmes were announced. Our eminent Chief Guest awarded medals to the students who had achieved academic excellence or all-round excellence in various programmes during the academic session 2018-20.

BIMTECH with Padma Bhushan Dr Jagdish Sheth, Professor Emeritus of Marketing at Emory University Business School, USA constituted two special awards: Dr. Jagdish N. Sheth award of ₹50,000 for Best PhD Thesis and the Smt. Madhuri J Sheth award of ₹25,000 each to a female student topper of PGDM programme and PGDM (International Business) programme. These awards are presented to our talented students each year, this year Dr. Shreya Mishra was the recipient of Dr. Jagdish. N. Sheth award for Best PhD Thesis, while Drishti Paul was awarded the Smt. Madhuri J. Sheth award (PGDM) and Alisha Kapoor was given the Smt. Madhuri J. Sheth award (PGDM International Business).

BIMTECH believes in acknowledging and supporting noble causes. Under project Chiraiya, started in the memory of Late Sarala Birla, Co-founder of BIMTECH, 150 village girls were given life skills training. Ms. Nidhi Gautam was conferred with this award for her efforts in imparting life skills training for real life situations.

“Convocation is a vocational consciousness! If you get to know that the real cannot be threatened, the truth cannot be threatened, the beauty cannot be threatened, the transcendence cannot be threatened, you have already succeeded.”

– Hon'ble Governor Prof Ganeshi Lal

After, presenting the awards, Dr. Anupam Varma, Dean Academics administered the pledge on 'Ethical Conduct' to all the scholars who had been conferred with the diploma. This was followed by the Director BIMTECH presenting BIMTECH's Annual Progress Report.

Hon'ble Governor Prof Ganeshi Lal ji delivered the convocation address to the students. He said, "Convocation is a vocational consciousness!" He redefined the definition of success for students, "if you get to know that the real cannot be threatened, the truth cannot be threatened, the beauty cannot be threatened, the transcendence cannot be threatened, you have already succeeded."

At the end, Chairperson, Board of Governors, BIMTECH declared conclusion for batch 2018-20. The event ended with smiling faces, a plethora of memories and moments of pride. •

Indian Management Conclave 2021

For many years, various descriptors like dynamic, disruptive, VUCA, fluid, uncertain, etc. have been used to describe the business environment. However, the impact of such a disruptive state of our macro and global business environment has probably never been felt to the extent as we are witnessing now. Post the onset of the Covid pandemic in early 2020, we are seeing changes in various economic indicators and business performance parameters like never before. There have been large scale disruptions in business revenues, cost uncertainties, demand & supply irregularities, jobs, incomes, and physical and knowledge infrastructure across sectors, economies and continents.

Given the current scenario of businesses, it has become even more imperative that strategists, i.e. the key decision-makers of each business, make additional efforts to cope with the impact of the pandemic as well as the post-pandemic future of businesses. With this in mind, the 23rd Annual Convention of the Strategic Management Forum (SMF), to be hosted by IIM Nagpur (virtually) in December 2021, sought to engage academicians, research scholars and industry practitioners in this very



pertinent and contemporary theme – ‘Role of Strategies for Building and Sustaining Businesses in a Disruptive World.’

Dr. Harivansh Chaturvedi, Director, BIMTECH was the moderator for the B-School Directors’ Panel. ●



BIMTECH Business Literature Festival 2022

BIMTECH returned with the second virtual Business Literature Festival 2022 on the 4th of February 2022, and hosted some of the best known names in academia, industry and business writing. The event brought together a potpourri of writers from diverse fields to engage in meaningful debate and dialogue. The event welcomed and celebrated the works of famous personalities like Debashis Chatterjee, Prakash Iyer, Vivek Mansingh, Harish Damodaran, Samir Soni among many others.

Session 1 Inaugural at 10:30 AM

Dr. Harivansh Chaturvedi, Director, BIMTECH, recounted how his vision of BBLF had turned true and envisaged a bright future for it. Prof. Debashis Chatterjee, Director of Indian Institute of Management Kozhikode, was the Chief Guest, and he inaugurated the event. He shared his knowledge on how karma is the foundation of life through his book *Karma Sutra*.

Session 2 Book Café & Book Launch at 11:20 AM Book Café: Author Speak

Samir Soni was in conversation with Prof. Meera Kapoor in this session and spoke at length about his book *My Experiments with Silence: The Diary Of-An-Introvert*. The session was followed by another brief session ‘Author Speak’ which hosted Dr. Vivek Mansigh. Dr. Mansingh talked at length about his debut book *Mentor a Million* and mentioned golden nuggets of life where we all need: Four Gods (Inspirers, Role Models, Mentors, and Books).

Session 3 This Session Focused on An Interesting Topic i.e. Entrepreneurship & Innovation

Mr. Harish Damodaran, author of *Broken to Breakthrough: The Rise of India’s Largest Private Dairy Company*, conversed about his book with Dr. Abha Rishi, CEO, Atal Incubation Center.

He talked about Arun Icecream owned by Hatsun Agro Product which is one of the most famous brands in south India.



International Rainbow Conference 2022

Diversity, Inclusion and Gender Equity in Education & Work Life

According to the Sustainable Development Goals set by the United Nations (2015), equality is a fundamental human right and crucial for a prosperous and sustainable world. Improvements on grounds of inclusion and equity could add significantly to economic development and increase competitiveness, innovation and growth of any economy.

With this backdrop, BIMTECH Gr. NOIDA hosted the **International Rainbow Conference on Diversity, Inclusion and Gender Equity in Education and Work Life (IRC 2022)**, on 8th and 9th February 2022 on a virtual platform, under the aegis of the **RAINBOW project** (Realizing Aspirations, Interests, and Brilliance of Young Women) co-financed by the European Union's Erasmus+ programme.

The other partners of the project are FH JOANNEUM Graz, (Austria), University of Jyväskylä School of Business and Economics, Jyväskylä (Finland), NIRMA University, Ahmedabad, (India), Sir Padampat Singhania University, Udaipur (India), and

International Consulting and Mobility Agency SL (INCOMA) (Spain).

Katharina Wieser, Ambassador of the Republic of Austria to India, Bangladesh, Bhutan, Maldives, Nepal & Sri Lanka inaugurated the Conference on 8th February 2022. The inaugural session was attended by senior dignitaries from all the partner institutes. Dr. Anup Singh, Director General, NIRMA University, Dr. Subir Verma, Dean & Director, IMNU, India, Prof. Shrihari Honwad, President, SPSU, Udaipur, Ms. Begoña Duque Arroyo, International Innovation and Research Project officer INCOMA, Spain, Dr. Tommi Auvinen, Chair of Equality Committee, JYU, Finland, Senior colleagues from BIMTECH Dr. Anupam Varma, Dr. A. Sahay, Dr. K.C. Arora, Dr. A. Chatteraj, Dr. Suvi Heikkinen (JYU, Finland), Dr. Nina Muncherji, Dr. Amola Bhatt (IMNU, NIRMA University), Dr. Shweta Lalwani, Dr. Shubham Goswami (SPSU), RAINBOW Centre Staff Members of NIRMA University, Ahmedabad, SPSU Udaipur and BIMTECH and Faculty of



JYU, Finland, FHJ, Austria, NIRMA University, Ahmedabad, SPSU Udaipur and BIMTECH, along with students and DEI enthusiasts graced the occasion with their presence.

