

# Vrittant

**BIMTECH**  
BIRLA INSTITUTE  
OF MANAGEMENT TECHNOLOGY

**AACSB**

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## CELEBRATING 35 GLORIOUS YEARS OF BIMTECH



# Contents

Vol. XXII | Issue 02 | Nov.-Dec., 2022

## IN THE SPOTLIGHT

- 03 Celebrating 35 Glorious Years of BIMTECH
  - 05 Drama Festival 2022
  - 07 CESTOUR Erasmus+Project Meeting and Study Visit to Kathmandu, Nepal
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## EVENTS

- 08 Meeting of PRME, North India Held to Decide Future Activities
- 09 EU-India Relations Challenges and Opportunities in the 21st Century'
- 10 Alumni-Student Mentorship Program (IB)
- 11 Alumni-Student Mentorship Program (RM)
- 12 On Campus Immersion Programme
- 13 Yunus Social Business Centre
- 14 International Activities
- 15 Campus Programme
- 16 Independence Day Celebrations at Bimtech Vidya Kendra
- 17 AIC-BIMTECH

## NEW LEARNINGS

- 19 Centre for Management Case Development
  - 20 An Interactive Session on *Route To PhD*
  - 21 MDP on Crop Insurance
- 

## STUDENTS' ZONE

- 22 Confluence'22
  - 24 WOW 8.0: War on Waste Conducted by Food Conduit
  - 25 Haryali Teej and Saavan Food Festival
  - 26 Janmashtami Celebrations
  - 27 Hamare Ganpati
  - 27 Samanway'22
  - 28 Fictional Fiesta-Freshers 2022
  - 29 Reminisce'22
- 

## FACULTY UPDATES

- 31 Basant Kumar Birla Distinguished Scholar Award 2021
- 32 Conferral of the BIMTECH Best Teacher Awards for Academic Year 2021-22
- 32 AIMS Award
- 33 New Joining

# Celebrating 35 Glorious Years of BIMTECH 35th Foundation Day Commemorated



The 35th Foundation Day of BIMTECH was commemorated with a three-day celebration culminating in the Foundation Day Lecture on the auspicious day of 2nd October 22. The Institute paid tribute to the Father of the Nation and its founders, the Late Basant Kumar Birla Ji and Late Sarla Birla Ji, amidst a grand gathering. The Chief Guest, Shri G.N. Bajpai, Ex-Chairman, SEBI and LIC, enlightened students about the importance of ESG and encouraged them to have a holistic and sustainable approach to conducting business. Quoting “Sarve Bhavantu Sukhinah Sarve Santu Niraamayaah” as the motto for modern corporations, he averred that the Gandhian ideology shares a similar approach to social development.

Director Dr Harivansh Chaturvedi stated in his welcome address, “During the last two years of the pandemic, we have witnessed much pain, deaths, and unfortunate moments. In those troubling times, we recalled Gandhi Ji, who taught us to be empathetic towards the suffering of others.”

The BIMTECH management conferred numerous honours in keeping with its illustrious tradition of fostering valuable contributions to education and research. In memory of the founder, BIMTECH bestowed the “Basant Kumar Birla Distinguished Research Scholar” Award, 2021, on eminent researchers from private universities for their contribution to business research: Dr Sachin Mangla, O.P. Jindal Global University, Haryana; Dr Shalini Talwar, SPJMR, Mumbai; and Dr Rajesh K Singh, MDI, Gurgaon; with prize money

## In the Spotlight



amounting to Rupees Six lakhs. The “Best researcher” award in the institute (2021-22) entails a cash prize of ₹2 lakhs and a plaque were awarded to Dr Archana Shrivastava, Associate Professor and Head of the Business Communication Area. The Second Best Researcher award was awarded to Dr S.M. Fatahuddin, Assistant Professor of Marketing.

The “Best Teacher” awards (2021-22) were given to deserving professors of the institute for exemplary student engagement and teaching effectiveness. Each award consisted of a citation and prize money of ₹2 Lakhs. The institute recognised three winners- Prof. Rahul Singh (Professor), Dr Meena Bhatia (Associate Professor) and Dr Monica Mittal (Assistant Professor).

Several faculty and staff members were also felicitated for their service to the institute spanning more than a decade. Those honoured were Prof. Sunil Sangra, Prof. Manoj Kumar Pandey, Prof. Manoj Kumar Pant, and Prof. Krishna Akalakam.

The chief guest released the Annual Activity Report 2022. Books titled “Women in Education and Work Life,” “DEI in Education and Work,”

and “Beyond the Beaten Path” were also released on this momentous occasion. The celebrations concluded with a traditional community feast for more than 1,000 people of all ages and statures, thus strengthening the Birla Ethos of an inclusive, equitable and sustainable tomorrow. BIMTECH remains proud to carry out the lofty Birla legacy based on the Gandhian philosophy of Excellence with Values. ●



## Drama Festival 2022

**B**imtech Greater Noida celebrated its 35th anniversary with a two-day drama festival on September 30 and October 1. The first day saw the community witness the performance of a hard-hitting street play “NASHA” on the social evils of alcoholism and addiction at Birla Vidya Kendra, Pari Chowk. The conscience of NCR citizens was further awakened in the evening after watching the stage play Moteram Ka Satygrah, which mocks the system, particularly bureaucracy. It takes the viewer on a humorous journey to the gallery of power. Munshi Premchand adapted the short story. The protagonist Moteram has provided an examination of the bureaucratic system. The theatre group’s vibrant and lively delivery of the play captivated the audience.

The festival continued with the same zeal and enthusiasm on day two. BIMTECH organised a street play “Mard” near Yatharth Hospital in Greater Noida in collaboration with the Asmita theatre group. The drama emphasised how males are conditioned to be tough and suppress their emotions, challenging traditional masculinity conventions. The play’s effective presentation was successful in capturing the attention of passers-by and garnered high praise from the audience.

The evening show featured the stage play Jis Lahore Nai Dekhya Woh Jamyai Nai, which takes place in 1947 and is about an elderly Hindu woman in Lahore who, after being robbed of her son and family as a result of partition violence, refuses to let a Muslim refugee family from Lucknow steal her home. The Muslim family is in a desperate situation after suffering the traumatic dislocation caused by partition and is not opposed to calling in the local political goons. The goondas move in, sensing an opportunity to profit from the situation, but they are unaware of the power of human generosity.



