

75
Azadi Ka
Amrit Mahotsav



ANNUAL ACTIVITY REPORT 2022



Birla Institute of Management Technology

Plot No. 5, Knowledge Park II, Greater Noida (NCR)
Uttar Pradesh-201 306, India

Tel: +91-0120-6843000-6843010
Mob: 9355024501-510

www.bimtech.ac.in

- <https://www.facebook.com/BIMTECH/>
- <https://twitter.com/BIMTECHNoida>
- <https://www.youtube.com/user/Thebimtech>
- <https://www.linkedin.com/school/bimtechnoida/>
- <https://www.instagram.com/bimtechnoida/>
- <http://blog.bimtech.ac.in>

ANNUAL ACTIVITY REPORT 2022

OUR VISION

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



Late Basant Kumar Birla and Sarala Birla

Board of Governors	02
Message from the Director Desk	03
Our Annual Journey	04
Leadership Deliberations	11
Global Presence	23
Accreditation Journey	30
Our Research Odyssey	32
Our Research Projects	34
Our Publications	38
Centre for Management and Case Development	40
Centre for Faculty Development	42
Centre for Business 4.0	44
Centre for Management Development & Consultancy	45
Centre for Online Studies (COOLS)	46
Centre for Entrepreneurial Development	48
Awards and Accolades	52
Admissions 2022	54
Placements	58
Intellectual Deliberations	60
Knowledge Center	64
Industry Academia Connect	66
Learning Beyond Classroom	67
Sustainability and CSR Initiatives	70
Infrastructure Development & Support Services	74
Student Clubs and Conduits	77
Campus Facilities	78

Board of Governors



Smt. Jayashree Mohta
Chairperson
BIMTECH



Message from the Director Desk

We at BIMTECH strive to nurture and groom ethical leaders with entrepreneurial and global mind-set who can make a profound and positive impact on people, companies and society at large.



At BIMTECH 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 strongly believe that as educators we have an obligation to prepare our new generation of managers with a sense of professional excellence and corporate responsibility. We strive to endow our students to pursue a clear strategic vision, maintaining a disciplined, long-term viewpoint and instilling enduring values that have no equal in talent, professionalism, and excellence. At the same time, the challenging and stimulating academic environment at BIMTECH instills in our students the requisite skills and capabilities to equip them for success in this complex global environment.

As we delve into educating the increasingly tech-savvy Generation, we strive to give our students greater control of their learning as they explore and experiment with the nuances of

management education to foster an eco-system that encourages risk-taking, innovation, and creativity. We aim to achieve the pinnacle of perfection and professionalism in management education.

The achievements touched upon in this report were possible only through the hard work and dedication of all the members of the BIMTECH family. Together, we seek and discover new opportunities, and challenge old norms and perspectives to make a meaningful influence on the world around us.

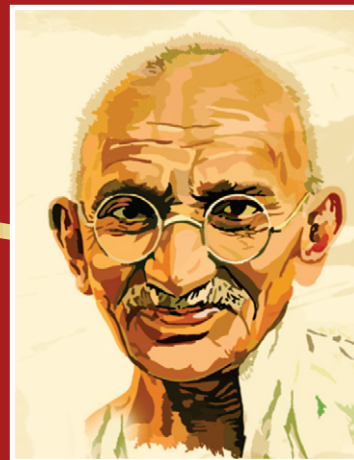
Dr. Harivansh Chaturvedi

	Shri A.K. Agarwala Chairman, Business Review Council, Aditya Birla Management Corporation, Mumbai		Dr. Ajit Ranade Vice Chancellor, Gokhale Institute of Politics and Economics Pune		Shri G.N. Bajpai Ex-Chairman, SEBI and LIC, Mumbai
	Dr. Rajiv Kishore Dubey Former CMD, Canara Bank		Shri Sakate Khaitan Senior Partner, Khaitan Legal Associates, Mumbai		Shri Vikash Kandoi Director, Royal Touch Fablon (P) Ltd., Kolkata
	Dr. H. Chaturvedi Director, BIMTECH		Dr. Anupam Varma Dy. Director & Dean (Academics) BIMTECH		Shri Alok Gupta Director, Pyramid Cyber Security & Forensic (P) Ltd., New Delhi
	Dr. Manosi Chaudhuri Professor, BIMTECH	BOARD OF GOVERNORS			



Our Annual Journey

34th Foundation Day



34
YEARS OF EXCELLENCE



Chief Guest
Prof M V Rajeev Gowda
Chairman AICC Research Dept
National Spokesperson AICC
Ex-Member of Parliament, Rajya Sabha
Ex-IIM Bangalore Professor



Birla Institute of Management Technology (BIMTECH), celebrated the institute's 34th Foundation Day on October 2, 2021, which also marked the birth of two great leaders of India, Mahatma Gandhi and Lal Bahadur Shastri, with a host of activities and programs befitting the occasion. After a gap of two years, the Foundation Day celebrations were held offline in the Annapurna Mess, adhering to the social distancing norms.

The Foundation Day lectures in the Institute are delivered by eminent personalities of the country who have contributed immensely to nation-building. The Guest of Honour for the occasion was Prof.(Dr.) M V Rajeev Gowda, Chairman of AICC Research Dept, National Speaker AICC, Ex-Member of Parliament (Rajya Sabha), and Ex-Professor IIM

Bangalore. In his address, he spoke about 'Relevance of Mahatma Gandhi in Today's India' and emphasized the significance of Gandhi's Philosophy/ teachings of tolerance, respect, and diversity in a modern societal context and its learnings for the management students.

This was followed by the felicitation of B K Birla Distinguished Research Scholar Awardees, 2020. The award has been instituted in the memory of our visionary founder Late Shri Basant Kumarji Birla and is presented to resident Indian research scholars active in the field of Social Sciences and Management for carrying out exemplary research. were conferred this award for their outstanding and sustained contributions to the research and development in the field of management. The second prize was conferred to Dr. Debajit Roy, IIM Ahmedabad, and the third prize was shared by

Dr. Ernesto Noronha, IIM Ahmedabad and Dr. Tarun Jain, IIM Bangalore.

Awards for Best Researcher, and Best Teacher were conferred to the winners for the academic year 2020-21. Faculty members and staff members who had completed 10 years of service with BIMTECH were felicitated for their commitment and superior service to the institute. The book titled, 'Case Method for Digital Natives- Research and Teaching', written by Dr. AK Dey was released.

Vote of thanks was proposed by Dr. Anupam Varma. The Foundation day celebrations concluded on a high-spirited note, keeping intact its rich legacy of traditional values and moral approach.

BASANT KUMAR BIRLA DISTINGUISHED SCHOLAR AWARD, 2020

2nd Prize



Dr. Debjit Roy
Professor, Operations Management
IIM, Ahmedabad

3rd Prize



Dr. Ernesto Noronha
Professor, Organizational Behaviour
IIM, Ahmedabad

3rd Prize



Dr. Tarun Jain
Associate Professor, Production & Operations Mgmt.
IIM, Bangalore

32nd CONVOCAATION



Chief Guest
Prof Ganeshi Lal
Hon'ble Governor of Odisha



Guest-of-Honour
Shri Deepak Bagla
MD & CEO, Invest India

The convocation ceremony is a special day in the academic life of the students. It is a defining moment in every student's life giving his self-esteem a boost. It marks the day when after two years of hard work and dedication, the students get their education degrees. BIMTECH celebrated 32nd Convocation for the Batch 2018-20 on February 11, 2022. The pandemic had delayed the celebrations for two years. This day was graced by Hon'ble Chief Guest, Prof Ganeshi Lal ji, Hon'ble Governor of Odisha. Guest-of-Honour Shri Deepak Baglaji, MD & CEO, Invest India, joined the function online. The function was held at BIMTECH Campus, Greater Noida.

Sh. Deepak Bagla, in his address, emphasized on the transformation happening in India in terms of skill and pace. He highlighted the strengths of new India - one of the few societies and countries in the world which is good at both adapting to change and adopting change.

Honorable Governor Prof Ganeshi Lal ji delivered the convocation address to the students. In his inspiring address, he redefined the definition of success for students.

During the convocation Diplomas were awarded to students from the doctoral programs and the four programs courses of BIMTECH which are PGDM, PGDM – International Business, PGDM-Insurance Business and PGDM-Retail Management.

While presenting the progress report, Director Dr. H. Chaturvedi focused on the importance of academic excellence as well as strengthening the faculty, advancement of research and achieving International Accreditation from AACSB. He also extended his good wishes to all students of passing out batch who have successfully completed their Diploma Programme.



Our Annual Journey

33rd CONVOCATION



33rd Convocation Day



Shri Bhargav Dasgupta
MD & CEO at ICICI Lombard General Insurance Co Ltd, Mumbai

33rd Convocation

BIMTECH Greater Noida organized the 33rd Convocation for the PGDM Batch 2019-21 on February 12, 2022. Students revisited their alma mater to formally receive their hard-earned diplomas. Having already moved to the corporate, both these batches had braved the Covid and emerged resilient, and were back on campus for the much-awaited ceremonial receiving of their academic degrees.

Chief Guest on the occasion was the young, dynamic and erudite corporate leader Shri Bhargav Dasgupta, MD & CEO at ICICI Lombard General Insurance Co Ltd. Shri Dasgupta shared his life experiences, and the importance of humility, ownership, and passion. He urged the students to retain their kindness, sense of empathy, and responsibility for their fellow countrymen as they embark upon their professional journey. He advised the students that the sense of ownership, true passion, and resilience are the keys to success."

Diplomas were awarded to students from the doctoral programs and the four programs courses of BIMTECH which are PGDM, PGDM – International

Business, PGDM-Insurance Business, and PGDM-Retail Management.

Director BIMTECH Dr H Chaturvedi shared the overall progress of the institute in his address. He particularly highlighted the infrastructure development towards a green campus, CSR and community building initiatives and response to Covid 19. He also extended his good wishes to all students of passing out batch who have successfully completed their Diploma Programme.

It was indeed an overwhelming occasion to see the graduates become a brand to reckon with...

34th CONVOCATION



34th Convocation

BIMTECH, Greater Noida organized the 34th convocation for the batch 2020-22 on April 3, 2022. The Chief Guest for this special occasion was, Shri Arif Mohammad Khan, the Hon'ble Governor of Kerala. Shri Khan stressed the institute's credo of "excellence with values" and paid his respects to the Birla family for their significant contributions to the freedom struggle and the education field. He advised the graduating students to never adopt any unscrupulous methods to pursue their ambition. He suggested the importance of Compassion, one quality that lifts humanity above the level of brutes and is an absolute necessity for civilized existence.

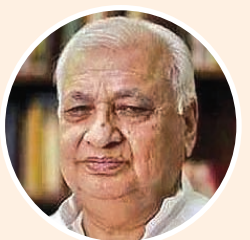
BIMTECH Director, Dr. H Chaturvedi presented the annual progress report of the institute and congratulated the batch for overcoming many obstacles and proving their mettle.

The guest of honor, Dr. Ajit Ranade, Vice-Chancellor, Gokhale Institute of Politics and Economics, joined the convocation virtually. Speaking from his own experience, he shared the acronym T.R.I.P as a workplace mantra for corporate life -- T for teamwork, R for respect, I for integrity, and P for professionalism. He asked the budding

managers to be mindful of four big trends for the days ahead. First, is the formalization of the Indian economy; second is urbanization which has many implications on job opportunities, especially in the services sector; third is digitization, and fourth is decarbonization.

The chief guest presented gold medals to students who demonstrated academic prowess and all-round excellence. Diplomas were awarded to students from the doctoral programs and the four programs courses of BIMTECH which are PGDM, PGDM – International Business, PGDM-Insurance Business, and PGDM-Retail Management.

A dazzling display of fireworks was a fitting end to an event signaling the transition from one phase of life to the next.



Chief Guest
Shri Arif Mohammed Khan
Hon'ble Governor of Kerala

Our Annual Journey



35th Commencement Day



Chief Guest



Dr. Ajit Ranade
Vice Chancellor, Gokhale Institute of Politics and Economics

Guest of Honour



Ms. Bhavna Batra
Executive Director, Global People Programs Leader, S&P Global

35th Commencement Day

The Commencement Day, Deeksharambh- marks the beginning of the journey towards making a successful corporate career. 'Deeksharambh', the 35th Commencement Day of BIMTECH was held on June 18, 2022. Dr. Ajit Ranade, Vice-Chancellor, Gokhale Institute of Politics and Economics, Pune, was the Chief guest of on this special occasion.

Dr. Ranade in his address inspired the young minds with his pearls of wisdom. He explained lucidly the intricacies of the economy and current global geo-political issues to the audience. He insisted that the students need to imbibe an analytical and scientific mind-set as they pursue their MBA courses. Indian economy is domestically driven, though we would be impacted to a certain extent by the global uncertainties. He also appreciated BIMTECH's technology-oriented management programmes.

Guest of honor for this occasion was Ms. Bhavana Batra, Executive Director, Global People Programmes Leader, S&P Global. In her address, Ms. Batra shared her experiences with the students. She spoke about the significant changes and the pace at which things were evolving. She expressed her optimism about the evolving possibilities in the world of work and advised the students to be extremely open about the opportunities that await them. She urged the students to build their problem-solving skills.