The International Rainbow Conference on Diversity, Inclusion and Gender Equity in Education and Work Life (IRC 2022) is a significant milestone that Project RAINBOW has achieved. Bringing together industry leaders, academicians, DE & I practitioners and decision-makers, researchers and policy makers for an insightful deliberation on a relevant topic is a sincere effort that is being made by the work package leader BIMTECH in association with other partners of the project.

RAINBOW, as the acronym goes – Realizing Aspirations, Interests, and Brilliance of Young Women – is a project well taken by the Institute under the leadership of Dr. H. Chaturvedi.

It was a fruitful and enthralling conference, highlighting a significant topic dedicated towards SDG 5 which is very crucial towards building a sustainable ecosystem for quality education and equitable workplaces.

Team RAINBOW Centre, BIMTECH, comprising of Ms. Rupali Singh, Ms. Neha

Sharma, Ms. Madhavi Sharma, Ms. Sangeeta Safaya, Ms. Meenakshi Bhat and Mr. Sreevalsan Kunnath and all the members of the core team of the conference, deserve a special mention, along with more than 20 student volunteers who worked in full synergy to make the Conference happen, 'the BIMTECH way'!

- A total of 43 quality research papers/ case studies, were presented in 8 technical sessions during the 2-day Conference.
- Researchers from 12 countries presented their work.
- DEI heads, holding significant offices in India's corporate world, leaders from LGBTQ community, young achievers from PWD section and veteran researchers and academicians graced the expert's forum during the valedictory session, of the Conference.

To know more please visit us at: <https://www.bimtech.ac.in/researchproject> or write to us at: rainbow@bimtech.ac.in



International Week

Impact of COVID-19 on Global Business Scenario

10 Countries **16 Universities** **21 Faculty**

INTERNATIONAL WEEK
7th - 11th February, 2022

Zoom logo

 Dr. rer. pol. Christian Haas Vienna University of Economics and Business, Austria	 Mag. Dr. Doris Kiendl FH Joanneum, Austria	 Christa Heidinger Austria	 Prof. Dr. Reinhard Bernsteiner Management Center Innsbruck, Austria	 Mag. Dr. Rupert Beinhauer FH Joanneum, Austria	 Prof. Enrique Ramirez Universidad ICEFI, Colombia	 Dr. Jaziar Radianti University of Agder, Norway
 Dr. Diana Fischer-Pressler University of Bamberg, Germany	 Dr. Lela Abdushelishvili International Black Sea University, Georgia	 Dr. Sanjay Singh Maynooth University, Ireland	 Prof. Dr. Tomás Ramos NOVA University Lisbon, Portugal	 Doris Viljoen University of Stellenbosch Business School, South Africa	 Prof. Dr. Marius Ungerer University of Stellenbosch Business School, South Africa	 Prof. Shobhana Madhavan Westminster University, UK
 Prof. Dr. Ajai Gaur Rutgers University Newark, USA	 Prof. Dr. Birud Sindhav University of Nebraska Omaha, USA	 Dr. Dawn Owens University of Texas Dallas, USA	 Dr. Deeksha Singh Rutgers University Camden, USA	 Prof. Dr. Deepak Khazanchi University of Nebraska Omaha, USA	 Dr. Elham Hudspeth University of Maryland Global Campus, USA	 Dr. Sonjaya Singh Gaur New York University, USA

The International Week Added Diversity and Global Flavour to Classroom Learning

BIMTECH, in line with its mission to create and disseminate knowledge in the global context and to equip students for global business leadership, organised its first ever International Week that took place from 7th to the 11th of February, 2022 in virtual mode for 1st year students of all PGDM programmes. The theme chosen was 'Impact of Covid-19 on Global Business Scenario'.

The programme endeavoured to bring together international experts/academicians to deliver lectures to students on how organisations across the world are responding to this crisis and change. Experts from the field shared insights on cross-functional, interdisciplinary and contemporary topics with students on varied aspects of global business and how organisations are preparing for the next normal. With 21 faculty members from

16 universities in 10 countries (USA, UK, Ireland, Norway, Germany, Austria, Portugal, Georgia, South Africa and Colombia) BIMTECH students received a truly international experience.

Lectures were delivered on topics ranging from International Business, Project management, Organisational Leadership, Technology enabled marketing, Management innovation practices, Social Network Analysis, Information Systems and Emergency Management, New Work models post COVID, Strategic Communication, Sustainable innovation, Digital Supply Chain and Circular Economy among others. The lectures included interactive group discussions and group activities.

The feedback given by the students lauded the International Week as an excellent initiative and the lectures delivered by the guest professors were found to be highly informative and helpful. A few other students mentioned that the guest professors being from different parts of the world helped them gain whole new perspectives

Strategic Management Forum

The Silver Jubilee year of Strategic Management Forum's Symposium and Workshop SMF 2022 was celebrated virtually on Friday, 21 January 2022 from 10:30 am to 5:00 pm. The momentous occasion was jointly organized by Birla Institute of Management Technology, Greater Noida, Jamnalal Bajaj Institute of Management studies, Mumbai, Atmiya University, Rajkot and Regional College of Management, Bengaluru. Indian Observer Post and Corporate Tycoon Magazine were the promotional partners.

The inaugural ceremony started with a welcome address by Dr. Shiv Kumar Tripathi, Vice Chancellor, Atmiya University, who is also an alumnus of SMF. Prof. Arunaditya Sahay, Secretary General, Strategic Management Forum took the participants through the journey of SMF.

The much-awaited panel discussion on "Management Research" was introduced to the audience by Dr. Srinivasan R. Iyengar, Director and Professor of Strategy, Jamnalal Bajaj Institute of Management Studies who is also an alumnus of SMF. The panel constituted of eminent professors and renowned academicians including Prof.



Rishiksha Krishnan, Director, IIM, Bangalore, Prof. Dr. Wolfgang Amann, Academic Director, HEC Paris in Qatar, Dr. Umakant Dash, Director, IRMA, Anand, Dr. Bhimaraya Metri, Director, IIM, Nagpur, Dr. Mahadeo Jaiswal, Director, IIM Sambalpur, and Prof. Pawan Kumar Singh, IIM Trichy. The panel discussion on 'Management Research' which was very insightful was moderated by Prof. Arunaditya Sahay, the Dean (Research), BIMTECH.

After the exciting and insightful panel discussion, Prof. Shalini Rahul, Professor, Strategy, Innovation and Entrepreneurship, IMT Ghaziabad, an alumnus of SMF, proposed the vote of thanks. ●

BIMTECH as a Potential Study Destination for Nepalese Students

BIMTECH participated in the 'Study in India' Education Fair, Ministry of Education, held in Kathmandu on the 19th and 20th of December 2021, represented by Ms. Pragyan Patnaik, Senior Manager - Centre for International Affairs. BIMTECH was also presented and promoted as a study destination in several college and universities in Nepal such as Tribhuvan University, DAV School and College and Global College International in Kathmandu. ●





Sustainability and Climate Risk Certification Launched in Collaboration with AXA Climate

AXA Climate signed the Memorandum of Understanding with BIMTECH and launched a joint certification course on Sustainability and Climate Risk for its students on Wednesday 16th Feb 2022. The MoU was signed by Mr. Pankaj Tomar, India Head, AXA Climate and Director, BIMTECH, Dr. H. Chaturvedi in the presence of Antoine Poincare, Head, Climate School who had joined online, Ankush Bhardwaj, Head, APAC region for Axa Climate who also joined online, Deputy Director Dr. Anupam Varma, Registrar Dr. K.C. Arora, esteemed faculty members and Sustainability and climate risk committee members.