## In the Spotlight



On September 30th, Chief Guest Professor (Dr.) Ramesh Chandra Gaur inaugurated the Indian theatrical panorama (Director, National School of Drama, New Delhi). Several plays by the famous Asmita Theatre Group were staged to instil literary and cultural values among the current generation, carrying forward the ethos and values of the Founders Syt Basant Kumar Birla and Smt. Sarala Birla. Majlis-Theatre and BIMTECH's debating society organised the drama festival. On this occasion, the chief guests were Professor (Dr.) Ramesh Chandra Gaur (NSD, NEW DELHI) and eminent playwright Shri Asghar Wajahat.

Shri Asghar Wajahat urged the youth and the audience to value hard-won freedom and to maintain communal harmony in society.

Other dignitaries felicitated were Shri Arvind Gaur (Director of Asmita Theatre Group) and guests of honor Rear Admiral Satish Bajaj (AVSM, VSM), and Commander Anil Lanba

Sarala Birla Award 2022 was presented to MS SAVEREE SRI GAUR, Senior artist, Asmita Theatre Group for her commendable contribution to bringing social change through her impactful work in the field of emancipatory theatre and movies. The award carried a citation and cash price of ₹50,000. On this day Director of Bimtech announced 50% scholarship to artist who wish to pursue business studies at BIMTECH.

Shri Asghar Wajahat implored the youth and the audience to value hard earned freedom and ensured communal harmony in the society. ●



# CESTOUR Erasmus+ Project Meeting and Study Visit to Kathmandu, Nepal



**A** Project Management Meeting and Study visit of the CESTOUR Erasmus+ Project was held between 10th Oct to 12th Oct 2022 at Kathmandu, Nepal. The meeting was a part of the ERASMUS+ project on Sustainable Tourism, supported by the European Union. From BIMTECH, The 3-day conference was attended by Dr Rahul Singh, Dr AV Shukla and Ms Pragyan Patnaik. Tribhuvan University and Global College International, Nepal, jointly organised the meeting. The overarching objective of the meeting was to review the project's progress and chart the future course of action. Seven partnering institutions attended the meeting - 3 from South Asia, namely India (3 partners), Sri Lanka (2 partners) and Nepal (2 partners) and three others from Europe, Austria, Italy and Spain.

Birla Institute of Management Technology is the national Lead of India. It has been leading the knowledge development part of the project producing a national report of India, a combined status quo report of South Asia, Good practice EU case booklet, and focus report reports along with other pieces.

BIMTECH is about to launch the CESTour BIMTECH centre formally.

Day one of the meetings chiefly revolved around reporting about the Training of Trainers Multiplier events arranged at each partnering institution. A day-long session involved presentations and discussions on the Business Plans of Centres of Excellence being set up at partnering institutions. The meeting was arranged at the Tribhuvan University campus.

Day two of the meeting was arranged at the Global College International and was devoted to discussions on the future course of action in the project. A session was used to discuss the institution of an Innovative Sustainable Case Challenge, while another discussed ways and means of dissemination and visibility enhancement. Day three involved a visit to the Centre of Excellence on the Tribhuvan University campus, a visit to the Kirtipur local government office and sightseeing.

The meeting accorded an excellent opportunity to know and interact with partnering institutions and chart the course of action for the following year. ●

# Meeting of PRME, North India Held to Decide Future Activities

A Round Table Meeting was held on the 24th of August 2022 at BIMTECH, Greater Noida, from 12:00 pm to 1:30 pm. The theme of the Round Table consisted of two action points, one –to concretise a calendar of collaborative events and two, to discuss strategies for promoting the adoption of PRME Principles in the region- by increasing the number of signatory institutions.

The vision and mission of the PRME is the need for collective and effective action on the PRME's agenda and broad base action to combat climate change and instil responsible leadership amongst the student community –making them more conscientious towards environmental sustainability, Human Rights and Corporate Social Responsibility.

The meeting was attended by PRME member Institutions such as Delhi School of Business, Fore School of Management, Institute of Management Technology, Indian Institute of Management, Luck now, Integrated Institute of Learning in Management, Jaipuria Institute of Management, Management Development Institute MDI, New Delhi Institute of Management (NDIM), RICS School of Built Environment amongst others. BIMTECH is the regional hub (North India) of the PRME India Chapter located at S.P.Jain Institute of Management Research, Mumbai. ●





# EU-India Relations Challenges and Opportunities in the 21st Century'

On September 26, 2022, it was a pleasure to have Dr. Rafal Wisniewski (PhD), Assistant Professor, Faculty of Political Science and Journalism, Adam Mickiewicz University, Poznan, Poland, and Dr. Aleksandra Jaskolska, Assistant Professor at Faculty of Political Science and International Studies, University of Warsaw, speak to students of PGDM-IB about challenges and opportunities in EU-India relations in the twenty-first century. Students spoke about the 60-year history of EU-India relations, as well as several challenges the EU is currently dealing with, such as demographic and security concerns.

Dr. Rafal Wisniewski spoke on the complexities of the relationship between the EU and India as well as how other global powers are influencing it. He talked about the ways in which the European Union is creating security regulations.

Dr. Aleksandra Jaskolska spoke on the European Union's members and one of its main problems, namely that it has a small workforce due to its low population, and that it is attempting to hire talented workers from India. She noted that the demographics on both sides can present both opportunities and disadvantages. ●



# Alumni-Student Mentorship Program (IB)



The International Business Program of BIMTECH launched ASMP in hybrid mode for IB first year students on August 20, 2022 with an objective of creating a platform to foster relationships between alumni mentors and students that lasts forever. It aims to bring together alumni mentors and student mentees to help form a rapport and strengthen the connection between them.

Senior Alumni from initial batches agreed to provide mentorship to their junior budding managers and guide them in academic and professional pursuits. Around 28 alumni agreed to mentor students of IB Program. Kunwar Piyush Singh of 2006 batch, Shinee Gambhir of 2007 batch and Anurag Nigam of 2010 batch were physically present for this Launch program while others joined on Zoom.

Activities would involve 'One-to-One Mentoring' wherein each

Mentor has been assigned 2-3 mentees. In addition, mentors may guide students regarding

- Career guidance about different available sectors and the fitment of the concerned as per their strength and preferences.
- Skill set required for various sectors and their respective job roles.
- Helps in understanding the current reality of the market with practical insights/approach.
- Helping to provide assistance with live projects.
- Helping in understanding how to cope with placement stress. •



# Alumni-Student Mentorship Program (RM)

The Retail Management Program launched the Alumni- Student Mentorship Program (ASMP) for the batch 2022-24 on Saturday, 10th of September 2022. This initiative not only helps the mentees explore future prospects in the Retail domain and gain insights into opportunities and challenges faced in the corporate world, but it also enables them to foster long lasting relationships with their mentors across the globe.

