

“Developing ethical
leaders with
entrepreneurial and
global mindset striving
for sustainability and
inclusive growth.”



Late Dr. (Smt.) Sarala Birla & Syt. B.K. Birla

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HIGH POINTS 2019-20

BIG ACHIEVEMENT
BIMTECH Conferred the Prestigious
Category - 1
Graded Autonomy
status by AICTE

BIMTECH accorded Grade 1 Autonomy by AICTE



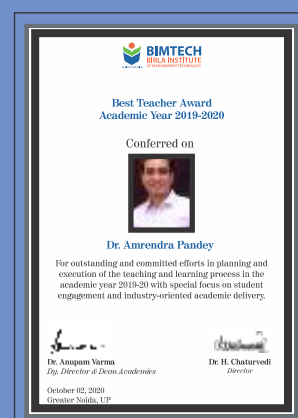
The 33rd Commencement Day Programme for the Academic Batch 2020-22 was held on July 31, 2020 on the virtual platform. The Orientation Programme for the batch was held on August 1 and 2, 2020.



Smooth transition from classroom teaching to the virtual mode in the wake of COVID 19



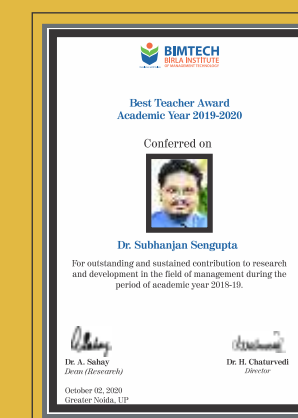
B. K Birla Global Innovation Challenge 2020 (BGIC 2020), an international global innovation challenge organized by BIMTECH & AIC-BIMTECH



Best Teacher Award conferred to Dr. Amarendra Pandey.



Four HR Roundtables organized during 2019-20 on the theme 'Leading the Social Enterprise: Reinvent with a Human Focus'.



Best Researcher Award conferred to Dr. Subhanjan Sengupta



8th AIM-AMA Sheth Foundation Doctoral Consortium and Conference 2020



The Retail Summit 2019, on the theme, "The Changing Landscape of the Retail Industry"



BIMTECH's Series of "Interactive Talks from the Top"



TRANSITioN : Indo-UK research project

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Shri Alok Gupta
Director
Pyramid Cyber Security & Forensic (P) Ltd.
New Delhi

CONFRONTING COVID 19



Message from the DIRECTOR'S DESK

The world today is dealing with a significant global challenge, the Coronavirus or COVID-19 pandemic. This unprecedented pandemic has disrupted management education. As we gradually emerge from lockdown, it is pertinent that we be resilient and agile in such difficult situations so that we can respond efficaciously and adapt to these changing times. It is important to be buoyant to be able to respond to the disruption.

We have successfully adapted to the changing and evolving realities in the current new normal. At BIMTECH we instantly shifted focus on safeguarding the safety and well-being of faculty, staff and students, ensuring business continuity while considering all the relevant guidelines. We extended our support for the community we live and operate in.

Everything around BIMTECH echoes the vision and the value system of the House of the Birlas. We take care to inculcate these ethics and values in the future managers while shaping and sharpening their mind-set with the

academic rigors. We strive hard to help develop and nurture vibrant business leaders who have the attributes to maximize their career opportunities as they make a profound and positive impact on people, companies and society at large. We aim to achieve the pinnacle of perfection and professionalism in management education.

The key to success in today's competitive and dynamic world is continuous improvement. Every institution today needs to gear up to move higher, forward and faster by utilizing its strengths, minimizing its weaknesses and building and sustaining the momentum. BIMTECH is acknowledged as one of the most prominent institutions, respected for its achievements, professional ethics, governance and innovative approach. Banking on strong fundamentals and excellent goodwill, we are poised for a new phase of dynamic growth. We at BIMTECH remain ever committed and sincere in our efforts as we strive to render quality management education with values.

Dr. H. Chaturvedi
DIRECTOR

OUR RESILIENCE...

THE CORONA EFFECT

The coronavirus pandemic, which is also being termed as a black swan event, has disrupted the rapid economic growth of countries globally. To contain the spread of the virus, countries have been compelled to shut down commercial, public and educational institutions. On March 24, 2020 the Indian government too announced nation-wide lockdown until April 14, 2020 which was extended till May 3, 2020. Although the Unlock process began in June with business and other important industries gradually opening up; the academic institutions remain closed indefinitely. Convocations, classes, International Exchanges and Program commencements have been postponed the world over including India.

In response to the present crisis, several significant measures have been implemented at BIMTECH in compliance with the directives issued by various agencies. A series of interventions have been initiated on a real-time basis to deal with the changing reality of the situation outside the campus. We have tried to successfully manage the major disruptions in management education landscape. Some such measures include:

- Extensive online sessions for training the faculty and staff were held during the lockdown on new age classroom tools like Google Class, Zoom, Microsoft Teams etc. to enable a smooth transition from classroom teaching to the online class mode. Demo classes were held within different Areas so that all faculty are comfortable in this mode of teaching and can make online sessions more engaging. Online quizzes, polls, and breakout group sessions etc. were some techniques which were rehearsed.
- Between March 24 to June 24, 30 hours of mentoring done for faculty and 10 hours for staff on various platforms such as Zoom and Google Meet, Google class, Sli.do and socrative to take the online classes for the upcoming trimesters for both second year and first year students. Faculty were enabled to use cloud storage for keeping backup to protect vital data.
- Mock sessions with second year students were also held to ensure their comfort in this mode. All 7 sections of IIInd Year students around 390 were given 1hr 30 mins. Each session over 5 days to enable them attend online class and exposure to the tools.
- Work from home Summer Internships for the students: AICTE strictly recommended work from home internships for the batch 2019-21. Companies either cancelled their SIP offers or postponed their date of joining, till the lockdown is revoked. Considering the criticality of the situation, changes were made in the implementation of Summer Internship Program 2020 to accommodate the vulnerabilities. Therefore, students were asked to do certifications courses along with dissertation or virtual internship projects from a company.

- The admission cycle was delayed. Virtual personal interviews were scheduled for some candidates as part of the admission process.
- Extended investments in IT infrastructure were made to implement the transition to the virtual mode.

IT Department is in a process of Major upgrading in terms of Hardware, Software & Bandwidth along with other activities in related areas which are as follows: -

- Moodle LMS upgrade:- earlier we were using Moodle version 3.1 and now it is upgraded to 3.8.3. From user point of view, now accessibility become more smooth and additional add-ons, which were not in older versions, Like Zoom, Big button etc. Most of the IIM's are using Moodle for education, namely IIM-Ahmedabad, IIM-Bangalore, IIM-Vishakhapatnam, and IIM-Kozhikode. We are also trying to improve performance by upgrading the hardware so that the performance of LMS becomes more powerful.
- Internet Bandwidth: - we have given order to M/s Tata Telecom to upgrade bandwidth from 400 MBPS to 1000 MBPS or IG to meet up with increasing student demand.
- New Laptops and digital boards for faculty: - to match the increased demand of the faculty for taking online classes, we have ordered 70 laptops along with some digital boards. These laptops are i5 10th Generation, 512 GB SSD, with 3 years' accidental plan. These high configuration laptops are useful for online video classes.
- Virtual Classroom:- We already have six IFP panels in six classrooms, we are upgrading these classrooms as virtual classrooms, and hence we are in a process to purchase FHD cameras.
- Online Examinations: - Currently, third term examinations for the batch 2019-20 is conducted through Moodle with necessary infrastructure and IT support provided by the IT department.

Future Plans

- Evaluate and upgrade server capacity.
- Evaluate and plan a backup cloud storage for Business continuity.
- Create and off site back up storage.
- Procurement of fireproof cabinets.
- Plan for alternate network supplier. For back up in case, the current one develops problem.

A SERIES OF WEBINARS WERE HELD.

S.No.	Date	Topic	Name of the Speaker	Platform
1.	April 29, 2020	3 Step Secret to a Fulfilling New Financial Year	HarveenBedi	Webinar
2.	April 30, 2020	Cutting Edge Insurance Domain Education Through LOMA	Ms. Amrita Sabnavis	Webinar
3.	May 01, 2020	Technology Implications Post Covid-19	Amit Rai	Webinar
4.	May 01, 2020	Retail Business Post Covid-19 Experts as follows: Dharmender Matai, 1 Rajneesh Mahajan, Jaspinder Vohra & Shubhranshu Pani	Panel Discussion by 4 Senior Industry	Webinar
5.	May 02, 2020	Contractual Risk Management	Mr. Pankaj Tomar	Webinar
6.	May 09, 2020	Design Thinking	Prof. Sunil Sangra	Webinar
7.	May 16, 2020	Journey after MBA	Mr. YogeshBellani	Webinar
8.	June 6, 2020	Parenting During Work from Home	Ms. Puroitree	Webinar
9.	June 7, 2020	Starting a 2nd Career in Academics	Dr. A K Dey	Webinar
10.	May 23, 2020	Leadership talk on Future Beyond Covid-19: Possibilities Unlimited	Mr. Raj Singh	Zoom
11.	May 29, 2020	Business Online Quiz	Classmarker Software	Online
12.	May 30, 2020	Impact of Covid-19 on India's International Trade- Challenges & Road map for Future.	Mr. Manish Singhal	Online
13.	June 2, 2020	Approach to Marketing in Post Covid Era. meet	Dr. Pankaj Priya	Google
14.	June 6, 2020	Analytics - All I wanted to know meet	Mr. Atul Tripathi	Google
15.	June 13, 2020	Event 1: Decipher your Thoughts Event 2: Quizirk	Dr. Anuj Sharma, Dr. Archana Singh, Dr. Shradha Kabra & Senior Academic Manager – Mrs. Rupali Singh.	Zoom
16.	June 27, 2020	Business Online Quiz	Classmarker Software	Online
17.	June 29, 2020	Changing Environment & Finance meet	Dr. Girish Jain	Google
18.	July 18, 2020	Art of Staying Positive meet	Dr. Navin Shrivastava	Google
19.	July 30, 2020	Business Online Quiz	Classmarker Software	



WEIGHING IN THE BALANCE



Online Examinations at BIMTECH : June-July 2020

OUR JOURNEY

The saying goes *“difficult roads lead to beautiful destinations”*, so it was in mid-March 2020 when the spread of virus had become fast and was causing unrelenting growth in COVID infections. All B-schools were seized with the problem of how online end term exams should to be conducted with students stuck in their homes in a country-wide lockdown. Bewildered with the uncertainties, we accepted the challenge and decided to articulate a new age examination system.

Opportunity Exploration

Several vendors demonstrated their platforms for online examinations with proctoring solutions which claimed to keep students from Use of Unfair Means (UFM) during examinations. These proctoring solutions we felt would not only stress students due to the “fish bowl” syndrome of being watched & monitored during exams but were far from the objective of preventing UFM.

The UGC Expert Committee’s report on online exams mentioned anon-mandatory alternate to complete pending end term assessments by using internal marks as the variable state of net connectivity pan-India could disrupt online exams. UGC however left it to the respective Institutions to decide their own strategies as long as they did not unduly further stress students in difficult times.

Paradigm Shift with Managements’ Support

Given the high cost/ imperfect solutions offered by vendors who based their commercial offers on per student per subject basis, BIMTECH internally decided not to take the easy way out of doubling internal marks but to go on their own with a case study based online end term exam using Moodle. The blended format for Term 3 assessment used an **internal: end term weightage of 70%:30%**. This decision was taken as Students were already conversant with Moodle and it was preferable to use the software rather than experimenting with a new 3rd party platform (which would entail training and getting used to for all concerned). A meeting with Class representatives of Students and the Management of BIMTECH was convened in which the concerns of students were noted and addressed viz. lack of preparedness, not having study material, difficulties encountered during preparation period etc.

Given the views of stakeholders it was decided to have an a bridged version of the end-term examination **using self-contained case study/ies** in each subject to check students’ analytical reasoning and to assess their achievement of Course Intended Learning Objectives. The Case study would be administered in 1.5 hours as against the full end term exam of 2.5 hours. There would be no proctoring but students were expected to answer the questions posed in the **case study on their own without any external help in their own handwriting using pen & paper** (on plain A4 sheets). The answer sheets would be numbered and scanned by the student after the exam along with his/her BIMTECH photo identity card. Students were given another 30 minutes to do the scanning and uploading of their answer sheets on the Moodle account of the faculty concerned. As faculty’s Moodle was pre-programmed to show the question paper on the appointed date/start time of the exam and was open for uploading of answers within 2 hours from start time it became a time bound exercise.

The monitoring and mid- course corrections during the 10 day exam period

On day one as only 2/3 of the students were able to upload answers in Moodle balance sending answer sheets by email it was decided to extend the Moodle window by 15 minutes. This led to an immediate notable improvement in answers uploaded which were more than 90% on day 2. An innovation introduced was good daily communication to the management and students of the progress of the exams. **A healthy competition was set up by naming the daily best program in terms of uploading of answer sheets in Moodle.** The students were also equipped with an alternative route to circumvent latency delays in Moodle by allowing download of the Question Paper using BIMTECH’s NAT folder and **Answer Sheet submissions** using email. This in turn added convenience as well as promoted meticulous submissions within the allotted time.

The above was coupled with good co-ordination between Examinations Department and the IT help desk in using the tracking of students during the exam using the inbuilt tracking facility in Moodle 3.8. Any excuses offered by students in not being able to connect to Moodle due to network problems could be refuted by cross checking the

student’s tracking record during the exam. The students were also made aware that their movements in Moodle were being tracked and they could not fool the Authorities with lame excuses. This revamping strategy became a game changer and we were able to ensure 100% submissions with around 95% through the Moodle platform

The New Horizon

The online Term 3 exams were concluded on 3rd July 2020. There was all round appreciation by all stake holders and no complaints were received from faculty / students. Online Relative Grading of Term 3 results has been

completed and we expect to announce the result by 31st July 2020.

Given the success of the outcome we have proposed extending the process to Terms 1 and 4 end term exams which will be held end in end October / September 2020 respectively. This coupled with online classes to be conducted/ being conducted in Term 1 and Term 4 respectively will give the faculty and students a sense of achievement of self-sufficiency and a euphoria of doing things well on one’s own without external help.. The above account is being shared as a challenge well met and tackled with a We Can approach.



A view of the Exam Control Room in BIMTECH:

IT (Niraj Jha) & members of Exam team monitoring progress of online Examination Left Mr. Rajiv Ranjan, Mr. Prince Kumar, Mr. Niraj Jha (IT), Prof. Kamal Kalra & Mr. Kapil Kumar Right Dr. Navin Shrivastava, Mr. Prince Kumar, Mr. Niraj Jha (IT), Prof. Kamal Kalra & Mr. Kapil Kumar. It can be observed that masks are used by all and social distancing is being maintained.



LANDMARKS

32nd Commencement Day DEEKSHARAMBH

Deeksharambh, the 32nd Commencement Day for the batch 2019-21, Birla Institute of Management Technology, Greater Noida was held on June 14, 2019. The incoming students and their families were welcomed to “mini India” with sobriety in the typical BIMTECH tradition with Yajna and Sarv Dharma Prarthna. On this auspicious occasion, the batch received wisdom and lifelong vision from the luminaries from industry. Chief Guest on this occasion was Shri Samit Ghosh, CEO & Managing Director, Ujjivan Financial Services Pvt. Ltd. The Guest of Honours were Shri P Dwarkanath, Non-Executive Chairman of GSK and Shri S Y Siddiqui, Chief Mentor at Maruti Suzuki.

Chief Guest, Shri Samit Ghosh, shared his inspiring journey from being a banker to CEO of Ujjivan, a micro finance company. He requested the young minds to expand their horizons and work towards staying relevant all their lives. Sharing his views on the future of Indian and world economy, Shri Ghosh said that it is on a transformative journey and hence, the Gen Z must promise to continuously upgrade their skills so as to stay relevant irrespective of changing business environments. He left a huge impact in the minds of the audience after he shared some of his experiences.



The Guest of Honor, Shri P. Dwarkanath shared the transformational story of GSK to help inculcate values and ethics among young budding managers. He was very concerned about the lack of sustainable workforce which is hindering the growth of businesses in many ways. He asked the budding managers to make the best of the learning environment provided at B-Schools like BIMTECH and leave no stone unturned in honing their soft skills while assimilating the business knowledge and industry understanding from the new age curriculum. The students need to raise their bar and become valuable intellectual capital of their organizations so as to sustain the changing economies and VUCA business environment.

The Guest of Honour, Shri S. Y. Siddiqui assured the parents and guardians about the nurturing environment that the students would find at BIMTECH and which would invariably help them grow. While sharing about the challenges faced by Maruti Suzuki due to disruptive technologies, he highlighted the future skills, competencies and mind sets mandatory for sustaining in the VUCA world. He mentioned about the changing face of HR because of excessive automation. According to him, multi-cultural competencies and interdisciplinary team skills should be developed and students should learn the art of customization as per the local infrastructure available.



LANDMARKS

32ND Foundation Day



The
Legacy of
Excellence

The 32nd Foundation Day of Birla Institute of Management Technology, Greater Noida, coincided with the 150th birth anniversary of our beloved Bapu, whose principles and virtuous influence guided, and continue to enrich the Birla legacy.

The Foundation Day celebrations at BIMTECH started on September 29, 2019 with three-day long drama festival followed by the Foundation Day Lecture on October 2, 2019, which was graced by Honorable Chief Guest, Shri Harivansh Narayan Singh, Deputy Chairman, Rajya Sabha. Shri Harivansh is an Indian journalist and politician, who has formerly worked at several different media publications throughout his career and served as an additional media advisor to former Prime Minister, Shri Chandra Shekhar.

This year the event, centered around the theme “Gandhi hi Vikalp”. In his welcome address, Dr. Chaturvedi, Director BIMTECH, beautifully articulated the Gandhian ideologies and how the essence of Gandhi’s principles still hold meaning and relevance in today’s turbulent times. The Chief Guest, Shri Harivansh in his address to the audience, gave a combination of wise and enlightening thoughts as to how adoption of Gandhian principles today can yield fruitful results for the masses. He also talked about many current and burning issues and laid emphasis on conservation of environment and how degradation of resources will soon pose serious threats to the existence of the inhabitants of the planet.

The event also saw the felicitation of BIMTECH staff and faculty members who completed a decade in serving the institution with their relentless and excellent service. People who have provided continuous and unconditional support to the institute in its important activities, and have been instrumental in the functioning of the society were also felicitated.

The Foundation day celebrations of BIMTECH concluded on a high-spirited note, keeping intact its rich legacy of traditional values and moral approach. On the 150th birth anniversary of Mahatma Gandhi, his principles and ideologies continue to sustain their meaning and relevance and can surely be embraced for the betterment of the world at large.





LANDMARKS

33rd Commencement Day DEEKSHARAMBH

Dr. Sanrupt Misra
CEO, Carbon Black Business;
Director, Chemicals; & Director,
Group Human Resources



The Commencement Day, Deeksharambh, marks the beginning of the journey to making a successful corporate career. The 33rd Commencement Day Programme for the Academic Batch 2020-22 was held on July 31, 2020. The Covid 19 pandemic has impacted globally but could not restrict our motivation and warmth to welcome our new batch. This day marks the initiation of a glorious two years of learning. This was the first time that BIMTECH went online on Facebook.

Chairperson, Board of Governors, Smt Jayashree Mohta welcomed the new batch. Members of Board of Governors, Shri Sakate Khaitan, Shri Vikas Kandoi, Shri Rajiv Kishore Dubey and Shri Alok Gupta were also present. Shri Kamal Singh and several others were present to mark this event.

Dr. Harivansh Chaturvedi, Director BIMTECH, in his address congratulated the students from the new batch and urged them to make the best use of facilities available in the institute and climb the ladder of success with grit and determination. Director Sir in his addressing showed the aspiring path towards success in the changing environment due to Covid19.

Dr. Sanrupt Misra, CEO, Carbon Black Business; Director, Chemicals; & Director, Group Human Resources for the Aditya Birla Group, was the Chief Guest on this auspicious occasion. As he addressed the new batch, he shared his experiences and learnings in his impeccable style. The purpose of business is not only to create wealth but to create value. Apart from functional excellence, students need to imbibe excellence in technology to excel in career. The purpose of education is to put us in touch with reality and to inspire us to create a vision, which is much bigger than what people are able to do ordinarily. He urged the student's to get a clarity in perspective through education. The world of business is changing at a rapid pace and we are all working towards a future, the budding managers are the architects of the future.

Dr A K Dey, shared an account of 10 years' journey of Center for Management for Case Development at BIMTECH. The Annual Reports for CMDC & CIED was formally released by the Chief Guest, Dr. Sanrupt Mishra. Dr. Anupam Varma, Dean Academics and Deputy Director of BIMTECH, proposed the Vote of Thanks and urged the students to follow the inspirational thoughts shared to mark the occasion.



THE GLOBAL REACH

ICMC
2019

INTERNATIONAL CONFERENCE ON MANAGEMENT CASES 2019



BIMTECH, in collaboration with University of Eastern Finland and University of South Florida, organized the 9th edition of the International Conference on Management Cases, ICMC 2019 on December 5 & 6, 2019. ICMC offers a platform for academic and industry oriented research, international sharing and experiential learning by academicians, practitioners, consultants, research scholars and students of management studies.

The event was inaugurated by two Keynote speakers, Prof. Matthew T. Mullarkey, Director, DBA Program, MUMA College of Business, USF, and Prof. Trevor Williamson, Case Tutor, Case Centre, UK. Among loud applause and much appreciation 14 awards were announced under three categories: BIMTECH - Dr. G D Sardana Memorial Young Scholar Award, SAGE best Case Award, and The Case Centre Award.

This year, 74 cases collectively written by 166 authors were presented and discussed in 18 concurrent technical sessions spread over two days. The conference was attended by 30 delegates from 13 foreign countries. The conference witnessed multiple sessions involving presentation of papers by distinguished research scholars on various thought provoking themes. All the selected cases were presented in parallel sessions on various themes. ICMC 2019 witnessed an array of stimulating, original, case studies, in various facets of management. The conference indeed is a steady step towards strengthening the exploration of the importance of case studies in research and teaching.

The 1st BIMTECH Case Master Workshop was organized as part of ICMC, on December 7, which included sessions by Prof. Trevor Williamson on "How to write a theory-based case", Prof. Matthew Mullarkey "Case Research: Divide and Conquer" and Prof. A. K. Dey on "Why a case is accepted for publication"? The full day workshop was attended by 44 participants. Inspired by the success of the workshop, ICMC team is encouraged to make it an annual event in which advanced designs, methods of data collection and analysis for case study research would be discussed.



THE GLOBAL REACH

Project RAINBOW (Realizing Aspirations, Interests and Brilliance of young Women): Road Travelled so far...

The multi country project envisioned by BIMTECH, Project RAINBOW, involving three Institutes of high repute like, FH Joanneum Austria, University of Jyväskylä Finland and INCOMA Spain along with two well established Indian Universities; NIRMA University Gujarat and SPSU Udaipur, cofounded by Erasmus + Program of the European Union; which started in November 2018, has completed its first year and has entered in to II year.

Project Dissemination at SURGE 2019 :

Prof. Himanshi Tiwari presented the objectives and scope of Project RAINBOW at SURGE 2019, the female alumni meet on the theme 'Entrepreneurship - An Option for Women in the Present Scenario', organised on September 28, 2019, at Birla Vidya Niketan, New Delhi, by Alumni Cell of BIMTECH.

The 3rd Consortium Meeting:

The 3rd Consortium meeting of the project was organised by Nirma University Ahmedabad, from December 2-4, 2019. Prof. Himanshi Tiwari and Dr. Rahul Singh attended the meeting. The consortium discussed the conceptualisation of the Rainbow Centres and Fitment Analysis of the Centre with the vision, mission and strategies of three Indian HEIs.