AXA is a French multinational insurance company with its head office in Paris, France. It provides investment management and other financial services. AXA Climate is a wing of AXA. It provides a solution in the area of Insurance Industry, Financial and Agri Transition, Public Sector, and Training.

At AXA Climate, the purpose is to facilitate making Plant Earth a stakeholder in all the companies, just like the other shareholders. It helps organizations transform by putting climate, its risks, and its opportunities at the heart of their strategy. AXA Climate has 100 climate experts, spread over 5 continents driven by the same desire for impact.

Mr. Pankaj Tomar is India Head, Axa Climate. He is also a BIMTECH Alumnus. He has experience in the reinsurance & insurance industry for over 17 years covering insurance and reinsurance underwriting, risk engineering, insurance & reinsurance broking, and client management. His key areas of expertise include property and energy, micro health, and crop reinsurance.

Sustainability and Climate Risk (SCR) are triggering transitions in the global economy. In response, corporations, financial services firms, and governments

are taking action to reduce the effects of climate change. Windstorms, hurricanes, tornadoes, wildfires, drought, heatwaves, severe thunderstorms, and floods, have been annually killing thousands of people and causing loss of lives, severe business interruption, and huge property damage. Other risks of climate change include geopolitical tensions and slower economic growth. For the world's risk professionals, the ability to manage SCR presents a key opportunity. Management of SCR, and any emerging risk, begins with the pursuit of knowledge. Acquiring the said knowledge will empower risk managers to help their organizations understand the risks and enhance risk management's value in protecting the organization's people and assets. Many institutes abroad have developed the course on SCR but in India, there is currently the knowledge that is underdeveloped but much desired and sought after.

BIMTECH has taken the initiative to start this course on Sustainability and Climate Risk for all the programs in collaboration with AXA climate, Paris. The certification aims to develop the learner's professional knowledge, understanding, and skills relating to climate change, climate risk, and sustainable finance, to support customers, clients, colleagues, and communities that are transitioning to a sustainable, low-carbon world.

Students Who Complete this Certificate Course Will

- Gain the knowledge to become climate risk leaders
- Obtain the skills to advance effective change and
- Be able to help their organization's incorporation of sustainability standards
- With this, BIMTECH became the early mover in India to have launched a course of this kind.

BIMTECH has also formed a Sustainability and Climate Risk committee with Dr. K.K. Upadhyay as the Convener, Ms. Reeti Kulshrestha as Member Secretary, and Dr. V.D. Roy, Prof. Rajeev Sharma, and Prof. Monika Mittal as committee members. The committee is now actively working on the course modalities.

The event began with Mr. Pankaj Tomar briefly sharing his experience of working with AXA on Climate change and the vision going forward.

This was followed by a few words from Antoine Poincare on the work that AXA Climate is doing related to Sustainability and Climate risk and its collaboration with BIMTECH.

8th Annual INDIA AND SUSTAINABILITY STANDARDS
International Dialogues and Conference
October 27 - 29, 2021 | Online

10th year 2011-2020
CRB CENTRE for RESPONSIBLE BUSINESS
Enabling Change for Impact

Sustainability Education in B-Schools

Date: 29th October
Time: 11:45-13:15 IST

Co-Host:
BIMTECH
BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY

Moderator
Vineta Dutta Roy
Associate Professor & Convener of Sustainability and CSR, Birla Institute of Management Technology

Speakers
Dr. Sunil Rai
Vice-Chancellor
UPES
Dr. Ranjan Banerjee
Dean and Professor
BITS School of Management
Ajit Parulekar
Director, Goa Institute of Management (GIM)
Deepak Arora
Vice President Public Affairs at Nayaara Energy
Dr. Chandrika Parmar
Associate Professor
SPJIMR

Session Objectives

- To map the expectations of business sustainability leaders from the B-Schools
- To know how the B-school leaders are responding to sustainability education in their respective domains

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We then had Ankush Bhardwaj relate his experience of working on Sustainability and Climate Risk, an issue of global concern, and how he looks at this joint initiative of AXA Climate with BIMTECH.

After the leadership from AXA Climate, Respected Director Sir, Dr. H. Chaturvedi was requested to share how BIMTECH plans to take this initiative forward.

After his speech, the Sustainability and Climate Risk committee member, Dr. Vineta Dutta Roy was invited to share her thoughts.

Mr. Pankaj Tomar was then presented a memento by Director Sir, Dr. Chaturvedi as a token of appreciation.

This was followed by a vote of thanks expressed by Dr. K.K. Upadhyay, Convener of the sustainability and Climate risk committee.

The event was anchored by Reeti Kulshrestha, Member Secretary, Sustainability and Climate Risk Committee and Research Associate, BIMTECH. •

Culmination of Advance Program in Digital and Social Media Marketing

Valedictory Ceremony Held Online

Centre of Online Studies, BIMTECH organized the online valedictory session for its short term program, Advance Program in Digital and Social Media Marketing for our learners on Zoom platform from 11:00 am to 12:00 Noon.

This session was well supported by our chairperson Prof. Sanjiva Shankar Dubey who inaugurated the session and welcomed the guest Mr. Ritesh Singh, Sr. Vice President & Growth Head Imaticus, Mr. Ranjan Dhar, An Industry Expert. He also welcomed all the online learners.

Our chief guest Mr. Ritesh Singh shared his thoughts about the program and gave his blessings to our learners. His thoughtfulness regarding online studies and future scope for digital marketing boosted the learners to explore every bit of learning experience. Mr. Ranjan Dhar in his powerful speech also stressed on the need for more such programs and wished all the learners a very best.



Certificates were awarded to all the learners. The batch topper, Ms. Sharmili Dhar was felicitated at the BIMTECH campus with her certificate and a small memento.

The session concluded with Prof. Dubey felicitating the guests and Prof. Monika Mittal delivering a Vote of Thanks. ●

Third Cohort of Online PGDM Course Launched

The third Cohort of the online PGDM course was launched on 5th February 2022. With 142 learners enrolled for the program, the Centre of Online Studies (COOLS) at BIMTECH reached yet another milestone in its journey. Coming with different educational, professional and geographical backgrounds, this diverse batch of learners was addressed by distinguished speakers from the field of academia and industry. Dr. Chaturvedi, Director BIMTECH inaugurated the event. He emphasised the importance of online education in today's context and the Gross Enrolment Ratio. Dr. Anupam Varma highlighted good peer learning with diverse batch profile. Dr. A Sahay spoke about learn, laugh and leave a legacy. Dr. K C Arora also shared that perseverance and effort determine the outcome.

Professor S.S. Dubey (Chairperson, COOLS) moderated the session and spoke about the batch diversity and the academic rigour of the



program. The orientation started with recital of the Sarswati Vandana. The Chief guest, Mr. T.R. Anand (Chairperson, IoT Forum, India & Mentor, Advisor & Seed Investor) spoke about the VUCA and phygital world. He exhorted learners to discover their legally correct and moral way. Phalgun co-founder Upgrad then spoke about lifelong learning and the importance of discipline as a critical success factor. Finally Prof. Manoj Pant (Advisor, COOLS) thanked the speakers for their time and the learners for making the right choice of joining this PGDM online program. ●

A Talk on Union Budget 2022

Birla Institute of Management Technology (BIMTECH) and Eco chamber club organized a deliberation on "THE UNION BUDGET 2022-23" on February 5th, 2022.