In his welcome address, Director, Dr. H Chaturvedi welcomed the students and shared about the rich Birla legacy. He highlighted the demographic diversity in the new batch. The Annual Reports for CMDC & CIED were formally released. The solemn occasion concluded with the vote of thanks delivered by Dr Anupam Varma, Deputy Director and Dean Academics.

Leadership Deliberations

10 YEARS ANNIVERSARY CELEBRATION OF HR ROUND TABLES



HR ROUND TABLE

October 22 - 24, 2021 | 6:00 PM - 8:00 PM

SPEAKERS

 Former MD & CEO Personnel L&G	 Former Chairman GSK Consumer Healthcare	 Chairman, Mahindra Insurance Brokers Ltd and Member of the Governing Body I.I.T. (Delhi)	 Executive Advisor Maruti Suzuki India Ltd	 Advisor to CEO & MD, Group HR, Larsen & Toubro	 Professor (OB & Human Capital), IGB	 Distinguished Professor IM	 Former Executive Director, ICICI Bank	 CEO Aquil Busrai Consulting
 Partner & Chief Talent Officer, Deloitte	 Chief Learning & Leadership Development Officer, Aditya Birla Group	 Director - HR Amazon India	 CEO Nexus Consulting	 Director BIMTECH	 Dean-Executive Education BIMTECH	 Director General, National HRD Network	 Professor, OB-HRM BIMTECH	 BOLLYWOOD ACTOR CHIEF GUEST



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

The design of the event was spread over in three days from October 22- 24, 2021. The first session on October 22, was on the theme of Inspirational

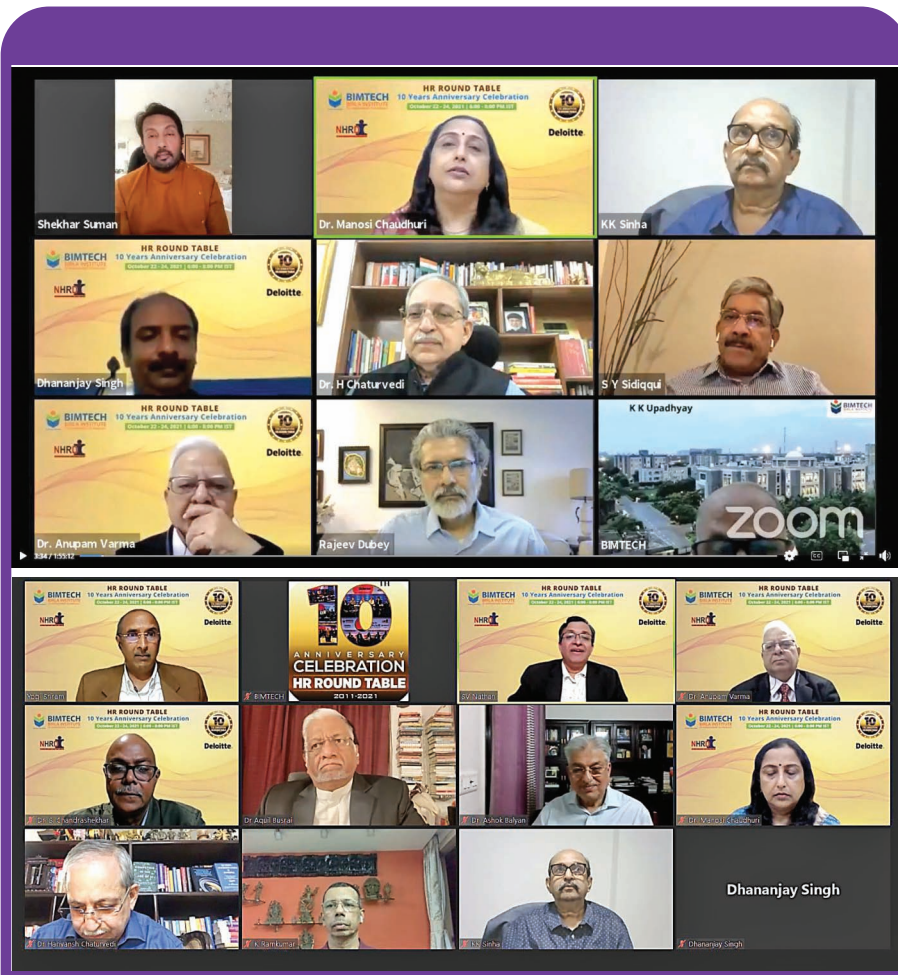
Leadership: Art and Science of Developing Leaders. The event commenced at 6 PM with the introduction and a small walk through the 10-year journey of the HR Round Tables given by Dr. Manosi Chaudhuri, Professor, OB & HRM, BIMTECH. This was followed by welcome address by Director BIMTECH, Dr. H. Chaturvedi,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

Mr. Shekhar Suman, in his inaugural address, talked about his journey of

Leadership Deliberations

started in
October 2011

200+ Panelists and
5000+ delegates



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

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

Mr. Ajay Soni then introduced the Panelists, Mr. P Dwarakanath, Former

Chairman, GSK Consumer Healthcare, Ms. Swati Rustagi, Director HR, Amazon India Operations, Mr. Rajeev Dubey, Chairman Mahindra Insurance Brokers, Mahindra Steel Service Centre and Mahindra First choice wheels and Mr. SY Siddiqui, Executive Advisor, Maruti Suzuki India Ltd. The Moderator Mr. Ajay Soni steered the session with captivating deliberations by the panellist. The session was well taken with pertinent questions followed by a rapid-fire question for each of the Panelists.

On day 2, the session started with a welcome address by Dr. Anupam Varma, Dy. Director, and BIMTECH. The theme of the session was Reinventing HR: An imperative for organizations,

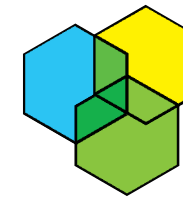
which was moderated by Mr. S.V Nathan, Partner and Chief Talent Officer at Deloitte. The panel consisted of Dr. Aquil Busrai, CEO, Aquil Busrai Consulting, Dr. Ashok Balyan, Former CEO & MD, Petronet LNG, Mr. K Ram kumar, Founder, Leadership Centre Pvt. Ltd, Dr. S. Chandra shekhar, Professor (OB & Human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

Day 3, BIMTECH's Quiz Club (QCB) and HR team organized an online business Quiz: Hercules on Kahoot.com. The quiz was mentored by Dr Amrendra Pandey (Convenor QCB) and compered by Ms Shubhi Shrivastava. Mr Venkatesh Srinivasan, CEO and Founder, Nexus Consulting was the quizmaster of the event. The quiz was open to students as well as corporates with no age restriction. There were over 700 registrations, and an enthralling competition took place.

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

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

Social Business Day



Social Business Day-2022
**Building Sustainable
Societies through
Social Business**

28-29 June 2022

BIMTECH, Gr. Noida



This year BIMTECH had the privilege to host Social Business Day- India Country forum in the campus in Greater Noida on June 28-29, 2022 on the theme of "Building Sustainable Societies through Social Business."

The event was honored by none other than the Nobel Laureate Prof. Muhammad Yunus himself who was present online and also delivered a special address to the August gathering. He especially mentioned in his speech that currently, "with the pandemic lurking on us, our planet, our house is on fire. But unfortunately, we are doing nothing to save it. There is no desperation in communication. And that is where we step in. We need to bring about a change. We have made our goal of Zero Carbon emission this year."

The event was also graced by Padmashree Reema Nanavaty who was also present online to share her vast experience with SEWA Foundation. The event also witnessed the presence of

distinguished dignitaries like Ms. Nazneen Sultana, Managing Director, Grameen Communications, Yunus Centre, Bangladesh, Dr. Sunil Shukla, Director, Entrepreneurship Development Institute of India, Mr. Umesh Anand, Founder, Civil Society, Dr. Urvashi Sahani, the founding President and CEO of Shef, India, and Mr. Manish Rajoria, Vice Chairman, Career Group of Institutions, Bhopal. Dr. Nisha Pandey, Chairperson of Yunus Social Business Centre, Vivekanand Education Society, Mumbai and Dr. H. Chaturvedi, Director, BIMTECH. Dr. Sunil Shukla, Director, Entrepreneurship Development Institute of India was the Chief Guest and in his address he complimented BIMTECH for this initiative. He stated that "being entrepreneurial is a mindset, a state of mind. We need to be entrepreneurial in everything we do. If we do that, half the battle is won".

Strategic Management Forum

The Silver Jubilee year of Strategic Management Forum's Symposium and Workshop SMF 2022 was celebrated virtually on January 21, 2022 from 10:30 am to 5:00 pm. The momentous occasion was jointly organized by Birla Institute of Management Technology, Greater Noida, Jamnalal Bajaj Institute of Management studies, Mumbai, Atmiya University, Rajkot and Regional College of Management, Bengaluru. Indian Observer Post and Corporate Tycoon Magazine were the promotional partners. The inaugural ceremony started with a welcome address by Dr. Shiv Kumar Tripathi, Vice Chancellor, Atmiya University, who is also an alumnus of SMF.

Prof. Arunaditya Sahay, Secretary General, Strategic Management Forum took the participants through the journey of SMF. The much-awaited panel discussion on "Management Research" was introduced to the audience by Dr. Srinivasan R. Iyengar, Director and Professor of Strategy, Jamnalal Bajaj Institute of Management Studies who is also an alumnus of SMF. The panel constituted of eminent professors and renowned academicians including Prof. Centre Events Strategic Management Forum Rishikesh Krishnan, Director, IIM, Bangalore, Prof. Dr. Wolfgang Amann, Academic Director, HEC Paris in Qatar, Dr. Umakant Dash, Director, IRMA, Anand, Dr. Bhimaraya Metri, Director, IIM, Nagpur, Dr. Mahadeo Jaiswal, Director, IIM Sambalpur, and Prof. Pawan Kumar Singh, IIM Trichy. The panel discussion on 'Management Research' was moderated by Prof. Arunaditya Sahay, the Dean (Research), BIMTECH.

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

5th BIMTECH INSURANCE COLLOQUIUM

Combating Challenges in emerging Insurance Scenarios

The fifth edition of fancied BIMTECH INSURANCE COLLOQUIUM was held on a virtual platform on October 8, 2021, with the passionate theme of "Combating challenges in the emerging Insurance scenarios: A perspective post-Pandemic. In his welcome address in the inaugural session, Dr. H Chaturvedi, Director, BIMTECH, articulated the impact of the pandemic on economies and societies. In his theme address, Mr. Saurabh Mishra, Joint Secretary, D.F.S. (Ministry of Finance) Government of India, espoused that it was time to look at the loopholes exposed in the health infrastructure during the pandemic and ensure adequate availability of health facilities in the future. In his Keynote address, Mr. G. N. Bajpai, Former Chairman SEBI & L.I.C., reminded the audience that the current situation exposed societies to risks and opportunities in a changing landscape. The risk landscape was going through a rapid transformation, and insurance companies that democratized risk saw business models change.

The first panel discussion was held on the theme of "Combating Challenges in the emerging Insurance Scenarios: Way forward to Health Insurance/ Healthcare.". The panel discussion focused on healthcare's key challenges, including the surge in chronic healthcare expenditure due to demographic and epidemiological

shifts, with Covid further compounding this problem. The panel discussion was moderated by Prof(Dr) Abhijit K. Chattoraj, Dean (SW&SS), & Chairperson-PGDM-IBM –BIMTECH and chaired by Mr. Suresh Mathur –Executive Director-IRDAI. Mr. Kiran Anandampillai, Advisor Technology at the National Health Authority (N.H.A.), Mr. Syed Moinuddin Ahmed, Managing Director, G.D. Assist & Additional Managing Director, Green Delta Insurance Co. Ltd. Bangladesh, Dr. Nishant Jain, Programme Director German Development Cooperation Agency (G.I.Z.) and Mr. Joydeep Roy, PwC Global Leader–Health Insurance & PwC India Leader–Insurance Practice Pricewaterhouse Coopers Pvt Ltd joined the stimulating discussion.

Prof. Manoj Kumar Pandey moderated the second panel discussion on "Combating Challenges in the emerging Insurance Scenarios: Employee Benefits". Mr. Nilesh Sathe, former Member-Life, IRDAI, chaired the session. The theme focused on the multi-generation workforce in organizations and available employee benefit programs offerings. Mr. Vikramjeet Singh, Chief Human Resources Officer, Bajaj Allianz General Insurance Co. Ltd, Mr. Ashish Mittal, Head of People Function, Aviva India, and Mr. Sajith Kumar-Chief Executive Officer, Howden Insurance Brokers, Dubai added fizz in discussion with their perspectives.