Case study at International Conference and BLOG at RAINNOW Website:

Prof. Anna Maija Lamsa from JYU Finland and Prof. Himanshi Tiwari presented activities and future plans of Project RAINBOW in ICMC 2019. A case study titled, "Career counselling at Indian universities: Cases from different regions" (2019) based on the initiatives of some the project partners for gender sensitive career planning and counselling, written by ,Lämsä A-M., Heikkinen S., Beinbauer, R., Muncherji N., Singh R., & Tiwari H. & Valcárcel C was presented.



"Participation of educated women in the Workforce in India: A teaser to begin with"

is the first blog written by Prof. Himanshi Tiwari & Dr. Rupert Beinbauer, from BIMTECH India and FHJ, Austria. It is followed by a series of blogs and research items available at the official website of the project, i.e. <http://projectrainbow.in>.

Installation of RAINBOW Centre for Women Career Counselling & Guidance at BIMTECH:

Being developed as one of the outcomes of RAINBOW Project, these Centre aim to engage with students, alumni and outside stakeholders for research, counselling and support to young women's career planning and capacity building. The Head of the Centre, Prof. Himanshi Tiwari, and Mentor Dr. Rahul Singh along with a dedicated team of representatives from Alumni Cell, Centre for Corporate Relations, PGDM & PGDM (IB) Program and Admission Office is committed for achieving envisioned goals and objectives. The Centre was launched on the eve of International Women Day on March 6, 2020.

First Online Training for RAINBOW Centre Staff:

The training was conducted from August 5-8, 2020 for 15 RAINBOW Centre staff of all three partner Institutes of INDIA, namely BIMTECH, SPSU Udaipur and NIRMA University, Ahmedabad.

The Book is Here:

The book titled, 'Career Counselling for Women's Empowerment (2020)', Bloomsbury India, is the latest publication of research and actions taken under the project. It is jointly written by all partners of the project named Lämsä A-M., Heikkinen S., Bhatt A., Beinbauer, R., Goswami S., Hollström-Mikkonen F., Lalwani S., Muncherji N., Singh R., Tiwari H. & Valcárcel C.



THE GLOBAL REACH

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TRANSSTION : Indo-UK research project



BIMTECH hosted the Kick-Off Meeting of an Indo-UK research project, TRANSSTION, funded by STFC – GCRF, UK. The UK partners are University of Sheffield (Management School), RAL Space, STFC, IBM Research at Hartree, and ASTeC-D. India academic partners are BIMTECH, NIT Goa, IIT Madras, and Jadavpur University. The Industry partners in India are CSA Hyderabad, Go4Fresh, Linde Gas Asia, and FFHP. Dr. Subhanjan Sengupta and Dr. Rahul Singh are the co-investigators for the work package of BIMTECH, in collaboration with the other academic and industry partners.

TRANSSTION will conduct an innovative multi-disciplinary and multi-institution research to identify relevant technology solutions and business models that can converge to work together for supporting interventions towards development outcomes for minimizing food loss/waste in the food supply chain from farm to fork. This is significant in developing countries such as India, where inadequate cold supply chain infrastructure results in large amount of wastage in fresh produce and inadequate value creation.

Some Updates from Centre for International Affairs

The vision and mission of the institute emphasize "Global Mindset". Over the years, the Centre for International Affairs (CIA) has been engaged in several activities with its partner universities such as student exchange, faculty exchange, research collaboration, funded projects, global immersion programs.

I. STUDENT EXCHANGE PROGRAM

Exchange Students - Outgoing

Every year a large contingent of BIMTECH students participate in the exchange program and study a term at partner universities. This academic year 2019-20 students from all the programs PGDM, PGDM-IB, PGDM-RM and PGDM-IBM applied and showed their interest for international experiential learning. Students studied at partners in AUSTRIA, AUSTRALIA, FRANCE, POLAND.

AUSTRIA	:	F H Joanneum University of Applied Sciences- 3 students
AUSTRALIA	:	Sydney Business School, University of Wollongong- 2 students
FRANCE	:	Kedge business School – 7 students NEOMA Business School- 11 students
POLAND	:	Kozminski University – 1 student University of Warsaw- 10 students

CAMPUS FRANCE VISIT TO BIMTECH: For Outgoing students

Students going to France for exchange program have to apply through Campus France. International office invited the team from Campus France to process the student documents and other visa formalities. The Campus France team spent 2 days at BIMTECH. They started with the presentation and helped the students to fill the online application form. On the second day they conducted the academic interviews. Students going to Kedge Business School and NEOMA Business School, France applied through Campus France. After receiving the NOC from Campus France the students went to VFS office for the final interview and visa stamping.





THE GLOBAL REACH

International Grants Received by BIMTECH

Having established a vibrant student exchange programme, the emphasis shifted to getting institutional grants for international mobility. The institute benefitted from the ERASMUS+ international mobility grant with its partner Kozminski University, Poland for past 5 years.

1. ERASMUS+ International Credit Mobility Grant with FH Joanneum University of Applied Sciences, Austria. Three students under the exchange program to FHJ benefitted from the grant
2. ERASMUS+ International Credit Mobility Grant with Kozminski University, Poland. One student under the exchange program to Kozminski University benefitted from the grant
3. Australian Government's- Endeavour Leadership Program Grant for spring 2020- Two students under the exchange program at Sydney Business School benefitted from the Grant.

Exchange Students - Incoming

Every year BIMTECH receives exchange students from Europe. They usually prefer to join in Fall Trimester and the Spring Trimester.

The first cohort of students came from France on September 21 and 22 and attended the orientation scheduled on 23d September. The students were from Kedge Business School and NEOMA Business School. 18 students joined programs in trimester II and V.

- Kedge Business School – 7
- NEOMA Business School- 10
- ESCA Ecole de Management , Morocco- 1

The students were here for single and double trimester. The 2nd cohort of students arrived on December 24, 2019 to study the term till April 2020. All the 9 students were from NEOMA Business School.



International Student Activities

Discover India Rural India Excursion: Organised for Incoming exchange students. The exchange students made a visit to Rural India under the experiential learning program. The exchange students visited Neemka Village and Khajpur village. The first stopover was at Birla Vidya Centre, the school opened recently by BIMTECH under Ranganathan Society. The school caters to the underprivileged students from the vicinity of PariChowk . It has 38 students of different age groups enrolled for the first time in a school. The school also has 15 women enrolled to get empowerment through education - an initiative of BIMTECH. The school space has a classroom, an office, small library and a playground. After bidding goodbye to the school children the exchange students headed for Neemka village. The school at NEEMKA village is a primary school. The exchange students got a warm welcome from the school children. The principal welcomed in the typical Indian style, by putting tilak on the forehead and garland around the neck. The school children sang the welcome song and gave dance performance displaying the cultural ethnicity of the village. Some of the exchange students joined the school children in the dance performance.

The exchange students gave their introduction and later distributed sweets among the school children. The head teacher showed us the school, introduced to other teachers and showed us the computer lab, before leaving for Khajpur village. The ride to Khajpur village, which is 2 km away was interesting on the tractor trolley. On reaching Khajpur the village Prdhan welcomed all the students in his house. He showed his farmhouse and offered tea and refreshments. The students had a good time meeting the elderly people of the village including the womenfolk. They interacted with them and tried to understand life in the village and the daily household chores that keeps them busy. It was a memorable day for the exchange students.



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Retail Carnival

- The event **VIKRAY 2020** is organised by PGDM-RM students showcasing the retail landscape of India. Exchange students from France participated in the retail carnival at BIMTECH. Coming from the RETAIL Capital of the world they participated in the MANNEQUIN CHALLENGE round and posed differently to promote the products.
- **PRAKRIDA'20**- is the annual sports event at BIMTECH. There were total 11 different disciplines for the students to participate. Students from 9 reputed Management Schools participated in the Inter College Sports event.
- International exchange students were present in the 3 days sports event. They participated in the volleyball sport.

Interaction of Students: Austria & India

- A discussion on Sustainability, Diversity and Climate Change was organised between BIMTECH students from PGDM program and MBA students of F.H. Vorarlberg, University on February 11, 2020 .
- The session was moderated by Prof. Stefanie Chen of FH Vorarlberg University who made the session very interactive. Lot of ideas were shared as the topics were contemporary and the students were able to bring up some real global issues.
- Some of the students exchanged their numbers to take their interactions outside the classrooms.

Interaction Between Incoming and Outgoing Students

Interactive session was organised between the incoming exchange students and outgoing exchange students. This initiative was more of a request from the outgoing exchange students. They wanted to know more about France – their culture about the people and the life over there. They wanted to understand and know more about the institutes Kedge Business School and NEOMA Business School- their academic program, faculty members and the courses offered. The student also took information on places of interest in France, different apps used for different purpose, student id cards, everything under the sun which could make their life

easy while they go to France. The incoming exchange students were equally inquisitive to know about BIMTECH and how they could explore India. It was a meaningful interaction with lots of information being shared. CIA office thanked the incoming exchange students for their help.

Football Match @ BIMTECH

CIA organised the football match between FRANCE 11 (exchange students) and INDIA 11 (BIMTECH Students). The match was played on the ground of RCI hostel. A large crowd of students gathered to watch the spectacular match between France and India. The theme of the match was "UNIS PAR LE SPORT- UNITED BY SPORT" Team BIMTECH won the toss. It was followed by singing the national anthem of India and FRANCE. The Sports Officer of BIMTECH opened the football game – 'SEASON 2' by kicking the ball. It was an electrifying match as both teams scored 2 goals each. Extra time was given and BIMTECH won by a lead of 3-2 score. The Dean- Student Welfare & Support Services motivated the students and congratulated them for their sporting spirit. He handed the rolling trophy to the winning team –BIMTECH eleven and distributed certificates to the winning team and participating team members. It was a memorable match.

II. INDIA STUDY PROGRAMME

AUSTRALIA: 10 MBA students and faculty member from SYDNEY BUSINES SCHOOL, UNIVERSITY OF WOLLONGONG visited BIMTECH.

AUSTRIA: MBA students of F.H. VORARLBERG UNIVERSITY were on a 9 days visit to BIMTECH. There were 9 participants including 2 faculty members.

USA: Business Management students from STILLMAN SCHOOL OF BUSINESS, SETON HALL UNIVERSITY visited BIMTECH. There were total 5 students including two faculty member.



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III. FACULTY EXCHANGE

BIMTECH faculty were invited to teach at FH Joanneum University of Applied Sciences, Austria; Kedge Business School, France; De Vinci Business School, France and Kozminski University, Poland.

ERASMUS MOBILITY GRANT:

Under the ERASMUS Mobility Grant received by BIMTECH, faculty will be visiting partner universities for teaching assignments.

AUSTRIA: Teaching at FH Joanneum University of Applied Sciences at Graz.

POLAND: Teaching assignment at Kozminski University.

Guest Lecture, Seminar, Workshop by International Faculty

- **AUSTRALIA: Dr Sandra Seno-Alday**
University of Sydney
- **AUSTRALIA: Prof PremChhetri**
Prof. RMIT University
- **AUSTRALIA: Dr. Rakesh Gupta**
Asso. Professor at Griffith University,
- **POLAND: Dr. Lukasz Golota**
Professor at the Institute of International Relations, University of Warsaw,
- **POLAND: Mr. Rafał Milczarski,**
COO Polish Airlines LOT
- **SWITZERLAND: Prof. Dr. Christoph Stückelberger,** President, Globethics.net Foundation, MoU Signed and Guest Lecture on Global Ethics
- **USA: Dr. D K Malhotra**
Professor of finance at Thomas Jefferson University
- **USA: Dr. Deepak Khazanchi**
University of Nebraska at Omaha, USA

Meetings with International Faculty @ BIMTECH

BIMTECH in pursuance of academic excellence is always on the look out for developing relationship with new universities across the continents. Meetings with the experts from different universities were organised and deliberations on tie ups were held relating to research, academics and innovation & entrepreneurship areas throughout the year.

Experts who visited BIMTECH are:

- **AUSTRIA: Prof Stefanie Chain**
Professor at F H Vorarlberg
- **AUSTRIA: Prof. Gerhild Feuerstein**
Professor at F H Vorarlberg
- **AUSTRALIA: Dr Sandra Seno-Alday**
Professor at University of Sydney
- **AUSTRALIA: Prof Prem Chhetri**
Professor, RMIT University
- **AUSTRALIA: Dr. Rakesh Gupta**
Asso. Professor at Griffith University
- **AUSTRALIA: Dr. Venkat**
Yanamandram, Professor at Sydney Business School, University of Wollongong (UOW)
- **GERMANY: Dr. Stephanie Swartz**
Professor Hochschule Mainz - University of Applied Sciences, Mainz
- **POLAND: Dr. Lukasz Golota**
Professor at the Institute of International Relations, University of Warsaw
- **POLAND: Mr. Rafał Milczarski**
President of Polish Airlines LOT
- **POLAND: Dr. Justyna Godlewska-Szyrkowa,** Vice-Dean for Student Affairs, University of Warsaw
- **POLNAD: Ms. Anna Walczowska**
Corporate Communications, LOT Polish Airlines
- **SLOVENIA: Dr. Aleksandra Kanjuc-Mrcela,** Professor & Chair of Human Resources and Social Management, Department of Sociology, University of Ljubljana, Faculty of Social Sciences, Ljubljana
- **SLOVENIA: Budec Stanic Marijana**
Professor, English, University of Ljubljana, Faculty of Social Sciences, Ljubljana
- **SLOVENIA: Ignjatovic Miroslav**
Professor, Sociology, University of Ljubljana, Faculty of Social Sciences, Ljubljana
- **SLOVENIA: Kropivnik Samo**
Professor, Political Sciences, University of Ljubljana, Faculty of Social Sciences, Ljubljana
- **SLOVENIA: Laznjak Jasminka**
Professor, Sociology, University of Ljubljana, Faculty of Social Sciences, Ljubljana
- **SLOVENIA: Luksic Igor**
Professor, Political Sciences, University of Ljubljana, Faculty of Social Sciences, Ljubljana
- **SLOVENIA: Danijela Volj**
Professor & Head of the international office at the School of Economics and Business, University of Ljubljana.
- **SWITZERLAND: Prof. Dr. H.V. Christoph Stückelberger**
President, Globethics.net Foundation
- **THAILAND: Rajendra Dalpat KHIMESRA,**
India Thai Chamber of Commerce
- **UK: Dr. C. S. Lalwani,**
Professor University of Hull
- **UK: Prof. Trevor Williamson**
Principal Lecturer, Manchester Metropolitan University Business School
- **UK: Dr Atul Mishra**
Professor Plymouth Business School
- **USA: Dr. D K Malhotra**
Professor of finance at Thomas Jefferson University
- **USA: Dr. Deepak Khazanchi**
Professor University of Nebraska at Omaha
- **USA: Dr. Mullarkey Matthew**
Professor University of South Florida
- **USA: Prof Prashant Palvia**
Professor of Information Systems from Greensboro Bryan School of Business and Economics
- **USA: Dr. Peter W. Cardon**
Professor, Department of Business Communication from Marshall School of Business, University of South California
- **USA: Dr. David Victor**
Professor, Eastern Michigan University, USA
- **USA: Prof. Sunil Mithas**
Professor of the University of South Florida
- **USA: Dr. Jodie L. Ferise**
Associate Provost for International Engagement, Chief International Officer, University of Indianapolis Center for Global Engagement
- **USA: Ms. Kay Gunyon**
Admission Officer, University of Indianapolis Center for Global Engagement
- **USA: Dr. A. D. Amar**
Professor, Stillman School of Business

International Visit by BIMTECH Faculty

Speaker at international conferences

EFMD CONFERENCES

- Dr. H. Chaturvedi, was invited as a panellist for “**What is the local impact of international partnerships**” at the EFMD Annual Conference held at Nova Business School, Portugal. The other panelists were from Skema Business School, Porto University and BSIS co-director
- Dr. H. Chaturvedi invited as panellist for “**Tradition to Education- Change of Culture: Impact of B-school on Society**” at the EFMD Asia Conference held at CFVG Vietnam
- Dr. Nimisha Singh Was one of the resource persons along with the BSIS co-director for the **BSIS Seminar** held during the EFMD Asia Conference, Vietnam.

AACSB CONFERENCE

Dr. A K Dey attended was invited as panellist for “**Designing Innovative and Evolving MBA Curriculum in a Mission Centric Way**” at the AACSB International 2019 Asia Pacific Annual Conference held in South Korea.

OTHER CONFERENCES

- Dr. A K Dey invited as speaker at the Conference “**Society 5.0 for New Human-Centered Development: Opportunities and Challenges**” at the Universitas Sriwijaya, Indonesia
- **Dr. A Sahay**, invited to deliver a Memorial Lecture on the Commemoration of Professor Joshua Doriye at IFM, Tanzania.
- **Dr. A Sahay** attended 25th Annual International Sustainable Development Research Conference, China
- **Dr. H. Chaturvedi**
Visited: Nova Business School, Portugal
Attended: EFMD Annual Conference as keynote speaker
- **Dr. A K Dey**
Visited: Nova Business School, Portugal
Attended: EFMD Annual Conference as keynote speaker

- **Prof. Rajeev Sharma**
Visited: UAE
Attended: Dubai to develop corporate relations
- **Ms. Rupali Singh**
Visited: UAE
Attended: Dubai to develop corporate relations
- **Dr. Gagan Katiyar**
Visited: London, UK
Attended: Global Alumni meet
- **Dr. Archana Shrivastava**
Visited: China Europe International Business School (CEIBS), Shanghai.
Attended two days Workshop
- **Dr. Anuj Sharma**
Visited: China Europe International Business School (CEIBS), Shanghai.
Attended two days Workshop
- **Dr. Veenu Sharma**
Visited: China Europe International Business School (CEIBS), Shanghai.
Attended two days Workshop
- **Dr. A Sahay**
Visited: China
Attended: 25th Annual International Sustainable Development Research Conference
- **Prof. Abhijeet Chatteraj**
Visited: IFM, Tanzania
Attended: Teaching Assignment at IFM, Tanzania.
- **Ms. Shreya Mishra**
Visited: Finland
Attended: Paper present in Workshop/seminar

- **Prof. Rajeev Sharma**
Visited: Dubai
Attended: Dubai to develop corporate relations
- **Ms. Rupali Singh**
Visited: Dubai
Attended: Dubai to develop corporate relations
- **Prof. N N Sharma**
Visited: Dubai
Attended: Dubai to develop corporate relations
- **Prof. N N Sharma**
Visited: Dubai
Attended: Dubai to develop corporate relations
- **Dr. A K Dey**
Visited: South Korea
Invited as speaker in AACSB Conference in South Korea.
- **Dr. A K Dey**
Visited: Indonesia
Invited as speaker in the Conference, Indonesia
- **Dr. A K Dey**
Visited: Vietnam
Attended: EFMD Asia Conference, Vietnam
- **Dr. H. Chaturvedi**
Visited: Vietnam
Attended: EFMD Asia Conference, Vietnam
- **Dr. Abha Rishi**
Visited: Vietnam
Attended: EFMD Asia Conference, Vietnam





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LEADERSHIP FORUMS

- **Dr. Nimisha Singh**
Visited : Vietnam
Invited as resource person in BSIS workshop at EFMD Asia Conference, Vietnam.
- **Dr. A Sahay**
Visited : IFM, Tanzania
To Deliver a Memorial Lecture on the Commemoration of Professor Joshua Doriye, IFM, Tanzania
- **Dr. Rahul Singh**
Visited : KEDGE Business School, France
Attended International Conference week
- **Dr. Rahul Singh**
Visited : Tribhuvan University, Nepal
Invited for Viva Voce for Doctoral Candidates
- **Prof. Abhijeet Chatteraj**
Visited : Bangladesh
Attended UNDP Project
- **Dr. Rahul Singh**
FH Joanneum, Austria
Teaching Assignment *
- **Dr Anuj Sharma**
The PôleUniversitaire Léonard de Vinci, France
Teaching Assignment *
- **Dr Nimisha Singh**
The PôleUniversitaire Léonard de Vinci, France
Teaching Assignment *
- **Dr Arindam Bannerjee**
The PôleUniversitaire Léonard de Vinci, France
Teaching Assignment *
- **Dr Veenu Sharma**
The PôleUniversitaire Léonard de Vinci, France
Teaching Assignment *
- **Dr. Nimisha Singh**
FH Joanneum, Austria under the ERASMUS Mobility Grant
ERASMUS Mobility Grant * *
- **Dr. Meena Bhatia**
Kozminski University, Warsaw, Poland
ERASMUS Mobility Grant * *

* Faculty- were to teach at Partner University. The visit is cancelled due to the Coronavirus outbreak

** FH Joanneum, Austria and Kozminski University Poland, under the ERASMUS Mobility Grant has been postponed due to the Coronavirus outbreak.

IV. NEW MOUs SIGNED:

EdCIL (India Limited), INDIA - It is a Miniratna-I category company. To increase the inflow of inbound international students through systematic brand building, marketing, social media and digital marketing campaigns.

Globeethics.net Foundation, SWITZERLAND-To promote and apply ethics in Higher Education through ETHICS (Empowerment, Transformation, Holistic Approach, Integrity, Competence, Sustainability).

Rajamangala University of Technology PhraNakhon, Bangkok, THAILAND. To participate in each other's research, teaching, and training activities on the basis of reciprocity.

V. INTERNATIONAL MEMBERSHIPS

Association of Collegiate Schools of Business (AACSB), USA
European Foundation of Management Development (EFMD), Belgium
International Association of Universities (IAU), USA
Global Business School Network (GBSN), USA

VI. VIRTUAL BUSINESS PROFESSIONAL PROJECT (VBP), IN THE MIDDLE OF COVID 19.

BIMTECH is glad to share that the experiences of our students' participation in the Virtual Business Professional Project (VBP), have been included in the article which got published in Western ABC (Association for Business Communication) Bulletin. Dr Archana Shrivastava was one of the contributing authors in the published article. Around 60 BIMTECH students, along with 485 others from 16 universities located in USA, Germany, Spain, France and 3 more countries participated in a 6-week live Virtual Business Professional (VBP) Project. 7 BIMTECH students emerged as winners based on the Final Reports submitted.

Here is the full article:

MOVING THE NEEDLE

What Happens to Global Virtual Teams When a Pandemic Hits?
Maintaining Normalcy and Stability with Disruption All Around
<https://bit.ly/2EF1v5i>

UNDP PROJECT AWARDED

United Nations Development Project (UNDP) Bangladesh awarded BIMTECH a project to "Conduct a survey on available Microinsurance products, develop and promote appropriate products through microinsurance actors to the beneficiary group under their SWAPNO project".

The research project was awarded in January 2020 and will end in October 2020. Under the project BIMTECH team consisting of Dr. Abhijit Chatteraj and Dr. Amrendra Pandey have conducted surveys of the beneficiary group (all of them marginalized women) in three districts of Bangladesh to understand their risk awareness and need to develop appropriate microinsurance products.

The project will end with a pilot study to assess the effectiveness of the developed microinsurance product. The cost of the project was USD 49,700.

HR ROUNDTABLE 2019-20

The Birla Institute of Management Technology (BIMTECH), in association with the National HRD Network and our eminent knowledge partner Deloitte, offer a platform in the form of the HR Roundtables to bring over some of the best thought leaders in the country for sharing their rich experience. BIMTECH has been organizing such Round Tables since 2011 and these offer a unique opportunity for learning and professional exchange. The theme and sub-theme therefore, selected are based on current developments as well as the future direction that human resource function is taking. Hence this keeps on updating and changing with that natural flow of change that is taking place in the global and Indian economy. The four HR Roundtables held during 2019-20 were organized on the theme 'Leading the Social Enterprise: Reinvent with a Human Focus'.