The Industry Mentors were introduced to their mentees from the First year in order to begin carving out their ways into the corporate life. The Alumni Mentors present were: Mr. Jai Yadav, Head Property and Franchising, Dabur-NewU (2004-05 batch); Mr. Jay Prakash Chhajer, GM-Distribution, PayTM Payments Bank (2007-09 batch); Pradeep Sharma, Head of Ecommerce, Maspar Industries Pvt. Ltd. (2008-10 batch); Mr. Ashutosh Krishna Tripathi, Senior Technology Consultant, Adidas (2008-10 batch); Ms. Divya

Sharma, Associate Category Manager, Snapdeal (2015-17 batch); Ms. Srishty Garg, Business Manager, ANS Commerce (2015-17 batch); Mr. Rituraj Gogoi, Product Manager, Fiserv (2008-10 batch).

BIMTECH is thankful to all the alumni mentors for being a part of ASMP and providing valuable support and guidance to our students. ●



## On Campus Immersion Programme

Escorts Kubota Limited is one of India's most well-known manufacturing companies. Faridabad, Haryana, is home to the organization's headquarters. Mr. Sumant Khanna, General Manager of International Business at Escorts Ltd., gave students of the PGDM-IB 2022-24 batch a brief introduction on August 10, 2022, at the beginning of our industrial visit. He shared about the partnership between Kubota and Escorts Pvt. Limited. Japanese multinational company Kubota Corporation is headquartered in Osaka.

Students were divided into smaller groups and sent with officials for a visit to the assembly line and other parts of the manufacturing unit. Students were escorted by Ms. Rupali Singh, Sr. Manager, and Mr. Arun V S, Executive BIMTECH.

Industrial visits can be a valuable tool in making learning more engaging and providing unique opportunities for learning certain concepts, including how businesses work by putting classroom learning into a more realistic and relevant setting. Accordingly, students have been exposed to industrial visits. Escorts' tractors are available in 70 different countries throughout the world, serving farmers and promoting national self-sufficiency. Their brand of tractors has enjoyed the trust of the farming community for the past 60 years and is a representation of dependability and trust. They have a production unit in Europe, making them the first Indian tractor firm to do so. They meet strict standards following European standards because their European range is homologated in Europe. •



### SOME OF THE LEARNINGS OF STUDENTS

- How they manage the supply chain.
- How they produce tractors in different levels like instruments and operation needed for tractors like engines, case transmission, etc.
- How they assemble the parts of tractors together and make one whole functioning tractor.
- How they manage a big working force and how efficiently they work.
- How they utilize their time as 3 shifts of 8 hours so that workers can get proper rest so that they can work the next day energetically.
- How they managed to stay alive in such a cut-throat struggle.
- How they were able to succeed in Poland and Africa despite competition from other businesses.



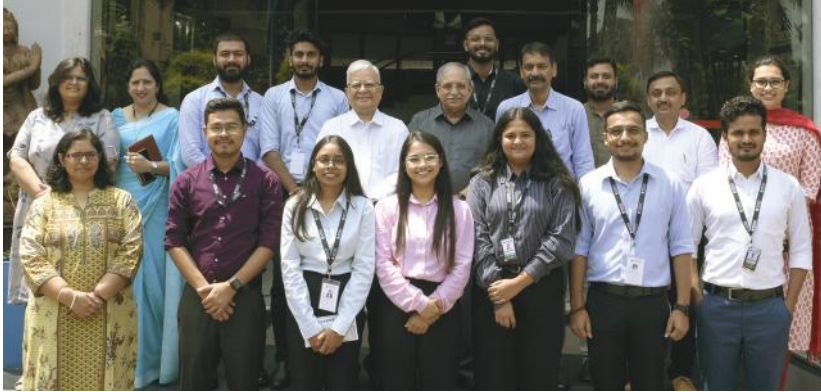
# Yunus Social Business Centre

**Y**unus Social Business Centre, BIMTECH was established on 15th September 2022 on the special occasion of Engineer's Day 15th September 2022. The center is established to advance the vision of Nobel laureate Md Yunus and his global initiative of @Yunus Centre under the leadership of Prof. Arun Sahay as Chairperson of the committee and encouragement and support from Respected Director Sir Dr. H. Chaturvedi. On this occasion the members of the committee including Prof. K.K. Upadhyay, Prof. Saloni Sinha, Prof. Inderjeet Kaur, Mr. Ajeet Rauthan, Mr. Arif Ali and Dr. Reeti Kulshrestha, Member Secretary discussed the upcoming planned events as well as brainstormed over new thoughts and ideas.

With Social Business Day-India Country Forum celebrated at BIMTECH between 28th and 29th June 2022 as a precursor, the center has two upcoming events planned for the coming year, the first one being the 'International Student Competition' scheduled in January 2023. The center looks forward to creating awareness and deepening the understanding of Social Business in society. ●



# International Activities



## **BIMTECH Welcomes International Students from Nepal**

International students from Nepal were warmly welcomed to BIMTECH for its full-time flagship PGDM program batch 2022-24. A welcome and interaction session with the students was organised in the presence of Director, Deputy Director and faculty members to help them transition to BIMTECH. Studying in a new country can be both exciting and overwhelming. Dr. H.Chaturvedi, Director BIMTECH in his address motivated and guided the students towards having a successful academic journey. It was an engaging session where students shared their experiences and expectations. They also expressed a deep sense of appreciation to BIMTECH for the continuous support and guidance. ●



## **University of Warsaw, Poland visits BIMTECH**

BIMTECH and University of Warsaw, Poland share a long standing relationship. Dr. Aleksandra Jaskólska from the Faculty of Political Science and International Studies, University of Warsaw and Dr. Rafał Wiśniewski, from the Faculty of Political Science and Journalism, Adam Mickiewicz University, Poznan visited BIMTECH on September 26, 2022 to deliver a guest lecture on "Challenges and Opportunities the India-EU relationship has in the 21st century" for students of the PGDM International Business Program. Dr. Jaskólska also addressed the students who aspire to spend their exchange trimester in University of Warsaw, Poland during the Student Exchange Program. This visit also was an opportunity to discuss the way forward for cooperation activities such as joint research and other mobility programs between both institutions. ●

## **Student Exchange Program**

After a long pause in student mobility owing to the pandemic, BIMTECH welcomed 2 international exchange students in campus from NEOMA Business School, France under its Student Exchange Program. They are enrolled in the PGDM International Business Program for one trimester. The students are excited about pursuing their trimester in BIMTECH and being able to travel and experience India. ●



## **BIMTECH and Seton Hall University, USA ink MoU**

Dr. Anupam Varma, Deputy Director BIMTECH visited Stillman School of Business, Seton Hall University USA in July 2022 to discuss about potential ways for the two institutions to collaborate in the future. Exchanges of faculty, staff, and students, collaborative research projects and publications, virtual student projects and study-abroad programs were some of the initiatives that were explored. BIMTECH and Seton Hall have signed a Memorandum of Understanding (MoU). ●