Prof. Pratik Priyadarshi moderated the third panel discussion on the theme of "Combating Challenges in the emerging Insurance Scenarios: Climate Change Risks." In his opening remark, Mr. Praveen Gupta, a well-known thought leader on climate issues, set the tone of the discussion with his incisive perspectives. The theme focused on climate change, which brought multiple changes in different regions, increasing global warming. Mr. Arup Chatterjee, Policy and Regulatory Expert — Insurance, Pensions, & Insurtech, Mr. Jonathan Anchen, Leadership and Market Intelligence, Swiss Re, Ms. Mitali Chatterjee, and Mr. Rushva Parihar, Corporate Mentorship Board Member, I.R.M. India, participated in the discussion based on the above theme.

BIMTECH acknowledges outstanding contributions in the field of Insurance by conferring Life Time Achievement Awards upon eminent professionals from the industry. This edition of the colloquium Colloquium honored Mr. Prabodh Thakker, Chairman Global Insurance Brokers (GLOBAL), for his outstanding and exemplary contribution to the growth of the Indian insurance industry. Dr. Manoj Pareek proposed the vote of thanks to everyone for the successful conduct of the Colloquium. The Insurance Times and Chartered Insurance Institute(CII)–India were the Journal Partner and Education Partner.

RETAIL SUMMIT: 2021



BIMTECH successfully organized its Retail Summit 2021. The theme of the event was 'Retail 4.0 - the Fourth Transformation of the Retail Industry', which was specifically focused on utilizing technology and the big data generated at every node of the value chain for crafting a more effective marketing strategy. Chief Guest for the Summit was Mr. Sadashiv Nayak, CEO of Future Retail Ltd. Mr. Sadashiv Nayak addressed the audience with his impactful words and elucidated how the task of an industry leader was to rediscover value. He also focused on inclusion and compassion. He quoted, "Whole concept of value is being redesigned at every minute segment and everywhere".

BIMTECH hosted two Panel Discussions during the summit. The first was- 'Aligning retail with new-age connected consumers' moderated by Mr.

Abhishek Raj, COO, Lacoste India. The discussion pivoted around how the retail industry has been disrupted by new consumer choices. Ms. Preeti Chopra, National Head, BD Retail - Raymond Ltd. talked about changes due to pandemic such as the shift to e-commerce. She forwarded that the competitors were not fighting for dominance but coming together. Mr. Akash Sehgal, Senior Vice President, Landmark group, Lifestyle talked about the change in customer behaviour in the lifestyle ecosystem. He stated that the tier 2 stores were the fastest to recover, then international companies. He also highlighted the Click and Collect system where you can order from Bangalore and collect from Delhi. Mr. C K Kumararavel, CEO & Co-founder, Naturals Salon & Spa stated, "As long as your hair grows, our business grows." He said it is important that we instil confidence and motivate

As long as your hair grows, our business grows."

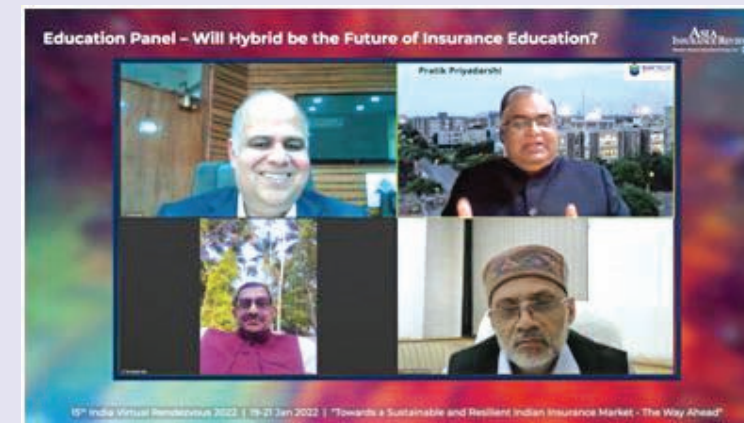
Mr. C K Kumararavel
CEO & Co-founder, Naturals Salon & Spa stated

the team. He also quoted, "CRM will play a very important role." Mr. Dharmender Khanna, Head-Digital Transformation Leader, SSIPL said, "Lockdown came as a shock and loyalty is very important." He highlighted the fact that the cost of doing business online is higher, but it helps the business reach every length and breadth of the country.

Panel Discussion 2 elevated the idea of the 'Evolution of retail mode by merging online and offline: How to do it right for survival, revival, and success'. Mr. Suresh Nambiar, CEO, Pepe Jeans Inner fashion was the moderator. Mr. Manoj Taneja, Head of Digital, CROCS, and alumnus of BIMTECH batch 2007-09 quoted, "You have to keep up with the pace of what the world has come to, or you will lose." Mr. Ashvinder Singh, MD, Uni Style Images, stated, "From putting posters on the walls to digital posters, it has been a long journey and digitalization, use of IT and use of AI is like how we use cars." He also said that it is important to do the business with responsibility and provide customer quality. Mr. Rajeev Bhatia - AVP, Relaxo Footwear, iterated, "It is eminent that we know who is my consumer, what my marketing objective is, and what my product's life cycle stage is." Mr. Dharmender Matai, Sr. Vice President, Devyani International Limited (RJ Corp) threw light upon the fact that "Just in time inventory doesn't work in today's world with such unforeseeable future".

This was followed by a case study competition conducted by the college on Dare2Compete platform. An overwhelming response of 234 registrations from various colleges all over India was received out of which only 7 teams qualified for the Final Round to present their optimum solutions in front of the jury members. The Winning team Birla Institute of Management Technology (BIMTECH) was awarded a cash prize of Rs. 25000 and the runner-up team, International Management Institute (IMI) New Delhi was granted a cash prize of Rs. 15000.

Participation of our faculties in International Conference of Asia Insurance Review



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

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

The eminent Panellists were:

- Hari Radhakrishnan, Regional Director, First Policy Insurance Brokers Pvt Ltd

- R Balasundaram, Secretary-General, Insurance Brokers Association of India

- Sumit Dutt, Head - Sales and Client Management (Corporate Risk and Broking), Willis Towers Watson India Insurance Brokers

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

The eminent Panellists were:

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

BIMTECH Business Literature Festival 2022



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

➤ **Session 1 – Inaugural:** Memories from the first edition of BBLF flooded the audience as the opening ceremony showcased a short video clip recapitulating the previous edition. Prof. Debashis Chatterjee, Director of Indian Institute of Management Kozhikode, the Chief Guest inaugurated the event. He shared his knowledge on how karma is the foundation of life through his book Karma Sutra. He explained the book which decodes secrets of effective leadership by stating that in each follower there's an emerging leader.

➤ **Session 2 – Book Café & Book Launch:** Mr. Samir Soni spoke at length about his book My

Experiments with Silence: The Diary Of-An-Introvert. The session was followed by 'Author Speak' which hosted Dr. Vivek Mansingh. Dr. Mansingh talked at length about his debut book Mentor A Million and mentioned golden nuggets of life where we all need 4 Gods (Inspirers, Role Models, Mentors, and Books).

➤ **Session 3** - This session focussed on an interesting topic i.e. Entrepreneurship & Innovation. Mr. Harish Damodaran, author of Broken to Breakthrough: The Rise of India's Largest Private Dairy Company, conversed about his book with Dr. Abha Rishi, CEO, Atal Incubation Center. The other authors on the panel were Dr. Malavika Dadlani, Scientist, Former Joint Director, Research, Indian Agricultural Research Institute, Dr. Anil Wali, MD of Foundation for Innovation and Technology Transfer (FITT), and Dr. Kaushik Mukerjee, Associate Dean, Training, National Institute of Bank Management (NIBM), Pune who spoke about their book The Art and Science of Frugal Innovation.

The next section introduced Ms. Sathya Saran. She talked about her book Being Ritu. The book tells the story of a woman who despite being in such an

influential family (being married to Raj Kapoor, the quintessential Showman himself), wanted to do something of her own so that she could stand on her own independently.

➤ **Session 4- RENAISSANCE OF LIBERAL ARTS EDUCATION IN INDIAN B-SCHOOLS:** Plenty of insights were shared amongst the erudite panel of Dr. Geetanjali Singh Chanda, Associate Professor, Ashoka University, author of 'Indian Women in the House of Fiction', Dr. Deepa Sethi, Professor Humanities & Liberal Arts in Management, IIM Kozhikode and Dr. Amit Basole, Associate Professor, School of Liberal Arts, Azim Premji University & Co-author of the book 'Thinking with Ghalib'.

➤ **Session 5- Master Class:** Following the tradition of bringing something unique and resourceful to its audience, the BIMTECH business literature festival organized MASTER CLASS. These master classes included a Masterclass in 'Brand Leadership and Beyond' by Ms. Trupti Bhandari & Mr. Arvind Bhandari, authors of Brandvantage; Blog your Way masterclass by Dr. Amit Nagpal, the President and Co-founder of Bloggers Alliance, master storyteller, and personal branding coach and Corporate Gita by Mr. Atul Satya Kaushik.

➤ **Session 6 - Panel Discussion:** In a session that was again quite exciting was the Panel Discussion on the theme of "Women Authorship" featuring the four very phenomenal women writers who voiced women's struggles in the workplace.

➤ **Session 7 - Global Authors' Lounge:** This session with Mr. Sandeep Dayal, author of Right Between the Ears: How to Use Brain Science to Build Epic Brands in conversation with Prof. Pankaj Priya, Area Head, Retail and Marketing. His book talks about the cognitive process involved in choosing brands by people.

➤ **Session 8 – Valedictory:** The valedictory session marked the end of the BIMTECH literature festival by thanking all the authors and guests who shared their expertise as well as stories that shape the world's knowledge and made this event a huge success. Dr. Amit Nagpal announced Blog Your Way's winners. Our Special guest for valedictory address Mr. Prakash Iyer, Founder CEO of Leadership Works', author of How Come No One Told Me That? shared 3 lessons he learned over his course of life. Mr. Iyer advised, "Figure out why you want something, do you want it, and don't worry about the fear of missing out". Dr. Anupam Varma, Deputy Director, BIMTECH proposed the vote of thanks.

International Conference at Nepal in collaboration with Banking Finance and Insurance Institute of Nepal (BFIN)



On April 30, BIMTECH, along with BFIN, Nepal, organized a day-long conference at Hotel Aloft, Kathmandu, on "Ushering Paradigm Shift in The Insurance Industry in The Next Decade – Resilience to Change." More than 100 senior officials of the insurance industry in Nepal and renowned academicians and professionals from India, Nepal, and Bangladesh joined the conference.

Eminent speakers from India, Bangladesh, and Nepal joined the panel for various discussions on Climate Change, Cyber Risk, health and life insurance, and Digital Technology. There was a session on how corporate must prepare to align to meet the changing risks through insurance and risk management. There was yet another exciting session on 'Exploring the talents for the future. In his Keynote Address, Prof. (Dr). Harivansh Chaturvedi –Director of BIMTECH, highlighted the need to build resilience through insurance and adequate risk management to steer through the turbulent future. In his welcome address, Dr. Binod Atreya, Managing Director –Banking and Finance Institute of Nepal, felt the time to forge resilience through regional cooperation.

Prof(Dr) AbhijitK. Chatteraj, Dean SW&SS and Professor and Chairperson –Insurance Business Management Program, in his theme address, emphasized that the coming decade would see a change in the nature, texture, and gamut of risks. –there will be an outpouring of more risks with varied intensity. Climate change, lifestyle diseases, and technological disruptions will work in different directions to germinate risks not experienced before. Disruption will not be limited to digital-only. Disruptions in the form of harsh market conditions, demanding customers, and innovative new market players are all conspiring to transform the insurance industry.

In his passionate valedictory address, Mr. Surya Prasad Silwal, Chairman, Beema Samiti (Insurance Regulatory Authority) of Nepal, felt that Nepal's insurance industry must scale up to build resilience to change.



DIPLOMATIC GUEST LECTURE SERIES



In current times, globalization of business is appening rapidly, and with changes in the global geo-political environment, immense opportunities have emerged for conducting business internationally. In line with this, the Centre for International Affairs in collaboration with PGDM International Business Program, announced its first-ever Diplomatic Guest Lecture Series, wherein each lecture focuses on a country's economic and trade relations with India and deliberates upon the opportunities and challenges of that country in doing business with India. The uniqueness of the program is that it offers students the opportunity to learn directly from diverse international diplomats and foreign service officers who are experts and engage in intricate dialogues and negotiations with India in order to represent their nation's interests abroad.

The series kicked off with the lecture on Hungary - India relations delivered by the Embassy of Hungary in New Delhi on March 29, 2022 by Dr. LászlóMakk, Counselor - Economic and Commercial Section, Envoy Extraordinary and Minister Plenipotentiary and Dr. Hilda Farkas, Counselor - Science and Technology. The lectures enhanced our students' knowledge and understanding on cultural, economic and trade relations of Hungary with India and were highly appreciated by students and professors likewise.

The subsequent lecture of this series was delivered by His Excellency, Mr. Claudio Ansorena Montero, Ambassador, Embassy of Costa Rica in India on Opportunities and Challenges for International Business Professionals on June 20, 2022. The lecture highlighted the importance of Sustainable Development Goals and emphasized that ending poverty should go hand in hand with strategies that build economic growth and address social needs including education, health, social protection, job opportunities while tackling climate change and environmental protection.