Dr. Soumya Kanti Ghosh, Group Chief Economic Advisor, State Bank of India, was the keynote speaker. Dr. Ghosh is currently Group Chief Economic Advisor, State Bank of India. He is also a member of the SEBI Advisory Committee on Research, Economic Advisory Council, CII, and Editorial Advisory Board of the Indian Institute of Banking and Finance. He also serves as a member of the Indian Banks' Association's Monetary Policy Group. He provides inputs to the Reserve Bank of India's Expert Committee to Revise and Strengthen the Monetary Policy Framework. The session was moderated by Dr. Monika Jain & started with Dr. Harivansh Chaturvedi, Director, BIMTECH, welcoming Dr. Ghosh.

Dr. Ghosh started his deliberation by delving on the focus area of this year's budget and how the finance minister unveiled a bigger budget of rupees ₹39.45 lakh crore with a massive push on infrastructure spending. From the expansion of national highways to the introduction of the digital rupee, to taxing cryptocurrencies and digital assets, to affordable housing, the



SOUMYA KANTI GHOSH
Chief Economic
Advisor - SBI Group

government aims to fire up the economy's key engines to sustain a faster recovery from the pandemic. He also threw light on the pillars of the Union Budget 2022, namely:

1. PM Gati Shakti
2. Inclusive Development
3. Productivity Enhancement & Investment, Sunrise Opportunities, Energy Transition, and Climate Action
4. And the Financing of Investments

During his discussion, he also mentioned that though the finance minister primed up spending on infrastructure to create jobs and boost economic activity, there were no changes in income tax slabs or tax rates. The Finance Minister has bet on significantly ramping up capital expenditure to start a virtuous cycle of growth. The strategy has apparent benefits in regular times — but India's economy is still Covid-scarred, demand is weak, and capital assets have a long gestation period. The session ended with a question-and-answer session, and a lot of interesting questions came not only from the students but faculty & research scholars as well. Dr. Shettigar, Professor Emeritus, proposed the vote of thanks

The deliberation was well received by the students and the faculty. ●



Panel Discussion on Career Opportunities for Women in Insurance



Birla Institute of Management Technology (BIMTECH) organized a panel discussion of successful women insurance professionals to know about their career journey & understand the scope, opportunities & skill sets required for women to make a great career move in the Insurance domain.

An estimate indicates that gender diversity is at around 22% in the insurance industry in India. Six women CEOs are at the helms of the industry & this makes it more than 10% of the industry. A far better figure than other industries, yet there is big a need to raise the level of women's participation in the Insurance industry.

Ms. Anupam Tyagi, SVP, Aviva India, Ms. Sneha Mishra, Ex. Director & CMO, Edelweiss Gallagher Ins Brokers, Ms. Swati Srivastava, DGM (HR), Beacon Ins Brokers & Ms. Varsha Pandey, Manager, ICICI Lombard were the panelists. They collectively represented the two different generations of women professionals. Prof Saloni Sinha, Faculty, BIMTECH moderated the discussion. •

Understanding Financial Literacy and Insurance Awareness-Research at Grassroots

30th December 2021: A team of six students along with two faculty members- Ms. Saloni Sinha and Prof Pratik Priyadarshi had a wonderful opportunity to survey issues like Insurance awareness among people, understanding financial literacy, and opportunities for rural women, at Neemka Village, Greater Noida. This was a part of the Short Term and Live projects that the students are expected to work on as a part of their curriculum.

It was indeed a surreal experience for them to get to know the ground realities.

The students were able to grasp the subtleties of actual people's perspectives on insurance and also to know how important it was to have awareness in all respects. They also realised that the lack of enough resources to educate people exacerbates their problems.

Key Takeaways Were

- Seldom does one get such opportunities to visit a village and understand the mindset of people.



- It gave them an all-new perspective towards rural areas and rural people.
- Team work was an important factor during this visit as they had to coordinate all their activities.

To sum up, it was an experience that they aim to cherish for the rest of their lives and develop in the best possible ways. (Students who participated in the exercise were Sunidhi Sharma, Shashi Banchhor, Satyam Sinha, Vipin Patel, Himanshu Sharma, and Keya Kundu). •

Participation of Our Faculty in International Conference of Asia Insurance Review

Asia Insurance Review magazine is the premier and comprehensive professional regional magazine, read by all the key decision-makers and readers in the insurance industry in Asia has been organising its annual conference every year. The India-specific conference called Rendezvous has over the years which has evolved as the flagship event for the Indian insurance market. Now in its 15th year, Asia Insurance Review's held the "The 15th India Virtual Rendezvous 2022" between 19-21, January 2022. The Theme of the conference was: "Towards a Sustainable and Resilient Indian Insurance Market - The Way Ahead". The event saw industry experts share their valuable thoughts on building a 'sustainable and resilient Indian Insurance Market'. BIMTECH's Prof Abhijit K Chattoraj and Prof Pratik Priyadarshi were the esteemed moderators for this event.

Prof. (Dr) Abhijit K. Chattoraj, Chartered Insurer Dean – SW&SS, Professor & Chairperson - PGDM-Insurance Business Management Program, Birla Institute of Management Technology (BIMTECH) moderated a session at the 15th India Virtual Rendezvous, 19 - 21 January 2022. and the session: - Brokers Panel- "The Way Forward" with the following sub-topics:

- Innovation and the broker of the future
- How do brokers stay relevant in today's challenging environment?
- Post COVID-19: Returning to normalcy and the challenges ahead for the broking community
- What constructive collaborative roles can brokers play in the insurance ecosystem?
- How to keep the broking business sustainable?



The Eminent Panellists Were

- Hari Radhakrishnan, Regional Director, First Policy Insurance Brokers Pvt Ltd
- R Balasundaram, Secretary-General, Insurance Brokers Association of India
- Sumit Dutt, Head – Sales and Client Management (Corporate Risk and Broking), Willis Towers Watson India Insurance Brokers

Prof Pratik Priyadarshi, Associate Professor, Member – Academic Council, Risk Management Association of India, Birla Institute of Management Technology moderated at the 15th India Virtual Rendezvous, 19 - 21 January 2022. and the session - Education Panel – "Will Hybrid be the Future of Insurance Education?"

The Eminent Panellists Were

- G Srinivasan, Director, National Insurance Academy
- M C Chaturvedi, Director, College of Insurance, Insurance Institute of India
- Dr. T.P. Madhu Nair, Member, Academic Council, University of Mumbai



“If you make effort in realistic way, not through prayer or simple meditation but through education, it can change the world.”

– His Holiness the Dalai Lama

As the luck would have it, we had one student Ms. Priyanka Rani from Bodh Gaya, the place where Lord Buddha got enlightenment, to help us. She, with the help of her father, arranged a sapling from her home town. That particular sapling was blessed by His Holiness Dalai Lama post his talk in the presence of the audience & the same was planted in campus near main gate by the Director & senior faculty colleagues the next day.

The small sapling planted on December 1st, 2013 has grown into a full fledged tree & is now a landmark in our campus today. The campus administration constructed a marble platform around the tree & created an ambiance around it as per the Buddhist tradition. One can see faculty/ students sitting there in groups & feeling the presence of motivation/enlightenment.