# Campus Programme



## Webinar on The Relevance of Soft Skills in Career Development

The centre organised a webinar on 'The Relevance of Soft Skills in Career Development' on 6 August 2022. Prof. Sangeeta Sharma, Professor, BITS, Pilani, was the resource person for the webinar. She said Soft skills not only support our workplace relationships but also determine our success in working with clients and business partners. Prof. Sharma further gave the learners various tips to excel in the workplace. Dr Poonam Vyas moderated the webinar. ●

## Campus Orientation Programme for PGDM (Online) Students of the Fourth Cohort

The Center for Online Studies (COOLS) organised a campus orientation programme for PGDM (online) students of the fourth cohort on 27th August 2022. The programme started with the welcome address delivered by the honourable director Dr. Harivansh Chaturvedi and the chairperson of COOLS, Prof. S.S. Dubey. It was followed by the address of the Guest of Honour, Mr Arjun Mohan, CEO upgrades. After that, there were several sessions organised to brief the learners about library resources, clubs, conduits, available career services, etc. ●



## MoU Signing Ceremony with Imarticus

A Memorandum of Understanding (MoU) was signed between Birla Institute of Management Technology (BIMTECH), Greater Noida, and Imarticus for the online PGDM Programme on 9 September 2022. Dr Anupam Varma, Deputy Director and Dean (Academics), BIMTECH and Mr Nikhil Barshikar, Founder and MD - Imarticus Learning, inked the MoU in Prof. S.S Dubey, Chairperson, Centre for Online Studies, (COOLS), BIMTECH. ●



## Meet the Admission Team

The admission team of the Centre for Online Studies (COOLS) organised a session, 'Meet the Admission Team,' for the prospective learners of cohort 4 on 31 July 2022. The session started with Prof. S.S. Dubey, chairperson of COOLS, the welcome address. After that, Prof. Manoj Pant discussed the programme structure and familiarised students with different e-resources of the BIMTECH library. ●



# Independence Day Celebrations at Bimtech Vidya Kendra

**C**SR celebrated Independence Day with all the kids and women at BIMTECH Vidya Kendra at Pari Chowk Metro Station, Greater Noida. The event started by asking all the children their views on Independence Day and what freedom meant to them. Games like Musical Chairs and Crazy Train were played. Students of BVK performed various dance performances. The National flag hoisting ceremony was done by our respected Director Sir Dr Harivansh Chaturvedi Ji. •





# AIC-BIMTECH



## BIMTECH Angels Network

Together with the Realtime Angel fund (SEBI-registered fund), Atal Incubation Centre – BIMTECH has hosted an exploratory meeting with prominent BIMTECH senior alumni. 'BIMTECH Angels Network' is an initiative to provide a forum for graduates and their networks to invest in India's most prominent startups.

The initiative is the first of its kind among other incubators to allow HNI alumni to diversify their asset class beyond mutual funds, real estate, and other assets into new age assets like 'startup equity' and 'startup debt financing'. Real time angel fund's 100-billion-dollar fund adheres to all SEBI standards. In the foreseeable future, we plan to expand and strengthen this community. •



## ESG 2022, Pitching Competition

Entrepreneurship Sports Generation partnered with AIC-BIMTECH to host its first physical event in Delhi at AIC-BIMTECH on September 20th, 2022. At this event, eight startups participated and got a chance to pitch their ideas in front of respected jury members i.e Mr. Amit Singal, Founding Partner of Fluid Ventures, Director at ASR Business Advisors & Startup Buddy Mr. Rajeev Agrawalla, CEO of Erudio Consulting Services Pvt. Ltd., and Mr. Sudip Bhattacharya who has been associated with Citibank, TATA, AIG LIC, ICICI Prudential, & LIC.. UNEAKO and Air Buddi, two startups, were the event's winners and received \$25,000 in soft infrastructure benefits each. •

## Centre Events

### Samridh Accelerator Program

Atal Incubation Centre- BIMTECH has launched the Samridh Accelerator Program in partnership with MeitY Startup Hub, a highly competitive, six months program that will support growth or scale-up stage information technology-enabled start-ups in refining and testing their value proposition with the support of the leading experts from academia and industry in India.

Startup Accelerator of MeitY for Product Innovation, Development, and Growth (SAMRIDH) scheme aims to:

- Investment up to ₹40 lac per start-up to eligible start-ups.
- Preferable Tech-based start-ups.
- KPI-driven, 6-month Accelerator cohort.
- Industry connect, Mentorship, Legal assistance, and more. •



### AIM Team along with Australian Delegate Visit

AIC-BIMTECH were elated to host Mr. Pramit Dash, Program Director-NITI Aayog, Mr. NAMAN AGRAWAL, Strategy & Innovation Specialist-NITI Aayog, and Mr. Rajeev Kumar, Consultant-NITI Aayog, who were accompanied by Australian delegates. Mr. Sanjiva de Silva, Counselor (Industry, Science, and Resources), Mr. Chandan Atreya, Senior Advisor, Science and Innovation and A/G for Resources and Energy, and Ms. May Liak, India Program Partnership Manager, CSIRO.

The Australian delegation was particularly interested in learning about the Indian incubation ecosystem, which is why they chose to visit our incubator. Farmers Family, Energinee Innovations, Air Buddi, and Healing Home Wellness, and Vymanik Aerospace, five of our startups, presented their ideas to visiting teams. •



### #Baithak

AIC-BIMTECH managed to bring together the powerpack community of their incubated startups by organizing the #Baithak (a community meet for startups & co-working space members).

Our incubatees also refer to #Baithak as "Chai pe Charcha". This time, the audience's diversity was astounding. We had our incubatees, coworkers, mentors, and investors all gathered together for this baithak with such zeal and enthusiasm.

The benefit of networking offline is the opportunity to engage in more in-depth talks with the people you meet. •



# Centre for Management Case Development

## Qualitative Case Study Research Workshop



By adopting the case method approach to qualitative research, a management faculty can discover new, more compelling research questions and amplify their theoretical contributions. A faculty can be empowered with the knowledge of the Qualitative Case Study Research (QCSR) method.

On 17th September 2022, we conducted a full-day workshop on QCSR in a physical mode, which six participants attended. The workshop covered topics such as inductive versus deductive processes; what are themes, the difference between literature review and theoretical anchoring, how to frame questions for interviews, methods of extracting pieces and building data structure tables. Participants were selected based on the abstracts submitted. During the session, each participant developed and improved the abstract and worked on the research canvas for the QCSR.