The CXO Talk Series

BIMTECH organizes 'The CXO Series', a talk series by the top echelons of the industry to help the students gain insights and perspectives from some of the leading CXOs. Top executives and business leaders from leading organizations hold interactive sessions with the students on contemporary and evolving themes to enable them to develop their leadership and business skills and assist them to become corporate-ready. The future of business leadership is also showcased with topical scenarios, best practices, and trends in the global arena. These talks have been coordinated by the Centre for Corporate Relations (CCR) of BIMTECH.

Name	Designation	Company Name	Topics
Mr. Chirag Suchak	Manager – People	Busch InBev	Rise Of Self Directed Learning
Mr. Shantanu Sen Sharma	Co-founder	Yugma and Vans Skilling	How To Present Sip With Impact
Mr. SaileshPattnaik	Global Communications Manager- APAC	Cargill India Pvt. Ltd.	Marketing And Brand Communication During Coronavirus
Ms. PriyaPatankar	Head of Communication	PhonePe	Skills Needed To Build A Career In Communications And Content Marketing
Mr. Sameer Nagarajan	Global President, Human Resources	Cadila Pharmaceuticals	A Leadership Journey
Mr. Vipul Oberoi	Chief Marketing Officer	IIFL Finance	Marketing Campaigns In Finance- The Story Of Seedhi Baat – The Why And The How.
Mr. Arindam Mukhopadhyay	VP Global Head of consulting CoE	Gartner	The New Key Skills Required In This Challenging Time
Mr. Pankaj Rai+C10	Senior Vice President Strategy	Wells Fargo	Careers In The Digital Era
Mr. Pranav Prasoon Thakur	Head Of Human Resources	Renault India	Skills Required By The Budding Managers During Campus For Comp Transformation
Dr. Akhil Prasad	Director, Country Counsel India and Company Secretary	Boeing India	Leadership: Importance And Required Skills
Mr. Vishal Thakur	Deputy Vice President, Human Resources	Tata Capital	A Chapter Beyond Your B School Syllabus
Mr. Hitesh Kotak	CEO	Municro	Reinsurance Landscape And Future Trends
Mr. Shravan Kumar	Director HR,	Darwin Box	Special Guest Lecture
Ms. Poojitha Balachandran	Director Implementation	Darwin Box	Special Guest Lecture
Mr. Arvind Kumar	CEO	Dukes	Opportunities Don'T Happen, You Create Them & They Are Always Outside Your Comfort Zone
Mr. AdarshMohta	Director	KPMG	Impact of Pandemic on M&A
Mr. Vivek Kalia	Head of Business Operation (India & South Asia)	Airbus Group	Pre-Requisites of a Management Cadre
Mr. SushantDayal	Category Head,	Amway	Basics of Brand Management
Mr. Ashish Bhalla	Associate Director- Head of Campus Relations	HCL Technologies	In the current unprecedented time where technology is changing so fast, how can B-school graduates keep themselves updated and ahead of their peer group?
Mr. Santosh Prasad	Service Line leader, Hybrid Cloud Transformation Client Innovation Centre	IBM Consulting	Wow Your IT Team with Developer delight and build could capabilities ahead of time
Ms. Sucheta Jha	Lead Consumer Insights South Asia	Akzonobel	Reflection, Reframing and Resilience
Mr. Deepak Kumar	Principal Engineer-Analytics	Nagarro	Analytics in Future Manager's
Dr. Nitin Nagrale	CEO & Emerging markets	Quality Nealand Limited	Professional life beyond education
Mr. Hemant Malik	Divisional Chief Executive	ITC	Q&A session
Mr. C R Mohan	Senior Vice President National Head	Bajaj Allianz General Insur.	What are the essentials for future managers to excel in the Property insurance industry?

Webinar on Challenges & Opportunities of IFRS in Insurance Sector in India



On 6th May 2022, BIMTECH, in collaboration with the P.H.D. Chamber of Commerce and Industry and Insurance Foundation of India conducted a webinar on "Challenges & Opportunities of IFRS in Insurance Sector in India. Mr. Shrenik Baid, Partner, Accounting Services, Deloitte, made an incisive presentation on "Let us understand IFRS as read with India AS in insurance sector in India. Mr. Simon Shau Ming Dai, Partner Actuarial, Deloitte Hong Kong, shared his insightful views on how the introduction of IFRS benefitted insurance companies worldwide. Ms. B. Padmaja, D.G.M. -F&E Department (Life), IRDAI, succinctly presented the Regulator perspective. CA C. S. Nanda, Co-Chair of BFSI Committee, Institute of Chartered Accountants of India, was very forthright in sharing the viewpoints of ICAI.

Ms. Bahroze Kamdin, Partner, Deloitte, beautifully delineated the taxation impact of changes in the taxation standards. Following these insightful deliberations, Prof(Dr) Abhijit K. Chattoraj moderated a session with the theme 'Let us discuss and come to conclusions. The panel discussion veered around the challenges coming in the way of introducing IFRS in India. The panel unanimously agreed that India must prepare for IFRS -17 despite manifold challenges. The regulator and the industry have made the beginning in the right direction.

Earlier in the day, Mr. S. K. Sethi, Co-Chair, BFSI Committee, P.H.D. Chamber of Commerce and Industry articulated the need for the webinar. Prof. Manoj Pandey, Associate Professor, BIMTECH, played an important role in the successful webinar.

B-School Director's Roundtable: NEP 2020 and Standalone B-schools - Structure, Opportunities, Challenges

Indian Management Conclave 2021 was held on December 20-21, 2021. In context of Industry 4.0 Trends, IMC focused on Sequential Themes of MBA Curriculum (2017), Pedagogy (2018) and Faculty (2019). It's heartening that these Conclaves were successful in generating a wider debate and many initiatives have been taken on these themes. After completing sequential discussions on Curriculum, Pedagogy and Faculty, IMC 2021 focused on the MBA Student or the Learner. This focus on the Learner is very timely as the Learning Landscape is undergoing a sea change. Dr. Harivansh Chaturvedi, Director, BIMTECH was the moderator for the B-School Directors' Panel.

INTERNATIONAL WEEK ADDS DIVERSITY AND GLOBAL FLAVOUR TO CLASSROOM LEARNING

BIMTECH, in line with its mission to create and disseminate knowledge in the global context and to equip students for global business leadership, organised its first ever International Week that took place from February 7-11, 2022 in virtual mode under the theme 'Impact Of Covid-19 On Global Business Scenario' for 1st year students of all PGDM programs. The program endeavoured to bring together international experts/academicians to deliver lectures to students on how organizations across the world are responding to this crisis and change. Experts from the field shared insights on cross-functional, interdisciplinary and contemporary topics with students on varied aspects of global business and how organizations are preparing for the next normal.

With 21 faculty members from 16 universities in 10 countries (USA, UK, Ireland, Norway, Germany, Austria, Portugal, Georgia, South Africa and Colombia) BIMTECH

students received a truly international experience. As per the feedback given by students, the International Week was an excellent initiative and the lectures delivered by the guest professors were highly informative and helpful. Lecture topics on emerging markets, digital global supply chains, world economies and Chinese markets, new work models post COVID-19 were areas that were highly appreciated by students. The program was well organized and they look forward to teaching in the next International Week in the future.

**16 UNIVERSITIES
FROM 10
COUNTRIES**

**USA, UK, IRELAND, NORWAY,
GERMANY, AUSTRIA, PORTUGAL,
GEORGIA, SOUTH AFRICA AND
COLOMBIA**

BIMTECH RECEIVES FACULTY FROM
KOZMINSKI UNIVERSITY, POLAND UNDER
ERASMUS+ MOBILITY



Under the framework of the long standing cooperation of BIMTECH with Kozminski University, Poland (accredited by AACSB, EFMD, AMBA), Prof. Dr. Jacek Tomkiewicz, Dean of the College of Finance and Economics and Dr. Blazej Podgorski, Vice Dean of the College of Finance and Economics visited BIMTECH under the Erasmus+ mobility program on May 31 - June 01, 2022.

The 2-day visit was packed with various meetings on furthering cooperation between Kozminski University and BIMTECH which included student, faculty and research exchanges. A lecture and discussion on the topic "Global markets in turbulent times" for faculty and research scholars was delivered by Prof. Dr. Tomkiewicz and Dr. Podgorski. Research scholars from the areas of Finance and Economics also had an opportunity to have a one-on-one discussion with the professors which helped them broaden their perspectives about their research work. The 2-day visit was effectively organised to further strengthen the collaboration between both institutions.



GUEST LECTURES BY
INTERNATIONAL FACULTY

Dr. Aieste Ptkauskė	VSI "PASAULIO VIRTUVĖ"
Dr. Deepak Kazanchi	University of Nebraska in Omaha, USA
Prof. D. K. Malhotra	Thomas Jefferson University, USA
Dr. Stephanie Swartz	Hochschule Mainz - University of Applied Sciences, Germany
Dr. Violeta Cvetkozka	SS. Cyril and Methodius University in Skopje, North Macedonia
Dr. Sudhanshu Rai	Copenhagen Business School, Denmark
Dr. Christian Haas	Vienna Univ of Economics and Business, Austria
Prof. Dr. Doris Kiendl	FH Joanneum, Austria
Ms. Christa Heidinger	FH Joanneum, Austria
Prof. Dr. ReinhardBernsteiner	Management Center Innsbruck, Austria
Dr. Rupert Beinhauer	FH Joanneum, Austria
Prof. Dr. ENRIQUE RAMIREZ	Universidad ICESI, Colombia
Dr. Diana Fischer-Pressler	University of Bamberg, Germany
Prof.Dr. Lela Abdushelishvili	International Black Sea University, Georgia
Dr. Sanjay Singh	Maynooth University, Ireland
Dr. JaziarRadianti	University of Agder, Norway
Prof. Dr. Tomás Ramos	NOVA University Lisbon, Portugal
Ms. Doris Viljoen	University of Stellenbosch Business School, South Africa
Prof. Dr. Marius Ungerer	University of Stellenbosch Business School, South Africa
Prof.ShobhanaMadhavan	Westminster University, UK
Ajai Gaur	Rutgers University - Newark, USA - EST
Prof. Dr. BirudSindhav	University of Nebraska at Omaha, USA - CST
Dawn Owens	The University of Texas at Dallas, USA - CST
Dr. Deeksha Singh	Rutgers University - Camden, USA - EST
Prof. Dr. Deepak Khazanchi	University of Nebraska at Omaha, USA - CST
ElhamHudspeth	University of Maryland Global Campus, USA - EST
Prof. Dr. Sonjaya Singh Gaur	New York University, USA - EST
Dr. Hilda Farkas and Dr. Laszlo Makk	Embassy of Hungary in New Delhi
Prof. Dr. Jacek Tomkiewicz	Kozminski University Poland
Dr. BlazejPodgorski	Kozminski University Poland



INTERNATIONAL TEACHING BY BIMTECH FACULTY



a) Global College International, Nepal

Dr. Sourabh Bishnoi was engaged as an Adjunct Faculty to deliver the course on Research Methodology (3 credit course) in the Fall session of 2021 to graduate level students of the MBA program in Global College International, Kathmandu, Nepal.

b) Association Leonard de Vinci (ALDV) International Week, France

The following BIMTECH faculty participated and delivered lectures at the 2022 Association Leonard de Vinci (ALDV) International Week that was held from the 28th of March to the 1st of April 2022.

i) Dr. Anuj Sharma

Topic: International Marketing - The module on "International Marketing" provided a basic understanding of various components of the international business environment and tools to conduct market analysis.

ii) Dr. Pankaj Priya

Topic: Technological interventions in Marketing: Emergence, Tools, Consequences and Challenges - The course dealt about the emergence of different technological tools, their convergence on digitalspace and how they could be leveraged to implement technology enabled marketing strategy.

iii) Dr. Abha Rishi

Topic: Building a powerful Bootstrap Marketing Plan - Bootstrap marketing strategies are unconventional, low-cost, creative techniques, which small companies can use to maximize impact of their marketing budget.

iv) Prof. SS Dubey

Topic: Emerging technology and Digital Transformation - The lecture aims to provide deep insights into emerging technologies, applications, strategies, business model framework and management leading to Digital transformation of an enterprise.

v) Dr. Nimisha Singh

Topic: Ethics in Artificial Intelligence - Artificial Intelligence uses algorithms to analyse big and complex data sets to uncover insights from the data. The way data is collected and measured can result in biased and incomplete information.

vi) Dr. Meena Bhatia

Topic: Management accounting for decision making - The course provided a conceptual understating of cost accounting, including how to navigate the cost and related information to take better decisions.