The story of the “Bodhi Tree” situated in Mahabodhi temple complex in Bodhgaya, Bihar is very interesting. Mahatma Buddha is reported to have got enlightenment under this tree in year BC 531 BC. Samrat Ashok, who after Kalinga war adopted buddhism, started sending emissaries to nearby counties with the branches of this tree in his effort to spread the message of Buddhism. His son Mahendra & daughter Shanghmitra took the branch to Sri Lanka & the sample was planted in a place by name Anuradhapuram there.

There were many attempts made to destroy this tree by those who were not favourably inclined to the thought of Buddhism. It is said that it was one of the



queens of Samrat Ashok himself who tried to destroy it first. However, a new sapling came out of the root subsequently, which could be termed as second generation of this tree. That tree continued standing there for almost 800 years. The Bengal King Shashank, who was against Buddhism put the tree on fire during his regime but again a new tree came out subsequently. This 3rd generation tree survived for almost 1250 years but got completely uprooted in a natural calamity in year 1876. Looking at the religious sentiment of the people, Lord Cunningham, the then Viceroy of India, arranged a sapling back from Anuradhapuram, Sri Lanka and raised it again. The tree standing there today is the 4th generation of Bodhi Tree. The devotees visiting Bodh Gaya make a point to sit beneath this tree & feel getting blessed by Lord Budhha. ●

Our Own Bodhi Tree

By Prof. Manoj Kumar Pandey

In tune with its vision of grooming ethical business leaders, BIMTECH has the tradition of inviting leading thought leaders from all areas to interact with its community.

With persistent effort we got an opportunity to host spiritual guru, His Holiness Dalai Lama on December 1st, 2013. The moment the news of his program was shared in the media, we started receiving interest from the people at attend the event. The Birla family members were ecstatic to hear about His Holiness Dalai Lama’s visit and were a conspicuous part of the event. Present on the occasion were Mrs. Rajashree Birla, Mrs. Jayashree Mohta (Chairperson, BIMTECH), and Mr. Vikas Kandoi (Member, Board of Governors, BIMTECH).

The original plan was to host His Holiness in our campus but because of the security reasons the district administration asked us to shift the venue to a hall & hence the function was held in JP Sports complex, Greater Noida. A fortnight earlier to this event, Director Dr. H.Chaturvedi invited suggestions from BIMTECH community members as to how to make the visit of His Holiness Sri Dalai Lama memorable for ever. Prof K K Krishnan’s suggestion of getting a “Bodhi Tree” planted by him was well appreciated by all.

BrainQuest 2022

Unlock Your Potential!

Battle of wits in campus loaded with enthusiasm, energy and zest

With classroom teaching going online, a break from the traditional classroom learning is essential. The employment market is saturated with graduates having the essential degrees and qualifications. As the global job market becomes increasingly mobile and competitive, university graduates must excel exceptionally to stand out from the crowd. BIMTECH organised BrainQuest 2022, a National Level Quiz competition to give students an opportunity to gauge their abilities and to expand their knowledge and business skills. This competition provided the participants from across India with this exciting opportunity today to look beyond their textual knowledge and to think out of the box and showcase their talent.

BrainQuest 2022 was hosted by BIMTECH in partnership with World of EMG with ace quizmaster Mr. Krish Banik. Mr Krish Banik with more than 20 years of experience is a corporate quizmaster who has straddled live, T.V. and radio quizzes in India and abroad for both private and public sector corporates and institutions. His quiz columns have been published in The Hindustan Times, The Times of India, The Statesman and other leading publications.

BrainQuest 2022 was conducted across India in four regional rounds from 6th February to 24th February, 2022 virtually which received registrations from across 50 top universities and colleges. Two finalists from each of these regional rounds made it to the national finale. Sutej Sharma



from NIT Jamshedpur, Pradunma Choudhury from IIT Kanpur, Aditya Pahadsingh from SSN Engineering College Chennai, Sourav Madanpuri from NIT Jamshedpur, Shubhankar Ghewade from Symbiosis Centre for Management Studies, Nagpur, Madhur Rajan Tike from RA Podar College Mumbai, Shikhar Sachan from NIT Raipur and Shauryaa Gupta from Symbiosis School of Economics Pune emerged as finalists of the regional rounds bagging cash prizes of ₹50,000 for the winner and ₹30,000 for the runner up.

BrainQuest 2022 Finals was conducted at BIMTECH as a physical event on 27th February, 2022 that began with lighting of the lamp and welcome address by Dr. Harivansh Chaturvedi, Director BIMTECH in the presence of Chief Guest - Mr. Aditya Agarwal, Vice President & Head Digital Enterprise, Maruti Suzuki India Ltd., an alumnus of BIMTECH, who enlightened the students about the importance of quizzing. He quoted, "Quizzing is necessary, it gives one competitive edge and helps you think and act fast."

After a tough battle of wits in the finals which included questions from different subjects including brands, climate change, media, digital, technology and more, Sutej Sharma from NIT Jamshedpur was declared as the best Quizzer with the sharpest brain bagging a cash prize of ₹1 Lakh. When being asked about overall experience & any particular strategy that he followed at the competition, Sharma said "Overall experience was great. They hosted us gladly & there weren't

any difficulties commuting between the cities. Particular strategy I followed was to wait for the third round to commence because the highest points up for grabs were in that round." The second position was backed by Aditya Pahadsingh, SSN College of Engineering Chennai who received cash prize of ₹50,000. On being asked about the experience he said, "Fantastic experience. Lovely event, great audience & Quizmaster; There was some good competition. It came down to the last question to decide all the positions so the event went fantastically. It was lovely to be here at BIMTECH, it's a lovely campus to look around."

Chief Guest for the event, Mr. Aditya Agarwal acknowledged the efforts of the institute and was amazed with the talent and presence of mind the participants possessed. He said it was a great learning experience for him and encouraged students to be a part of such activities and take it as a lesson in corporate learning. The event ended in high spirits and on a successful note. ●

IBM Student Achievement

First-year PGDM–Insurance Business Management students Navpreet Singh and Shreya won second and third prizes respectively in the “Write -A-Thon Contest” organized by Ethika Insurance broking Pvt. Ltd competition. They were felicitated later by Mr. Susheel Agarwal, founder, and CEO of Ethika Insurance Broking Private Limited.

Ethika Insurance broking Pvt. Ltd based in Hyderabad is a new generation insurance broker that is innovative and works in combining technology and innovation and has its focus on marketing Employee Health Insurance by making their delivery Simple, Humane, and Proactive had organized a “Write -A-Thon Contest”. A -Writing contest for articles about Insurance between Nov 29th - Dec 4th, 2021 inviting articles from insurance students all over India. •



Publication of a Blog by a Student



Our PGDM (Insurance Business Management) student Aditi Saxena penned her thoughts in her first blog 'The Warrior Mindset'. In this blog, she talks about how in these

difficult times our minds should be reprogrammed to cope with suffering and discover solutions. This blog is an outcome of a live project in the subject Applied Communication and has been developed under the guidance of Prof Saloni Sinha, Faculty-Business Communication and Mentor Majlis_BIMTECH-Debating and Theater Society. •

Industrial Visit Report Bharat Heavy Electricals Limited (BHEL), Haridwar

Birla Institute of Management technology (BIMTECH, Greater Noida), organized an Industrial Visit to Bharat Heavy Electricals, Haridwar for the PGDM-IBM Batch of 2022 & 2023 on October 30, 2021. •



Public Speaking in Mentza Circles (Audio Based Pedagogy)

To foster a Curiosity mindset, the Mentza App is used regularly in Communication classes. Audio-based learning through the 20 min conversation app helps students engage in enriching conversations with experts, develop listening skills and fight the fear of public speaking. The students self initiate panels and speak on relevant topics which are chosen by them. This exercise has enhanced their confidence to speak on public forums. The topic chosen this December was “No Requirement of Mentor in this Age of Google?” •



CulTivate

‘If you’re young and talented, it’s like you have wings’
– Haruki Murakami

The Cultural Conduit brings the essence of culture and talent to BIMTECH through our ambitious series of events, CulTivate. It provides the students of BIMTECH an open platform to showcase and express their talents through various cultural activities. It was inaugurated with vigour and grandeur on 2nd October 2021, the Foundation Day of this prestigious institute.