Excellence with Values

PRESENTS



ANNUAL ACTIVITY REPORT 2020 | 00



LEADERSHIP FORUMS

HR Round Table, New Delhi:

The 30th HR Round Table was held in New Delhi on the Sub-Theme “The Alternative Workforce: It's now mainstream” on August 9, 2019, at Hotel the Leela Ambience. Mr Nitin Razdan, Partner, Human Capital, Deloitte India, presented the findings of Deloitte's Survey report on “The alternative workforce”. The panel discussion on the Sub-Theme was also moderated by Mr Nitin Razdan, who raised many pertinent questions and sought the opinions of the Panelists on those issues.

The panel consisted of Mr K. S. Bakshi, Group Head – HR, InterGlobe Enterprises, Ms LipikaVerma, Director- Rewards, Global Supply Chain, Global HR, Schneider Electric India, Mr Pankaj Gupta, Head-Talent & CDI, Walmart India, Mr R.K. Mohapatra, Director – HR, Indian Oil Corporation, Mr Umesh Dhal, Chief Relationship Officer, PR, CSR and Corporate Relations, LG Electronics India and Mr Yuvaraj Srivastava, Group CHRO, MakeMyTrip (India) Pvt. Ltd.

HR Round Table, Bengaluru:

The 31st HR Round Table was held in Bengaluru on the Sub-Theme “From Employee Experience to Human Experience: Putting meaning back into work” on November,15 2019 at Hotel Taj West End. Dr Kamlesh Vyas, Partner, Human Capital Consulting, Deloitte, presented a report on the sub-theme and moderated the Panel discussion.

The Panel consisted of Mr Anirban Chakravorty, Sr. Director & Regional Head - HR, Asia Pacific, NTT Data, Mr K Lakshminarayana, CEO, Shell MRPL, Mr Mannish Kainth, Director - HR, South Asia, Tata Global Beverages, Mr Rajesh Sahay, Global Head HR, Wipro Consumer Care and Lighting and Mr Venkataramana B, Group President HR, Landmark Group.



HR Round Table, Mumbai:

The 32nd HR Round Table was held in Mumbai on the Sub-Theme “Leadership for the 21st century: The intersection of the traditional and the new” on December 13, 2019 at Hotel Taj Santacruz. Mr Badari Narayana, Director - Organisation Development and Talent Acquisition, Deloitte India, moderated the Panel discussion and raised many pertinent questions and sought the opinions of the Panelists on those issues.

The panel comprised of Ms Carmistha Mitra, Sr. Vice President, Chief Learning Officer, AXIS Group, Ms Deepali Mathur, Head Human Resource, Being Human (The Mandhana Retail Ventures Ltd.), Ms Mamta Srivastava, Director - Learning & Organisation Development, Virtusa, Dr Ritu Anand, Sr. Vice President, Chief Leadership & amp; Diversity Officer, TCS and Ms Sudarsana Sanyal, Asst. Vice President, Learning and Development, Tata Projects Ltd.

HR Round Table, Pune:

The 33rd HR Round Table was held in Pune on the Sub-Theme “Social side of an Enterprise – the changing focus” on February 7, 2020 at Hotel Hyatt Regency. The panel discussion was moderated by Mr Badari Narayana, Director - Organisation Development and Talent Acquisition, Deloitte India, who raised many pertinent questions and sought the opinions of the Panelists on those issues.

The panel consisted of Mr Amit Das, Vice President (HR), JSW Group, Mr Anand Khot, General Manager, IBM India Pvt. Ltd, Ms Poornima Batish, Founder Director, Think Equal & Co-founder, Made By Her, Ms Sharmila Bhide, CFO & Founder, CalSoft Inc and Dr Pratima Sheorey, Director, Symbiosis Centre for Management & HRD. While nearly thirty eminent business and HR leaders contributed as our revered Panellists, more than 500 delegates from industry and corporate, HR Professionals, Academicians, Entrepreneurs and senior Alumni actively attend the HR Roundtables.

LEADERSHIP FORUMS



The 8th AIM-AMA SHETH Foundation Doctoral Consortium and Conference was organized at BIMTECH, Greater Noida from January 03 to 06,2020. Prof. Jagdish Sheth of Emory University, Prof. V. Kumar of Georgia State University, Mr. Russ Klein of American Marketing Association and Dr. H. Chaturvedi, Director, BIMTECH were the consortium co-organisers. Co-chaired by Prof. A.V. Shukla, Chair, Fellow Program in Management and Prof. Pankaj Priya, Chair, Marketing Area, the theme of the consortium was ‘Innovating Customer Experiences in Digital Age’.

Marked by the august presence of more than thirty highly reputed professors and approximately hundred participating doctoral scholars and young faculty from all over the world, these four days of intense academic discourse included an inaugural ceremony, seven workshops, two plenary sessions, eight parallel Global Research Café sessions, ten track sessions on ‘Consumer Behavior’, ‘Technology and Analytics’, and ‘Strategy’, and the launch of the 50th Anniversary Edition of the iconic book Howard-Sheth Theory of Buyer Behavior authored by Prof. Jagdish Sheth. Four 90 minute workshops held on the January 3, 2020 focused on ‘Doing Programmatic Research and Publication Strategies for Making Impactful Contributions’ by Prof. A. Parasuraman, ‘Qualitative Research Methods’ by Prof. Russell Belk, ‘Publishing in top-tier Marketing Journals’ by Prof. Werner Reinartz, ‘Aiming for both Rigour



8th AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM AND CONFERENCE, 2020

and Relevance’ by Prof Rajeev Batra. A 5 hour intensive workshop on ‘Conscious Capitalism’ was offered by Prof. Ernest Cadotte. Additionally a session on ‘Doing Research: Paper and Career Chronicles in the Marketing Discipline’ by Prof. Christine Moorman and Prof. Renana Peres was also held. A very useful and relevant session on ‘Meet the Journal Editors’ was conducted, where the participants had deep thinking on publishing by talking to renowned journal editors like Prof. Christine Moorman, Editor-in-Chief, Journal of Marketing, Prof. Kelly Hewett, Editor in Chief Designate, Journal of International Marketing (JIM), Prof. Werner Reinartz, Editor of International Journal of Research in Marketing (IJRM) and Prof. David Stewart, Former Editor of the Journal of Public Policy and Marketing (JPPM).

The unveiling ceremony of Dr. Jagdish Sheth's iconic book 'The Howard - Sheth Theory of Buyer Behavior' was chaired by Dr. Chaturvedi. The new 50th Anniversary edition by Wiley Publication India has added relevant new chapters. The concluding ceremony of the Consortium was on January 5, 2020.

A one of its kind unique feature added to enhance participant experience of the Consortium and Conference was ‘Eventify’, an event app developed especially for DC2020. The app was live during the Consortium and conference and provided participants with live updates all through. It significantly improved flow of information and speedy communications within the DC community.

THE RETAIL SUMMIT, 2019

The Retail Summit 2019, on the theme, “The Changing Landscape of the Retail Industry” was organized by the Retail Management Program, BIMTECH, Greater Noida. Supported by Retailers Association of India (RAI), the Summit was held on October 11, 2019, at the Radisson Blu Noida. The legendary, Dr. Subramanian Swamy, Honourable Member of Parliament, Rajya Sabha graced the occasion as the Chief-Guest. The summit featured a stellar array of stars and CEOs including eminent academicians, esteemed delegates from respective retail industries, alumnus, faculty and the Retail Management students of BIMTECH. The Summit theme reflected the transformational nature of Retail against a landscape where business and technology are changing fast. The welcome note was delivered by Dr. Pooja Misra, Chairperson, Retail Management Programme who introduced the theme of the summit and talked about modern concepts of retailing. Dr. Swamy in his address discussed about his experiences at Harvard and emphasized that the most importance of consumer in the economy. He emphasized the importance of agriculture in the economy of the nation and how it is the

dire need of the hour to develop this area. His speech focussed on all the relevant and prevailing issues in the economy at the present moment, which is also mentioned in his recently published book, “RESET – Regaining India's Economic Legacy”.

The Summit was well planned with six well-designed sessions for an in-depth understanding of changing the Landscape of Retail Industry, where each session was specialized in its specific content.

The two interactive sessions by Mr. C.K. Kumaravel, CEO & Co-Founder, Naturals salon & spa and Mr. T.N. Hari, head HR, BigBasket were very enriching. They shared the struggle of their respective businesses and how they made it big and a force to reckon with.

The Summit received an overwhelming response and was attended by around 150 experts from the retail industry, alumni, academic institutes. Retail Summit 2019, in association with the Retailers Association of India (RAI), turned out to be a tremendous learning opportunity, not only for the students but for each individual who attended it.



NATIONAL CSR SUMMIT 2019-20

BIMTECH organized the 6th edition of the Annual CSR Summit in collaboration with NHRDN on the October 18, 2019. It was held at the Hotel Lalit Ashok, Bangalore. The theme for this year's Summit was “Leveraging CSR for Livelihood Creation at the Bottom of the Pyramid”. The Summit was well attended by over 150 delegates hailing from academia, civil society and particularly the corporate sector. There was a good representation from National Foundations, NGOs and CBOs.



The discussions and deliberations brought forth perspectives from admirable companies such as ANZ, Tata Trusts, IBM, BIAL, Hewlett Packard, GMR, Rotary International, Cap Gemini and Tanager amongst others. Representations of senior officials from the Government of Karnataka and the UNDP brought the much needed policy perspectives at local, national and international levels. The sessions delved into models which are being deployed to encourage social entrepreneurship in India, and the various ways in which communities, companies and civil society organisations can partner to help bring about lasting positive changes at a national level. Awards were also given to the prominent companies and NGOs for Award for excellence in CSR and Sustainability.



INSURANCE COLLOQUIUM 2019-20

BIMTECH Insurance Colloquium 2019 with the theme “Indian Insurance: Deciphering The Emerging Marketing Scenario” was held in Mumbai on October 4, 2019. This was the third edition of this very popular event from Insurance program of BIMTECH.

The event started with the welcome address by Dr. H. Chaturvedi, Director, BIMTECH, it was followed by theme address by Mr. Sakate Khaitan, Senior Partner – Khaitan Legal Associates and Member-BoG BIMTECH and the keynote address was delivered by Mr. Nilesh Sathe, Former Member (Life), IRDAI.

Panel discussions were moderated by Dr. Abhijit K. Chatteraj & Prof. Kakaseeri Krishnan, faculty of BIMTECH. Mr. M Ramaprasad, Ex. Member (Non-Life), IRDAI was given Life Time Achievement award for his contribution to the development of industry.

More than 100 industry professionals participated in the event. Prof. Manoj Kumar Pandey proposed vote of thanks.



LEADERSHIP FORUMS

10th INDIAN MANAGEMENT CONCLAVE 2019-20



“India's premier institutions should encourage students to go into research and teaching”

-Dr Pranab Mukherjee
Former President of India



The 10th Indian Management Conclave, IMC 2019 was held on August 2-3, 2019 at IIC, New Delhi. The Conclave was addressed by the Chief Guest, former President of India, Dr Pranab Mukherji. Two days' conclave was organised by MBA Universe.com. The Education Promotion Society for India (EPSI) and BIMTECH were engaged in organizing and promoting the conclave. 25 faculty of our institute participated in the Conclave.



Industry and academic leaders like, Shri Vineet Nayar, EXCEO, HCL, Dr Deepak C Jain, President, CIEBS, China and ExDean, Kellogs, USA, Mr Tom Robinson, President and CEO AACSB International, Dr Madhu Veeraraghavan, Director, TAPMI, Dr Shekhar Chaudhuri Former Director, IIM Calcutta, Dr Rishikesh T Krishnan, Former Director, IIM-Indore, Mr Vikash Gupta, Managing Director, Talent, Deloitte, Dr Bhimaraya Metri, Director, IIM, Tiruchirappalli, Mr Ravi Arora, Vice President, Innovation, Tata Centre were part of the conclave.

A special session was organised on the topic of "Draft New Education Policy & Implications for the Management Education". The Guest of Honour for this session was Dr Anil D Sahasrabudhe, Chairman, AICTE. Four panellists were Dr Rajan Saxena, VC, NMIMMS University, Prof Furqan Qamar, Former, Secretary General, Association of Indian Universities, New Delhi, Dr Atmanand, Director, MDI, Gurugram and Dr H Chaturvedi, Director, BIMTECH. The panel discussion was moderated by Dr H Chaturvedi.

LEADERSHIP FORUMS

A special lecture on 'The Future of Education' was delivered by Prof Vivek Wadhwa at the India International Center, New Delhi on January 8, 2020. Prof. Wadhwa is a Distinguished Fellow and Professor at Carnegie Mellon University's College of Engineering and a Distinguished Fellow at Harvard Law School's Labor and Work Life Program. The opening remarks to the lecture were given by Dr. Amitabh Kant, CEO, NITI Aayog. The closing remarks were given by Dr. Anil D Sahasrabudhe, Chairman, AICTE. The vote of thanks was delivered by Mr Kamal Singh, Executive Director, UNCG India. The event was organized under the patronage of Dr. H Chaturvedi, Director, and BIMTECH, who welcomed all the dignitaries to the event. The sponsors included EPSI, UNCG India and BIMTECH.

Prof. Wadhwa presented a very intuitive standpoint on how various technologies are evolving exponentially towards a beginning to get democratized. He stressed upon the fact that the Indian education tradition was based on the one-to-one system of guru to disciple in gurukula. But now the youth of the country need to embrace technologies and create better outcomes for society through entrepreneurial initiatives. In his speech Prof. Wadhwa emphasized upon the need to embrace application based Research & Development by leveraging foundational technologies that had already been developed in the west.

SPECIAL LECTURE BY Prof. Vivek Wadhwa



BIMTECH'S SERIES OF

“INTERACTIVE TALKS FROM THE TOP”



Under the thought leadership of Dr Harivansh Chaturvedi, Director, BIMTECH, a series was initiated to invite brilliant minds to address our students on the most crucial issues facing human civilization. The 1st in the Series, BIMTECH invited the renowned Thought Leader and Economist Dr. Ajit Ranade, Group Executive President & Chief Economist Aditya Birla Group. Dr Ranade has served on various committees of the Reserve Bank of India. On August 21, 2020, Dr Ranade addressed the topic: “Indian Economy Post COVID-19”.

A man of powerful intellect, Dr Ranade encouraged students not to believe in the gloom and doom talk. Instead, he asked them to keep the focus on the revolutionary power of digital economy (India has reached 1 billion UPI transactions in a month). What demonetization could not push India on the path of digitalization but the Corona pandemic has been successful and reaching all strata of society. In the next 10 years, digital economy will transform everything that we do. It was indeed a great opportunity and an honor to hear Dr Ranade's thoughts on a wide range of economic issues.

(For the full Facebook Live interaction, view: <https://bit.ly/2EZN37K>)

BIMTECH SIGNED

Memorandum of understanding with INDIAN INSTITUTE OF BANKING AND FINANCE (IIBF)



BIMTECH Signed Memorandum of Understanding with Indian Institute of Banking and Finance (IIBF). Indian Institute of Banking and Finance is the largest Professional Body of Bankers globally which provides specialized training to produce professional bankers. This institute has been in existence since 1928. Almost every bank - public sector, private sector and MNC banks are the members of this professional body.

BIMTECH has signed MOU with IIBF which allows our students to take the courses of the IIBF. The online examinations can be conducted in BIMTECH campus itself. On February 7, 2020, top team of IIBF led by Mr. J.N. Mishra (CEO) visited BIMTECH. He addressed the students and briefed them about the opportunities available for the students to pursue professional courses which is highly demanded in the industry. The students were very enthusiastic and interacted with Dr. Mishra on the courses and about the banking industry per se.

BIMTECH'S Presence...

- The UN Global Compact Network India (GCNI) organized its **1st Quality Education Conclave on November 1, 2019** on the theme 'Aligning NEP with SDGs: Imperatives for Industry & Academia'. The students of IBP attended this Conclave to discuss and understand the New Education Policy (NEP) and its implications to achieve the United Nations' Sustainable Development Goals. The SDG 4 talks about Quality Education for All by 2030 and also promote Industry-Academia collaborations to develop a concrete roadmap to achieve the same.

Dr. Ramesh Pokhriyal - Minister of Education, Shri Manish Sisodia - Deputy CM of Delhi, Mr. Ramanathan

Ramanan - Mission Director (NITI Aayog) and Dr. H Chaturvedi - Director, BIMTECH were among the distinguished speakers at the event.

- Dr. Harivansh Chaturvedi, Director attended the 15th Annual Higher Education Conclave of FICCI** held on November 27, 2019 at Vigyan Bhawan, New Delhi. Eminent thought leaders in Indian Higher Education exchanged views about the New Education Policy. Dr. Chaturvedi was part of the meetings with Dr Kasturirangan; Shri T V Mohandas Pai; Dr G Vishwanathan, Chancellor, VIT, Vellore; Dr Rajan Saxena, VC, NMIMS University, Mumbai; Dr Roopmanjari Ghosh, VC, Shiv Nadar University, Greater Noida; Smt Shobha Mishra Ghosh, Additional Secretary, FICCI; Dr A K Singh, VC, Sri Sri University, Cuttack, Odisha; Shri Nishit Jain, Sr Advisor, EFMD and many others was a great opportunity. Dr R.D. Sharma, Former VC, Jammu University and Dr H K Maram were also active participants in these informal meetings. Shri P Palanivel, Executive Secretary, EPSI was instrumental in arranging these meetings.
- India CSR Network organized a dialogue on the Draft National Education Policy (NEP), 2019 on 26 July at the India International Centre in New Delhi. Dr. Chaturvedi, Director BIMTECH was the Chief Guest on this occasion.
- In the AIMS 31st Annual Management Education Convention organised on August 30, 2019, at VIPS, Pitampura, Delhi on the Theme: Management Education 4.0: Strategies for Global Competitiveness Dr. Chaturvedi Chaired the session.



- Dr. Chaturvedi was the keynote speaker in the CSR & Sustainability Session in the First International Conference on the theme Corporate Governance: Issues, Challenges and Changing Paradigms. The two day Conference was organized by Global Research Foundation for Corporate Governance (GRFCG), New Delhi, India at the India International Center, New Delhi.
- Prof. N.N. Sharma met with Nobel Laureate Prof. Muhammad Yunus during an event in Mumbai on December 14, 2019 and presented him a Gandhi memento made from temple waste by Energinee Innovations, a social enterprise led by Mr Akash Singh and nurtured by BIMTECH's Atal Incubation Centre (AIC). The company aims to help temples recycle waste and enable prisoners to get a livelihood.
- BIMTECH & Dr. H Chaturvedi, Director, BIMTECH were felicitated by Dr Rashid Alleem, Chairman, Sharjah Electricity & Water Authority (SEWA) during a three-day Conference of **Alleem Business Congress 2019** at Sharjah held between Oct 7-9, 2019 for the partnership. An MoU was signed for promoting Research & Development between the organisations. The event was attended by Prof. N. N. Sharma, Prof. Rajeev Sharma and Ms. Rupali Singh.
- "Emerging Trends in CSR to Achieve SDGs. The Road Ahead": As an academic partner, BIMTECH supported the 3rd Sustainable Development Goals (SDGs) Summit on December 20, 2019. Prof. N. N. Sharma attended the Summit with other 150 delegates including heads of corporates and NGOs.
- Prof. N.N. Sharma participated in the annual event hosted by Md. Yunus. It provides a platform for academicians, researchers and practitioners for sharing experiences and insights in the area of "Social Business". The main theme of the conference was "Making money is happiness. Making other people happy is super happiness". It was attended by about 1500 participants from 59 countries.



- Prof. N. N. Sharma was invited as speaker in Development Dialogue organised by Deshpande Foundation on February 1, 2020 at Hubballi, Karnataka. Development Dialogue brings together people from diverse sectors—NGO leaders, government officials, grassroots practitioners, and impact investors—who share the common purpose of creating sustainable solutions and share insights and forge productive collaborations.



- Dr. Abhijit. K. Chattoraj delivered the keynote address on "Health Tech in Bangladesh : Scopes & Challenges" on February 9, 2020 at Dhaka Bangladesh. The seminar was presented by GDASSIST and powered by Green Delta Insurance. He later joined a panel discussion along with Ms. Farzanah Chowdhury, MD & CEO Green Delta Insurance Company; Ms. Rubaba Dowla, Founder & MD Pulse HealthCare Services ; Mr. Sajid Rahman, CEO Telenor Health; Ms. Sylvana Quader Sinha, Founder, CEO & MD Praava Health, on the same topic. The session was moderated by Dr. Natasha K, Associate Professor of Public Health at Institute of Epidemiology Disease Control and Research.
- The Department of Professional Studies CHRIST (Deemed to be university) conducted a Risk Management Conclave and Business Fest CRESCENDO 2020 on January 29 and 30, 2020 at the Bangalore City Campus. Dr. Abhijit. K. Chattoraj participated and represented BIMTECH.
- Dr. Abhijit. K. Chattoraj was the moderator in the Panel Discussion on Health Insurance in India; Opportunities & Challenges. The panel discussion was held as part of the National Insurance Tech ConNect 2020. B2B Infomedia had organized The National Insurance Tech ConNect 2020 on the theme "Reinforcing Insurance Through Future Technologies" on February 19, 2020 at New Delhi.
- Prof. Manoj Pandey participated and talked on the theme "Digital Transformation- Risk in Insurance Sector" in annual risk conference organized by Banking, Finance & Insurance Institute of Nepal (BFIN) in Kathmandu on August 14, 2019. The conference was inaugurated by the Governor of the Nepal Rastra Bank & attended by more than 200 delegates from BFSI domain.

STAMP OF EXCELLENCE

BIMTECH
Accreditation
Journey

I. National Accreditations

A. National Board of Accreditation (NBA):

All the four Postgraduate programmes, namely, PGDM, PGDM (IB), PGDM (RM) and PGDM (IBM) are accredited by the National Board of Accreditation (NBA). NBA is the highest national accrediting agency under the Ministry of HRD, is an autonomous body, with the objective of Assurance of Quality and Relevance of Education, through the mechanism of accreditation of programs offered by the institutions. The process, parameters and criteria for accreditation are in line with the best international practices and oriented to assess the outcomes of the programme. The programmes are also recognised by AIU that makes the PGDM diploma equivalent to MBA awarded by universities

In November 2019, BIMTECH received the positive intimation from AACSB, International, advising the institute to submit the final Self-evaluation Report after they recorded BIMTECH's progress over the period. The Peer Review Team is likely to visit BIMTECH during 2020-21; the last step to get the honor of AACSB accreditation.

B. Business School Impact System (BSIS) Label from EFMD the French Foundation for Management Education (FNEGE) jointly with European Foundation of Management Development (EFMD) bestowed on BIMTECH the Business School Impact System (BSIS) Label for successful completion of the BSIS Impact process and for on-going commitment to creating and increasing the impact in June 2019. The EFMD is one of the top international accreditation bodies. BSIS is the first comprehensive impact assessment tool for business schools that helps to demonstrate their impact upon its local environment – city or region.

Category 1 Graded Autonomy

In recognition to its evolution as a quality institution of reckoning, the All India Council for Technical Education in India, recently granted Category 1 Graded Autonomy to BIMTECH. It recognizes the need to create an enabling environment whereby Standalone Institutions can become institutions of Global excellence. Autonomy is pivotal in promoting and Institutionalizing excellence in higher education and the regulatory framework needs to facilitate better performing institutes.



NAAC



NBA



AACSB

II. International Accreditations and label

A. Association to Advance Collegiate Schools of Business (AACSB)

BIMTECH started the AACSB accreditation journey in the 2015. AACSB is one of the premiere international accrediting agencies. AACSB's mission is to foster engagement, accelerate innovation, and amplify impact in business education. International accreditation is a rigorous and complex process; it takes 4 to 5 years to get an institute accredited.

RESEARCH IN ACTION...

Our Research Odyssey



Doctoral Programmes

A total of 15 research scholars were admitted to the E/FPM doctoral level programs this year. At the beginning of the year there were 34 doctoral students registered with the Center, of which 7 were in Ph.D. and 27 were in E/FPM. Two scholars submitted their thesis and seven scholars were awarded the doctoral degree.

The table below presents a snapshot of the enrollment status with the Center for Research Studies.