Faculty Mobility under ERASMUS+ Mobility Grant

I. Prof. Sunil Sangra delivered lectures on Strategic Management at FH Joanneum University of Applied Sciences, Austria from January 10-21, 2022. The lectures provided understanding on the I/O approach to strategy, resource based view of strategy, complexities and approaches of Global Business strategies, and the role of governance and organisational culture in the context of strategy.

ii. Dr. Meena Bhatia delivered lectures on Costs for decision-making on April 12, 2022 at Kozminski University, Poland. The lecture provided conceptual understating of cost accounting, cost-volume-profit analyses, including how to navigate the cost and related information to take better decisions.

iii. Dr. Nimisha Singh visited Kozminski University, Poland under the ERASMUS+ Mobility Grant for teaching during May 23- 27, 2022. During her visit she delivered lectures to students enrolled in the Bachelor of Management and Artificial Intelligence and seminar on "Societal Impact of Artificial Intelligence".

iv. Dr. Nimisha Singh visited FH Joanneum University of Applied Sciences, Austria for a teaching assignment under the ERASMUS+ Mobility Grant. The students were from the Bachelor's degree programme International Management and the Global Business Program at FH Joanneum.

INTERNATIONAL INITIATIVES

BIMTECH Welcomes International Students from Nepal for The first time in its full-time PGDM Program

BIMTECH which is home to students from all parts of India gladly welcomed international students from Nepal for its full time flagship PGDM program. On being asked about their experience at BIMTECH,

Ms. Rishika Gupta says, "BIMTECH is one of the best PGDM institutions. My first day at BIMTECH was wonderful, the institute provides the good infrastructure and facilities to the students. Through the three days' orientation programme I came to know about the curriculum, faculties, placements, conduits, club and the various amazing thing that college has to offer us."



Mr. Yubraj Chaudhury says, "I place a deep sense of gratitude to entire BIMTECH family for organizing the commencement day event followed by orientation and immersion Program. It feels like a home away from home, I see tremendous opportunities to learn and grow here. I met plenty of people coming out from different places with unique culture and experiences, so all in all, it's been great to be here. Looking forward to having wonderful journey ahead."



VISIT OF SETON HALL UNIVERSITY, USA TO BIMTECH



A group of seven students accompanied by Dr. A. D. Amar, Professor of Management, Seton Hall University, USA visited BIMTECH on May 29, 2022 for the short term program -Doing Business in India. The visit gave participants an opportunity to gain insights into BIMTECH's programs and activities, an interactive discussion with Dr. Anupam Varma, Dean Academics, interaction with the Centre for International Affairs and concluded with a visit to the Atal Incubation Centre where the students learned about the start-up ecosystem of India.

UNIVERSITY OF DUNAUJVAROS, HUNGARY VISIT TO BIMTECH



Centre for International Affairs organised a visit from the University of Dunaujvaros (UoD), Hungary to BIMTECH on November 29, 2021 with the purpose of exploring new academic cooperation. UoD is a public higher-education institution established in 1962, offering degree programs in Social Sciences, Business, Engineering Sciences, Natural Sciences, Informatics, Political Sciences, Linguistics and Teacher Training. The UoD team was represented by Dr. László Balázs, Vice Rector, University of Dunaujvaros, Dr. Andrea Keszi-Szeremlei, Director of the Institute of Social Sciences and Mr. József Vágó, International Relations Coordinator accompanied by Dr. Hilda Farkas, Counsellor Science and Technology from Embassy of Hungary in New Delhi. During the visit, various possibilities of academic collaboration such as summer university programs, industrial visits, teaching and student engagements between BIMTECH and UoD were explored and discussed.

INTERNATIONAL INITIATIVES



International Webinar: Are You a Future-Ready Professional ?

An international webinar on "Are you a future-ready professional ?" was organized from 26th – August 27, 2021. Under this theme, a session on Keep calm and time box: The art of not missing deadlines was delivered by Prof. Saloni Sinha highlighting the importance of Time Management through techniques such as Time Boxing and Dr. Anuj Sharma delivered a session on Opportunities for International Business Professionals. The webinar was highly interactive with active participation from international students from Nepal.



Channel News24 Nepal in Conversation with Dr. Harivansh Chaturvedi, Director BIMTECH

In accordance with NEP2020 that underlines the importance of internationalization of higher education, BIMTECH is committed to increase its global outreach. Dr. Harivansh Chaturvedi, Director BIMTECH talks about the institute's legacy of 34 years as a quality education provider and a potential study destination for aspiring international students in an interview conducted by Channel News24 Nepal that was telecasted on August 19, 2021 in Nepal.

INTERNATIONAL INITIATIVES

INTERNATIONAL INITIATIVES



Participation of BIMTECH in the Study in India Partner Institute Workshop

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

BIMTECH was represented by Prof. Chanchal Kushwaha, Chairperson - Centre for Admissions and Ms. Pragyan Patnaik, Senior Manager - Centre for International Affairs. The major goal of this workshop was to discuss the plan for the academic year, 2022-2023, and the future activities of the Study in India Program and the partnering institutions. Knowledge sharing sessions on internationalization of India as an education hub and best practices were discussed.



BIMTECH as a potential study destination for Nepalese students

BIMTECH participated in the 'Study in India' Education Fair, Ministry of Education, held in Kathmandu on December 19-20, 2021, represented by Ms. Pragyan Patnaik, Senior Manager - Centre for International Affairs. Top public and private institutions from India in NIRF Top 100 or with NAAC >=3.26, Institutes of Eminence and Institutes of National Importance participated in the education fair. The fair was inaugurated by Ms. Priyadarshini R., First Secretary, Embassy of India Kathmandu, Nepal in the presence of Dr. B. Chandrasekharan, Executive Director, EdCIL (India) Limited and Sh. Harish Kumar, Second Secretary, Embassy of India, Kathmandu.

Branding of BIMTECH targeting admissions was done in the Nepalese education market. A total of 1800 students from Nepal visited the fair. Course advice, entry requirements, scholarship opportunities and counselling of students visiting the BIMTECH stall. BIMTECH was presented and promoted as a study destination in several college and universities in Nepal such as Tribhuvan University, DAV School and College and Global College International in Kathmandu.

BIMTECH ACCREDITATION JOURNEY



National Accreditation National Board of Accreditation (NBA)

BIMTECH started its NBA accreditation journey in 2008. Since then all four Postgraduate programmes, namely, PGDM, PGDM (IB), PGDM (RM), and PGDM (IBM) have been accredited by the National Board of Accreditation (NBA). This year we filled for the 3rd and 2nd cycle of the Accreditation process for PGDM & PGDM IB in the month of June 2022. As a process, PRT Visit dates are also being proposed to NBA. NBA is the highest national accrediting agency under the Ministry of HRD. It is an autonomous body, with the objective of Assurance of Quality and Relevance of education, through the accreditation mechanism of programs offered by the institutions.

International Accreditation Association to Advance Collegiate Schools of Business (AACSB)

BIMTECH started the AACSB accreditation journey in 2015. AACSB is one of the premier 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. In November 2019, BIMTECH received a 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 visited BIMTECH during 2020-21; the last step to get the honor of AACSB accreditation.

BIMTECH submitted the final Self Evaluation Report in the month of June 2021. The virtual Peer Review Team visit was held on July 5-7, 2022. The visit was very successful and appreciated by the AACSB PRT Team. The PRT Team has submitted its recommendation to Initial Accreditation Committee (IAC). The next meeting of IAC is expected to be held in the month of November 2022 and we eagerly await their decision.

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.

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.



OUR RESEARCH ODYSSEY

Doctoral Programmes

A total of 5 research scholars were admitted to the E/FPM doctoral level programmes this year. At the beginning of the year there were 39 doctoral students registered with the centre. Three scholars submitted their thesis and four scholars were awarded the doctoral degrees.

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

Doctoral Programmes	Ongoing	Awarded
Ph.D. in Affiliated Universities		
Mohanlal Sukhadia University, Udaipur	----	02
Thesis submitted (during 2020-21)	01	----
Fellow Programmes Affiliated from AICTE		
FPM Programme (BIMTECH)	12	02
Thesis submitted (during 2021-22)	01	----
EFPM Programme (BIMTECH)	27	----
Thesis submitted (during 2021-22)	02	----
Sub Total (2+3)	42	----
Grand Total (Ph.D. +E/FPM)	43	04

Orientation Programme of the 10th FPM/EFPM Batch of 2022

The inauguration and orientation programme for the 10th Batch of Fellow Programme in Management at BIMTECH was held on Saturday, July 16, 2022. The programme was attended by newly joined research scholars, current research scholars, and senior faculty members of the institute along with Dr. Harivansh Chaturvedi, Director, BIMTECH. The programme initiated with an informal introduction of the new batch of scholars with existing scholars where existing scholars shared their experiences and learnings from the journey. This was followed by an interaction with Dr. A.V Shukla, Professor of Marketing and Chairperson of FPM and Centre for Research (CRS) at BIMTECH.

Dr. Shukla emphasized the importance of rigor in research and reiterated how BIMTECH ensures the maintenance of its research standards. After this, Dr. Harivansh Chaturvedi, Director, BIMTECH, and Dr. A. Sahay, Dean (Research) addressed the new batch of scholars. Dr. Chaturvedi told the scholars that their research should be authentic and for that they need to put in their hard work, dedication, determination, and sincerity. A discussion on the topics of winning thesis for the 2021 Emerald-EFMD Outstanding Doctoral Research Awards was also organised. A small presentation was given by the senior scholar, Mr. RSK Sharma. The senior faculty members gave new scholars food for thought about how the topic of the research should be selected. Finally, the session concluded with a vote of thanks by Dr. A. V. Shukla.

BIMTECH Research Conference and Doctoral Consortium on Responsible and Resilient Business Research was organized on April 22-23, 2022.



Recent developments have heightened the need for 21st-century companies to understand and demonstrate how they create or destroy value beyond financials - how they earn their profits, not just how much profit they earn. Additionally, the world is experiencing a level of disruption and business risk not seen in generations. While some companies fail others innovate, advance, and even thrive. The need of the hour thus is a responsible and resilient business.

In such a scenario B-schools and business researchers are expected to ensure production of credible knowledge that can be used to inform progressive government policies and promote positive business and management practices which will take businesses towards being more responsible and resilient.

Keep this in mind the theme of the conference was decided as 'Responsible and Resilient Business Research'. The Conference had more than sixty registered participants apart from 20 research scholars of the institute pursuing their Fellow Program in Management from BIMTECH.

More than 40 research papers were presented during the two-day conference. Similarly, more than 20 doctoral proposals were presented and discussed during the doctoral consortium. While the research papers were presented during 10 parallel tracks which were chaired by eminent academics from reputed higher education institutions from India and abroad the doctoral consortium gained from the insights provided to participating research scholars by a panel of more than 30 business professors from all over the country. The Conference proceedings were released by way of a printed booklet on the occasion. In essence the conference and consortium provided a good opportunity of main steaming discussion on the very crucial subject and bringing together researchers in the emerging area from all over the country.

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

- 1. Dr. Parul Bajaj** was awarded Ph. D. Degree in Management under the guidance of Dr. Anuj Sharma by Mohanlal Sukhadia University, Udaipur. The title of her thesis being "Impact of ASEAN-India Free Trade Agreement (AIFTA) on Indian Textile and Clothing Trade".
- 2. Dr. Aditya Kumar Gupta** was awarded Ph.D. Degree in Management under the guidance of Dr. AK Dey by Mohanlal Sukhadia University, Udaipur. The title of his thesis being "Influence of Student Engagement and Learning Approaches on Student Outcomes".
- 3. Dr. Reeti Kulshrestha** was awarded Fellow in Management under the guidance of Dr. A Sahay and Dr. Subhanjan Sengupta by BIMTECH. The title of her thesis being "The Practice of Identity Work in Social Entrepreneurship".
- 4. Dr. Saurabh Pradhan** was awarded Fellow in Management under the guidance of Dr. GN Patel, Dr. Pankaj Priya and Dr. Ruchi Mishra by BIMTECH. The title of his thesis being "Segmenting Customers based on Customer Lifetime Value: An Integrated approach for Apparel Category".

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

Name	Guide	University
Desh Ratan	Dr. A V Shukla	MLS University
Mayuk Das Gupta	Dr. A K Dey	BIMTECH
Ashutosh Kumar	Dr. Rahul Singh	BIMTECH
Aditi Mudgal	Dr. H Chaturvedi	BIMTECH





Research Projects



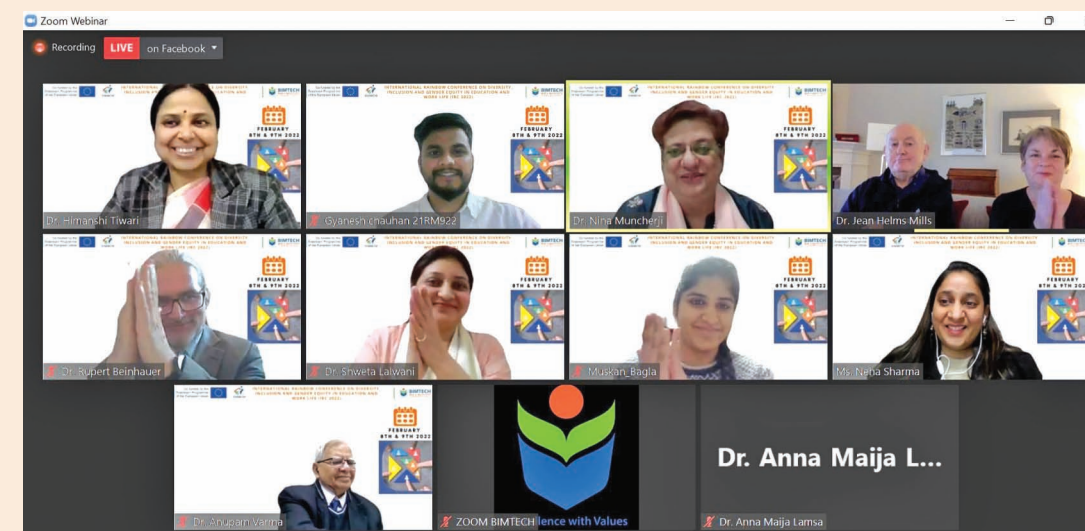
Research Project granted by Ministry of Commerce

In an era of global economic challenges, diversification of trade partners and access to new markets is becoming a priority for all economies, and more so for emerging market economies like India. Of late, Latin America and the Caribbean (LAC) have emerged as important economic partners for India, despite both the economies being geographically and culturally apart. In line with enhancing trade between India and LAC, Dr. Anuj Sharma, Chairperson, International Business Program of BIMTECH has been recently awarded a research project titled "India-Latin America Trade and Logistics: Policy Suggestions for Addressing Shipping, Warehousing and Container-related Constrains" by Centre for Regional Trade (CRT), Ministry of Commerce, Government of India.