The Cultural Conduit organised the first episode of CulTivate on 19th November 2021. It was an event filled with laughter, rhythm and light. The campus came to life with soothing melodies, energy packed performances and creative poetry performed by the students. Culco also had a surprise for the audience where the much-awaited Freshers’21 – Broadway Backstage was announced through a flash mob by the team. The event was a great success owing to the amazing support from our audience.

The second episode of CulTivate, Adios’21, was a New Year’s Eve party organised on 31st December 2021. The members of the Music Society of BIMTECH and Footloose, our dance society, enthralled the audience with their performances. The event also had games to entertain everyone including the families of our faculty. It proved to be a fitting farewell to the year 2021 and a great beginning to the new year.

Performing in front of a crowd is never a cake walk. It requires confidence and capability. CulTivate also aims to build these essential skills in the future managers here. These events provide a stimulating experience, away from the rigor of studies and helps in reviving the talents hidden in our diverse family at BIMTECH. •



Uttarayan Festival of Food and Culture

“I come from a land where the idea of the whole world being one family is rooted in our ethos, Vasudhaiva Kutumbakam,” said our Honourable Prime Minister, Shri. Narendra Modi. The essence of our culture can be found in every nook and corner of BIMTECH, where diversity is embraced and celebrated as one family.

The best way to recognize unity and oneness is through festivals. Steeped in culture, all parts of India come alive during the beginning of the harvest season to celebrate prosperity and good luck.

Be it Lohri, Makar Sankranti, Pongal, or Bihu, all are celebrated with joy and fervour. This year, with the onset of the third wave of the pandemic, these celebrations turned virtual. The Cultural Conduit of BIMTECH organized Uttarayan'22 on the 14th and 15th of January for the students to help them embrace our culture, rejuvenate and enjoy even in these stressful times. The two-day virtual event was a huge success, lightening the atmosphere with fun and laughter.

Cultural performances by the dance and music societies of BIMTECH marked the beginning of the event. This showcased the diversity and beauty of different cultures of India through art forms including Bharatanatyam, Kathak and



Bhangra. It was followed by a fun-filled game called Kaun Bola 2.0, a cultural tambola game that tested the knowledge of participants on Indian culture, including movies, brands and advertisements. It revolved around the customs practiced in various parts of India and traditional Indian brands present in our market. The game was welcomed wholeheartedly by the students and saw high participation.

On the second day of the event, the team came up with another creative game name- “Slide Karo”. The preliminary round quizzed the knowledge of the students on Indian history and the different states of India. In the second round, the participants were given random presentations on various topics that they had to present on the spot while creating a story laced with humour. The judges were our esteemed faculty members, Prof. Dhruva Chak and Dr. Himanshi Tiwari. The evening progressed in a volley of laughs where the greatest storytellers turned out to be the first-year PGDM students, Yash Mishra and Jagriti Maggo.

Our Director, Dr. Harivansh Chaturvedi, also graced the event with his presence and valuable words of encouragement and appreciation. Our respected faculty, Prof. Manoj Pandey, Dr. K K Upadhyay and Kamal Tiwari Ji also attended the event. This event would not have been possible without the constant support and guidance from the mentor of Cultural Conduit, Dr Manosi Chaudhuri, who has been a pillar of strength to the team. Unity, hard work and dedication of the whole team combined with the support and enthusiasm of the students made a great event that showcased the rich culture of our country. •



Celebrating Republic Day

Remembering the stories of our freedom fighters and struggle of forming one of the largest democracies, on the 73rd Republic Day of India, the Cultural Conduit of Birla Institute of Management Technology celebrated this auspicious occasion with the spirit of patriotism.

The celebration started with hoisting of the national flag by Deputy Director Sir, along with National Anthem performed by The Music Society of BIMTECH and joined by all others present.

Deputy Director sir gave a very important speech highlighting Hon'ble Prime Minister's plan of Azadi ka Amrit Mahotsav informing the audience about the drafting of the constitution and how it was enforced. He also emphasised that the youth of the nation have a lot of potential and they should follow the track of learning and growth and let go off unjust methods and actions.

The speech was followed by two melodious performances by The Music Society of BIMTECH remembering the heroes of freedom and their struggle. The celebration ended with a remarkable speech by Miss Deepanshi Pandey, a student of PGDM 2nd year and Culco Executive. Highlighting the significance of The Constitution of INDIA and the day being celebrated, she talked about the contribution of Dr. B.R. Ambedkar. •



FINSURE 2.0

By Club INMOS

An event was organised by Team Club INMOS on the 13th February, 2022, "FINSURE 2.0" which was amalgamation of fun filling activities along with presence of BFSI Sector knowledge. It was the first online event of Club INMOS for the year 2022 and was conducted into two parts wherein First round was a Quiz on google forms wherein students were tested on the basis of knowledge across various dimensions of the BFSI sector.

The interested students registered through the google forms and the event received total 102 registrations which showed the curiosity of the students of BIMTECH.

Winners of FINSURE 2.0

1st Position

JAGDEEP SINGH: PGDM First Year

2nd Position

RASHI OMER: PGDM First year

3rd Position

AMAN MAHAJAN: PGDM First Year



The esteemed judges for the event were Prof Manoj K Pandey, Club INMOS Mentor and Prof Pratik Priyadarshi, our judges made the event more fun and exciting.

Out of the total 102 participants, 11 of them qualified for the Second Round, which was a proctored quiz on BFSI sector on ZOOM meetings, where the participants were given questions in which they had to identify the logos of different banks, jumbled words, crossword, emoji identification and many more. All the participants outperformed our expectations and top 3 winners were announced on the basis of points scored by them. •

Club Metier

"We look forward to nurture ardor and diligence towards Inter B-school and Corporate competition" – Club Metier

Promoting the culture of participation among the students in competitions, Club Metier is devoted to developing an ecosystem to nurture collaboration for Inter B-School & Corporate competition under the guidance of its MEntor, Prof. Rajeev Sharma. It provides an incubation arena where all the relevant information, assistance, mentoring, and other competition-related support can be provided.

As the Club lays down an environment to motivate all the stakeholders of the Institute, it also serves the vision and the mission of the institute by providing a suitable and impelling platform to the students to showcase their talent, knowledge, and skills and at the same time inculcate and hone new and better skills in the line with industry standards.