S. No.	Doctoral Programmes	Ongoing	Awarded
Ph.D. in Affiliated Universities			
1	Mohanlal Sukhadia University, Udaipur Thesis submitted (during 2018-19)	06	06
		01	-
	Sub Total	07	
Fellow Programmes Affiliated from AICTE			
2	FPM Programme (BIMTECH) Thesis submitted (during 2018-19)	07	01
		01	-
3	EFPM Programme (BIMTECH)	19	-
	Sub Total (2+3)	27	-
	Grand Total (Ph.D. +E/FPM)	34	07

Orientation Program of FPM/ EFPM Scholars batch 2020.

The Orientation Programme for the 2020 batch of Fellow/Executive Fellow Programme in Management at the Birla Institute of Management Technology (BIMTECH), was held on online platform in Zoom meeting room on Sunday, August 2, 2020, between 7pm – 9 pm in the august presence of the Director, Dean (Research), Chairperson (Centre for Research) and Coordinator (E/FPM Programme), along with the Research Scholars and Alumni. The Chief Guest for the Program was Padma Bhushan Professor (Dr.) Jagdish Sheth. Prof. Sheth is Charles H. Kellstadt Professor of Business in the Goizueta Business School at Emory University.



RESEARCH IN ACTION...



Jagdish Sheth Best Thesis Award- BIMTECH's initiative to promote research at doctoral level

An Endowment of Rs. 5 lacs was created by the Eminent Professor Jagdish N. Sheth from Emory University, US in 2012, instituting a Best Thesis Award to recognize good research at the doctoral level conducted at the Institute. The Award, which includes a cash prize of Rs. 50,000 along with a citation is conferred annually on a selected researcher who has been awarded Ph.D/FPM through the Centre for Research Studies, BIMTECH in the previous year. The Award was conferred on Dr. Subhanjan Sengupta for his dissertation on "Framework for Market Orientation and Social Value Creation by Social Enterprises in New and Renewable Energy Sector" under the guidance of Dr. A. Sahay.

The following scholars have submitted their thesis for the award of Ph.D./FPM Degree in Management:

Nitin Mohan
Guide: Dr. Shri Prakash
University: MLS University

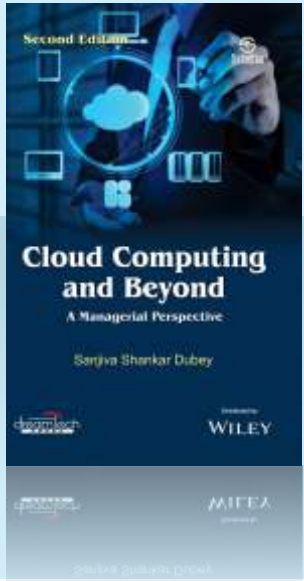
Harbir Singh
Guide: Dr. A.K. Dey
University: BIMTECH

Ph.D.'s Degree Awarded during the year:

1. **Dr. Shreya Mishra** has been awarded Fellow in Management under the guidance of Dr. Manosi Chaudhuri and Dr. A. K. Dey by BIMTECH. Thesis title "Workplace Bullying among Employees in Indian Organizations: An Exploratory Study"
2. **Dr. Neeti** has been awarded Ph.D. Degree in Management under the guidance of Dr. P. Nayak by Mohanlal Sukhadia University, Udaipur. Thesis title "Work- Life Balance of Faculty in AICTE Approved B-Schools in National Capital Region, India"
3. **Dr. Monika Punni** has been awarded Ph.D. Degree in Management under the guidance of Dr. Manosi Chaudhuri by Mohanlal Sukhadia University, Udaipur. Thesis title "Assessing the Significance of Social Media in Recruitment Among Indian IT Firms"
4. **Dr. Nitin Aggarwal** has been awarded Ph.D. Degree in Management under the guidance of Dr. Manosi Chaudhuri by Mohanlal Sukhadia University, Udaipur. Thesis title "A Study of Employee Engagement In Concessionaires of Indira Gandhi International Airport"
5. **Dr. Mwila Joseph Mulenga** has been awarded Ph.D. Degree in Management under the guidance of Dr. Meena Bhatia by Mohanlal Sukhadia University, Udaipur. Thesis title "Value Relevance and Predictive Ability of Accounting Information in Indian Stock Market"
6. **Dr. Sapna Mathur** has been awarded Ph.D. Degree in Management under the guidance of Dr. Kartik Dave by Mohanlal Sukhadia University, Udaipur. Thesis title "A Study of Consumer Behaviour With Regards To Green Marketing Practices: A Comparative Analysis of Delhi-NCR And Ahmedabad- Vadodara Region"
7. **Dr. Amandeep Dhaliwal** has been awarded Ph.D. Degree in Management under the guidance of Dr. A. Sahay by Mohanlal Sukhadia University, Udaipur. Thesis title "Impact of Factors Influencing Success of Women Entrepreneurs in Micro Enterprises of Delhi NCT"



OUR PUBLICATIONS...



Books published by Prof Sanjiva Shankar Dubey

Cloud Computing and Beyond, 2ed: A Managerial Perspective

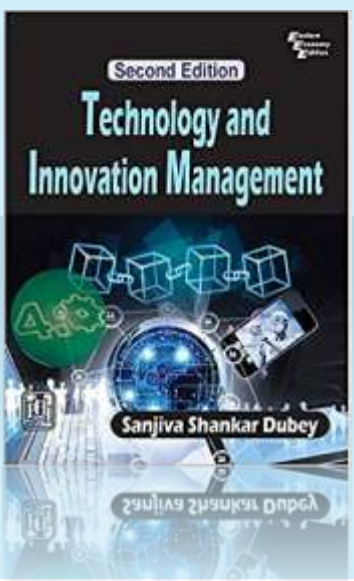
ISBN: 9789389520477
Publisher : Dreamtech Press, Wiley Publishing
Date: 2019-09-30

This book takes a cross-disciplinary approach covering topics in business, computer science, and information systems. Mainly focusing on cloud computing models, techniques, and architectures, this book provides knowledge and hands-on experience in designing and implementing cloud-based software systems. Topics included are advanced web technologies (AJAX and Mashup), distributed computing models and technologies (Hadoop and MapReduce), Infrastructure-as-a-Service (IaaS), Software as a Service (SaaS), Platform-as-a-Service (PaaS), virtualization, parallelization, security/privacy, and other issues in cloud computing.

Innovation with IT 4.0

ISBN-13 : 978-9386768773
Publisher : IK International Pvt. Ltd;
2nd Revised edition
Date: 30 April 2020

This is the second edition of Innovation with IT which has been updated with latest developments in the field of Innovation especially Industry 4.0 trend. Previous edition of this book was awarded First prize by Indian Society of Training and Development. In today's knowledge-driven economy, IT is the buzzword for innovation in business. Given its pervasive impact on fast-changing business landscape, IT has evolved from being an 'enabling tool' to being the 'prime mover' of most businesses. Innovation with IT 4.0 is a distilled account of the author's first-hand experience of business innovation with IT. It insightfully



shows how to: Capitalize on IT tools to innovate business models, strategies and processes; Reinvent functions and business of IT industry for driving business innovation; and Manage the process of innovation and the people behind it. Adopt new disruptive technology of Innovation aiming for Industry 4.0. This easy-to-read book simplifies complex concepts and processes using diagrams, tables, and fascinating stories drawn from the author's real-life interactions with industry leaders, customers, and colleagues. It helps managers at all levels in creating and implementing an innovative blueprint for their businesses.

Technology and Innovation Management Paperback

ISBN-13 : 978-9389347395
Publisher : PHI Learning; 2nd Revised edition
Date: 30 Jan. 2020

Technology and Innovation Management is one of the most sought-after courses offered like MBA or PGDM in Business Schools and various Technology Institutes, today. This book, written with deep ingrained practical insights and well-researched theoretical foundations integrates people, processes and technology to achieve maximum economic benefits to society.

The book is designed to be a compendium for students and managers, who wish to understand technology and innovation management to the core. The book explains the relationship between technology innovation and strategy in a simplified manner. Keeping Indian education framework in mind, this book details on practices and principles that are easy to implement. The theories are simple to grasp, and anecdotal stories on Technology and Innovation implementations make it a student-friendly edition, to help achieve success in exams as well as in the professional front.



OUR PUBLICATIONS...

OUR PUBLICATIONS...



It further explains the core principles of Technology and Innovation Management. S-Curve and the Segment Zero Principle, adopting industry 4.0 and innovation 4.0 to make India a smart and intelligent manufacturing hub in the era of fourth industrial revolution, design thinking for solving complex business problems along with the role and contribution of Government in Technology Development.

BIMTECH Business Perspectives
ISSN 2581 9542 (P) & ISSN 2582 3965 (O)

BIMTECH Business Perspectives (BP), a Bi-Annual Journal, provides a platform to scholars, researchers, practicing managers and academia to present their views, research findings and share their experiences.

Unpublished Papers, based on recent research and analysis of changes in management practices, policies and their configurations are solicited from authors. A section on Book reviews, notes, cases, memoranda, and communications for comments, opinions etc. are kept open for frank exchange of views and free debate. All research papers go through a double-blind peer review process before getting a place for publication in the journal.

The journal continuously strives to create a niche positioning and remain contemporary. This year is marks with fresh developments for BSP. Presence in the digital domain is very important for spread the reach of a journal. This year BSP received the online ISSN number. We believe this will help us in reaching the readers and authors in a more efficient manner.

Collaboration is the key to success. This year in a sense may be considered as a milestone year for BSP, as BIMTECH entered into a Memorandum of Agreement with reputed SAGE Publications for complete production management of BSP. This collaboration not only increased the quality of production but also enhanced the brand reputation and acceptability of the journal among peer group. We are looking for an enriching and fruitful experience with SAGE in the long term.

The board also has undertaken a deep initiative to index the journal at the reputed database and indexing services. The journal is already listed and indexed into UlrichWeb, J-Gate, Google Scholar, and India Citation Index.

BSP is looking for research contributions from across the domains and also across geographical regions. As a young journal, we are happy to share that in the current year we received valuable research contributions from across all over India and also from overseas countries. Our publications also covered all important management domains.

With support from the editorial board, reviewers, authors and readers, we hope for a successful and enriching journey ahead.

South Asian Journal of Business Management Cases (SAJBMC)

South Asian Journal of Business and Management Cases (SAJBMC), is published by Sage, India, with the academic support of Birla Institute of Management Technology, Greater NOIDA.

The journal accepts only management cases, however, it has now moved away from purely teaching cases, to theory linked case study research. Since 2019, the journal has started publishing three yearly Issues, where from the August, 2019 Issue, each case demonstrates linkage with either a concept or a framework or a model in the theory. Also, each case covers few of the learning outcomes of a management course, in which the case can be utilised. The journal has an Online First Section and is listed in SCOPUS and University Grants Commission (UGC) list of Govt. of India.

Volume 8, Issue 1, 2 and 3, published in 2019 included 29 cases in total, while Issues 1 and 2, of Volume 9, published in 2020 included a total of 24 cases, the third issue is set to come out in December 2020.

The total full text Downloads of the cases is 2019 had increased by 32% from the previous year, amounting to 28,145. Moreover, the CiteScore has increased from 0.20 in 2018 to 0.50 in 2019.

In 2021 the Journal is expected to come out with one issue edited by a guest editor on a pre-selected theme based on case study researches.

Conference Proceedings of ICMC 2019

BIMTECH, Birla Institute of Management Technology, Greater Noida (NCR), India along with The University of Eastern Finland, Finland, and University of South Florida, inaugurated the two day International Conference on Management Cases 2019 (ICMC 2018) at BIMTECH Campus on December 5, 2019.

The keynote speaker was Prof. Mathew Mullarkey Director, DBA Program, Muma College of Business, USF and Prof. Trevor Williamson, Case Tutor, Case Centre, UK. The conference proceedings were published in the form of two books which was from a final selection of 64 cases collectively written by 153 authors. All cases were presented over a period of two days. The book of conference proceedings were edited by Prof. Hanna Lehtimäki and Prof. Ajoy Kumar Dey and published by Bloomsbury, titled, "Ethics and Responsibility in Human Resources, Leadership and Start-Up Business" along with its companion volume, titled "Sustainable Business and Competitive Strategies". The conference was attended by 30 delegates from foreign countries.

Book written for CII UK

Motor Insurance Products and Products (India) -IMP: 2020–21 Study text – published by The Chartered Insurance Institute (UK), February 2020 This study text has been written on BIMTECH's behalf by Prof. (Dr) Abhijit K Chattoraj, PhD , ACII, MBA, PGDHRM, FIII, Chartered Insurer.

Professor Chattoraj is the Professor and Chairperson of the Programme of Insurance Business Management at BIMTECH.
Printed edition ISBN: 978-1-78642-848-6;
Electronic edition ISBN: 978-1-78642-849-3

The book we will guide young professionals and students through the world of Indian motor insurance, the biggest constituent of the insurance market in India, and discuss a wide range of important topics within this context. These include the structure of the market itself, the different types of policies on offer to an individual and the risks covered by these policies.



ENHANCING SKILLS AND KNOWLEDGE



CENTRE FOR FACULTY DEVELOPMENT

ENHANCING INTELLECTUAL CAPITAL

The Centre for Faculty Development evolved considerably over the years since its inception in 2016. It moved away from a primary metric of measuring effectiveness through number of faculty days as it had proposed at its commencement and aimed in future to only to introduce programmes with contemporary relevance and with long term skill improvement potential.

It was decided to provide the right kind of training in consonance with the specific requirement as of faculty as captured through Questionnaires. Areas for development identified as most important, were Managerial, Technical, Behavioural, Institution Building & Research. Hence programmes were planned and executed through suitable eminent leaders in their fields who were identified as Resource persons to enhance the skills of faculty in these Areas. These covered all our faculty and Research Associates who attended them according to their individual areas of interest. These programmes included a programme on Preparing Future Ready Faculty facilitated by Dr Rajan Banerjee Director SPJIMR, Blended Learning and the Flipped classrooms by Dr PC Narayan, formerly Professor, IIM Bangalore, Case Master Development

Workshop by Dr Trevor Williamson, Case Centre UK/ Dr Mullarkey, Director MUMA/ Dr AK Dey, BIMTECH and Mixed Method Approaches to Management Research by DR Deepak Khazanchi, University of Nebraska. This list is only indicative.

The actual number of FDPs attended by Faculty in 2019-20 were 24 vs. the 25 budgeted ie a 96 % achievement". This would have been easily achieved had the pandemic not set in March. The achievement during the year 2019-2020 before the COVID -19 interruption is as below: Total Training Hours provided to faculty: 1977= 33 hours/ faculty which translates to 5.6 Days vs the Targeted 5.5 days (ie just over 100%).

It was also felt by the Strategic Management Committee that Faculty Development, while it would remain a major focus area, need no longer be considered an Enabling Strategy, requiring a separate strategic thrust, as it was now institutionalized and part of the DNA of BIMTECH, having been in operation for more than four years and now deeply embedded in its culture.



BOOSTING EXPERTISE...

LEVERAGING FACULTY EXPERTISE

CENTRE FOR MANAGEMENT DEVELOPMENT & CONSULTANCY

At BIMTECH, Centre for Management Development & Consultancy (CMDC) aims to create a training base which engages in management advocacy for general management and human resource development and aligns itself with the human resource practices. Executive Education involves educational activities that do not lead to a degree but have educational objectives at a level consistent with higher education in management. One of the prime objectives of CMDC is to conduct Management Development Program in various functional areas of management to provide quality inputs to national and international conglomerates, government, public and private sector organizations, donor agencies and international and national NGOs.

CMDC also provides Consultancy Program for the business houses to develop professionals which will increase the output and productivity of the organization. Consultancy services include strategic planning, quality assurance, education, training and investment counselling. We provide professional advisory services to managers and leaders so that they are able to solve business-related problems and achieve organizational excellence.

During the last Academic year 2019 – 20, CMDC delivered 41 MDPs & Consultancy Program to leading corporates in both private and public sector of India and abroad. Around 1000 participants were trained under the long term (5 days and more) and the short term (4 days or less) training Program. This includes four long term Open Residential Program of 12 days in BIMTECH Campus and one open Leadership Development Program of 5 days in Jaipur for senior and middle employees of leading PSUs and private sector organizations.

Apart from MDPs and Consultancy, CMDC also organised 4 HR Round Tables one each in Delhi, Mumbai, Bengaluru and Pune where more than 500 participants have attended and 9 Webinars on the virtual platform which witness more than 2500 participants.



BOOSTING EXPERTISE...

MDP PROGRAM

S. N.	Program Name	Organisation	No. of Programs
1	Foundation Course in General Management	Open Program	4
2	Leadership Development Program	Open Program	1
3	Leadership Development Program	HT Media	1
4	Leadership Development Program	THDC	1
5	Leadership Development Program	Banking Finance & Insurance Institute of Nepal	1
6	Secrets of Managing the Mind for Positive Thinking	Power Grid	2
7	Strategic Business Management	GAIL	1
8	Digital Transformation Roadmap workshop	NTPC	1
9	Capacity Building - Edutain Program	Sharjah Electricity & Water Authority	1
10	Creativity at the Workplace	NHPC	1
11	Giving Effective Performance Feedback	JSW Steel	1
12	Sales Training for Farmer Hunter Training	Global Insurance e Brokers	1
13	HR for non HR Managers	GAIL	1
14	Finance for Non-Finance Executives	NTPC	1
15	Financial Acumen	JK Cement Works	1
16	Effective and Efficient Management of Health Insurance Portfolio	Open Program	1
17	Communication Skills, Interpersonal Skills & Team Building	Power Grid	1
18	Negotiation Skill	NTPC	1
19	Strategy Formation, Execution and Change Management	NTPC	1
20	HR Analytics	NHPC	1
21	Design Thinking Workshop	Open Program	1
22	Work-Life Balance for Women Employees	NEEPCO	1



BOOSTING EXPERTISE...



CONSULTANCY PROGRAMS

S. N.	Program Name	Organisation	No. of Programs
1	Project Margdarshan	Aditya Birla Group Bhubaneswari Coal Mining	1
2	Design Thinking and Innovation	Open Program	14

HR ROUND TABLE

*Theme: Leading the Social Enterprise:
Reinvent with a Human Focus*

S. N.	Date	Place	Sub Theme
1	09-Aug-19	Delhi NCR	The alternative workforce: It's now Mainstream
2	15-Nov-19	Bengaluru	From employee experience to Human experience : Putting meaning back into work
3	13-Dec-19	Mumbai	Leadership for the 21st century: The intersection of the traditional and the new.
4	07-Feb-20	Pune	Social Side of an Enterprise - the changing focus



GLIMPSES OF PROGRAMS DELIVERED



Residential Foundation Course in General Management (FCGM) at BIMTECH Campus

Centre for Management Development & Consultancy (CMDC) at BIMTECH had conducted 4 residential programs (58 Overall) on Foundation Course in General Management for middle level executives during July 2019 – November 2019. There were 88 participants from leading public sector organizations like NTPC, Power Grid, NSPCL, IFFCO, etc who attended the program. FCGM - a 12 days residential program offered in the BIMTECH's Vikramshila Leadership Centre.

The program is focused on Leadership, Power Sector Corporate Plan, Decision Making Skills, Finance, Self-Management Skills, Interpersonal Relationship Skills, Operations Management with Case Analysis, CSR, Design Thinking & Innovation, Presentation Skills, Business Writing and Comprehension Skills, Regulatory & Commercial Skills, Contract & Material Management, Customer Orientation, HR Policy & DPE Guidelines, Digital Orientation etc. The program also includes three days Outbound Training which is aimed at activities designed to improve leadership, team building, strategy & innovation. The program is well designed and executed and has received excellent feedback from the participants.



Leadership Development Program (LDP)

Last year Centre for Management Development (CMDC) had conducted 4 Leadership Development Programs at different locations like Jaipur, Rishikesh and BIMTECH Greater Noida Campus. More than 100 participants from different leading public sector organizations like NTPC, Indian Oil Corporation, GAIL, Power Grid Corporation, Western Coalfields, NLC India, Power Finance Corporation, THDC, Rashtriya Sthapat Nigam, NTPC-SAIL Power Company, Power System Operation Corporation, Adani Transmission and Reliance METL, HT Media and BFIN, Nepal, etc attended these LDPs. This program was aimed to develop future Leaders to remain successful and competitive in this ever-changing complex and dynamic environment.

Stalwarts like Late Dr Pritam Singh, former Director, IIM (L), MDI and IMI, Prof. K K Sinha, Dean – Executive Education, BIMTECH, and Dr Sarat Acharya, Former CMD, NLC India had deliberated on Managing Unconscious Conspiracy, Level 7 Leadership, Journey to Self-Growth and Transformational Leadership. Prof. Sunil Sangra, Professor of Strategy and Innovation, Design Thinking Evangelist from BIMTECH discussed on Strategic Thinking & Innovation and Design Thinking Leadership. Prof. Ashok Malhotra, Professor of Finance, deliberated on Wealth Creating Mindset during the LDP held at Jaipur.

The Programs were well designed and executed and received excellent feedback from the participants.

GLIMPSES OF PROGRAMS DELIVERED



SEWA Academy Capacity Building – Edutain Program

CMDC BIMTECH organised a five-day training program for the executives of Sharjah Electricity & Water Authority (SEWA), Sharjah (UAE). The program started on July 22, 2019 with Inaugural Address by Mr A K Jha, Former CMD, NTPC and concluded on July 27, 2019 with Valedictory Address by Ms Meenakshi Davar, Director (HR), POSOCO.

SEWA A has collaborated with the Birla House, one of the best-renowned organizations in India and globally. This is an educational initiative at Birla Institute of Management Technology (BIMTECH) collaborated with SEWA A, supported by several seasoned faculty members like Mr P Dwarakanath, Chairman, GSK Consumer Healthcare, Mr S. Y Siddiqui, Executive Advisor, Maruti Suzuki, Dr Jagdish Shettigar, Professor of Economics and Advisor, BIMTECH, Prof. Akhil Pandey, Chairperson – CMDC, BIMTECH who have the corporate experience, educational knowledge, and research expertise to train employees on globally recognized best practices.

There were eleven female participants who this training program. It had an amalgamation of learning and entertainment. Topics like Change & Transformation, Executive Leadership, Economic Environment & Governance, Strategic Communication, Neo-Humility & Leadership and Emotional Intelligence, were delivered by experts from industry and senior professors of BIMTECH. Participants were given an Indian Cultural Immersion through Bharatnatyam by Padamshree Geeta Chandran, visits to Neemka Village and Pari Chowk Metro Station to see the CSR activities of Digital Literacy, visit of Samsung's largest mobile manufacturing plant and Life Skill undertaken by BIMTECH Foundation apart from world heritage monuments of Delhi and Agra.



“SEWA aspires to be a continuous innovative learning organization. It caters to the need for integrated employee skill sets, deep functional capabilities coupled with business management skills to be able to respond quickly to new opportunities.”

H.E. Dr Rashid Alleem, Chairman, SEWA,

ENERGIZING THE LINKAGE

OUR STUDENT AMBASSADORS

THE BIMTECH ALUMNI

- This year, Alumni Chapter Meets were conducted at **2 National and 1 International location**; Chandigarh, Delhi & London during the month of June and July 2019. More than 165 alumni participated in the meet in addition to their spouse & children. It was significant to note that more and more senior alumni have turned up in these meets unlike previous years.
- **4 Story telling sessions** have been conducted by our senior alumni from different areas of expertise in the month of Jan and Feb. 2020 at BIMTECH Greater Noida campus and 1 virtual story telling session on online platform Zoom. These sessions helped current students in knowing the latest industry trends, addressing their expectations and this also strengthened the bond with our alumni.
- **2 Book Launch Events** were also organised at BIMTECH campus. First was the launch of the book titled "Kali Yuga the Ascension", authored by one of BIMTECH alumnus Mr. Jatin Gupta from the PGDBM 2002-04 batch. The 2nd book launch was "Love, Life and Butterflies" authored by Mr. Sudhir Sharma, alumnus of BIMTECH from PGDBM 1998-2000 batch.
- Even in the state of a lockdown the Alumni Cell of BIMTECH made efforts to ensure that we remain connected to Alums. The efforts were not restricted to Alums but the new students were also included with the motive of familiarizing them with the culture and values of BIMTECH. In the months of April, May and June of 2020 a total of **9 successful webinars** were organized. The combined outreach was more than 900 participants from different parts of the country and overseas. A wide range of Domain specific and some general topics were also discussed, keeping in mind our targeted audience. Alumni made sure that every person joining in can relate and benefit from the discussions.
- **4 HR Round Table Meets** were organized by BIMTECH at Delhi, Bangalore, Mumbai and Pune. More than 65 alumni participated in these meets that were organized in the month of July, November, December and January 2019-20 respectively.