The project granted by CRT has following objectives

1. Study extant availability of shipping lines and containers, shortfalls, issues thereof and suggest ways and means of improvising the same in order to cater to seamless trade with LAC region.
- 2) Suggest estimated investment required in this sector for creating dedicated shipping line/ containers facility exclusively for LAC Region or in conjunction with adjacent trade region.
- 3) Study existing arrangements of warehousing facility that are available in India, LAC countries and issues thereof that hinder trade. Suggest ways and means of improving warehousing; extant, mode and investments required and suggest prominent places where warehousing facility would be ideally located.

The outcomes of the project are likely to enhance trade between India and LAC through policy interventions.



➤ **RAINBOW CENTRE at BIMTECH (A Centre for women Career Counselling & Guidance at BIMTECH, cofounded by Erasmus + Programme of European Union) was launched On November 28, 2021** which is a multi-country Project of European Union on women development and empowerment in partnership with 6 partners from Austria, Spain, Finland and India. Installing a fully equipped Centre for capacity building of career counsellors and providing Career Counselling & Guidance facilities to our female students, our alumni and any women in the society for such needs is one of the key outcomes of this Project.

Smt. Vimla Batham, Chairperson, U. P. State Women Commission, Ex-MLA, Noida, UP was the Chief Guest of the launch event. Book titled, "A Handbook on Career Counselling for Women Empowerment", co-authored by project partners as a ready toolkit for understanding the Dos and Don'ts of Career Counselling and Guidance of women, was also launched on the day. The debating and theatre society of BIMTECH Majlis organized an Asmita Theatre Play on the theme, 'Gender Diversity' titled, 'Dastak'. The event was also graced by the presence of Smt. Manjula Mishra, CEO Holosafe Security Labels Pvt. Ltd. and a leading women entrepreneur of the city, and Captain Manju Minhas, Founder and Director - Sifar Zaya an ex officer of Indian Army, a technically qualified professional and social entrepreneur working in environmental ecosystem especially sustainability.

➤ **International Rainbow Conference IRC 2022 on Diversity, Inclusion and Gender Equity in Education and Work Life February 8 & 9, 2022 at BIMTECH Gr. NOIDA, INDIA Organized at Virtual Platform**

BIMTECH Gr. NOIDA hosted International Rainbow Conference on Diversity, Inclusion and Gender Equity in Education and Work Life (IRC 2022), on February 8 & 9 2022 on a virtual platform, under the aegis of the

RAINBOW project. Ambassador Katharina WIESER, Ambassador of the Republic of Austria to India, Bangladesh, Bhutan, Maldives, Nepal & Sri Lanka inaugurated the Conference on February 8 2022. Conference Chairs, Dr. Anna-Maija Lämsä, Professor of Human Resource Management, Finland, Dr. Himanshi Tiwari, Faculty OB, HR Area, BIMTECH and Dr. Rupert Beinhauer Faculty, FH JOANNEUM, University of Applied Sciences, Graz, Austria, discussed and deliberated the relevance and significance of this deeply fundamental issue.

- Total 43, quality research papers/case studies, were presented in 8 Technical sessions, planned for 2 days during the Conference.
- Researchers from 12 countries presented their work.
- DEI heads, holding significant offices in India's Corporate world, leaders from LGBTQ community, young achievers from PWD section and veteran researchers and academicians graced the Expert's Forum during the Valedictory session, of the Conference.

➤ **Roundtable Conference on the theme '3 Rs of Women Careers: Redflags, Reactions and Resurgence'**

The roundtable started with active participation of dignitaries' like Samyukta Subramanian: PRATHAM Education Foundation, New Delhi Advocate Amrita Srivastava: Supreme Court, New Delhi Ms. Preeti Phogat: Vice Principal Savitri Bai Phule Balika Inter College Gr. NOIDA, Mr. Ashok Srivastava: Navratan Foundation, Noida UP, Ms. Deepshikha Varma: Govt. Accredited Artist, Relief & Lippan Art, Ms. Smita Bhatnagar: Senior Coordinator SEWA Foundation, Ms. Preeti Srivastava: Senior VP Reliance Industries Ltd., Founder Daya Rani. The discussants comprising of all the partners and attendees played a very participative role. Moderator, Dr. Himanshi Tiwari, BIMTECH asked some really intriguing questions.

RESEARCH PROJECTS

SOUTH ASIA STATUS-QUO REPORT

SUSTAINABLE TOURISM IN INDIA, SRI LANKA AND NEPAL



Centers of Excellence in sustainable tourism to boost economic development and enhance university-business cooperation in Southern Area/CESTour.

Objective: The project aims to build the concept of Sustainable Tourism in India, Nepal, and Sri Lanka with a view to enhanced industry-academia collaboration & robust infrastructural and scholastic support to the industry.

Duration of the Project: January 2021 to January 2023

Progress: After analyzing the current status of the tourism industry, the project has developed a "Status Quo Report – Sustainable Tourism in India" with the collective effort of three project teams from the BIRLA Institute of Management Technology (BIMTECH), Institute of Public Enterprise (IPE), and NIRMA University, India. The report unveils the opportunities, challenges, issues, and best practices in sustainable tourism initiatives and implementations in India. Overall, the report provides an inclusive insight into the status quo of sustainable tourism context, development priorities, issues, challenges, and opportunities in India to guide the implementation of the CESTour project. As convener of the Work Package –I, team BIMTECH has already produced 3 Status Quo National Report, 1 Comparative report, 1 focus group report, and 1 Good Practice report which aims to provide a range of good practice examples focusing on sustainable tourism efforts and strategies on the example of specific cases in Austria, Germany, and Italy.

In the month of May, a project meeting held in Austria, Graz, to have a detailed insight into the CESTour schedule & project management w.r.t all work packages. Different members from 10 higher education institutions from 6 countries have joined the meeting. All members of the project have undergone a training to

build up knowledge and share experiences made among the partners from Europe, India, Nepal and Sri Lanka. The knowledge generated supports all partners with the implementation of the upcoming work packages and tasks within the project. In addition, the trainings combine theoretical input sessions with practical sessions, applying the learnt to support the implementation of the project.

The project aims at capacity building of experts on sustainable tourism development through attractive training creation and implementation. BIMTECH has organized a special offline session on "Career opportunities in Sustainable Tourism". The session focused on a better understanding of the market and the importance of creating a sustainable tourist destination and its contribution to a growing economy. The session emphasized the importance of internships which help in improving access to jobs, decent work conditions, and community services to achieve sustainable economic growth and a better quality of life for all.

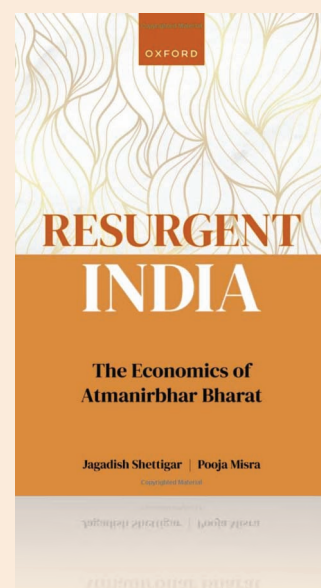
Team BIMTECH represented by Dr. Rahul Singh and Dr. Veenu Sharma, presented the project and the plans for the project with the experts and researchers during the Research Conference & Doctoral Consortium "Responsible and Resilient Business

Research Conference". The team has shared the framework of sustainable tourism and emphasized its alignment with the Sustainable Development Goals. Prof. K. K. Agarwal, Chairman, National Board of Accreditation, Govt. of India appreciated the planning towards creating the center of excellence which will help in creating a large impact on tourism.



Resurgent India: The Economics of Atmanirbhar Bharat

By Jagadish Shettigar and Pooja Misra



In the backdrop of the Corona virus having wreaked havoc on nations across the world and adversely impacting economic growth of countries, the government and monetary authorities, such as the Reserve Bank of India, stepped forward with conventional as well as unconventional stimulus measures. This was the time for the Government and fellow Indians to reboot, redraw, and reinvent the wheel of progress, and paint a new standing in the World Economic Order. Thus, in light of the above-mentioned macroeconomic scenario existing in India in June 2020, the authors decided to continuously examine the important measures and policies announced by the Government and evaluate its impact on the country.

Part 1 of the book traces the preceding trends in the economic growth of the country during 2010-20, the initial impact of the virus on the Indian economy, the macroeconomic perspectives, including the required fiscal measures through the very first post-pandemic budget, i.e., for 2021-22, and the country's progress on the path to economic recovery in the first quarter of 2022.

Part 2 critically analyses policy initiatives undertaken by the Government for achieving an Atmanirbhar Bharat (self-reliant India), short-term and long-term structural reforms, agricultural reforms, the six pillars on which the union budget 2021-22 has been formulated, and bold measures like the proposal for asset monetization of PSUs and government's re-think on retrospective taxes.

Part 3 lays out a roadmap of policy suggestions which warrant government focus and attention to make India into a self-reliant nation. These initiatives can help in achieving the dream of doubling farmers' income and making India into a global manufacturing hub. This section also discusses the importance of cooperative federalism and challenges before the government in making India into a self-reliant nation, especially in terms of administrative machinery and the judicial system.

BIMTECH Business Perspectives

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. Published 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. Presence in the digital domain is very important for spread the reach of a journal. BP has received online ISSN number for this purpose. We believe this will help us in reaching the readers and authors in a more efficient manner. Collaboration is the key to success. BIMTECH entered into a Memorandum of Agreement with reputed SAGE Publications for complete production management of BP. 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. It is our endeavour to list/index the journal in UGC and Scopus in the forthcoming years. We have just completed the publication of three volumes. We shall be applying for UGC-CARE listing within this academic year.



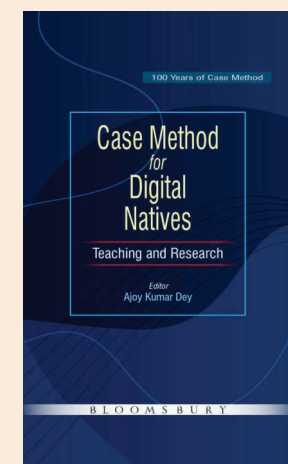
CASE METHOD FOR DIGITAL NATIVE TEACHING AND RESEARCH

by Dr. A K Dey & Dr. Shreya Mishra

The year 2021, marks 100 years of the Case Method, the use of which started in Harvard Business School, in 1921, to inculcate critical thinking, problem solving and decision making in the Management Students. In this past century has the world has witnessed exponential changes in business and society. Digitisation and growth of technology in our day to day lives has influenced our ways of doing things. The new generation is oblivious to the limitations of the past. The recent pandemic has made us realise that the future is unprecedented, and that we have to constantly be prepared for the unknown. In these extraordinary times, the Case Method in teaching and research can play an instrumental role in preparing the future managers and scholars to make this world a better place for all. However, the traditional ways of writing and teaching cases may not suffice anymore. The authors and academic faculty are required to evolve with the need of the hour and develop and use cases which not only engage the students but also gives them the opportunity to deal with contemporary issues.

Keeping the above in mind the book titled, Case Method for Digital Natives: Teaching and Research was conceptualised in February 2021, by Dr. Ajoy Kumar Dey, Chairperson, BIMTECH Centre for Management Case Development and Editor of South Asian Journal of Business and Management Cases (SAJBMC). The book was launched on the Occasion of Gandhi Jayanti, i.e. 2nd October 2021, which is also the Foundation Day of Birla Institute of Management Technology. It was Edited by Dr. Dey and sub-edited by Dr. Shreya Mishra, Assistant Prof. OB& HR, BIMTECH, and Assistant Editor of SAJBMC.