Post-workshop, they will collect data, analyse it, and show us the data structure table before they write the cases. The workshop ended with some tangible outcomes.

Encouraged by the feedback the participants shared, we have planned to conduct one QCSR Workshop every two months. Potential participants will be invited from the social media communities of scholars and management faculty that we nurture. ●

## Summer Internship Project Competition

BIMTECH Centre for Management Case Development (CMCD) conducted a competition for the second-year students of PGDM/MBA institutes on 7th September 2022. Students had to present only those summer internship projects with some research component. Each student had to work under the guidance of a faculty mentor. The competition received 79 submissions from institutes spread out of pan India.

IIM, Amritsar won the first prize of ₹10,000 and a certificate. The two-second prizes of ₹8,000 each went to submissions from BIMTECH and Rajagiri College of Social Sciences, Kochi.

The presentations were judged by a panel of two jury members drawn from IIM, Rohtak and Sri Balaji University, Pune. Our special thanks to the esteemed judges for their valuable time and for evaluating the presentations. ●



## An Interactive Session on *Route To PhD*

Centre for Research studies organised an interactive session on 'Route to PhD' on 8th October 2022. The resource person of the session was Dr Satwinder Singh, an Ex-professor of Strategy and International business. Dr Singh emphasised the importance of writing skills for a research scholar, maintaining a 'research diary', and setting internal timelines for the timely completion of a thesis. Apart from hard-core domain skills, he stressed the importance of soft skills that a research scholar should work on, such as discipline, patience, consistency, communication, and motivation. Developing the habit of reading and writing is highly essential for a scholar. The structure of the PhD thesis was thoroughly discussed, starting from the introduction to the conclusion. The research scholars were advised to follow the 'inverted pyramid approach' in the initial years to narrow their area of interest as they have recently begun their academic journey.

The scholars in advanced research areas were advised to develop the argument with less technical jargon. Last but

not least minor learning from the session for scholars was that one's survival in academics depends on how quickly one adapts to the academic culture. ●



# MDP on Crop Insurance

**C**MDC BIMTECH Organised an international residential Training Program on “Crop Insurance” from 18th July to 22nd July 2022 in Vikramshila Leadership Centre for the delegates of BRAC, Bangladesh. The training program was focused on Crop Insurance and related inputs such as Parametric Insurance, Yield Index Insurance, Hybrid Insurance and the growing use of technology in Crop Insurance.

This training program was inaugurated by Mr Malay Poddar, Chairman and Managing Director of Agriculture Insurance Co. of India, in the presence of Dr H. Chaturvedi, Director, BIMTECH.

Prof. (Dr.) Abhijit K. Chatteraj, Dean, SWSS, Prof. Manoj K. Pandey, Chairperson, CMDC, Prof Pratik Priyadarshi from BIMTECH and Guest faculty Mr Ujesh Mahtio, Mr Shahsi Prakash Singh, Mr Senthil Kumar and Ms Nima Wangmu Megeji delivered this training program. The delegates from BRAC, Bangladesh, gave excellent feedback. ●



# Confluence'22

*“To meet or depart is the way of life;  
to depart or meet is the hope of life.”*



This quote stood true when our Alumni gathered for the First HR Alumni meet at the Anand Niketan Club in Delhi, where our Alumni finally got to meet and connect after a long time. On 3rd September 2022, Birla Institute of Management Technology hosted a Chapter Meet to bring all its HR Alumni and their families together for a grand evening filled with memorable experiences.

The enthusiasm and excitement of some 20+ Alumni and their family members were at their peak for the Chapter Meet as they started arriving from 6 pm onwards. The event was a collaborative initiative of the Alumni conduit and HR stream of BIMTECH. The registrations began at 6:00 pm sharp, followed by a welcome speech where we thanked our Alumni for their overwhelming presence and for sparing time out of their busy schedules. The alums were then asked to update their details in the desired format for better facilitation, post which an ice-breaking session was conducted. Through this, the Alumni had a great chance to mingle with each other as they reminisced memories. The evening was full of fun games and activities like rapid fire, tongue twisters, and quizzes.

The alums there showed great enthusiasm while meeting their faculty and staff members.

Everyone became nostalgic as they went down memory lane discussing the stories of their past and reliving the old times through the archive of photographs hung on the memory board.

Subsequently, a briefing session was undertaken by the BIMTECH faculty comprising Dr Gagan Katiyar, Dr Navin Kumar Shrivastava, Dr Itilekha Dash, Dr Himanshi Tiwari, and Dr Jaya Gupta, and Dr Shreya Mishra. We were also graced by Mr Alok Gupta, President-Global Alumni Association of BIMTECH (GAAB).

The event received an overwhelming response from the guests and their family members.

Following were the pertinent takeaways from this event:

- Benefits of the Alumni conduit as in networking and mentorship.
- Activities that BIMTECH seeks to organise to keep Alumni engaged.
- GAAB and the purpose of the Alumni Society
- Interaction with current HR batch
- Corporate Interaction with Alumni
- Recognition and felicitation of senior HR members in DELHI NCR
- To create a forum for Delhi NCR HR Alumni
- We are strengthening the International Alumni chapters in London, Canada, and Dubai. •

*“Freedom is boundless, and it can’t be encroached upon”*

*Freedom in mind, Faith in the words,  
Pride in our soul. Let’s salute the Nation on this auspicious day...*



The Cultural Conduit (CULCO) of Birla Institute of Management Technology (BIMTECH), under the mentorship of Dr Manosi Chaudhuri, celebrated the 76th Independence Day on the college campus. The events were organised under the theme “Azadi ka Amrit Mahotsav” as named by honourable Prime Minister Shri Narendra Modi to commemorate 75 years of our Independence. The morning started with a “Prabhat Pheri” at 6:30 AM, where everyone – the faculty and the students participated with great enthusiasm and splendour. They marched with tricolour flags to the beats of ‘Kadam Kadam Badhaye Jaa...’ reminiscing the contributions of Netaji Subhash Chandra Bose. On this day, a sense of happiness and pride could be seen on the faces of all the people as India celebrated its 76th Independence Day on 15th August 2022. ●



# WOW 8.0 War on Waste Conducted By Food Conduit



**T**ry to feel what starving feels like so you won't ever have the guts to waste food anymore, The Food conduit has been waging war against the waste of food items in any form. The campaign started in 2015 and was termed "War on Waste" - WOW.

Food conduit the past seven years has been organising the WOW & they brought back this initiative this year, too – WOW 8.0. It lasted for a week, from 15 - 21 August 2022.

The aim was to bring down the plate food waste in the campus messes & turn the kitchen into a zero-waste kitchen. The goal was to spread awareness regarding the same amongst students. The campaign was inaugurated on 15 August by Director Sir after a flag-hoisting event. It was followed by a

week-long collaboration with various running clubs & conduits.