ENERGIZING THE LINKAGE

- Senior Alumni from different segments of Industry were invited as judges in '**Lyceum**' conducted by BIMTECH at its Greater Noida campus on November 23, 2019. The event was conceptualized to enable students to deep dive into the given topics and make a professional presentation before the industry specific panel.
- Latest copy of the alumni **e-newsletter "Dhwani"** was also released. Information about alumni activities & engagements during the last twelve months were updated through the e-newsletter.
- **Alumni referral scheme** attracts many referrals for BIMTECH admission process every year. This has been increasing year on year.
- **Prakrida, 2020** turned out to be one of the most iconic and enjoyable events. It saw a total participation of 76 alums from various locations. One team in Basketball and Chess, 2 teams in Badminton, Table tennis, Futsal and Volleyball. Cricket and Snooker remained the favourite sports and saw participation of 3 and 4 teams respectively. The 3 days event was conducted in the month of January, 2020.
- The success of any institution can be measured by looking at the achievements of its alumni. Alumni cell of BIMTECH organized its **2nd Annual Alumni Award Ceremony** on January 18, 2020 in campus. The shortlisted alums were divided into 4 different categories; Corporate Leader Award, Academic Leader Award, Entrepreneurial Leader Award and Young Achiever Award to share their inspirational stories in the form of presentations, which were evaluated by a group of five eminent jury members represented from different segments of industry.
- The Alumni Cell of BIMTECH came up with an idea to celebrate the life of the people who have now become the fulcrum of the society i.e. - Women Entrepreneur. September 28, 2019 witnessed a surge of women power at the BIMTECH's Women Alumni Meet "**SURGE 2019**" held at Birla Vidya Niketan, New Delhi. The theme for the event was – "Entrepreneurship - an option for women in the Present Scenario." Surge 2019 saw

- participation of successful and inspiring women entrepreneurs who inspire others to break the chains and bring about a change in the society.
- Some senior alumni were invited as panellists to conduct Summer Internship viva voce of the current students across all the four academic programs of BIMTECH.
- Alumni referrals have resulted in placement assistance to BIMTECH students in a big way. The Alumni cell coordinates leads with Centre for Corporate Relations and works closely for providing assistance to BIMTECH students for final placements of 51 students.
- Increase in **Social Media Engagement** of Alumni over Facebook, LinkedIn, Alumni Portal, and Twitter etc. with around 5600+ connects. This has helped BIMTECH Alumni Cell to promote alumni events & activities thereby creating more participation from alumni from across the world. This has also generated positive response from the alumni as it keeps them updated about the developments of the alumni activities.
- In order to help in these challenging times, **free access to the Harvard Business Review E-Book Subscription** Collection were given to alumni. This ground-breaking collection contains the complete catalogue of Harvard Business Review e-books. With over 600 e-books that include 400+ monographs, newly published e-books, seminal works, and 150+ article compilations of the HBR Classics series.
- While everything is under lockdown; **in partnership with Coursera free access to more than 3,800 cutting-edge** courses were also given to BIMTECH alumni. All taught by top instructors from over 200 leading universities and companies like Yale, University of Michigan, Google, IBM etc.
- **Distinguished Alumni of BIMTECH Video series** at CXO's level alums were also launched on BIMTECH's YouTube page. In the video not only the alums were sharing their experience but also one of their Batch Mates, Colleagues, Faculty. It also shows the Director speaking about them.



ENERGIZING THE LINKAGE



- **The home Dance floor, Virtual Dance Competition** was the event that was thought of as a platform for the alumni to showcase their talent in this lockdown situation. Since all were going through a very monotonous lifestyle these days. People are tirelessly working from home without any source of entertainment. The process was that there were different categories and people were supposed to send their videos for respective categories. There was an overwhelming response from all the alumni. It was very difficult for the judges to come up with the winner in each category. The participants were judged on the basis of 5 parameters. There were three eminent and professional jury members. The event was conducted in the month of June, 2020.
- Birla Institute of Management Technology organised its Annual Alumni Meet, "**Reflections**" on the November 23, 2019. Reflections is a flagship event of the Alumni Cell and celebrates the occasion of homecoming of thousands of Alumni of BIMTECH from across the globe. The event is celebrated on a massive scale and hence requires proper planning and strategizing to make the event memorable for the alumni and all the stakeholders involved.

THE ENTREPRENEURIAL MIND-SET

BIMTECH

ENTREPRENEURIAL INITIATIVES ACTIVITIES & ACHIEVEMENTS

Established in 2009, the **Centre for Innovation and Entrepreneurship Development (CIED)**, aims to prepare men and women to lead, innovate, and think entrepreneurially in business, public and social service, to be job creators and role models. For the past 11 years, we have inspired, educated, and empowered potential entrepreneurs as they innovate and create business ventures. Our mission is to support and mentor the entrepreneurial ambitions of BIMTECH students, alumni, faculty and the community at large and turn BIMTECH into a crucible for entrepreneurship initiatives. We do this by providing inspiration, driving team formation, and facilitating venture development.

Academic activities:-

1- TATA Social Challenge

Institute in association with IIM Calcutta, TATA and School for Social Entrepreneurs India conducted the TATA Social Enterprise Challenge "Thinking Social" a one-day seminar in the campus on August 10, 2019. The primary objective of this seminar was to build awareness, interest and desire to engage with the Social Enterprise Ecosystem amongst the aspiring entrepreneurs and start-ups who are about to embark on their entrepreneurship journey soon. Dr Abha Rishi, Chairperson – CIED & CEO, AIC-BIMTECH delivered the welcome address of the programme. There was a panel discussion during the programme on "Impact Entrepreneurs". Panellists of the discussion were Mr Aditya Bose, Founder- ProBano, Mr Ashish Agarwal, Founder-Talento Consulting, Mr Abhinav Agarwal, Fonder- BodhiHealth and Ms Umang Shridhar, Founder- Khadigi. Panellists shared the details of their entrepreneurial journey with the audience.

2- E-Leader Workshop

The E-Leader workshop was conducted by the institute in association with Wadhvani Foundation on October 5, 2019. E-leader Workshop (ELW) is a highly experiential one day program for a select group of students and E-leaders who have been nominated by their institutes. The participants of this program went through facilitated sessions, self-study, and experiential learning in three phases: PHASE 1: PREPARATION, PHASE 2: TRAINING and PHASE 3: IMPLEMENTATION. Participants of this workshop were from 5 different colleges i.e., IIT Mandi, IIT Goa, IIT Ropar, IIM Sirmaur and Birla Institute of Management Technology, Greater Noida. The objective of this workshop was to create leadership skills among the participants and to teach them how to operate start-up clubs on campuses.

3- Young Entrepreneurs Meet

Young entrepreneurs Mr Aditya Bose, Founder, Cereton in Education Private Limited (ProBano) & Mr Rohit Singh Chauhan, Founder, TGN Internet Private Limited (Bummary) had interacted with the students on November 6, 2019. Both these startups have been incubated under Atal Incubation Centre-BIMTECH.

The objective of the interaction between the students and the startup entrepreneurs was to create an entrepreneurial mindset among the students so that they can understand the passion and dedication one should have to become a good entrepreneur.



THE ENTREPRENEURIAL MIND-SET

Launch of Enterprise lab

The second batch of Enterprise Lab (E-Lab) commenced on July 16, 2019 at BIMTECH. The session exposed the students to the experiences of the panellist coming from diverse backgrounds, about how entrepreneurship is shaping the world of today from different perspectives, and why this is the right time to be an entrepreneur.

Events with students:-

1- B K BIRLA GLOBAL INNOVATION CHALLENGE 2020

B. K Birla Global Innovation Challenge 2020 (BGIC 2020), is an international global innovation challenge organized by BIMTECH & Atal Incubation Centre-BIMTECH (AIC-BIMTECH) in the loving memory of Late Shri B.K Birla. The Challenge endeavoured to develop the innovative culture and find promising innovations, creating an ecosystem for innovation and entrepreneurship –encouraging sustainable, scalable and measurable enterprises.



The BGIC 2020 was won by Miraques Medsolutions Pvt. Ltd., a startup working towards preventing blood loss post accidents with synthetic clotting. The position of first runner up was secured by Fluid Robotics, who are developing AI-based solutions for water infrastructure monitoring, and the second runner up was Torus Robotics Pvt Ltd. a new generation of electric motors/generators and dual motor controllers.

Nearly 900 applications were received for BGIC 2020 from all over the country, which also includes international applications from the UK, US, Switzerland and Singapore. Out of these, 20 finalists were selected to pitch their innovation. After an intense round of close door pitching, 5 of the finalists were shortlisted to pitch for the cash prize worth INR 10 lakhs and incubation support plus benefits of Atal Incubation Centre-BIMTECH, worth INR 8.5 Cr. The finale also hosted 50+ Startups, who pitched for the incubation at Atal Incubation Centre- BIMTECH.

2- UDYAMI 7.0

Udyami 7.0, the Biggest Business Carnival of BIMTECH was held from August 26-28, 2019 in the campus. It is a platform for all those people out there who dare to bring their ideas to the table and test their practicality and feasibility in the real environment. It offers the title of

STARPRENEUR to the team that is capable enough to bend the market uncertainties in their favour to earn the best out of the opportunities present. The annual spirit of entrepreneurship event served as a celebration of the hard work and the culture that has been set up by the Entrepreneurship cell in collaboration with AIC, BIMTECH.

The varied themes on each day gave a mesmerizing outlook to the event. Students in great numbers came to witness the event. Various stalls of different branches competed to win the “THE STAR ENTREPRENEUR” title. All the activities were undertaken by the students, from bidding for the product or service to managing the stalls. Section B of PGDM emerged as the winner and was rewarded with a Cash Prize of Rs 20,000. The Special Prize of Rs 5,000 was rewarded to the Retail Management Team as appreciation for their unique and innovative marketing techniques.

3- VYALIKH

“VYALIKH”, a write-up competition was organized by the E-Cell on October 15, 2019. The event was conducted to commemorate our ex-president, Bharat Ratna awardee, Dr A.P.J. Abdul Kalam who pioneered in the fields of defence research and made contributions to developing some extraordinary innovations. As a part of the MHRD Innovation Cell's “Innovation day” campaign, the E-Cell of BIMTECH organized this event as a write-up competition to promote divergent thinking and to catapult the innovation within and among the students.

A total of 54 entries were received. The write-ups have been through a rigorous selection process, where Dr Abha Rishi, Chairperson-CIED and Dr Shalini Singh, faculty in charge of E-Cell had graded every write up individually. An award ceremony was held on October 15, 2019, the birth anniversary of Dr A.P.J Abdul Kalam.

4- BIMSTREET

BIMSTREET is an event conducted by E-CELL, BIMTECH which replicates the financial markets and also gives corporate experience to its participants. It is inspired by the daily grind of the financial markets and budding start-ups. The event is designed in a way that it not only promotes entrepreneurship among the students but also entrepreneurial thinking.



THE ENTREPRENEURIAL MIND-SET

UDAAN

As the name suggests, is designed to encourage budding ideas among students and help them achieve their goals by implementing their ideas. In simple words, UDAAN is intended to be the first stepping stone for the student's start-up journey. Participants with their rich ideas formed a team. These start-ups are listed in BSE, a parallel event where the student can invest in these start-ups. On February 10, 2020 the teams were asked to prepare a 60-second video pitch to appeal to other students to invest in them. A total of 6 teams has participated in the competition with various ideas. On February 13, 2020, teams are judged by the panel of two which consists of Mr Aditya, founder of Probano and Mr Naresh Bhati, Co-founder of Energinee Innovations. The teams were judged based upon various factors such as the start-ups, business model, financial projections, USP, revenue model etc.

BIMTECH STOCK EXCHANGE (BSE)

The BIMTECH stock exchange was designed as a virtual game and is conducted for three days i.e. from February 10- 12, 2020 to provide an experience to the students about trading and investing their money. As the saying goes “earning money is easy but, spending it wisely is tough”, this mock exchange has provided students with the first-hand experience of investment in stocks and its challenges. The companies that are listed on BIMTECH stock exchange are the startups which students came up with as a part of UDAAN. Thereby making the two events coordinated. The stock fluctuations are done based upon a company which is listed in NSE and has similar USP, business model of the startups. Each startup has its own assigned company to make the stock fluctuations. The entire game was conducted on WhatsApp group.

ATAL INCUBATION CENTRE – BIMTECH

Atal Innovation Mission (AIM): It is a Government of India endeavour to promote the culture of innovation and entrepreneurship, driven by Niti Aayog. AIM supports the establishment of new incubation centres called Atal Incubation Centres. Birla Institute of Management Technology (BIMTECH) was selected as Atal Incubation Centre- BIMTECH (AIC- BIMTECH), for turning the vision of Atal Innovation Mission into reality. The institute was one of the first ten selections out of the 3658 first-round applicants. AICBIMTECH is one of a kind academia-industry- government partnership, driven by Atal



Innovation Mission to create high-class incubation facilities with suitable infrastructure in terms of capital equipment and operating facilities. It is coupled with the availability of sector-wise experts for mentoring the start-ups so that these startup businesses can become successful entrepreneurs and enterprises. Atal Incubation Centre BIMTECH has supported 63 Startups to date since its operations started in January 2018. Built over a total area of 16,500 sqft, it also offers a facility of co-living space to its incubatees. AIC- BIMTECH has created 276 jobs via the incubated startups supported till date. It has 61 partnerships, 26 mentors and 9 incubatees who have raised funds. The innovation here lies in the focus on the creation of sustainable businesses through various public and private partnerships by providing market access and capital.

ACADEMIC PARTNERS OF ATAL INCUBATION CENTRE – BIMTECH

1- School for Social Entrepreneurs India

This is in collaboration with PWC. The School for Social Entrepreneurs- India's mission is to address inequalities and social exclusion by supporting social entrepreneurs from all backgrounds. Social entrepreneurs who study with us create sustainable solutions to poverty and disadvantage in communities.

2- The University Technology Transfer Centre of The University of Warsaw

The University Technology Transfer Centre of the University of Warsaw and the Atal Incubation Centre - BIMTECH have collaborated to provide the resources and support to each other with the aim to facilitate the entry of University of Warsaw startups into the Indian market and the AIC-BIMTECH startups into the Poland market.

3- Jamia Hamdard, Hamdard Nagar

Jamia Hamdard and AIC-BIMTECH have mutually agreed to help each other by conducting entrepreneurial events jointly and to create an entrepreneurial ecosystem in Jamia Hamdard. AIC- BIMTECH will provide internship opportunity and incubation assistance to the students of Jamia Hamdard.

4- Manav Rachana University

Manav Rachana University and AIC-BIMTECH has mutually agreed to help each other by providing technical support, access to the labs and incubation centre, internship opportunity and mentor support for the students and start-ups.

5- Raffles University

Raffles University and AIC-BIMTECH has mutually agreed to conduct entrepreneurial events jointly, strengthen the entrepreneurial ecosystem in Raffles University and motivate students to take up entrepreneurship seriously.

6- IIMT Group of Colleges, Greater Noida

IIMT Group of colleges and AIC-BIMTECH has mutually agreed to help each other by providing technical support, access to the labs, incubation centre, internship opportunity and mentor support for the students and start-ups.

THE ENTREPRENEURIAL MIND-SET

7- J P International School by Sparsh Group

J P International School and AIC-BIMTECH has mutually agreed to conduct entrepreneurial events jointly, strengthen the entrepreneurial ecosystem in J P International School and motivate students to form an entrepreneurship club in the school. AIC-BIMTECH will provide all the possible help to the students those who are interested to start their startup ventures.

8-Shree Guru Gobind Singh Tricentenary University, Gurgaon

Shree Guru Gobind Singh Tricentenary University and AIC-BIMTECH has mutually agreed to help each other by providing technical support, access to the labs, incubation centre, internship opportunity and mentor

support for the students and start-ups.

9- Foundation for Innovation and Technology Transfer (FITT, IIT Delhi)

FITT and AIC-BIMTECH has agreed to launch a program tailor-made for the founders of young India. First Founders Program is a five-month program focusing on the founders, and helping them to structure their venture and team with their vision at the core.

10-JIMS Engineering Management Technical Campus (JEMTEC)

JIMS and AIC-BIMTECH has mutually agreed to help each other by providing technical support, access to the labs, incubation centre, internship opportunity and mentor support for the students and start-ups.

THE ENTREPRENEURIAL MIND-SET



'Entrepreneurship Development Program' held on June 10th, 2020. The program was put together by Confederation of Indian Micro, Small and Medium Enterprises (CIMSME), Global Council for the Promotion of International Trade (GCPIT), National Initiatives for Social, Technological and Trade Holistic Advancement (NISTTHA), Centre of Excellence for Blockchain Technologies (CEBT) and Centre of Excellence for Innovation Incubation and Entrepreneurship (CEIIE).

Incubation Programmes of the Atal Incubation Centre-BIMTECH

First Founders Program

Foundation for Innovation and Technology Transfer (IIT-D), Huddle and Atal Incubation Centre- BIMTECH (AIC-BIMTECH), launched a program tailor-made for the founders of young India. First Founders Program is a five-month program focusing on the founders, and helping them to structure their venture and team with their vision at the core. This free-to-apply program called for any founder residing in the country and venturing into deep-tech. The program offered the best of what FITT, Huddle and AIC-BIMTECH have to offer, as the shortlisted members of the cohort were co-incubated by all the partners simultaneously.

KHOJ Program

Although we had unforeseen challenges that Covid-19 reflected yet we initiated our 'Khoj' Program with greater zeal this year. Over 65+ applications were received and after rigorous evaluations, we enrolled 11 new brilliant incubatees. The background was to facilitate the business ideas that shall prove to be highly compatible with current times and also with the major transitions that are forthcoming in Indian society due to this crisis. We have always gone out for the stimulation of visionary innovations. The innovative ideas pertain to fields such as Agriculture, Information Technology, Artificial Intelligence, Automobiles, Food and Education. We have adopted the 'Virtual' approach and already begun our workshops and training online. With many accomplished mentors and advisors on our side, we are determined to transform our budding incubatees to full-fledged entrepreneurs within no time.

Awards Received by the Incubation Team

Sandvik India Gender Award (SIGA) 2019

This unique award platform intends to recognize individuals committed to gender equality and identify excellence for a pan India impact. BIMTECH was awarded out of more than 600 entries across various categories of the awards platform.

Awards Received by the Incubatees

1- Ashoka Young Changemaker Award 2019

Ashoka Innovators for the Public has shortlisted 12 teenagers from across India for the first global edition of its Young Change makers program. Akash Singh, Founder, Energinee Innovation was selected as one of them.

2- BML Munjal Award (L&D to achieve Business excellence)

The annual BML Munjal Awards for 'Business Excellence through Learning & Development' recognize organizations who have demonstrated business excellence through innovations in learning & development. They are awarded to companies that have consistently used training, learning & development as a source of competitive advantage. Truck Suvridha won this prestigious award in 2019.

3- India's Most Innovative Startup: DCB Bank Innovation Carnival

Uneako Green Earth private limited was selected as a one of India's most innovative startup by DCB Bank Innovation Carnival in 2019.

4- HDFC SmartUp Grants Award: All India Agri Startups Convention and Agri-Startups Awards

Bio Craft Innovation Private Limited (Agrocraft) was selected by HDFC Bank for the SmartUp grants worth Rs 25 Lakh. HDFC Bank disbursed Rs. 5 crore grants to 20 startups, those who are working in the social sector. These grants help nurture startups that offer unique solutions to bring about sustainable changes in society and the environment.



Benefits to the Incubates (worth 8.25 crores)

• Zoho:	Free Zoho One to each incubatee, total price value of	- USD 20,000
• Digital Ocean:	Free credits to each incubatee, total price value of	- USD 1000
• F6S:	Alpha Card of total price value of	- USD 1,000,000
• Amazon Web Services:	Free credits of total price value of	- USD 5000
• Superb Services Cloud:	Free credits of total price value of	- USD 2000
• PayU:	Free transaction credits of approx.	- USD 2700
• MSG91:	Free 50,000 SMS per month for 6 months	- USD 40,000
• Solidworks:	Ten free licenses for one year of approx.	- USD 2,600
• ShieldOye:	Insurance of incubatees and their employees worth	- USD 2,600

SNAPSHOT

03

Stage Program

63

Total Incubatees

276

Jobs Created by Incubatees

26

Present Incubatees

09

Startups Raised Funds

26

Mentors

3.84 Cr

Funds Raised by Incubatees

21

Graduated Startups

14

Awards

8.25 Cr

Value of Partner Incubatee Benefits

Events conducted by Atal Incubation Centre – BIMTECH

1- Social Startup Fellowship Programme:-

School for Social Entrepreneurship powered by PwC in association with AIC-BIMTECH started their new cohort of the Fellowship Programme. The facilitators profiles included names such as Shalabh Mittal, CEO, SSE India, Forbes 30 under 30, Ms. Umang Shridhar (Founder, KhaDigi), Prof. M Sharique Farooqi (Executive Director, ACIIE), Ms. Winkle Banga (Principal Consultant, PwC), Ms. Satyavati Berera (COO, PwC).

2- Incubator sustainability and capacity building workshop:-

AIC-BIMTECH organized a 3-day workshop from July 23-25, 2019 on Incubation sustainability and capacity building for a delegation from Startup Odisha Incubators (state govt. recognised incubators) and Odisha State

Govt. Many Speakers/experts took sessions in various subjects during the program. One day of the workshop was kept for visits to various incubators/accelerators/ govt. office in Delhi NCR. These included GSA accelerator office, IIT Delhi, Invest India Office, and the centre of 91 Springboard.

3- Fireside Chat with Mr Sukhbir Singh:-

On October 21, 2019 Atal Incubation Centre- BIMTECH hosted bollywood Singer, Mr Sukhbir Singh for a Fireside Chat, on his journey from a singer to his recent consecutive investments in the Indian startup ecosystem, at Birla Institute of Management Technology, Greater Noida. Mr Sukhbir Singh has made his debut investment in one the AIC- BIMTECH's incubatee, Liquii.

4- Entrepreneurship Development Program - 2012 Aspirants:-

AIC-BIMTECH was a proud participant of the

THE ENTREPRENEURIAL MIND-SET

OUR COVID WARRIORS: STORIES FROM THE FIELD

The global outbreak of Novel Coronavirus has brought the whole world to an abrupt stop. But the entrepreneurial spirit breaks through these tough times and keep rediscovering themselves, while adding on to the society with what they can, i.e. grit and innovation. Some of AIC- BIMTECH incubatees have managed to rediscover themselves under these visibly distressed conditions. During such times, the country has its eyes set on the declining economy and those who were headed towards their career path are now struggling with anxiety and fear. The need for direction or guidance to these young minds is necessary more than ever.

Probano

Probano, an incubatee of AIC-BIMTECH, under the leadership of Aditya Bose, did not let the lockdown shackle the dreams and stepped forward to make their lives of these young people easier, amidst the chaos. With their mission of providing the best career guidance, they are undertaking a total of 100 career counselling sessions all over India. They have enrolled unique guest speakers who are professionals from different fields and have invited the masses to join in the counselling sessions. The speakers speak about their journey so far and inspire people, on how to tackle life challenges and the current situation efficiently. Their innovative mix of technology and personalization is helping the generation to explore and discover their passion. AIC-BIMTECH is extending its whole hearted support to Probano to realize this target.