Students' Zone

Club Metier feels proud to share the following accolades of students

Bloc Boardroom Challenge
Business Line
December 2021
Runner-up, Semi Final
Team: Soumya Mukherjee & Anushree Sarkar

Sale-Able'22
IIT Roorkee
January 2022
1st Runner-up
Team: Jagdish Sinha & Md Ayaz Qureshi

Mark-A-Match, Manfest'22
IIM Lucknow
February 2022
2nd Runner-up
Team: Md Ayaz Qureshi & Jagdish Sinha

Genesis'22
XLRI Jamshedpur
March 2022
1st Runner-up
Team: Prashant Agarwal, Satyam Gaur & Vivek Goenka

X-Marketer
IIM Shillong
December 2021
1st Runner-up
Team: Sahil Athar, Pratyush Nagar & RN Shyam Sundar

Kartavyam 2.0
IIT Jodhpur
February 2022
1st Runner-up
Team: Arushi Srivastava, Amit Aryan Thakur & Anshika Monga

Parishram 2.0
VGSOM, IIT Kharagpur
February 2022
2nd Runner-up
Team: Amit Aryan Thakur, Akshita Rungta & Abhinav Sharma

MarQ-Witty, Imperium'22
MDI Gurgaon
March 2022
1st Position
Team: Aditi Bist, Pranshi Ailani & Sanskriti Verma

Ethos'22, Pronigma 3.0
IIM Sambalpur
January 2022
1st Position
Team: Sahil Athar, Sarthak Chaturvedi & Soumya Mukherjee

Yours-Digitally, Parivartan'22, DMS
IIT Delhi
February 2022
1st Runner-up
Team: Naman Chaturvedi, Muskan Bagla, Vaishnavi

Sales-Man of the Year'22
IIM Lucknow
March 2022
2nd Runner-up
Team: Ayush Shrivastava

Young Achievers Award Winner in Outstanding Professional Achievement & Contribution in Nation Building

MANSI MATHUR, Sr. Business Analyst, Allianz Technology SE

As an IT Professional my Journey in Insure-tech started the day I got associated with Birla Institute of Management and Technology from where I completed my PGDM in Insurance and got placed as an Intern in L&T infotech. As per my belief no one who is deficient but all one needs is right torchbearer.

Many such personalities came in my journey walking in BIMTECH campus. My first day memory is still fresh when I was interviewed and didn't even knew headquarters of major Insurers. As its rightly said, "A mentor is one who carves best portrait of hope in a

mind", fortunately I met many within the lecture rooms and in professional Journey as well.

Starting my career as Sr. Business Analyst in Accenture I was fortunate to work with conscientious people where exposure to AI. Throughout my 3.5 years of journey in Accenture I was awarded with "Ace awards" serving lead insurers from the US.

To take a leap from Service industry to Product based company in 2020, I decided to work for Low Code No Code technology as a consultant in Wurth IT based in Pune trying keep up strict timelines and develop Life insurance industry abiding with IRDAI regulations. This role bagged me with two consecutive "Spot on" awards. •



Faculty Updates

Faculty Development Programs



A work on "Introduction to Research Method's" By Prof Sunil Mithas conducted by Centre for faculty development BIMTECH. Prof. Sunil Mithas is a World Class Scholar and Professor at the Muma College of Business. Prof. Mithas has taught at the Robert H. Smith School of Business at the University of Maryland, and has held visiting positions at the UNSW Business School, Sydney; the University of Mannheim



PROF SUNIL MITHAS

in Germany; and in the Graduate School of Management. He earned his PhD from the Ross School of Business at the University of Michigan and an engineering degree from IIT, Roorkee. He is among top information systems scholars in the world and his interdisciplinary work in information systems, strategy, marketing, and operations management has appeared in premier business journals. •

In addition, BIMTECH faculty were nominated in groups to attended the following faculty development programs during this period

Topic	Organizer	Participants Nos.	Month
Introduction to Research Methods by Prof. Sunil Mithas	BIMTECH	25	Jan-June 2022
Quantitative research methods for scholarly publishing	O.P Jindal Global University	2	Feb-22
Global Online Certification course on Social Network Analysis & its application	NITIE	10	Jan -22
IIMCCRC 8th Case Method Workshop	IIM Calcutta	3	Sept-21
Harvard Business Publishing: Seminar on Hybrid Teaching (online)	Harvard Business Publishing Education	5	Aug-21

Individual faculty were also nominated for the following programs during this period

Faculty Name	Topic	Organizer	Month
Manosi Chaudhuri	Digital transformation and leading change	BeNext Platform	Nov-21
Chanchal Khushwaha	Program Management Seminar	CEEMAN The International Association for Management Development in Dynamic Societies, Bled, Slovenia	Aug-21
Khanindra Das	Workshop on Financial Econometrics	Dr. B.R. Ambedkar School of Economics University, Bengaluru	Aug-21
Jaya Gupta	Competency Based Interviewing Skills	T V Rao Learning Systems Pvt. Ltd	Aug-21

Management Development Programs Delivered

BIMTECH has been delivering Management Development Programs (MDPs) for the executives of public and private sector organisations. During the last quarter January 2022 to March 2022 BIMTECH delivered the following seven customised MDPs (six MDPs in online and one MDP in offline mode) for the client organisations:

Design Thinking & Innovation

BIMTECH organised 2 days long training program on "Design Thinking & Innovation" from 6 – 7 January 2022 for senior leaders of GAIL (India) Ltd. on virtual platform. Prof Sunil Sangra Professor of Strategy, Innovation & Entrepreneurship at BIMTECH delivered this training program.

The participants consisted of 13 General Managers and 17 Dy General Manager who had joined this online training program.

Business Analytics

The second training program of this quarter was organised on the topic of "Business Analytics" from 16 – 18 February for the executives of NHPC Ltd. on a virtual platform.

Prof. Amarnath Bose, Professor of Operations and Decision Science, Prof. Somonnoy Ghosh, Associate Professor, Area Head - Operations and

Decision Science, and Prof. Sourabh Bishnoi, Associate Professor of Operations and Decision Science, together delivered this training program.

25 participants consisting of Manager and Senior Manager level had attended this online training program.

Strategy & Innovation

This was the third training program of the quarter organised on the topic of "Strategy and Innovation" for the executives of NHPC Ltd. on 23 – 25 February 2022 on a virtual platform.

Prof Sunil Sangra Professor of Strategy, Innovation & Entrepreneurship at BIMTECH delivered this training program.

There were 25 participants primarily of Manager and Senior Manager level who had attended this training program.

Immersion Workshop; Mid-year review

This residential training program was organised on 2 – 5 March 2022 for the Management trainees of JK Organisation with an objective to groom young executives aligned with the Business priorities. This was the first residential training program organised after the COVID-19 pandemic restrictions and the fourth of this quarter.

The program started with the Inaugural address



from Mr. Harsh Pati Singhania, Vice Chairman & MD, JK Paper Ltd. in the presence of Mr. Prem Singh, President - Group HR, JK Organisation.

The topics of the training program consisted of Leadership, Finance for Non-finance, Design Thinking and Innovation, Customer Centricity, Execution with agility for results, Managing Self and Assertive Communication which was delivered by BIMTECH Faculty members Prof. KK Sinha, Dean – Executive Education, Prof. Dhruva Chak, Professor & Chairperson, Centre for Faculty Development, Prof. Sunil Sangra, Professor of Strategy, Innovation & Entrepreneurship, Dr. Pankaj Priya, Area Head - Marketing & Retail and Professor of Marketing, Dr. Manosi Chaudhuri, Professor of OB & HRM, Dr. Meena Bhatia, Associate Professor of Finance, and some external Faculty like Dr. VP Singh, Former Advisor, Patanjali, Mr. Anil Sharma, from Ignite HR. Some of the senior leaders from JK Organisations like Mr. AK Bajoria, Director & President (International Operations) and Member of the Board of Directors of JK Tyre & Industries and Mr. Prem Singh, President - Group HR, JK Organisation had also addressed the participants.