The conduit conducted the WOW in collaboration with other lines and clubs.

It was a seven-day event where the students participated in various online competitions every day:-

- 15 August: Inauguration by Director/Dean
- 16 August: Awareness Quiz by ECO CHAMBER
- 17 August: Awareness drive by VALMOR
- 18 August: Awareness act by the ALUMNI CONDUIT
- 19 August: An act by CULCO to spread awareness
- 20 August: An act by MAJLIS and an online Quiz by INMOS
- 21 August: Flashmob by the executives of FOOD CONDUIT •





# Haryali Teej & Saavan Food Festival



**F**ood Conduit this time also helped students feel the festive vibes at the campus away from the love and warmth of their homes & families.

The celebration took place on JULY 31, 2022, followed by "SAVAN food festival" in the evening. The festivities started a day before the event when mehndi artists were invited, and all girls and the females on the campus were encouraged to apply 'henna' on their hands. •



## THE WINNERS OF THE HARYALI TEEJ EVENT'S COMPETITIONS WERE

### Saree Draping Competition

Winners: Shashwat Pandey & Vaishnavi Sharma  
Runners up: Kalidas Prasad & Neshya Mary John

### Mehndi Competition

Winners: Arpita Dutta  
Runners up: Vasihanvi Sharma

### Matki Competition

Winners: Kriti Jain & Khushboo  
Runners up: Akanksha & Swati

### Special Awards

Ms TEEJ & Mr TEEJ: Vaishnavi & Amit



## Janmashtami Celebrations

*“May the flute of Lord Krishna bring peace, joy and harmony in our lives”*

The Cultural Conduit (CULCO) of Birla Institute of Management Technology (BIMTECH) celebrated Krishna Janmashtami, an annual commemoration of the birth of the Hindu Deity Lord Krishna, the eighth avatar of Vishnu, on the college campus on 19th August 2022. Students were beautifully dressed up as Krishna and Radha. The activity plaza was decorated with mango leaves and flower garlands for the celebration. Bright lights and lamps filled the environment with spiritual positivity and devotion. A special team led by Pandit Manoj Krishna Brajwasi was invited from Mathura to perform and recite the bhajans related to Krishnashtami, thereby creating a divine atmosphere and inculcating the teachings of Lord Krishna. •



## Hamare Ganpati

In the Ganesh Chaturthi festival, we celebrate Lord Ganesha's birth with great passion and devotion. To indulge the students of BIMTECH on this auspicious day, club Palette organised a team event to make a sculpture of lord Ganesha from clay and decorate it. The students showed their interest by registering for the event, and many students contacted us even after the registrations were closed who still wanted to participate. On the day of the event, the turnout of not only the participants but even the spectators was commendable.

The Guests of honour were Dr Harivansh Rai Chaturvedi (Director of BIMTECH) and Dr Anupam Verma (Deputy Director of BIMTECH).

After going through all the sculptures, our judges gave their decision, and Team "KaySee", consisting of Kriti Jain and Charu Goyal, won the first position. ●



## Samanway'22

The Cultural Conduit organised Samanway'22, the most extensive official ice-breaking session for the batch 2022-23, from 12th to 15th July. The event was a huge success, with students from all the sections showcasing their talents and battling it out for the "Best Debutant Class" trophy. Samanway also paved the way for interactions with the seniors and an introduction for the freshers into Life at BIMTECH. ●



## Fictional Fiesta-Freshers 2022

The Cultural Conduit organised the 'Fictional Fiesta-Freshers 2022', the official freshers gala for batch 22-24, on August 3rd. The event was a huge success, with students from all sections showcasing their talents and battling for Mr and Ms Freshers' titles. The program consisted of various performances, including three significant rounds of freshers' battles, i.e., Introduction, Talent Hunt, and Question & Answer. The Cusco Alumni judged the contest for the fresher's title. The entire program witnessed massive participation from the students highlighting their passion, zeal, and enthusiasm. The fashion walk of the Seniors and the introduction of the Junior Culco executive members also took place and were a big hit. Various prizes were awarded:  
Mr. & Ms. Fresher: Mr. Kaushik Jha & Ms. Sanskriti Khare  
Mr. & Ms. Best Dressed: Mr. Vaidik Nyati & Ms. Anuja Solanki  
Mr. & Ms. Star: Mr. Raghav Gupta & Ms. Tejaswini Vashistha  
The Best Debutant Class: PGDM Section D

The Freshers' evening concluded with the DJ night. The students thoroughly enjoyed and cherished the evening and their batchmates with utmost positivity, love and zest. ●



# Reminisce'22

## Chandigarh Alumni Chapter Meet-2022



In pursuit of connecting with BIMTECH's Alumni, post covid times, the Chandigarh Alumni chapter Meet was organized on 6 August, 2022, after a gap of 3 long years. Thirty-two young, spirited Chandigarh-based Alumni from all batches graced the event along with their spouses and children in Park Inn Hotel, Chandigarh.

There was a briefing session undertaken by Professor Gagan Katiyar (Chairperson, Alumni relations). The following details were shared as part of the Agenda of the Alumni Cell for the Chandigarh chapter meet (FY 2022-23)

- To include Four events in this academic year. These events may include conferences, industry get-togethers, CSR & professional meetings.
- Alumni portal and the benefits of the Alumni App.
- Request our Alumni to update their individual profiles/job changes/job postings etc., on the Alumni portal.



Chandigarh chapter conveners, Mr. Sarthak Taneja and Mr. Gaurav Bhatia were then presented with a memento as a token of appreciation. The most interactive Alumnus were also presented with gifts along with the Alumnus who graced the occasion with their spouses. The event was brought to life with professional photos and videos. ●

### Pune Alumni Chapter Meet-2022



In pursuit of connecting with BIMTECH's Alumni, Pune Chapter Alumni Meet was organised on Friday, 29 April 2022. The meeting venue was Hotel Sheraton Grand, Pune, a prestigious 5-Star Hotel based at Raja Bahadur Mill Road, Pune. BIMTECH Alumni Cell was represented by Dr Gagan Katiyar and Prof. Manoj Pant.

Some of the significant discussions held were as follows:

- Briefing about the BIMTECH Alumni Cell and its activities.
- Identify and discuss four events, including two family events and 2 CSR events conducted by Alumni in each chapter meet, in the upcoming academic year 2022-2023.
- They assign a unique role to the Alumni convenor and an Alumni co-convenor of the Pune chapter. They would be responsible for organising the above events.
- We are encouraging Alumni to increase job

postings and get engaged with the Alumni community over the digital & social platforms of BIMTECH.