Uneako Green Earth Private Limited

It is a fact that change forces us to examine and gain perspective. AIC-BIMTECH's incubatee, Uneako Green

Private Limited has provided the world an exemplary solution today. While India was battling with the lockdown and its repercussions, this team of two brothers - Ankit and Atul Tripathi, along with their able workforce invested their brains in R&D and came up with an innovative and much needed requirement of today's routine - A Face Shield by the name of 'SN19'. The product is designed to give all round protection to one's face along with clear visibility.

Ypanx Technologies Pvt Ltd

One of AIC-BIMTECH incubatees, Ypanx Technologies Pvt. Ltd. led by Vibhooti Chauhan and Shivanshu Chauhan, utilized the knowledge shared and developed a 3D Printed Ventilator Splitter. This equipment will allow a single ventilator to treat two patients at a time by increasing the capacity of the vent. They researched their end, evaluated the feasibility ensuring that the equipment should be safe and be able to serve its primary purpose efficiently. Ypanx's efficacy during these tough times is laudable and IC-BIMTECH is proud to be associated with them.

Concis

AIC-BIMTECH proudly shares the success story of its incubatee, TGN Networks Private Limited, headed by Rohit Chauhan. He took a serious resolution to offer his services to the folks who lost their jobs due to the pandemic. The company devised a plan to reach out to the Fin-tech industry and financial services market and connect with individuals for possible work they can carry out. TGN offered jobs mainly pertaining to Report Editing and trained them via webinars. As a result, they got huge response and they are looking forward to enrol a total of 500 individuals till the end of July.



Aditya Bose,
Founder of PROBANO



Devender Singh Pathania and
Rohit Singh Chauhan,
Co-founders of CONCIS



Ankit Tripathi and Atul Tripathi,
Co-founders of UNEAKO



Vibhooti Chauhan,
Founder of YPANX

AWARDS AND ACCOLADES

BIG ACHIEVEMENT

BIMTECH Conferred the Prestigious

Category - 1 Graded Autonomy status by AICTE

Category 1 Graded Autonomy

All India Council for Technical Education, AICTE has accorded graded autonomy to BIMTECH under Category 1. BIMTECH shall now be eligible for all benefits as stipulated under clause 4 (Dimensions of Autonomy for Category -1 Standalone Institutions) of the regulations. Only two institutions in India, BIMTECH and XLRI, have been granted category 1 graded autonomy.



Dr. Harivansh Chaturvedi

Director
BIMTECH has been
felicitated, with the AIM-
AIMA longest Serving VC/
Director Award 2019

- Dr. H Chaturvedi, Director BIMTECH has been felicitated, with the AIM- AIMA longest Serving VC/ Director Award 2019 at the Annual Convention & Awards ceremony held on September 16-17, 2019. The award ceremony was held at the Hotel Sahara Star, Mumbai. Dr. Harivansh Chaturvedi completed 20 years of glorious service at BIMTECH. He has persistently guided to make BIMTECH an institute of reckoning and excellence.
- Felicitation ceremony to honour Dr. Chaturvedi was held on September 1, 2019 at the India Habitat Center, Lodhi Road, New Delhi. Stalwarts from the academia-- Padma Shri Dr. Pritam Singh, Chairman UGC Dr. D. P. Singh,

Dean Directors and VCs from Hyderabad, Trichy, Agra, BHU and Mathura among other luminaries graced the occasion and made it memorable for the audience.

- In 2019-20, BIMTECH was among the top 10 Institutes in India to bag the "Utkrisht Sansthan Vishwakarma Awards 2019" conferred by the AICTE under the theme "How to enhance the income of a Village". On December 27, 2019, Dr Rishi Tiwari's presentation on our endeavour for empowering girls' education and imparting life skills for financial independence and self-awareness, was applauded by more than 350 institutions across India. Project Protsahan Chiraiya is now ready to fly--25 girls now earn Rs 2,500 per month; one girl, Ms Sujata, is now a schoolteacher earning Rs 8,000 per month. An unemployed youth is now trained and recruited with a pay of Rs 12,000 per month.
(View: Project Protsahan Chiraiya: <https://bit.ly/31JbQpc>)
- Sandvik India Gender Award**
Prof. Abha Rishi and Dr. Rishi Tiwari received the Sandvik India Gender Award on July 27, 2019 to replicate their Jail Projects wherein female under trials and inmates are given life skills training under the livelihood programs introduced in jails. The award consists of a trophy and financial support. This award was created to support a commitment to gender equality, diversity and inclusion in education and social change.



AWARDS AND ACCOLADES



Dr. Rishi Tiwari

Conferred the "World CSR Day Congress & Award"

• **Felicitations for Dr. Rishi Tiwari**

Dr. Rishi Tiwari was conferred the **"World CSR Day Congress & Award"**. He featured among the "101 FABULOUS GLOBAL CSR LEADERS" by ET NOW on February 18, 2020. The award is Endorsed by the 'World Federation of CSR Professionals'. In the 44th Anniversary's issue of **India Today**, under the subheading **"Unsung Heroes: The Champions of Change Who are Ushering in a Quiet Revolution Across the Country"**, Dr. Rishi Tiwari, Founder Secretary of RSSWLD was felicitated and appreciate for his work. He has been instrumental in setting up of 12 libraries in different jails of UP & MP, which has helped in improving literacy rates among the inmates.

Dr Rishi Tiwari was also facilitated by IMT Ghaziabad and MANLIBNET on December 7, 2019 for his outstanding commitment towards the Community Library Services. On Republic Day, ie 26th Jan 2020, Dr. Rishi Tiwari, Secretary, Ranganathan Society for Social Welfare and Library Development was felicitated by Shri Anand Kumar, IPS, DG Department of Prison Administration and Reform at Central Jail Lucknow, for his contributions.

- **Dr. Pooja Misra** received the ET-Now Woman Leadership Awards of 2019. The Award Ceremony was held at the Taj Hotel, New Delhi on December 20, 2019.
- **Mr. Satender Rana** had been awarded full scholarship for pursuing studies at London School of Economics
- **Dr. Abhijit Chatteraj**, joins the Board of Governors - of Asia Pacific Risk and Insurance Association (APRIA)

Prof (Dr.) Abhijit K. Chatteraj,

Chartered Insurer –Chairperson PGDM (Insurance Business Management) at BIMTECH recently joined the Board Of Governors of Asia Pacific Risk and Insurance



Dr. Abhijit Chatteraj

Chairperson
Joins the Board of Governors - of Asia Pacific Risk and Insurance Association (APRIA)

Association (APRIA) based in Singapore. Established in 1997, APRIA is a leading international body drawing academics, executives researchers and government leaders from all over the world, particularly from the Asia Pacific region to share ideas and engage in collaborative research to benefit the insurance industry.

Prof. Chatteraj is also Goodwill Ambassador of Chartered Insurance Institute in India and Vice President, Risk Management Association of India.

• **Prof K R Chari wins the prestigious Productivity Champion Award**

Last year in November 2019, Prof K R Chari had applied to the Ministry of Commerce, Government of India to receive the prestigious Productivity Champion Award by the Asian Productivity Organization (APO). It is given every 5 years.

Prof K R Chari is now "ONE OF THE MOST INFLUENCING MINDS OF OUR COUNTRY"

Along with Sonam Wangchuk, Ramon Magsaysay Award 2018; Padma Shri Dr. Anil Kumar Gupta, Founder of Honey Bee Network, Padma Bhushan Dr Rajendra Singh Paroda, Former Director General ICAR he participated in the Udyami Utsav Virtual Summit and shared ideas with the participants.



Prof. K R Chari

Professor
Wins the prestigious
Productivity Champion Award

- **Dr. Vineeta Dutta Roy** has joined the FICCI Committee on Social Innovations and Enterprises. This is a newly constituted Committee with some of India's best in the Social Enterprises' space. The Committee will work to address structural issues in the SE Ecosystem and extend support to set and scale up Social Enterprises.
- **Dr. Ajoy K. Dey** has received an invitation to join the Case Method Steering Committee of Global Business School Network, USA. Dr Dey is excited to interact and exchange ideas with individuals who are passionate about supporting case method initiatives in developing country B-Schools and to work closely with senior leadership to inform the strategy, projects and cases that GBSN will deliver.

(Learn more: <https://gsbn.org/about/dr-ajoy-k-dey/>)

AWARDS AND ACCOLADES



Dr. Vineeta Dutta Roy

Joined the FICCI Committee on Social Innovations and Enterprises.

• **COVID-19 initiatives applauded by AACSB**

BizEd, the monthly magazine of the Association to Advance Collegiate Schools of Business (AACSB) has not only published an article on COVID-19, even BIMTECH's efforts in dealing with the Covid-19 Pandemic have been quoted by the editor of BizEd.

• **BIMTECH earns the ARIIA Ranking**

For the last 2 years BIMTECH has been participating for the ARIIA (Atal Ranking of Institutions on Innovation Achievements) ranking, an MHRD initiative to systematically rank higher educational institutions and universities in India on indicators related to "Innovation and Entrepreneurship Development". This year 674 institutions participated in the ranking process. Under the category of Private or Self-Financed Institutions, BIMTECH has ranked Band A* -- between "6th- 25th" Rank. Very few management institutes have managed to get into this list. In Band A, besides BIMTECH, only EDII is there.

• **BIMTECH Receives Erasmus Research Grant**

BIMTECH is one of the 22 institutions which have got Erasmus Research Grant on a project submitted by Dr Rahul Singh in partnership with Dr Veenu Sharma. It is on capacity building in Tourism Sector based on sustainability. There are 10 universities from Austria, India, Spain, Italy, Sri Lanka and Nepal. BIMTECH is India and South Asia lead, and will receive the second highest funding in the consortium.



Dr. Pooja Misra

Received the ET-Now Woman Leadership Awards of 2019

• **Jagdish N. Sheth Best Thesis Award 2019 bestowed on Dr Subhanjan Sengupta**

The award has been instituted through an endowment created by the renowned Professor of Marketing, **Padma Bhushan Dr. Jagdish Sheth** and BIMTECH jointly; and carries a cash prize of Rs. 50,000 and a Citation to be presented to Dr Sengupta during the Foundation Day celebrations on October 2, 2020, this year. Dr Sengupta submitted his PhD Thesis to the Mohanlal Sukhadia University under the guidance of Dr. A Sahay.



Dr. Abha Rishi

Chairperson-CIED
Awarded the National Leadership Awards 2020

• **Dr. Abha Rishi conferred National Leadership Awards 2020**

Dr. Abha Rishi, Chairperson-CIED and CEO, Atal Incubation Centre-BIMTECH has been awarded the National Leadership Awards 2020 by Confederation of Indian Micro, Small and Medium Enterprises (CIMSME) and Centre of Excellence for Innovation Incubation and Entrepreneurship (CEIIE).

This award is given annually to recognise Corporates, Institutions, Entrepreneurs and Individuals for their outstanding contributions/ achievements in select areas and to promote corporate and individual initiatives in economic, social and educational areas. It is a prestigious honour that serves to recognise the best of the best within the eco-system.

Confederation of Indian Micro, Small and Medium Enterprises (CIMSME) and Centre of Excellence for Innovation Incubation and Entrepreneurship (CEIIE) is unit of International Council of Technology, Management, and Applied Engineering and a registered corporation in Delaware USA International Council of Technology, Management, and Applied Engineering Inc. Confederation is a national business network of 9,320+ leading entrepreneurs. Founded in recent past by a group of young entrepreneurs, Confederation enables business owners to learn from each other, leading to greater business success and an enriched personal life.



NEW BLOOD

ADMISSIONS 2020 Class Diversity

Admission process for the academic year 2020-22 started with putting our application online on **Sept 1, 2019** and due to Covid-19 pandemic, ended with the closure of the extended last date for fee submission, i.e. on August 25, 2020. It was an enriching journey; we successfully replicated the initiatives from last year - such as early round of WAT/PI process, use of digital/social media, flexible outstation WAT/PI process and student/alumni referral scheme. Apart from these, we successfully introduced online PI scoring at the time of admission process this year. We also introduced the CMAT test score for PGDM and PGDM International Business programs.

The good number of applications and the pool thereof resulted in the selection of a good number of quality candidates, ensuring that all our course seats were full by August 25, 2020. We had enough surplus admissions to take care of the withdrawals in the subsequent months of April, May, June, July & August but due to extended dates

by AICTE for fee submission & withdrawal of seats during on-going Covid-19 pandemic, the decision making was difficult for both parents and students due to financial instability, fear of losing jobs or scarcity of jobs in the future; we received many refunds.

As of August 19, 2020, the course-wise admissions status is as follows:

PGDM	263
PGDM-IB	62
PGDM-IBM	54
PGDM-RM	48



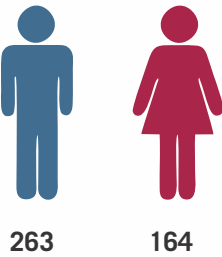
NEW BLOOD

Commerce stream dominated the admissions cycle this year by contributing 36% in the total intake. Students with engineering background are the second biggest contributor with 26% intake; engineering domain otherwise had been dominating the process last year. Moreover, there is a decrease in gender diversity, with 164 female students joining across all courses - making the ratio of male: female to 62:38, which was 54:46 last year. The number of students with work experience saw significant improvement as well and increased by 5% in comparison to last year (20%). There is a dip in the number of students with throughout first division in academics (10th, 12th& Graduation). The percentage went down from 87% to 74% this year.

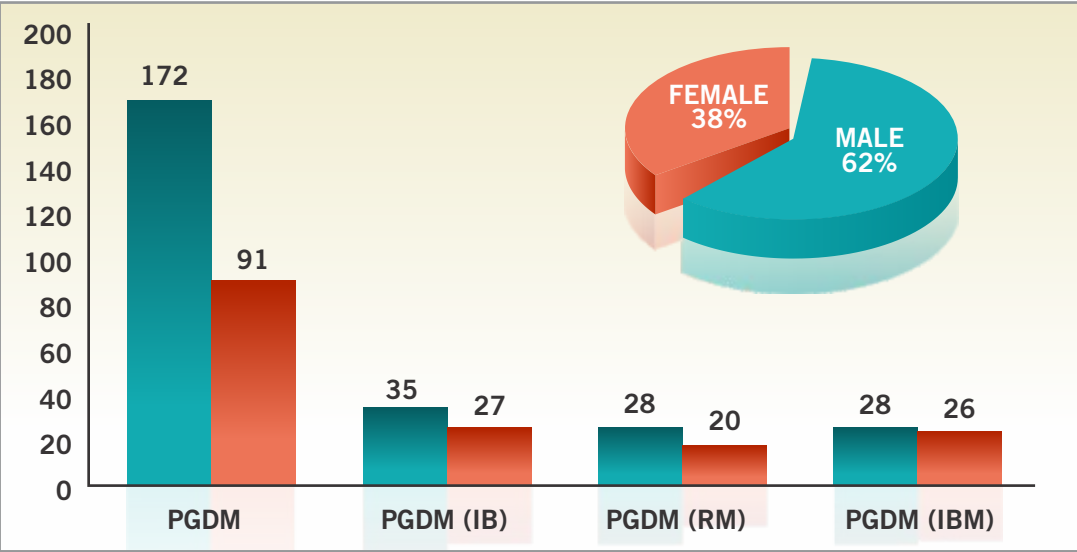
Continued efforts by our Department in bringing more students on board from other regions worked out well. The commendable outcome of the process is the diverse geographical representation amongst the finally admitted students from 25 states and UTs. It reflects in a way our team's dedicated engagement, coherent and proper communication along with FB live sessions with prospective candidates in the time of nationwide lockdown due to Covid-19 pandemic. Some students who withdrew subsequently posted their words of appreciation of our admission/refund process.

GENDER DIVERSITY

MALE FEMALE RATIO

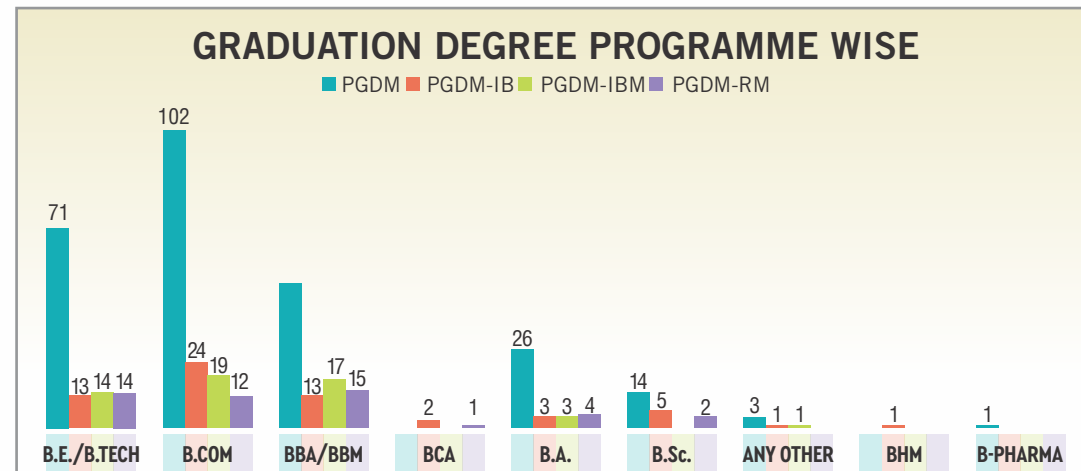


PROGRAMME	MALE	FEMALE	TOTAL
PGDM	172	91	263
PGDM(IB)	35	27	62
PGDM(RM)	28	20	48
PGDM(IBM)	28	26	54
TOTAL	263	164	427

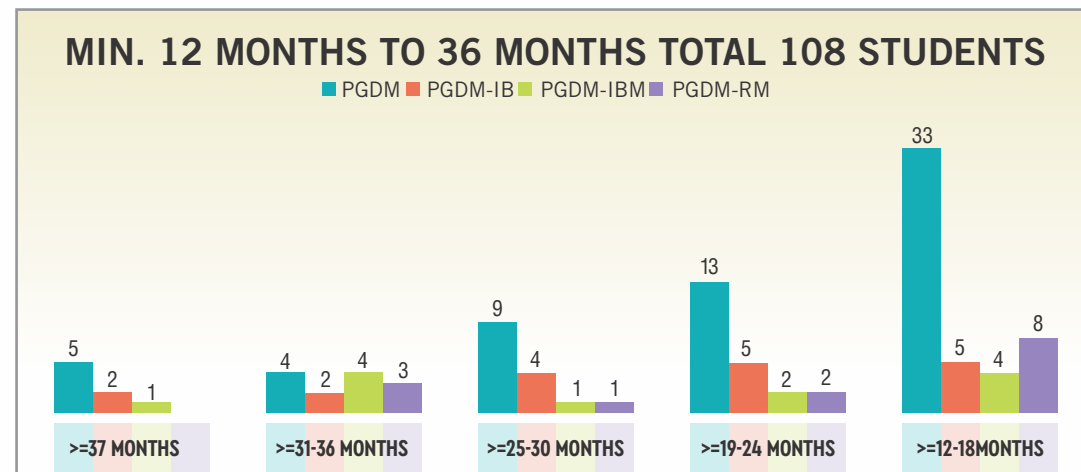


NEW BLOOD

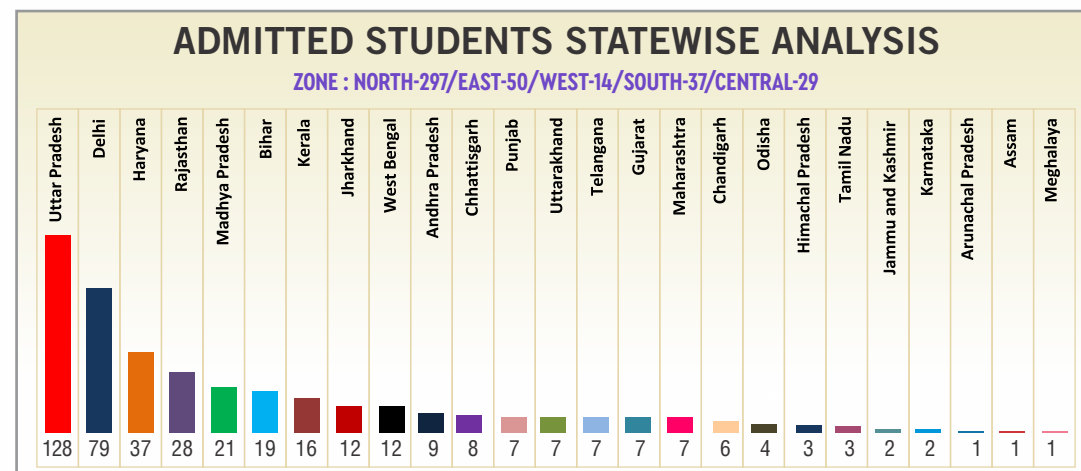
GRADUATION DEGREE



QUALITY WORK EXPERIENCE



REGIONAL DIVERSITY



STRENGTHENING THE BRANDS

BATCH PLACEMENT SUMMARY 2018-20



Batch size

411



Placed

329



Outcome

89.59%
PLACED

(As on 15th January 2020)



No. of Companies

117

**PLACEMENT
2019-20
@BIMTECH**

BIMTECH's Centre for Corporate Relations (CCR) performs an enabling and empowering function for its students. It's activities revolve around persuading suitable corporates to the campus, sharing placement related information with students, offering continuous inputs on soft skills, industry/company related knowledge bits, competency enhancing information, holding internship workshop, updation of current events, anchoring and dissemination of question banks generated from campus engagements, initiation and strengthening of student networking with corporates etc.

Curriculum Vitae writing skills, soft skills workshops and arrangement of special lectures by leading recruiters, pre-placement talks, sharing of audio, video material to enhance student competencies etc. are also part of CCR's remit.

In the year 2019-20 we could place 397 numbers of final year students, constituting of 96.59% of the total strength who offered themselves for the placements, out of a total strength of 411 students.

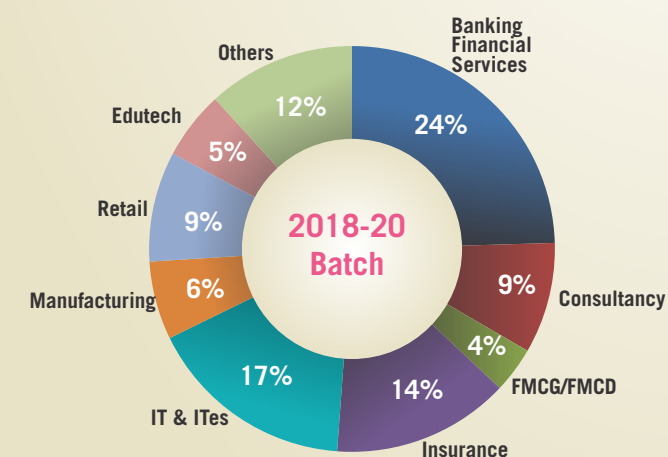
Compensation

Highest Indian Salary offered – INR 18.00 LPA, Average Salary offered – INR 8.13 LPA and Highest Foreign Salary offered was INR – 23.00 LPA.