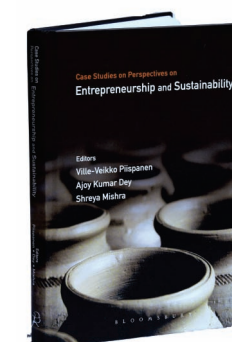
24 articles divided in 7 sections which discusses how the Case Method is changing and will change given the 21st Century skills, have been published in this book. 36 Case experts and enthusiasts from 11 countries have contributed the articles and have given a direction to the management faculty and case authors, who are instrumental in moulding the next generation.



South Asian Journal of Business Management Cases (SAJBMC)

Since late 2020 we had announced that SAJBMC will entirely shift from teaching cases to qualitative case study research. This strategic decision was taken keeping in mind the need to increase citation which can be achieved by publishing articles which have theoretical contributions. To announce these changes and help in creating awareness about QCSR the team has been using the editorial of the Journal.

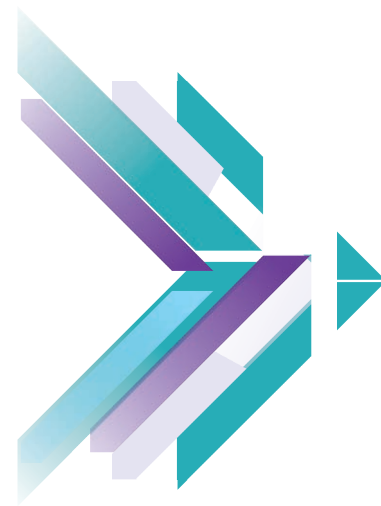
With these strategic changes, the quality of cases in SAJBMC has increased to the extent that it got listed in ABS journal quality. Additionally, the downloads have reaching to 79000 by the end of 2021 as compared to 27702 by the end of 2020.



Conference Books ICMC

Out of the presented cases in 11th ICMC 2021, 48 cases were published in two books by Bloomsbury Publishers. One of the books was titled Case Studies on Perspectives on Entrepreneurship and Sustainability included 26 cases by 73 authors. The second book is titled Case Studies on Perspectives on Management and Digital Business included 22 cases by 49 authors.

INTERNATIONAL CONFERENCE ON MANAGEMENT CASES (ICMC) 2021



**35
DELEGATES
FROM 9 COUNTRIES**

**MORE THAN
100 DELEGATES
ATTENDED**

**52 CASES
COLLECTIVELY
WRITTEN BY ABOUT
170 AUTHORS**

On the December 3, 2021, BIMTECH, Birla Institute of Management Technology, Greater Noida (NCR), India, in collaboration with the University of Eastern Finland and University of South Florida, inaugurated the International Conference of Management Cases (ICMC). This was the eleventh year that ICMC has been organized at BIMTECH. As it was an unprecedented period, this year the conference was conducted in online mode, on the Zoom platform. Hence, instead of the usual two days, the conference was scheduled for three days, keeping in mind the different time zones of the presenters.

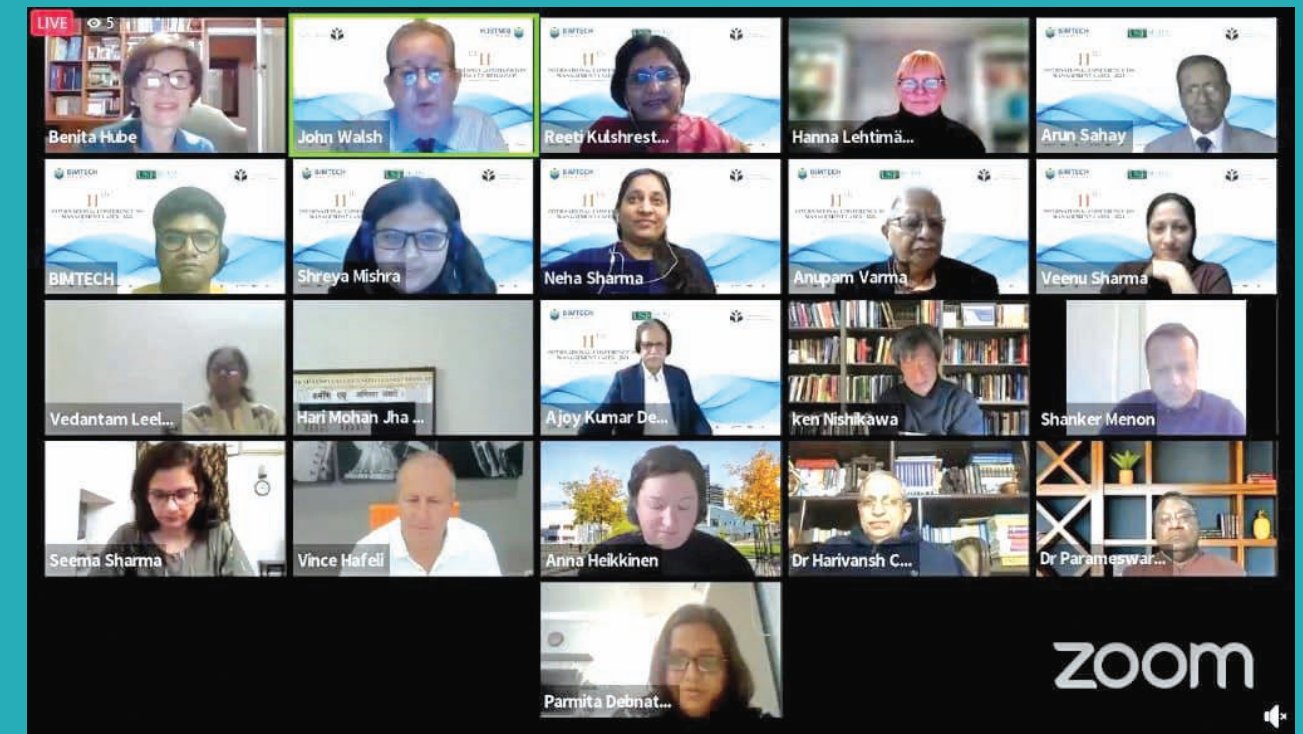
ICMC invites stimulating original, unpublished, research/teaching cases, based on primary and/or secondary data, field studies. Each teaching case must show strong linkage to a theory, concept, framework, or model while a research case should show theoretical considerations. ICMC aims at international relevance and encourages authors from all over the world to participate and share their experiences on a platform created for academicians, practitioners, consultants, research scholars, and students of management studies.

This year, 52 cases collectively written by about 170 authors were presented over two days (December 4-5, 2021) in 11 concurrent technical sessions. Each technical session was chaired by two reputed case writers who gave

constructive feedback to the presenters' cases. The conference was attended by 35 delegates from 9 countries. The largest contingent of 9 delegates participated from Finland. Overall more than 100 delegates attended the three-day virtual conference.

The first day of the conference witnessed enthusiastic participation from all the delegates representing different parts of the world. The event started by greeting the Keynote speakers, Prof. Rauno Sairinen, Professor of Environment Policy, University of Finland. In his Keynote speech, He talked about "Paradoxes in sustainable and green business: How 'dirty' mining industry is developing itself as climate saver and responsible actor?" He spoke on a very relevant topic and the deliberation would give many directions for case research to solve local problems.

Of the cases presented 11 were selected in the Forum for collective wisdom. This is a unique technical session for the cases that were ranked as either good or excellent by the reviewers. This session enriches the discussion and is in a round table format and feedback is captured in advance of other presenters in the same session. Due to its unique features it benefits the authors, and hence, is highly appreciated by the delegates.



3rd Case Master Development Workshop

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

The key take aways from the workshop were:

- Social impact research and CSR case analysis in resource industries
- Discussion on conceptual and methodological developments of social responsibility and sustainability issues. The 90 mins workshop was attended by around 25 participants that include both national and international ICMC delegates and BIMTECH faculty. Given the need to create a sustainable world while ensuring business continuity of the resources industries, participants found the workshop to be very relevant.



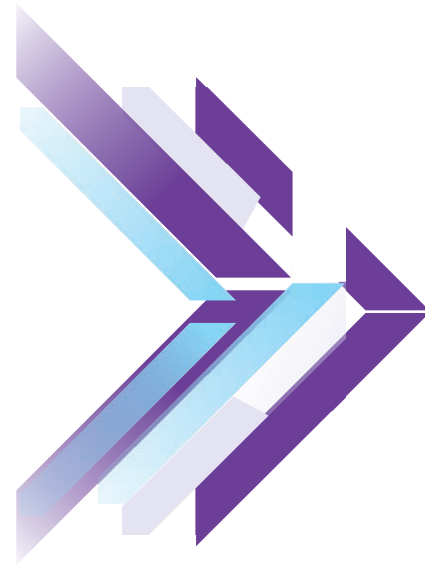
• Case Competition

Ever since 2012, to develop analytical and decision-making skills in students, BIMTECH Centre for Management Case Development (CMCD) has been organizing the Case Competition. However, with the increasing complexity of business and the needs to create more sustainable future the future leaders also need to hone their research acumen. Hence, in 2021, CMCD decided to have a Summer Internship Project Competition for the second year students to showcase their research capabilities. SIP was chosen as an input since it is case based and hence falls under arena of case method. For the first year students we kept the traditional format of the case competition wherein they were asked to analyse a teaching case which was on Sustainability issue. The competitions were conducted virtually and included judges from the institutions outside BIMTECH. We got a wonderful response from

across the country. Total of 331 teams from 1st year and 71 teams from the second year registered and participated actively. Attractive cash prizes of 10000/- and 8000/- rupees along with the certificate of merit were given to the teams scoring first and second positions in the competition.

Introducing Case Method Forum for Management

The Vision for SAJBMC was revised in late 2020 as 'Empowering Management Faculty with Case Method'. This was because qualitative research done with case approach has potential of either building or extending a theory, use of this method may increase the contribution of the research output. To realise above vision in 2021 we started Case Method Forum for Management (CMFM) to conduct online workshops for QCSR and Case Workshops to connect with B Schools. Purpose was to help faculty understand the structure of the QCSR so that at some point of time they can write cases for SAJBMC. From July 2021 we conducted series of five QCSR workshops and 14 teaching and research case workshops. Over 350 faculty attended so far. We are planning to conduct a series of in-person workshops for QCSR. First one will be on Sept 17, 2022.



Enhancing Intellectual Capital



The Centre for Faculty Development identified four areas for development:

- a) Domain knowledge/Area of Interest (industry relevance)
- b) Research
- c) Leadership & Institutional Building
- d) Faculty Wellbeing

Significant progress was made on most of these aspects during the year. Almost all faculty members and research scholars attended at least one development programme during the year. There were three in-house programmes, one of which was attended by almost all faculty members and 14 external programmes which were attended by 42 faculty members and research scholars.

The year started with a 3 day internal programme titled “**Future Roadmap of Management Education**”. This was attended by 60 faculty members from BIMTECH and 25 external faculty members. The program spanned 14 sessions figuring 9 special Lectures by the ‘Who’s Who’ of Indian Management education and 5 panel discussions among BIMTECH faculty. Beginning with context laying through a panel discussion on the Future of the MBA, the various sessions explored the

challenges that have been generated in terms of the requirement for new teaching methods, balancing teaching and research and other activities, and moving out of silos and into a multi-disciplinary work culture to provide a more holistic learning approach. Several lectures also expanded on the role of faculty in institution building. Special lectures were delivered by:

- a) **Dr Furqan Qamar** Senior Professor, Faculty of Management Jamia Milia Islamia University and former VC University of Rajasthan & Himachal Central University
- b) **Dr K K Agarwal** Chairman, NBA & Ex VC GGSIP University
- c) **Dr Anil Sachdeva** Founder & Chairman, School of Inspired Leadership, Gurugram
- d) **Dr Anup Singh**, Director General, Nirma University
- e) **Dr Ranjan Banerjee** Dean, BITSoM Mumbai
- f) **Dr C Rajkumar** VC, OP Jindal Global University, Sonapat
- g) **Dr Janat Shah**, Director, IIM Udaipur

h) **Dr Rajan Saxena**, Formerly VC, NMIMS University, Mumbai

i) **Dr Devi Singh**, Former Director IIM Lucknow.

Another notable internal programme that was conducted was the “Year End Kaleidoscopic Reflections” a three day FDP from May 4 - 6 2022. The thought was to have a program that would encourage faculty to benefit from contemporary books by highly credible authors from a very diverse range of disciplines in Business & Society such as Learning, Economic Potential, Artificial Intelligence, Branding and Neuroscience, Work from Anywhere, Sustainability, Communications, Self-development, and The Digital Future. The FDP was co-created by the Director of BIMTECH, Dr. H. Chaturvedi, along with a host of faculty members and The Centre for Faculty Development. About 50 Faculty Members and Research Scholars participated on each of the 3 days. The overall response was overwhelmingly positive with a request to make this a regular activity at BIMTECH in the years to come.

Several presenters conducted engaging team activities and exercises in the context of the book that they presented. Dr. Bhimaraya Metri,

Director IIM Nagpur was the Chief Guest and set the context for the program with his inaugural address. The concluding session was a discussion on the book “Brands and the Brain: How to Use Neuroscience to Create Impactful Brands”. The author, Dr. Arvind Sahay, Professor, IIM Ahmedabad graced the session to discuss his book.