- Briefing about GAAB Society and its intended objectives and requesting the alums to join GAAB (Global Alumni Association of Biotech) membership.

Mr Alok Gupta, President-GAAB (Global Alumni Association of BIMTECH), also joined the alum get-together and addressed the Alumni to foster better Alumni engagement in the future.

Discussions were also held to identify innovative ways to maintain continuous engagement with the Alumni community. 23 Alumni, along with their families, attended the meet. Informally during the dinner, the attendees shared their memories of their college days at BIMTECH. This memorable event concluded at 11 pm with a pledge to conduct the future possibilities discussed during the meeting. •

### Mumbai Alumni Chapter Meet-2022

To add to the sizzling heat of Mumbai on 30 April, 2022, 86 spirited Mumbai-based Alumni graced the event along with their spouses and children, flocking the conference hall of Karl Residency for an eventful evening.

A briefing session was undertaken by the BIMTECH faculty comprising Dr Gagan Katiyar & Prof. Manoj Pant. Also present on the Dias were Mr Alok Gupta, President-Global Alumni Association of BIMTECH (GAAB), and senior alumnus Dr Anshul Verma. The following details were shared as part of the Agenda of the Alumni Cell for the Mumbai chapter (FY 2022-23).

- To include Four events in this academic year. The events may include conferences, the industry gets together, and CSR & professional meetings.
- GAAB and the purpose of the Alumni society, including membership enhancement.
- Alumni portal and Alumni App benefits, including networking. The Alumni were also requested to update their details on the Alumni portal.

# Basant Kumar Birla Distinguished Scholar Award 2021



**B**asant Kumar Birla Distinguished Research Scholar Awards for Social Science and Management disciplines were instituted in 2019 by the Birla Academy of Arts and Culture, Kolkata, in honour of the austere genius and visionary leader, Late Basant Kumar Birla, who built businesses and institutions enriching many lives.

The goal of the award, coordinated by the Birla Institute of Management Technology, Greater NOIDA, is to encourage Indian scholars engaged in management and social sciences to compete at the global level by publishing high-quality research.

In its third year, the award committee only focused on private-sector institutes. Dr Harivansh Chaturvedi, Director, BIMTECH, opines that as an institute in the private sector, we should support faculty working with private institutes and universities who often do not access research funds.

Based on the number of research papers published in higher-ranked journals during the past five years, from 2017 to 2021, the committee has selected **Dr SACHIN KUMAR MANGLA** of Jindal Global Business School, O P Jindal Global University, Sonapat, Haryana, to be the winner of First prize of Rs. 300,000. The second prize of Rs. 200,000 is awarded to **Dr SHALINI TALWAR**, Professor, S. P. Jain Institute of Management & Research, Mumbai. The third prize of Rs. 100,000 goes to **Dr RAJESH KUMAR SINGH**, Professor, Management Development Institute, Gurgaon. The awardees will be felicitated on 2nd October 2022 during the BIMTECH Foundation Day function. ●

# Conferral of the BIMTECH Best Teacher Awards for Academic Year 2021-22

With an impetus on delivering academic eminence, BIMTECH implemented the “Best Teacher Award” scheme from the academic year 2019-20 to recognise excellence in teaching by individual faculty members of the institute. Aligning with the best practices in academics, the scheme was expanded from the academic year 2020-21, wherein three awards, one each in the category of Assistant, Associate and Full Professors, consisting of a citation and individual prize money of Rs. 200,000/- has been commissioned by the institute. These awards recognise the excellence in classroom delivery by BIMTECH faculty, displaying teaching effectiveness through the exemplary engagement of students and influencing student learning outcomes.

Continuing the tradition of inviting external academic experts, Prof. Devi Singh, one of the top educational leaders in India who developed institutes like IIM Lucknow, Flame University Pune and MDI Gurgaon, was part of the committee of senior academicians adjudging the awards for the academic year 2021-22. Nominated BIMTECH faculty members presented their novel and

innovative teaching methods, including content, delivery, course-intended learning objectives and student assessment; their contribution to the development of new classes, contributing to contemporary management theory with corporate relevance; and their continued efforts to emerge as global thought leaders with consistent and cohesive input of actions in different avenues.

With stiff competition amongst the nominees, BIMTECH announced below mentioned winners in the respective categories based on the applicable extensive evaluation criteria of the awards.



**Prof. Rahul Singh** won the Best Teacher Award (2021-22) in the Category of Professor



**Prof. Meena Bhatia** won the Best Teacher Award (2021-22) in the Category of Associate Professor



**Prof. Monika Mittal** won the Best Teacher Award (2021-22) in the Category of Assistant Professor

## Faculty Achievements

### Article Published in AACSB Insights

On 5th October, AACSB Insights, the premier online magazine of AACSB, published an article titled “Empowering Management Faculty with Case Method” by **Ajoy K. Dey** and **Shreya Mishra**.

This is the sixth article of Ajoy K. Dey that has found a place in this highly prestigious magazine AACSB. •



### AIMS Award

The Association of Indian Management Schools (AIMS) conferred its prestigious Ramaswamy P Aiyar Best Young Teacher Award to **Dr Khanindra Ch. Das**, Assistant Professor, Economics, Birla Institute of Management Technology, Greater Noida. Dr Das received the award on 27th August 2022 at the 33rd AIMS Annual Management Education Convention 2022 at GNIMS, Mumbai. •



## New Joining

### DR NISHA BAMEL

Dr Nisha Bamel is Assistant Professor at BIMTECH. She is PhD from IIT Delhi. Her PhD thesis examined how inter-partner dynamics help in enhancing joint venture competitiveness. Her research work has appeared and is under consideration in top-tier academic journals (ABDC A\*, A and B) such as the Journal of Knowledge Management, Journal of Enterprise Information Management, Benchmarking: An International Journal and so on.

His research interest includes Organizational Competitiveness, Strategic Alliances, Joint ventures and so on. She has been reviewing papers for many prestigious journals, including the Journal of Enterprise Information Management, VINE, Journal of Cleaner Production and so on. Earlier she taught at IIM Amritsar.



### DR NIDHI SAHORE

Dr Nidhi Sahore has joined BIMTECH as Assistant Professor - Finance and Accounting. She is PhD from MLSU. She has sixteen years of teaching experience.

Her area of research is corporate disclosures and the financial performance of emerging market companies. She has published 13 research papers. She is also associated with journals & conferences as an ardent reviewer.

She has conducted four corporate training assignments for Senior and Mid-Senior level executives at BHEL & National Fertilizers Limited (NFL), apart from two sponsored consultancy projects with CHINTAN Environment Research Action Group in the area of women and girl child empowerment.