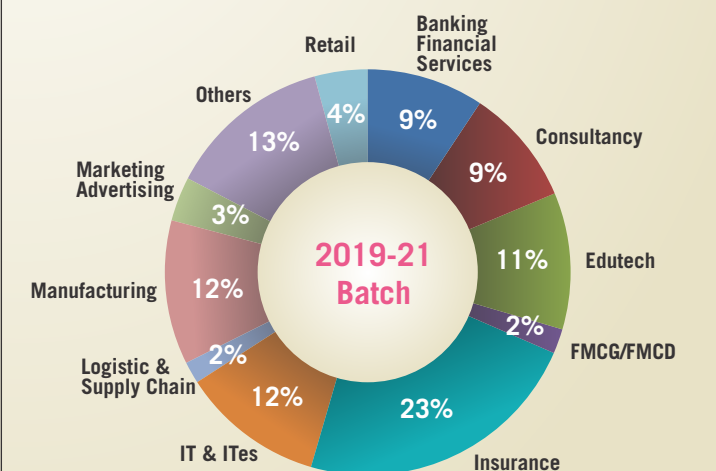
Efforts

In all 117 companies visited to campus of which 32 were new companies reporting for the first time to the campus. Among the new entrants to our campus were, Addverb Technologies, Advantage Club, Calpro Specialities Pvt Ltd, EQCAP Group, Eroute Technologies Pvt. Ltd., First Cry, Forever New Apparel Pvt. Ltd., Gemini Solutions Pvt. Ltd., GFK, GSK, Inorbit

SECTOR-WISE BREAK UP Recruitments Sector-wise:



SECTOR BREAK UP Recruitments Sector-wise:



STRENGTHENING THE BRANDS

RECRUITERS



Students' capabilities were boosted by KPMG Six Sigma Green Belt Diploma, IIBA Certification, and about 10-12 seminars and workshops conducted during the year.

STRENGTHENING THE BRANDS

SUMMER INTERNSHIPS

- Owing to the developments in COVID 19 situation. Several companies either cancelled their SIP offers or postponed their date of joining, till the lockdown is revoked. Also AICTE strictly recommended work from home for the summer batch of the year 2019-21.
- Considering the situation and the vulnerability it caused, changes were made in the implementation of Summer Internship Program 2020 to accommodate the vulnerabilities. Therefore students were asked to do any of the following :
 - 4 certifications courses.
 - 2 certifications courses along with dissertation or virtual internship projects from a company.
- 39% students decided to complete the internship only by doing certification courses of 80 hours from different portals. 65% students decided to combined internship (virtual/WFH) along with certification courses and 5% of

them went for dissertation along with certification courses.

- In the area of summer internships, we had about 80 corporates and organizations who offered internships to 250 plus first year students. Of this, more than 90% of companies were recommended to students through the institution.
- BIMTECH entered into an agreement with COURSERA under the COURSERA COVID 19 free online courses program to offer 3500 + online free courses through BIMTECH COURSERA portal. 100% did at least two certifications. In total 1500 plus certifications were done by the batch.
- Many students are doing remote projects in consultation with CCR to suffice their understanding of corporate experience they otherwise could have gain, in case of no COVID 19 like situation.



SOUL FOOD...

CULTURE CONNECT

**Padma Shri Geeta Chandran's Bharatnatyam Performance**

BIMTECH upholds the Birla Legacy that celebrates excellence and diversity by promoting art, culture, values, and education. Under the Aegis of Spicmacy, BIMTECH hosted **Padma Shri Geeta Chandran**, the renowned Bharatanatyam dancer on July 24, 2019. She has been conferred the prestigious, National Sangeet Natak Academy Award for Bharatnatyam in 2016. She is the recipient of the most prestigious Tagore National Fellowship in 2017-2018. Artists who accompanied her to this event in BIMTECH were Guru Shri S. Shankar (Nattuvangam), Vidushi Smt. Sudha Raghuraman (Vocal), Shri Manohar Balachandirane (Mridangam) and Shri G. Raghavendra Prasath (Violin).

**Kavi Samelan**

The BIMTECH Foundation, CSR Conduit with the support of club Majlis organised **Kavi Sammelan** and **Mushaira** which was a unique celebration of Hindi and Urdu poetry and shayaris on December 1, 2019 in the Activity Plaza. The eminent poet and poetess who made the evening memorable were: Janab Waseem Bareilvi, Janab Tahir Faraz, Shri Pratap Somvanshi, Dr. Vishnu Saxena, Shri Arun Jamini, Dr. Sarita Sharma, Shri Madan Mohan Danish and Shri Lakshmi Shankar Vajpayee.



SOUL FOOD...

**The Three-day Long Drama Festival**

Celebration of art and culture has a crucial place in Birla Institute of Management Technology. Thus, taking the tradition forward, BIMTECH organized a plethora of cultural and literary functions spanning from September 29, 2019 to October 3, 2019.

On the first day, the activities commenced with "GUDAMBA", a wonderful and enthralling comical monologue by ESSAY PPL Mumbai. Gudamba literally means "kuch meetha kuch khatta". The play essays the poignant journey of Amina (Lubna Salim) and negotiates the ups and downs of her life with an absolute sense of irreverent comic reaction.

This was followed by an interactive session by Mrs. Lubna Salim along with felicitation of the social media contest winners- Amal Ranjan, Samyak Jain and Shubhi Shrivastava. In order to enhance the employability skills in students, the Centre for Business Communications, BIMTECH, in collaboration with Fizza Arts, Mumbai, launched the elective—"Corporate Effectiveness through Theatre techniques". The first cohort was awarded by Mrs. Lubna Salim.

Followed by the heart-tugging performance of Mrs Lubna Salim, the next day unraveled before the students the portrayal of an apt Dario Fo's comic-satire 'Chukayenge Nahi' performed by Asmita Theatre Group, New Delhi.

Day 3 of the Drama Festival opened with the play 'Ek Mamuli Aadmi' by Asmita Theatre Group. Inspired by Akira Kurosawa's film "Ikiru", the play underlines those features of an urban middle class setting which make the yearning for real happiness an agonizing experience. The Debating and Theatre society, under the able guidance of Dr. Saloni Sinha gave the students a chance to celebrate the richness and depth of human expression in all its forms. Excellence with values the slogan which is at the heart of BIMTECH, was evidently seen getting manifested in the process.



MAKING PRESENCE FELT

COGNICIOUN' 20

Cognicioun'20 - the iconic business quiz conducted by the Quizzing Club at BIMTECH, on February 8, 2020 embraced what quizzing is all about--the joy of knowing, learning and retaining the child-like curiosity. Mr. Sachin Ravi, the eminent quizmaster from Walnut Knowledge Solutions Pvt Ltd, resumed the quizzing duties with a panache. KPMG extended full support as the Knowledge Partner for the event. Mr. Nitesh Jain, Director, KPMG India, was the Chief Guest for the event. The guest of Honor was Shri Kumar Abhinav, Deputy Commissioner, Tax Policy Research Unit, Finance Ministry, Govt of India. Some of the corporate teams who participated in the quiz were from SAIL, EY, Deloitte, BNY Mellon, Edelweiss, Capgemini, Maruti Suzuki, Bata India, Times Internet, Nexus Consulting amongst others. The winners of the Cognicioun'20 were B Naveen Kumar and R. Jayakanthan from TCS and Sai Mitra Constructions (Rs. 60,000 cash prize); 1st Runners Up were Shyam Shirodkar and Rohan Khanna (Rs. 35,000 cash prize). The 2nd Runners Up were Pratyush Goel and Teo Thomas from EY (Rs. 25,000 cash prize). The smooth flow of the grand event is a reflection of the untiring efforts of all members as well as the alumni of QCB.



VIKRAY' 2020

VIKRAY, the flagship event of Club Retailia was conducted on the 5th of February 2020 to provide students with a platform to showcase their intelligence, awareness, and managerial skills, the requisites for any promising manager. The pre buzz behind the Mannequin and the Photography challenge reached astronomical levels. To earn the title of "VIKRETA OF THE YEAR", the participants went through multiple rounds and the final round was - Re-launching of failed products where they had to come up with innovative ideas to re-launch a failed product. The atmosphere was stimulating and vibrant with judges sharing their deep knowledge and expertise with students.



REIMAGINE - SWISS RE CHALLENGE

As part of the on-going strategic partnership process with BIMTECH, officials from Swiss Re visited the BIMTECH Campus for review and launch of the Pan India Reimagine Competition. This year BIMTECH Team comprising of Lav Ishan, Shreya Rakesh & Prof. Monika Mittal got the First Prize. Ms. Sonal Tivarekar, VP-HR Head-Swiss Re distributed the Reimagine Swiss Re Certificate to PGDM-IBM Winners.

MAKING PRESENCE FELT

PRATIBHA 2019

The much awaited Annual Intra-College Cultural Fest of BIMTECH, PRATIBHA 2019, was held on September 26, 2019. The competitions were a combination of Managerial and Cultural. Fought zealously, the day was high on fun, excitement, passion, fun and also learning.

The Managerial Competitions extracted the best of classroom learning and inner charisma--Hidden Alchemist, Best Manager--the flagship competition in the category of Managerial which included Finance Round, HR Round, Marketing Round, Stress Interview. In The Gift of Gab (Extempore) participants were given a particular topic and they had to shed light on the same; Kala Kabad is creativity personified--making art out of waste. The vibrant, innovative minds got started on creating an exquisite product out of waste material. In AvaTaar Reborn, participants have to study a business that has considerably lost its business in recent years. The brand value has plunged and a blueprint for revival. Other activities like Bizmono, Rashtriya Sabha, Itihas ke Panne and cultural competitions like Voice of Bimtech, Wackey Feet and Fashionista kept the atmosphere vibrant and joyous. Amidst academic work, it was a much needed break for a rejuvenated self and a time to bond people around.



BIMTECH PREMIER LEAGUE 7.0

It's not a competition; its an all-out war, for one week. It has all the seriousness and the professional touch--7 teams (Stallions, War Hawks, Red Lions, Gladiators, Warriors, Black Tigers, and Pitch Smashers) compete in the BIMTECH Premier League (BPL), an Intra-College cricket tournament organized by 22 Yards--the BIMTECH Cricket Club. The first step is to select the Captain, done at least 20 days prior to the competition. The Captain receives Rs. 10 Lakhs to buy 2 staff and 14 other players (1st and 2nd year students). Three Brand Managers are appointed by the Captains who are entrusted with the task of online and offline promotions.

Set in a round-robin and knockout tournament format, the teams fought ferociously and the "Warriors", were declared The Winners of BIMTECH PREMIER LEAGUE 7.0 (BPL 7.0) for their outstanding consistency and commitment throughout the tournament. The First Runners Up were the "Pitch Smashers". The Brand Managers also competed by presenting the promotion strategies they implemented during the tournament.

The Majlis Fest

"The Majlis Fest" organized by Majlis, was the beautiful amalgamation of talent, social solidarity, values, and geniuses on one stage to manifest the youth's dynamics. The chief guest for the event was Mr. Kamal Singh, ED-UN GCNI. With events like Parivartan (Street play/NukkadNatak) and Kavyanjali; the Majlis Fest 2020 has been the celebration of talents and abilities. Majlis strongly believe that Street Plays are best way to connect with the common man and have the power to simplify the critical issues through the art of storytelling. Parivartan saw participation from leading street theatre clubs that presented the seriousness of a particular situation or an issue in a very intriguing way. Their participation made a mark on society by taking up causes of social significance. The winners of the Parivartan were: 1st- Miranda House and 2nd- Institute of Home Economics



Educocracy

Educocracy is a written debate organized by Majlis wherein students were provided with a topic of discussion wherein they have to take a stance and provide valid arguments either for or against it. The event was launched on The Teacher's Day, September 5, 2019. The topic of the event was "Competition is a necessary part of Education."

It was an open event on the college notice board for all the students and teachers. They pinned down their thoughts on the board in the favor of and against the argument. On closure of the board after 7 days, all the entries were shared with the judges who declared winners on the basis of parameters such as Presentation, Crispness, Clarity of thoughts and Persuasion.

The Novices and the Wise

The Novice and The Wise is an annual debating event organized by Majlis. During the competition 4 teams consisting of one student participant and one faculty participant debate for or against the given topic of national/international importance. The event took place on 9th January, 2020. The aim of the event was to equip students with analytical, creative, complex and flexible approach for problem solving in accordance with skills mentioned by WEF expected in future. Topic for the debate was- "Will the technology and globalization drive up inequality?"

KNOWLEDGE CENTRE



1. Training and development

1.) Orientation sessions of online resources:

Online library resources are an integral part of the research process for the students. After getting assignments, the students turn to online library databases to begin their research process and to help them, to make them aware of the available online resources and databases, library organized tutorial sessions on june 29 & 30, 2019 for the students and managers.

To clear the doubts, library also conducted a session on july 26, 2019 for its staff and the course manage research scholars on turn it in, a commercial, internet-based plagiarism detection service which checks submitted documents against its database and the content of other websites with the aim of identifying plagiarism.

2. Knowledge sharing

2.a) Social outreach program through library

A two days' workshop on "social outreach program through library" was organized in bimtech, greater noida from february 2 and 3, 2020. It was jointly

organized by rural education and development, read India, Bimtech foundation, greater noida and rangathan society for social welfare and library development (rsswd), greater noida.

The objective of the training program was to develop confidence, skill and to provide basic knowledge of library operations to the 35 participants from library profession, civil society activists& team members of read india and bimtech foundation.

2.b) Delnet workshop:

Developing library network (delnet) conducted a one-day workshop on "strategies for transforming libraries: growing trends & technologies for enhancing teaching, research and lifelong learning" on february 22, 2020 in collaboration with bimtech foundation and rangathan society for social welfare and library development.

The 75 library professionals from different colleges and universities of india received guidance on effective use of e-resources and the latest trends and technologies in the field of library management.

2.c) Webinars for subscribed online resources

On may 18, 2020 a quick demo was held to understand egateway- refread by mr. Mohit sharma. On may 20, 2020 a webinar was held regarding ebscohost and ebooks by the executives of ebscohost for the team library.

3. New additions

3.a) Addition in the collection of books

The library has grown rich with the addition of 1232 books on every discipline of management and with the wide array of literary collections in the last academic year (2019-2020).

3.b) Addition in the collection of books in the form e-books:

The library has enriched its collection by adding 20000 e-books. Users can download the full book or individual chapters and read them in any application or transfer them to any device. Users can select either pdf or epub formats and take advantage of google drive integration and smartphone/mobile optimization.

3.c) E-library platform

It is said that library is your paradise and when you are having a platform that not just serves content but a wholesome library experience, then you are indeed in paradise. Bimtech library has taken the service of

refread e-library to deploy such a platform which includes unique features, a single click will take you to all the resources by discipline, by publisher, by format, by collection.

3.d) Subscription of get abstract – compressed knowledge

Bimtech library has subscribed get abstract which is the world's #1 source of nonfiction summaries; it creates abstracts of a range of books and articles for business customers. This knowledge is delivered in summaries of the most relevant books.

4. Promotion to nurture the dreams of students

4.a) Press reporter: the chance to prove the writing expertise and reporting skills of students
Bimtech library provided a great opportunity to nurture the dreams of becoming the reporter of a leading business daily newspaper "business standard" to the students of 2019-2021 batch. Two students navya gupta and niharika gupta were selected as the campus reporters for a year. Reporters cover the important events of bimtech and send the brief reports (150 words) along with one photograph to the editorial board of business standard on weekly basis.

INTELLECTUAL DELIBERATION



Interaction on International Marketing

Students of PGDM had an enriching interactive session on International Marketing with **Mr. Rajiv Wahi, Chief Executive - EAM of Escorts Group**, on August 3, 2019. With over 32 years of experience across the globe, **Mr. Wahi**, captivated the attention of students by showing how keeping a single minded focus on the world's biggest market—Africa—was paying dividend. He detailed in ten intensive steps, the importance of doing a detailed market research along with cross-cultural analysis, trade barriers, government policies as well as return on capital to set up an assembly line in a different geography.

Panel discussion on New Age Economy and Managerial Skills

Artificial Intelligence and Internet of Things have disrupted and transformed the world of business. Professor Sanjiva Shankar Dubey led this Panel Discussion and invoked the budding managers to seize this revolutionary trend. **Mr. Ajit Shah**, General Manager with experience in managing budgets and P&L described how technology had shaken up Finance and Marketing and shared his insights on how integrating AI could steer a business model towards exponential growth.

Mr. Vijay Kumar, Ex Vice President of Tech Mahindra laid stress on the fact that this new age economy required entirely new set of management skills with tech as the epicenter. **Mr. Kumar Bivudh**, Divisional Head-Strategic Projects, Asia Pacific, Middle East and Africa at Apollo Tyres spoke about giving the learning curve a strong push towards innovation and design thinking.

Neuromarketing Workshop in the Forefront

On September 25, 2019 **Dr. Ram Jalan**, a heavyweight in the field of **neuromarketing** conducted a workshop that had students in wondrous amazement. **Dr. Jalan** is the Chief Marketing Officer (CMO) at Omax Ltd with over 16 years of experience as an entrepreneur, marketer, consultant,

scholar and an internet evangelist. He is an alumnus of IIM Calcutta and a certified expert in Consumer Neuroscience and Neuromarketing from Copenhagen Business School and IIM Ahmedabad.

Students were spellbound to hear **Dr. Jalan** explain how Neuromarketing and Neuroscience determines consumer behavior—from precisely mapping the journey of a consumer's need felt for a product to the after-effects of availing them. The effects created in the subconscious mind could be studied using FMRI, EEG, Sensory imaging, etc. **Dr. Jalan** gave some staggering examples of how companies like UBER and OLA track consumer behavior by their phone battery percentages, or by their selfie timings! Students sought his opinion on diverse fields—ranging from Gamification, Augmented Reality, Virtual Reality, among others.

Workshop on Digital Story Telling and Personal Brand Building

Dr. Amit Nagpal conducted an enlightening session on why **'Personal Branding and Story Telling'** was as crucial as building the company profits. Personal Branding is a good mixture of mindful content, passionate engagement and heartfelt collaboration. He spoke at length about the kind of content the audience is looking for and how to engage the audience better as a content creator. Sharing your KASA (Knowledge, Skills and Attitude with aesthetics), demonstrating passion and sincerity is prerequisite for personal branding; **Dr. Nagpal** also stressed the importance of building an offline personal brand profile—reading the right books, speaking at events and conferences, mentoring and offline networking.

With the phenomenal growth in social media audience, an in-depth understanding of all the platforms—LinkedIn, Facebook, Twitter and Instagram is most crucial before posting any content on social media.

INTELLECTUAL DELIBERATION



Panel Discussion on 'Redefining Retail Growth Strategies'

The RETAILA club of BIMTECH organized a panel discussion on "Re-defining Retail Growth Strategies through Hyper-Personalization of Services" on August 2, 2019. The panelists included **Pradeep Sharma**, Operations Head, MBO Business & E-Com, BIBA Apparels; **Abhishek Raj**, General Manager, Business Development & Operations, Lacoste India; **Taranpreet Singh**, Co-Founder at Expansion Masters & Business Head-Creative Mud Agency and **Shailesh Kandwal**, Zonal Business manager, Reliance Retail Ltd. The session was very interactive and students made the most of the opportunity by interacting with the Panelists and build their network.

Special Lecture on "Economic Perspective: Global & Domestic" by Dr. Ajit Ranade

Dr. Ajit Ranade, Group Vice-President & Chief Economist, Aditya Birla Group addressed the faculty and students on September 30, 2019. The theme of the address was, "Economic Perspective: Global & Domestic". In his lecture, **Dr. Ranade** touched upon this issue in the background of the current slowdown in the economy. It was a very enriching experience for all.

Panel discussion on Union Budget 2020-21

On February 7, 2020, the Eco Chamber, the economics club of BIMTECH in collaboration with Economics Area organized a panel discussion on Union Budget 2020-21. The panelists included experts from various domains such as veteran journalist and founding member and Managing Director of thewire.in **Mr. M.K. Venu**, Professor **N.R. Bhanumurthy** from National Institute of Public Finance and Policy, **Dr.S.P. Sharma**, chief economist at Chamber of Commerce and CA **Vaibhav Jain**.

Slow growth in the various sectors of the economy, stagflation, structural and cyclical issues, were some of the crucial issues discussed at length by all the panelists. The Seminar Hall was jam packed with students ensuing an eager and active participation from them. This was followed by an intense Question-Answer round between students and the panel.

The Guests were facilitated by the Deputy Director **Dr. Anupam Verma** for sharing their valuable knowledge and insights with students of BIMTECH.

Webinar on Covid-19 and Retailing Realities for Budding Professionals

Digitalization, mall management, frontline employees and Demand and Supply were the key topics under deliberation during this Webinar organized by the Retail Management Program with 100+ participants. The industry professionals stressed the need to maintain good mental health amid the Pandemic.



Phy-gital is the Future

Prof. Pankaj Priya Area Head - Marketing & Retail; Professor of Marketing conducted a webinar on the future of retail. With his profound experience in the field of retail, **Prof. Priya** offered the key learning—the current COVID 19 pandemic has brought about drastic changes in our lifestyle, resulting in a significantly transformed consumers across the globe. There is an urgent need to reboot the business model.

Prof. Priya offers the gamechanging thought philosophy—going 'Phy-gital' where shoppers are offered the best of both the physical and digital worlds at all times and merge them together seamlessly so that they complement each other to offer the consumer a single, positive, integrated experience.



THE BATON OF KNOWLEDGE



Conclave on New Education Policy (NEP) and implications to achieve the United Nations' Sustainable Development Goals (SDG4)

The UN Global Compact Network India (GCNI) organized its **1st Quality Education Conclave** on November 1, 2019 on the theme 'Aligning NEP with SDGs: Imperatives for Industry & Academia'. The students of IBP attended this Conclave to discuss and understand the New Education Policy (NEP) and its implications to achieve the United Nations' Sustainable Development Goals. The SDG 4 talks about Quality Education for All by 2030 and also promote Industry-Academia collaborations to develop a concrete roadmap to achieve the same.

Dr. Ramesh Pokhriyal - Minister of Education, Shri Manish Sisodia - Deputy CM of Delhi, Mr. Ramanathan Ramanan - Mission Director (NITI Aayog) and Dr. H Chaturvedi - Director, BIMTECH were among the distinguished speakers at the event.

Special Address on "Water is Life" by Shri Rajendra Singh

Dr. Rajendra Singh, also known as "the waterman of India", interacted with faculty and students at BIMTECH on October 3, 2019 during the foundation day events. A Magsaysay 2001 and Stockholm Water Prize 2015 awardee, Dr. Singh is an Indian water conservationist and environmentalist from Alwar district, Rajasthan. He runs an NGO called 'Tarun Bharat Sangh' (TBS), which was founded in 1975. The NGO based in village Hori-Bhikampur in



Thanagazi tehsil, near Sariska Tiger Reserve, has over the years helped build over 8,600 johads and other water conservation structures to collect rainwater for the dry seasons and has successfully brought water back to over 1,000 villages and revived five rivers in Rajasthan, Arvari, Ruparel, Sarsa, Bhagani and Jahajwali. He enlightened the audience by telling the importance of water. Dr. Singh uses a modern version of the ancient Indian technique of rainwater harvesting. It involves building low-level banks of earth to hold back the flow of water in the wet season and allow water to seep into the ground for future use.

G20 Osaka Summit

PGDM-IB students were invited for the 'De-Briefing Session on "G20 Osaka Summit"' organized by RIS at India Habitat Centre, New Delhi on 16th July 2019. The event was graced by Hon'ble Shri Suresh Prabhu. Since India is going to assume G20 Presidency in 2022, the attendees collectively deliberated upon the road map from the Osaka Summit.



Omniglotzzz 2.0'

'Omniglotzzz 2.0' the flagship event organized by International Business Program in Trimester II is designed to bring out our empathy quotient--our extraordinary ability to connect with people. The competition tests your cross cultural competency and proficiency in one foreign language (German/French) and integrated into the course evaluation for Intercultural Business Communication and Foreign Languages courses. The theme "OMNIGLOTZZZ 2.0 - Enhancing Cross Cultural flavors of France and Germany and other Emerging Countries" was specially designed to develop deeper understanding about different cultures, beliefs and way of living. The jury included: Dr. Rita Malhotra, President of Poetry across Cultures; Ms. Aradhana Pradhan, Director, Masi Inc. and Mr. Soma Sundaram, Teacher, Alliance Francaise.