This training program was attended by 18 participants from different Businesses of JK Organisation.

Effective Negotiation for Better Business Contracts and Employment Relations

The fifth training program of this quarter was organised on "Negotiation" on 7 – 9 March 2022 for the executives of NHPC Ltd. on a virtual platform.

The topics consisted of Corporate Negotiation, Contract Negotiation (Domestic and

International), Financial Negotiations for Business Excellence, Negotiation machinery in managing Employment Relations, which was delivered by Dr. Navin Shrivastava, Area Head OB HR, Dr. Girish Jain, Professor of Finance from BIMTECH, Mr. Gopal Mondal, CFO, IDFC Foundation, Mr. Rakesh Seth, former Senior Vice President – Group HR, Lloyds, and Mr. OP Khorwal, former GM Corporate Planning and CPIO, NTPC Ltd.

25 participants consisting of Manager and Senior Manager level had attended this online training program.

Finance for Non-finance

The sixth training program of this quarter was organised on "Finance for Non-finance" for the executive of NTPC Ltd. from 7 – 9 March 2022 on a virtual platform.

The topics consisted of Understanding and Analysing Financial Statements, Corporate Finance for better Decision Making and Cost Accounting for Decision making which was delivered by Dr. Girish Jain, Professor of Finance, Dr. Meena Bhatia, Associate Professor of Finance and Prof. Ankur Kulshrestha, Adjunct Faculty - Professor of Finance at BIMTECH. This training program was attended by 20 participants.

HRM for Line Managers

The seventh training program of this quarter was organised on "HRM for Line Managers" for 25 middle level executives of NHPC Limited on 23 – 25 March 2022 on a virtual platform.

This training program has covered Essentials of Leadership, Human Resource Management, Maintaining Positive Employee Relations,



Research Activities During 2021-22

Research has been one of the main agendas of BIMTECH's academic activities. Accordingly, the faculty of BIMTECH has published 35 research papers in leading journals including ABDC as well as Scopus indexed journals during the academic year 2021-22 till March, 2022. 13 research papers have been published in ABDC indexed journals including one research article published in ABDC "A" category journal. Similarly, 5 articles have been published in "B" category and 7 in "C" category journals of ABDC Journal Quality List.

COVID featured prominently in the research published by our faculty during the academic year 2021-22. The pandemic was looked at from various perspectives including sustainability,

environmental change, alternative modes of education, adaptation to new patterns of work, economic interdependence, crisis communication and impact on social sector. Other articles were centered around the themes of human interventions, Consumer behavior, industry and corporate, operations and technological adoption.

Besides writing research articles in leading journals, research activities also included books publication, international collaborative research projects, organizing and participating in research conferences/seminars on topical issues and conducting doctoral programs.

Faculty member participated in these activities with lot of passion and commitment.

Faculty Name	Co-Authors	Title of paper/Article	ABDC Rating
Archana Shrivastava		Stepping up the game-meeting the needs of global business through virtual team projects	C
Archana Singh	Anuj Sharma	Acceptance of MOOCs as an alternative for internship for management students during COVID-19 pandemic: an Indian perspective	B
Arunaditya Sahay	Reeti Kulshrestha, Subhanjan Sengupta	Constituents and Drivers of Mission Engagement for Social Enterprise Sustainability: A Systematic Review	C
Aseem Kumar Mishra	Divya Shrivastava, Devesh Tarasia, Abdur Rahim	Joint optimization of production scheduling and group preventive maintenance planning in multi-machine systems	A
Khanindra Ch. Das	D. Tiwary, J. Shettigar, P. Misra	Exchange Rate Volatility and Financial Stress: Evidence from Developing Asia	B
Khanindra Ch. Das	Pengcheng Liu, Yue Lu, Bin Sheng, Lei Li	Can foreign direct investment promote BIT signing?	B
Manoj Kumar Pant		The Effect of Price Verification, Product Display, Assortment Satisfaction upon Overall Satisfaction, Online Repatronage Intention, and Customer Loyalty	B
Manoj Pareek	Monika Mittal, Nikita Dua	Consumer Behaviour Towards Social Media Advertising: A Comparative Analysis Of Companies In The Life Insurance Sector In India	B
Manosi Chaudhuri	Shruti Batra, A K Dey, Rahul Singh	Influence of transactive memory systems and strategic orientations on the performance of hospitality firms	C
Meena Bhatia		Use of information sources, annual reports and other corporate announcements: the case of large and small investors of India	C
Navin Shrivastava	Arvind Virendranath Shukla	Measuring an employer brand: a study towards valid scale development (as a second-order factor of a structural model)	C
Pooja Misra	Jaya Gupta	Impact of Covid19 on Indian Migrant Workers: Decoding Twitter Data by Text Mining	C
Shradha Kabra	Sumanjit Dass, Sapna Popli	An analysis of celebrity repositioning through reality television	C

Achievements

PROF. SUNIL SANGRA

Prof. Sunil Sangra delivered sessions on "Strategic Finance" for the Executive Program of IIM Lucknow and Wiley.



This was a 9 month program with 180 hours of live online teaching. He delivered 18 hours or 10% of the course. The 67 participants were middle to senior level finance professionals from organizations like ITC, Raymonds, Mahindra, Barclays, McKinsey, Accenture, Adani, Medtronic, Shell, AT&T, Godrej, Cargill and others. The fees for the program was ₹2.49 lakhs plus taxes, per participant.

PROF (DR) ABHIJIT K. CHATTORAJ

Prof (Dr) Abhijit K. Chattoraj Chairperson & Dean SW SS Insurance Business Management Programme BIMTECH was a panelist at Banking Finance and Insurance Institute of Nepal (BFIN),



organized a one-day conference entitled "Conference on Leadership Development for the New Normal" on 27 November 2021 at the Radisson Hotel, Kathmandu.

This conference attended by over 170 delegates, including CEOs, top executives and managers of banks and financial institutions, Insurance Companies, Senior government officials, leaders of public and private industries, and other distinguished delegates/ professionals had several rounds of insightful deliberations from prominent international speakers/ personalities from India, Bangladesh, Nepal, and Sri Lanka.

New Joining

PROF. NAVIN CHANDRA RAO

Prof. Navin C. Rao has joined the Institute as an Adjunct Faculty in the ODS area.

He is an engineering graduate from the IIT Madras (Metallurgy) batch of '91 and PGDM from IIM, Lucknow (Operations) batch of '93. He has worked in the corporate world for over 27 years in companies such as Maruti Suzuki,



JCB India, Case New Holland, and IKEA.

He decided to step out of the corporate world a couple of years back to find his "IKIGAI" or purpose and believed that Academics/Teaching is definitely a part of it. He hopes to bring

an industry perspective to the academic curriculum so that students can be better enabled to enter the corporate world.





Beautiful moments in nature captured by Mr. Rajib Sharma, Sr. Admin. Officer through mobile phone on his morning walks.

The motto was to photograph "blooming beautiful flowers, golden rays of sunlight, lovely musical sounds of wind and the birds chirping in groups and alone" in all their glory.

The pictures are also available on his social media handles, and the same have been appreciated by faculty, staff and alumni of BIMTECH.