### DR RUCHI ARORA

Dr Ruchi Arora has joined the Institute as Assistant Professor (Finance). She is PhD in Finance and is UGC NET qualified. She is a certified trainer in Financial Planning and Microsoft Excel.

She has rich experience in education for the last 17 years in teaching and mentoring CFP aspirant professionals. She has cleared various professional examinations of NISM, NCFM, and AFP. Her passion for research & teaching has added to many training assignments at multiple institutes like SRCC, AJNIFM, IMT-Ghaziabad, ICFP, BSE, IBI, Invertis University, New Delhi Institute of Management, Jaipuria College of Management, and Amity Business School.

She is also associated with an Ed-tech platform, Finance Gurukul and provides consultancy services to them. Her objective is to add value by enhancing the skills and knowledge of students and professionals. She has worked on many research papers and contributed through her research work "Psychological Biases and Investment decision making". She believes that helping others is helping oneself and brings peace and happiness. Her mantra for service is "Small things make a big difference".



### DR VENKATA RAMANA THANIKELLA

Dr Venkata Ramana Thanikella has joined the Institute as an Associate Professor of Finance. He is a Doctorate from Mohan Lal Sukhadia University, Udaipur (Rajasthan), and a Master's Degree holder in Commerce from Pr. Ravi Shankar Shukla University Raipur.

He is into the academic field since 1997 and has published more than 85 research papers in national and international journals, including SCOPUS, Web of Science, and ABDC listed Journals.

He is a corporate trainer in the area of Finance for non-finance executives, Working Capital Management, Direct and Indirect Taxes, Cost control techniques, Financial Decision making, Financial Reporting, GST etc. and imparted training in corporate like BEL, IFFCO, Delhi Transco Ltd., NTPC, SAIL, JCB Ltd, Department of Science and Technology, TATA motors, Apparel Export Promotion Council, Handicraft Export Promotion Council, etc.

He is the author of a book titled 'Practices in Entrepreneurship and Finance', published by Manakin Publishers, and "Psychology of Investors: A Researcher's View" published by World Lab Publishers.

Under his supervision, 14 scholars were awarded PhD.



# BIMTECH Earns Prestigious AACSB Accreditation

## Joins Ivy League of Top Global B-Schools

**B**irla Institute of Management Technology (BIMTECH) has earned the prestigious AACSB Accreditation. With this coveted international recognition, BIMTECH has joined the elite club of AACSB Accredited B-schools in India and abroad. This esteemed honour will be a game changer for BIMTECH to mark its presence in the global management education arena.

Industry demands quality business graduates from top business schools to attain a competitive advantage. The US-based accrediting body, i.e., the Association to Advance Collegiate Schools of Business (AACSB) accreditation, is considered the gold standard in management education. It is the longest-standing, most recognised form of specialised accreditation that an institution and its business programs can earn. It provides a framework of 15 international standards on which B-Schools worldwide assess the quality of their education.

AACSB-accredited B-Schools are considered to be the best business schools in the world. They are characterised by schools with better programs, better faculty, better industry-ready students, more international students, and more employers that recruit from them. In India, the association has accredited only 20 B-schools so far.

For BIMTECH, AACSB accreditation opens the possibilities for more collaborative research (at national and international levels) and faculty and student exchanges. NEP 2020 allows the top 100 business institutions in the country to have partnerships with foreign universities and business schools. AACSB accreditation will facilitate the conversion of these possibilities for BIMTECH.

Accreditation is an essential distinction for academic programs. AACSB accreditation is the largest and most recognised specialised accreditation worldwide for undergraduate, master's, and doctorate management

programs. The requirements for AACSB accreditation are very stringent. There are many benefits of graduating from an AACSB-accredited Business school. Job opportunities are likely to be more with higher starting salaries. International mobility and job opportunities abroad are likely to be enhanced because of AACSB accreditation. Drawn to a level of academic rigour that ensures a first-rate business education, the best faculty and brightest students seek out institutions with AACSB accreditation.

Our guiding principle of functioning has always facilitated the grooming of ethical global business leaders committed to inclusive growth and sustainability. The Vision, Mission and Values (VMV) of BIMTECH guide all the activities that culminate in the positive contribution to society, business education, the diversity of people and ideas, and graduates' success. Further, the ideals of BIMTECH spring from the renowned legacy of the Founders—the Birla Group—dedicated towards nation-building and preserving India's rich cultural traditions.

Systems and processes at BIMTECH are pretty robust and gel with international quality standards. However, during our AACSB accreditation journey, we could identify a few areas where we needed to revisit our systems and processes to align with AACSB Standards fully. We formed an AACSB Task Force, which monitored this alignment regularly. We sailed through this journey because of our strong collaborative team of management, faculty, staff, students, alums and all other stakeholders.

We at BIMTECH started our AACSB journey in 2015. International accreditation is a rigorous and complex process. It takes 5 to 6 years for an institute to be accredited. Due to the pandemic, the accreditation exercise

was further delayed. Since the physical visits were not possible, hence the Peer Review Team (PRT) from AACSB had to conduct the visit virtually to check the alignment of our systems and processes with their 15 Standards.

The 15 Standards of AACSB can be clubbed into four broad sections:

- **Strategic Management and Innovation:** These Standards address three critical and related components: mission and strategy, scholarship and intellectual contributions, and financial model and processes.
- **Participants – Students, Faculty, and Professional Staff:** These Standards focus on the admission, support, and progression of students, as well as on the deployment of sufficient faculty and professional staff to support mission achievement.
- **Learning and Teaching:** These Standards focus on processes for determining learning goals, designing and delivering curricula to maximise the potential for achieving the expected outcomes
- **Academic and Professional Engagement:** These Standards identify three critical activities that help business schools to connect theory and practice: (a) the teaching and learning activities fostered by degree program curricula that highlight the importance of student engagement and experiential learning; (b) executive education activities; and (c) the initial preparation, development, and ongoing engagement activities of faculty.

Globally, along with AACSB, there are two other reputed accreditation bodies: EFMD and AMBA. In the next few years, we shall explore the possibility of getting these two accreditations. It will take much effort and will require resources also. But our efforts for continuous improvement in our quality will never end.

AACSB started their activities in India around 2000, and TAPMI, Manipal, was the first Indian B-school they accredited after a decade-long effort. After that, four IIMs viz. IIM Kolkata, IIM Indore, IIM Lucknow and IIM Udaipur have received accreditation from the AACSB. During the last five years, some of the top private B-schools have been given accreditation by the AACSB. IIFT, Rajagiri Business School, Somaya Institute, SCMHRD, VIT Business School and Amrita School of Business are the recent examples of those B-schools which have got AACSB accreditation during the last five years. •





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