In the "Doing Business Project", different countries were assigned to groups of students, and they prepared newsletters and videos showcasing their countries business with emerging economies. Mentored by Dr. Anuj Sharma and Prof. Saloni Sinha, the insightful country videos imparted knowledge about the rich economy and culture. It was an indicator of the passionate effort of all students and Mentors: Prof. Mamta Kathuria, Prof. Sanjay Sharma and Ms. Rupali Singh, without whom this event would not have witnessed this stupendous success.

THE BATON OF KNOWLEDGE



Hermes Dialogues 2.0'

On 26th November 2019, COSMOPOLITAN, an initiative of PGDM (International Business Program) organized the 2nd edition of their flagship event "HERMES DIALOGUES 2.0". This platform encourages futuristic managers to debate on contemporary geo-political issues and thereby sharpen their knowledge. The topic for debate at 'Hermes Dialogues 2.0' was "Should Member Countries Sign RCEP". The event was judged by senior officials of trade bodies & the Government of India. Over 10 teams were mentored by Institute's faculty members polishing their articulation skills to express with clarity their country's concern about multi-lateral trade agreement RCEP and whether they should sign it. The esteemed Jury consisted of Shri Rajeev Kher (Former Commerce Secretary, Distinguished Fellow, RIS) and Shri Pranav Kumar (Head - International trade Policy, CII).

Participating teams and the spectators alike were awakened to a new perspective after listening to the insightful speech delivered by Shri Pranav Kumar. He said India benefits if it signs RCEP and in the present economic conditions, RCEP could prove to be a wonderful opportunity. Finally, the much-awaited results were announced. Ms. Anuradha Gupta and Ms. Pallavi Mishra (PGDM Batch 2019-21) representing India bagged the first position, followed by Ms. Harshita Gautam and Ms. Himani (PGDM Batch 2019-21) representing Vietnam and 2nd runner up were Ms. Bhumika Arora and Mr. Jay Kumar Jain (PGDM-IB Batch 2019-21) representing Japan.



SEWA National Farmer Meet

In Collaboration with BIMTECH Insurance Lab, PGDM-IBM students, Mr. Lav Ishan and Mr. Dhiraj Choubey explained the salient features of the 11 States Survey conducted by BIMTECH Insurance students on farming practices and livelihood issues in these states. Students presented (on 21st & 22nd December, 2019) the highlights of their survey for the 11 states they had visited covering 5000 farmers. A wealth of usable data has emerged which was further analyzed by SEWA for suggesting policy initiatives to aid the farmer. The office bearers and farmer's representatives appreciated the survey and lauded the students for their commitment and hard work.

"Insurance Industry in India: A spectrum of opportunity"

Mr. Stephen G Anderson, Head International Business #TheInstitute, Mr. Vincent Bonny, Head-Business Analysis, Swiss Re, Mr. Srirang Sawant, Ex CEO-HDFC Chubb & Ms. Anamika Rasrawar, Director Marketing, IFFCO Tokyo were among the 60+ industry professionals from Insurance and Risk Management who participated in the Seminar hosted by PGDM-IBM students on January 24, 2020. The students immensely benefited by interacting with the veterans.

Prof Manoj K Pandey, Associate Professor of Insurance, Marketing, Faculty at BIMTECH, said in the last decade, the insurance industry has moved forward on multiple fronts. The industry has witnessed enhanced penetration, increased coverage of lives, varied product basket, shift in distribution channels, enhanced reach, significant improvement in service infrastructure and increasing competitiveness of the market.

In the light of this transition there is an urgent need of a platform where these issues can be discussed. INMOS (Insurance Movers and Shakers) club of BIMTECH provides all the Insurance enthusiasts to share industry knowledge among the members.

THE BATON OF KNOWLEDGE



“Decoding Life Insurance”

PGDM-IBM Conducted a Q&A series “Decoding Life Insurance” on OTT/YouTube channel in collaboration with Tax4Wealth. This generated

The discussion covered the entire rigmarole on the subject of Life Insurance in India: Which life insurance is best in India? How does a life insurance work? Is life insurance necessary, among other queries. (for the full discussion: refer on YouTube <https://bit.ly/34p65yN>)

Insurtech: The New Insurance Paradigm

BIMTECH in collaboration with ASMA Knowledge Series spoke with Prof. Manoj Kumar Pandey (Faculty at BIMTECH) about how InsurTech startups are achieving the new milestone in India. The subject of InsurTech has certainly revolutionized Insurance—unlike the pen and paper procedure, these days one can avail of health insurance, travel insurance policy instantly. The interaction is a knowledge manual for students in sharpening the knowledge of the fundamental concepts before launching a flamboyant career in the field.

BIMTECH and Risk and Insurance Management Society (RIMS), USA signed a MoU

Geopolitical conflicts, volatile financial markets, industry disruption, cyber threats and vulnerabilities—the world seems to be perpetually in the throes of unprecedented change and chaos. At this juncture, the world needs competent risk professionals to Not just manage these challenges but also have a blueprint—a thorough disaster preparedness and response plan for natural and man-made catastrophes to help protect personnel, facilities and operations, and speed business recovery efforts. BIMTECH entered into an association Risk Management Association like RIMS (Risk and Insurance Management Society), USA.

Founded in 1950, RIMS is a global not-for-profit organization representing more than 3,500 industrial, service, charitable and government entities throughout the world. The MoU has its Vision to promote risk education in India.

Dr. Anupam Verma, Deputy Director BIMTECH and Mr. Roop Kumar N, Chief Risk Officer, SBI Life Insurance and RIMS (USA) India representative launched Co-Branded (BIMTECH-RIMS) Certificate in Risk Management (CRMP-Basic Course) on October 18, 2019.

Divided into three levels: BASIC, INTERMEDIATE and ADVANCE, the CRMP course is integrated into the PGDM- (IBM) course. RIMS membership at once, connects BIMTECH students with our global community of more than 10,000 risk professionals. Students can go for Advance level once they join the industry and have 1-year practical experience. This is a significant qualification for our students given the recent government regulation that every corporate should have one in house Chief Risk Officer.



THE BATON OF KNOWLEDGE

INDUSTRY-ACADEMIA CONNECT The LYCEUM Master Class Series

Lyceum - Master Class is the annual mega event of “industry-academia” collaboration at BIMTECH. Lyceum is a word coined by Aristotle and represents a school of transforming thought and learning. Driven by students under the guidance of faculty mentors, it gives the students a unique platform to showcase their intellectual ability and share their thoughts with some of the best leaders in the industry. The theme for Lyceum 2019 was **“Managing Indian Business in the VUCA World - Challenges and Opportunities.”** In this Lyceum Masterclass 2019, the group of students were expected to develop ideas and strategies for the five sectors namely, Banking & Financial Services (B&FS), Marketing (Rural Marketing; International Marketing; Digital Marketing, etc.), Retail Marketing, Information Technology and Operations (IT&ITes and Ops), and Insurance & Risk Management (I&RM), and probe how the economy can face the given challenges. The emphasis was on providing very creative suggestions in the area of opportunities and solutions, for getting the economy humming again. The Mega Round held on November 23, had 5 penultimate winning teams contesting for the final wining position of Lyceum 2019.

The invited industry experts were Mr. Rangarajan Rajagopalan, Lead Manager Property Products Asia, SwissRe, Mr. Akshay Mathur -Sr. Director, Talent Acquisition- South Asia Product Owner- Global People Projects. S&P Global Inc., Ms. Mandeep Kaur - Strategic Human Resources Leader- IBM India Private Limited and Mr. Anirudha Chakravarty, Associate Director, KPMG. The winners of the Lyceum Masterclass 2019 were Vaishnavi Singh, Raashi and Shreya Rakesh from Insurance Team, followed by 1st Runner Ups Ria Kapoor, Ridhi Grover and Mishita Jain from Marketing team and 2nd Runner Ups Vinodh Kanna A, Anurag Singh and Ruchita Yadav from Retail team.

The team winning the first position was awarded prize money of Rs. 25,000; the first runner-up team was awarded prize money of Rs. 15,000; the second-runner up team was awarded prize money of Rs. 10,000 and the remaining two teams were awarded a consolation prize of Rs. 5000 each.

Industry Lessons via Stories: Alumni in the Forefront BIMTECH Alumni Cell organized a virtual storytelling session with Mr Aditya Aggarwal (1998-2000 PGDBM batch), Business Head & VP at Maruti Suzuki India Pvt. Ltd. On July 4, 2020. As an auto industry veteran with over 30 years of experience spanning supply chain, logistics, sales, sales, administration, network planning, among others, Mr Aggarwal held the student audience spellbound as he narrated his career graph—learning Advertising on Wheels (Industry first on car carriers), strategy of competitive pricing, Car based Fleet Tracking, etc. Mr Aggarwal also added the life lesson—mind-set change is the most difficult to achieve but one should persevere with the ability to Unlearn and Relearn.

Alumni Storytelling Session:

Mr. Yogesh Bellani, BIMTECH distinguished alumnus and CEO of FieldFresh Food Pvt Ltd (Bharti Enterprise & Del Monte Pacific Ltd Joint Venture) interacted with new students (2020-2022 Batch) on May16, 2020 sharing his lifelong lessons—in work and life. He said true leadership is all about honouring your commitments. Despite the turbulences we see around us, we have to stay courageous and positive. During the interactive session with new students he stressed: If your GPS is anchored in very strong ethical value system, resilience, self-belief and inner confidence will automatically be a part of us. (You can watch the full webinar at <https://bit.ly/2QCQFYX>) Skills of the Future: Expectations from New Management Graduates

The Centre for Corporate Relations (CCR) under their Webinar Series "Synapse" organized the Panel Discussion to introduce the students to new skill sets required in the knowledge economy. The moderator of the session Prof (Dr) Rahul Singh, Chairperson-PGPX & Area Head-Strategy, Innovation & Entrepreneurship gathered 4 industry stalwarts with stunning accomplishments to deliver the industry expectations. In the panel were Ms. Sneha Jain Paul - AVP HR Vedant Fashions Manyavar (awarded the coveted HR 40Under40). Dr. Sanjeev Kumar Chauhan - Director HR, Pepe Jeans is a seasoned HR professional with lifelong experience across multiple functionalities--L&D, Talent acquisition, among others. Mr. Syed Tabrez Hassan - Head, Talent Transformation, Landmark Group, L&D Professional with 11+ years in retail and Sushil Tripathi Head-HR (Garment & Retail Business) Siyaram Silk Mills (awarded CHRO 2020).

The topmost HR Minds of the Country reiterated one common aspect—the need to nurture growth mind set. In today's VUCA world, illiterate is one who cannot learn, unlearn and relearn. an entrepreneurial mind set is the single biggest trait to possess. (View: <https://bit.ly/2QMCSL3>)



THE CONNECT



Industrial Visits

Industrial visits are an important means to impart practical experiences and real world applications to prepare students for challenges they would face in the workplace. Industrial visits provide vital information about each organization, its performances and various functioning process of the organization. It also enables students to understand the internal working environment of each organization. In addition to benefiting the students, industrial visits also benefit stakeholders by bringing them into contact with prospective employees. The industrial visits are thus a regular feature at BIMTECH and students are encouraged to visit plants and offices of various companies. This year the students of PGDM (International Business) visited the Mumbai Port, office of MCX, Escorts Agri, Faridabad, Inland Container Depot, Dadri. Similarly, PGDM (Insurance Business Management) students visited Central Warehouse Corporation located at Patparganj in Delhi and Pawara Mill at Mohiuddinpur, Meerut, Uttar Pradesh. The industrial visits enable widespread exposure in students and encourage them to plan, organize and engage in active learning experiences outside the classroom.

Guest Lectures at BIMTECH

Guest Lecturers are an important part of the educational experience for all our students. It provides an opportunity to introduce students to real-world life experiences from the position of someone who has been there, done that. Students get the insight and viewpoint of the guest lecturers' area of expertise. Inviting experts to provide valuable information to students would help them to spruce up their act. They lend valuable information from their experiences which is a real help to the students. They are a regular phenomena at BIMTECH.

It was a wonderful opportunity for students of Retail Management to understand Multi-channel retailing from Ms. Ritika Taneja, AVP, B2C ShopClues. Discussing in details about the pros and cons of adopting the strategy of Omni Channel retailing, Ms Ritika focused on Brick and motor stores, e-commerce sites like Amazon and Flipkart's mobile app strategy. Similarly, Khushboo Thakur, Regional Manager-North, Eduquity Career Technologies helped our young students to understand Organizational Change and Stress Management. Mr. Pearlraj Cannivady, Vice President, (Marketing) at Spar Hypermarket)Landmark helped



IN THEIR MIDST...

RESPONSIBLE MANAGEMENT EDUCATION: SOCIAL IMPACT INITIATIVES



Food for All:

Community leaders were selected to distribute nutritious cooked meal and dry ration prepared in clean and hygienic conditions in the kitchen facilities available at BIMTECH. This brought relief to more than 450 people every day, around 27,000 individuals during the 1st 2 months of the crisis. In order to prevent any form of mass gathering and follow the social distancing measures some precautionary measure have also been taken. A major step in this direction is the selection of community leaders for the collection and distribution of food in their respective areas. More than 100 children received milk, biscuits, and nutrition supplements daily bringing a smile on their faces. In addition to the supply of cooked food and dry ration, BIMTECH joined hands with the district administration to support their food program helping over 36,000 people.

Cleanliness and Hygiene:

The target beneficiaries are also being informed about the importance of cleanliness and hygiene not only to deal with and prevent COVID-19 infections but also its importance in leading a healthy life. People of all ages are being apprised about the best practices of cleaning hands with soap (giving at least 20 seconds to wash hands and cleaning hands repeatedly.) To ensure people follow cleanliness and hygiene practices, they are provided with soaps, and hand sanitizers.

Collaboration:

In addition to the supply of cooked food and dry ration, BIMTECH has joined hands with the district administration to support the food programme of the government. BIMTECH's kitchen is consistently preparing and providing rotis to local administration for distribution. So far, the initiative has helped 36,000 people.

Livelihood for women:

BIMTECH is providing decent work opportunity to women or their family members who have lost their livelihood. BIMTECH has engaged 30 women in economic activities. These women are given wastepaper to make envelopes. Each woman works for 2 hrs per day and earns Rs 50 from this activity. Although the financial gains are limited, it definitely helps these women and their families in keeping their morale and spirit high during such stressful times.

Care for All Life Forms: Stray animals living in urban areas depend on the household disposal and leftovers for their survival. During the pandemic, the Institute fed stray cows, dogs, and other animals in the vicinity. The food leftover after distribution among people was fed to the voiceless creatures.

The success of these social interventions proved the Institute's ability to effectively address humanitarian emergency by connecting with the community in a compassionate way. It requires social bonding and adaptive

The Ethos of Social Responsibility

BIMTECH's Centre for Sustainability and CSR is dedicated to knowledge creation and dissemination in the domain of CSR & Sustainability, capacity building of CSR professionals and also undertaking community outreach activities. Inspired by the Ten Principles of UN Global Compact, BIMTECH has adopted the UN's PRME (Principles for Responsible Business Management) to provide a structure for academic institutions to integrate social responsibility into curricula and research with the hope that this would lead to a whole new generation of business leaders capable of managing the complex challenges faced by business and society, led by an ethical framework.

Each year the Centre organizes two national CSR events: National CSR Summit jointly with NHRD Network, and Workshop on "CSR for Agricultural Development" in collaboration with National Institute of Agricultural Extension Management (MANAGE), an autonomous Institute of Ministry of Agriculture & Farmers Welfare, Government of India. So far, 6 national CSR Summits and 3 workshops have been organised.

In 2019-20, BIMTECH was among the top 10 Institutes in India in the "Utkrisht Sansthan Vishwakarma Awards 2019" of the AICTE under the theme "How to enhance the income of a Village". This achievement is the reflection of the efforts made by BIMTECH in transforming local communities for a better life.

Response to COVID 19 Pandemic

The COVID 19 pandemic that brought the entire nation to a standstill, unleashed an unprecedented humanitarian emergency. The survival of the impoverished daily wage workers was at stake. Imbued with the philanthropic legacy of the Birla family, BIMTECH immediately sprang into action with several initiatives:

IN THEIR MIDST...

Social Impact Initiatives: 2019-20

**Social Impact Initiatives: 2019-20**

Workshop on CSR for Agricultural Development: BIMTECH, Greater Noida and National Centre for Management of Agricultural Extension (MANAGE), Hyderabad (an autonomous organisation of Ministry of Agriculture & Farmers Welfare, Government of India) jointly organised a two-day workshop on CSR for Agricultural Development at MAN-AGE Campus, Hyderabad on November 19-20, 2018.

The objective of the workshop was to provide space to CSR executives of PSUs & companies, academia and professionals for exploring possibilities for leveraging CSR funds for agricultural development. The themes for the workshop were i) water management, ii) dairy and iii) innovative projects in the area of agriculture.

The workshop started with the inauguration of reading material by Dr V Usha Rani, IAS & DG, MANAGE, Dr Latha N Murthy, Independent Director, Bharat Dynamics Limited, Mr V Vijay Vardhan, Operations, ITC Ltd., Dr N. Balasubramani, Director, Center for Climate Change and Adaptation (CCA) and Prof. N. N. Sharma, Chairperson, Centre for Sustainability and CSR, BIMTECH. The reading material carries updates on CSR regulations, data on CSR expenditure for the last five years and 17 case studies



related to water management and dairy. The workshop was attended by 62 delegates representing organisations like the Reliance Foundation, Ambuja Cement Foundation, JSW Foundation, Dalmia Bharat Foundation, Bharat Dynamics Limited, ICRISAT, IOCL, NTPC etc.

Impact Evaluation for Umang Dairies Limited:

Centre for Sustainability & CSR has recently conducted Impact Evaluation of Corporate Social Responsibility (CSR) project jointly undertaken by Umang Dairies, JK Paper, LVP Foods and SPARSH. The intervention aims at livelihood promotion. Thus far, 613 SHGs (terminated Dairy Interest Groups (DIGs) in the project) have been formed cover 6130 women. The intervention has reached 184 villages spread across five development blocks of district Amroha in Uttar Pradesh.



BIMTECH to conduct "Baseline Survey and Needs Assessment" for Epsilon Carbon: BIMTECH has been entrusted by Epsilon Carbon Private Limited (ECPL) to conduct a "Baseline Survey and Need Assessment" of six villages near to its facility in Bellary, Karnataka. In this regard, Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH, with Shri Vikram Handa, Managing Director, ECPL, to discuss details of the study which is expected to start in last week of December 2019. During the meeting Prof. Sharma shared Coffee Table Book of BIMTECH with Sh. Handa. The study was completed in February 2020.

Meeting Chaired by Professor N. N. Sharma: Prof. N. N. Sharma chaired a meeting of Stakeholders' Committee on CSR of Dalmia Group of Industries on September 2019 in Gurugram. Among others Sh. Vishal Bhardwaj, Head-CSR, Dalmia Bharat Group was also present during the meeting.

IN THEIR MIDST...

Establishment of BIMTECH Vidhya Kendra: This Integrated Education Centre was inaugurated at PariChowk Metro Station on August 17, 2019 by Shri Alok Tandon, IAS, Managing Director of the Noida Metro Rail Corporation (NMRC). The objective is to achieve inclusive and quality education for all and affordable vocational training eliminating gender and wealth disparities. The project is jointly undertaken by BIMTECH Foundation, Ranganathan Society for Social Welfare and Library Development and NRMCC.



ProtsahanChiraiyya - Digital Literacy Program: Ms. Anjali Makhija, COO, SEHGAL Foundation, distributed certificates to 52 students who passed the final examination of 2nd of Digital Literacy Program under the project "ProtsahanChiraiyya" jointly organized by BIMTECH Foundation in collaboration with the SEHGAL Foundation and Ranganathan Society for Social Welfare and Library Development in GautamBuddh Nagar, Greater Noida, on June 14, 2019.

Community Immersion Programs: Experiential Learning
During 2019-20, 343 students of PGDM, PGDM-



International Business, PGDM-Retail Management and PGDM-Insurance Business Management visited CSR project sites of Ambuja Cement Foundation, Spark Minda, UltraTech among others as part of the Community Immersion programs (Refer to the table). The villages visited by the students are spread across Uttar Pradesh and Haryana. The students took part in the research project and also participated in the Annual Sustainability Conference organised by the Centre for Responsible Business (CRB) on November 20-22, 2019 during which they gained insights on current sustainability trends and challenges in India from Honorary Chairperson of CRB Prof. Bimal Arora, Aston Business School, UK.

Baseline Survey and Needs Assessment for JSW Foundation:

A presentation on the Survey conducted by BIMTECH in 28 villages near to JSW Cement in Salboni, West Bengal was delivered by Prof. N.N. Sharma, Chairperson, Centre for Sustainability and CSR before Mrs. Sangeeta Jindal, Chairperson, JSW Foundation, on 27 September 2019. Prof. Sharma also shared a copy of BIMTECH's Coffee Table book with Mrs. Jindal.

Baseline Survey and Need Assessment: A pilot study was conducted for Shiva Cement Plant of the JSW Cement Limited in district Sundergarh in Odisha. The assessment was done in three villages from May 22- 24, 2019. The full-scale survey in seven villages is planned in August-September 2019.

Certificate Distribution Program at BIMTECH Vidya Kendra

Certificate distribution ceremony was held on November 22, 2019 at the BIMTECH Vidya Kendra, PariChowk Greater Noida. Mr. P.D. Upadhyay, Executive Director, Noida Metro Rail Corporation was the Chief Guest on this occasion. Mr. Manoj Bajpayee, GM Technical was the Distinguished Guest and Mr. Rajneesh Pandey, GM HR graced the occasion as the Guest of honour. In this program, certificates were distributed to the students of different batches who successfully completed computer literacy course. All members of the BIMTECH Vidya Kendra family and volunteers were present at the ceremony.

BIMTECH Vidya Kendra organized the Certificate Distribution Program of digital literacy Batch III & IV on January 16, 2020 in which 20 students who successfully completed the computer training course received their certificates and prizes were awarded. The guest on this occasion was Dr. Ashwini Kumar Chaudhry, Chairmen of RCV Universe Group of Institution.

Republic Day was celebrated with great joy in the BIMTECH Vidya Kendra's Masti Pathshala. The program started with Flag Hoisting with Mrs Madhu Sengar as the chief guest. The Chief Guest was honoured by Mrs. Geeta Tandon with a bouquet of flowers.

WEIGHING IN THE BALANCE

INFRASTRUCTURE DEVELOPMENT & SUPPORT SERVICES



Solar Power Plant- Installation of 400 Kwp Power Plant on rooftop of Nalanda and Takshila hostel blocks for generation of green energy which was completed in October 2019 for generation of green energy. The generation of electricity is 1600 units per day approx. and total savings in energy cost Rs.65 Lakh per year.

LED Tube Lights- Replacement of conventional 36 watt Tube Lights by 16 watt LED Tube Lights in campus and RCI Vidya Vihar hostel. The total number of tube lights replaced is 3480. Savings of energy cost Rs 34 Lakh approx. per year.

Tiling in Residential Blocks in Campus- Vitrified tiles fixed in 20 faculty & staff residence in Campus for better cleaning and hygiene condition in there accommodation.

Installations of Sensor Operated Taps –Normal Push Taps replace with Sensor Operated Taps (Contactless Automatic Taps) in common washroom in Academic block, Mess, Cafeteria and off Campus Hostel Mess hall to maintain the hygiene conditions in washroom.

Installations of Sanitizer Dispensers-Adequate Quantity of Contactless Automatic Hand Sanitizer Dispenser machines installed in Academic Block , Mess dining hall, off Campus Hostel Mess hall and Kitchen area for sanitizing the hands during entering in that area.

Installations of Hot Water dispensers- Water dispenser installed in each floor of Hostel blocks in Campus and Off Campus Hostel to provide the Hot Water for students for their good health during the Covid -19 situations.



WE THE PEOPLE