Another significant initiative was the 6-month programme on Research Methods that was conducted by Dr. Sunil Mithas, World Class Scholar & Professor, MUMA College of Business, Tampa, FL, USA. The rigorous, intensive, and demanding programme enabled participating faculty and research scholars significant enhance their research skills. The programme had participants from BIMTECH as well as from external institutions.



Centre for Business 4.0

The Centre for Business 4.0 was established in November 2020 to actualise the intent of the BIMTECH Strategic Plan (2020-21 to 2024-25) wherein the enabling strategy 1 is "To orient students, faculty, and staff to become value-conscious human beings ready to face Industry 4.0 and capable of producing value for all stakeholders".

The Centre initiated its activities in the year 2021-22.

The immediate focus was to design, develop and deliver a core course titled "Innovating for Business 4.0" in the PGDM programme to begin with. The course has been designed & developed with inputs from globally renowned stalwarts such as Vivek Wadhwa, Distinguished Fellow & Senior Professor, Carnegie Mellon University (Silicon Valley Campus), CA, USA and Ismail Amla, Chief Growth Officer, Capita, London, U.K. amongst others and is scheduled for delivery from September 2022. With this the centre has developed the capability for offering this core course in all 4 sections of the PGDM programme.

The second key activity was to recruit appropriate faculty for teaching & research associated with the intent of the Centre. A full time faculty member was recruited who joined the Centre. Four research publications in leading journals including A category such as "Journal of Cleaner Production" and "IEEE Transactions" have already been accepted for publication.

The third key activity that was initiated was to map existing courses that were being delivered/proposed to be delivered in various programmes at BIMTECH. Over 40 such courses including core courses, and courses in vertical specialisations and bouquet courses were identified.

Finally the centre has initiated work on designing and developing a faculty development programme and an executive development programme on Business 4.0.



Centre For Management Development & Consultancy (CMDC)

At BIMTECH, Centre for Management Development & Consultancy (CMDC) aims to conduct Management Development Program in various functional areas of management to provide quality inputs to the working professionals of 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 to 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 2021- 22, CMDC delivered 11 MDPs & Consultancy Program to leading corporates in both private and public sector of India and abroad. Around 300 participants were trained under the training Program.

The Book "The Bahrupian Challenge: Inventing the New HR" edited by Late Prof. KK Sinha, Dean – Executive Education, BIMTECH and Mr. SV Nathan, Partner and Chief Talent Officer, Deloitte & National President, National HRD Network and published by Bloomsbury India, was launched online on July 15, 2021 by Chief Guest Dr. TV Rao, Chairman, TVRLS, Former Professor, IIM (A), in the presence of Dr. Arvind N Agrawal, Former President and Chief Executive of Corporate, Development and Group HR, RPG Enterprises and Mr. Krish Shankar, EVP and Group Head- HR, Infosys.

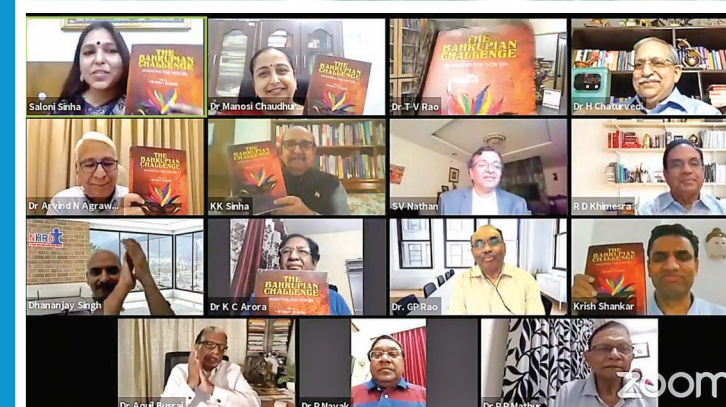
This year the institute celebrated the completion of 10 years of the series of valuable HR Round Tables which started in the year 2011. During these 10 years, BIMTECH has organised 37 HR Round Tables and reached 215+ panelists and 5000+ delegates from industry, business and academia. The 3-day event has been organized in association with National HRD Network, Deloitte and Aon Hewitt which took place from Oct 22 - 24, 2021 on a virtual platform due to the ongoing pandemic.

MDP PROGRAMS

Program Name	Organisation	Venue
Finance for Non Finance	NTPC Power Management Institute	Online
HR Analytics	NTPC Power Management Institute	Online
Change Management	GAIL Training Institute	Online
Design Thinking & Innovation	GAIL Training Institute	Online
Business Analytics	NHPC Ltd.	Online
Strategy and Innovation	NHPC Ltd.	Online
Immersion Workshop	JK Organisation	BIMTECH Campus
Effective Negotiation For Better Business Contracts And Employment Relations	NHPC Ltd.	Online
Finance for Non-Finance	NTPC Ltd.	Online
HRM for Line Managers	NHPC Ltd.	Online
Social Security	Employees Provident Fund, Nepal	BIMTECH Campus

MDP PROGRAMS

Date	Theme	Sub Theme
13-Aug-21	The social enterprise in a world disrupted	Designing work for well-being: The end of work/life balance
22-Oct-21	10 Years Anniversary Celebration	Inspirational Leadership - Art & Science of Developing Leaders
23-Oct-21	10 Years Anniversary Celebration	Reinventing HR: An imperative for organizations
24-Oct-21	10 Years Anniversary Celebration	Business Quiz: Hercules



11 MDPs
DELIVERED

300 PARTICIPANTS
TRAINED

Centre for Online Studies (COOLS)

The Center for Online Studies (COOLS) was established on the July 1, 2020 with the vision of providing a flexible, reasonable, and rigorous learning model. Cohort 2 started on September 1, 2021 with a total of 206 learners (68 % male, 32 % female learners). Learners were from three different countries i.e. India, Zealand, and Bangladesh. Similarly, cohort 3 started on February 2, 2022 with a total of learners 139 (73% male learners, 27 % female learners). In this cohort, learners were admitted from India and the United States of America. We are now taking admission for our fourth Cohort.

**TOTAL 206
LEARNERS
IN 2021**

**TOTAL 139
LEARNERS
IN 2022**

**LEARNERS FROM
INDIA, ZEALAND
BANGLADESH, USA**



» Orientation Programme

The center organized various programs for the admitted students. In order to make the students familiar with the institution's regulations and academic standards the center organized an orientation session for the students of Cohort 2 on Aug 27, 2021. The main objective was to involve these students in the university atmosphere by engaging them in various academic activities. The keynote speech was delivered by Mr. Ramesh Narasimhan Head, Digital Commerce India, World line. It was followed by a panel discussion on the topic future of online education/skilling for career building. At the end of the program, a question-answer session was also organized. Similarly, the orientation session for the students of Cohort 3 was organized on February 5, 2022. The orientation sessions gave the students a smooth transition to university life.

» Boot Camp

COOLS also organized a boot camp during December 1-4, 2021. The main objective of the camp was to devise an action plan and method for increasing faculty-student & peer interaction. Moreover, discussions were held to identify experiential learning components in the online PGDM programme.

» International Women's Day Celebration

To celebrate women's achievements and to promote women's rights, equality, and gender fairness, the centre has organized women's day on March 8, 2022. Various activities were organized for the students and students have shown a lot of interest in the event.

» Campus Immersion Programme

The centre also organized a campus immersion programme for online PGDM students of the C1 and C2 batch during May 6-8, 2022. The main purpose of this program was to groom the overall personality of students and make them familiar with the culture of the institution. The session was inaugurated in the presence of honorable Director, Dr. Harivansh Chaturvedi, Dean of Research, Dr. Arunaditya Sahay, and the Chairperson, Centre for Online Studies, Prof. S. S. Dubey. After the welcome address, several sessions were organized for the students. These sessions include CV writing, Dissertation Writing, SPSS workshop, Yoga session, and management games to name a few. A session on a case study was also organized where students presented their case studies in a group in front of the industry experts and got their valuable inputs.

» Industry Academia Council Meeting

Centre for Online Studies (COOLS), BIMTECH organized Industry Academia Council Meeting on June 11, 2022, to seek an opinion from the industry leaders and academicians on the specification which are more industry relevant. The experts gave very valuable input to improve the visibility and credibility of the programme and stressed the dual

specializations. They further emphasized skill development and insisted to revise the course structure according to the demand of the industry.

» Club Activities

COOLS also formed various clubs to enhance students' participation in the extra-curriculum activities. Kautilya Club of Centre for Online Studies (COOLS), BIMTECH in collaboration with Media Conduit and Bloggers Alliance organized Blogging Contest on the topic 'My Vision for Green Planet' on the occasion of World Environment Day. The contest was organized for its Online PGDM students in two different categories i.e. video and written blog. The winners were awarded attractive prizes and given membership in the Bloggers Alliance. The contest was coordinated by Dr. Poonam Vyas, Assistant Professor in Business Communication, BIMTECH.

Similarly, the marketing club of the Centre for Online Studies (COOLS), BIMTECH conducted an activity 'Mad for Marketing' on June 16, 2022. A quiz competition was organized for the learners and winners were awarded attractive prizes. The activity was organized by Prof. Manoj Pant.

In order to keep our learners updated about latest industry trends, COOLS organized 22 plus webinars with experienced faculty and industry experts. The centre has also completed a certificate course on 'Quantum Computing' with 20 learners. The centre organizes open houses regularly, where learners get an opportunity to interact with the chairperson.



CENTRE FOR ENTREPRENEURIAL DEVELOPMENT

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 14 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. These days, great business ideas can come from anywhere. To encourage them, we need to increase the breadth and depth of the entrepreneurial ecosystem by multiplying connections among entrepreneurs and mentors, improving access to entrepreneurial education, creating events and activities that activate all the participants in the start-up community, and much more.

In congruence with this core idea, in the last academic year of June 2021 to June 2022, the Centre carried out various activities. They are collated under 5 heads, viz.

Advisory Board of the Centre

The Advisory Board of the centre consists of eminent personalities from Industry and Academia. They are the driving force of the centre all these years. With the able guidance of our advisors, the Centre is making a difference in the entrepreneurial ecosystem. The total numbers of "Advisory Board members" are: 11

Expert Panel of Mentors

To assist incubatees and startup entrepreneurs, the Centre has assembled a panel of mentors. The panel consists of 9 mentors who are experts in their respective fields. We are attempting to increase the number of mentors to provide more experts from various fields to assist the entrepreneurs. The total number of "Expert Panel of Mentors" are: 7

Academic Activities

Business Literature Festival 2022

BIMTECH is constantly pushing the boundaries of business education by experimenting with various pedagogies that have emerged in the business world. BIMTECH organized the second virtual BIMTECH Business Literature Festival 2022 (BBLF 2022), the country's first student-led business literature fest organized by any B-School.

The event brought together a diverse group of writers, welcomed and celebrated the works of eminent national and international personalities such as Debashis Chatterjee, Prakash Iyer, Vivek Mansingh, Harish Damodaran, Samir Soni, Sandeep Dayal, and Sathya Saran, among many others.

The seven-hour virtual literary event featured book discussions, book launches, themed panel discussions, author interviews, master classes, and contests. The festival included a panel discussion on the theme "Entrepreneurship & Innovation," moderated by Dr. Abha Rishi, CEO of the Atal Incubation Centre, to inspire budding entrepreneurs and provide exciting insights into successful entrepreneurship.



E-CELL Programs

KRANTI

E-CELL BIMTECH, in collaboration with the Center for Innovation and Entrepreneurship Development (CIED), organized KRANTI - An entrepreneurial event commemorating Azadi Ka Amrit Mahotsav, a landmark achievement by the country's 75th year of independence, on September 7, 2021. The theme of the virtual event was "how entrepreneurship has evolved in India over the last 75 years."

Participants were encouraged to be creative and submit a video highlighting key entrepreneurs who have shaped the country's ecosystem through entrepreneurship. Many applicants responded creatively to the event call and showcased their talent in short films.

Mind Your Business

November 29, 2021, "Entrepreneurship is more than just doing business; it is a way of life, from learning to negotiate to handling finances, from dealing with crises to improving critical thinking." The event was organized by BIMTECH's E-cell with one goal in mind: "Crisis management." The event was designed to provide participants with a variety of experiences that will help them grow as managers. This event aimed at strengthening one's ability to handle pressure and critical thinking. Furthermore, it aimed to polish one's overall personality as a good manager. There were three rounds:

Round 1: E-nquisitive: Participants took a 20-question online quiz about the current entrepreneurial ecosystem. The top teams advanced to the next round.

Round 2: Negotiation: Each team was given a case/scenario containing a situation relating to real-world problems that one might face in their professional/business life. To illustrate, a company is set to launch an IPO and suddenly a few days before, a media report that tarnished the image of the company and shaken the shareholder confidence in the management. The team members brain stormed among themselves. Two teams competed in a role play, with one team representing the company's CEO handling last-minute crises with information leaks and the other team representing media reporters, and they negotiated and came up with the best solution for the given situation. The team with the better approach and better arguments to back up their case won the round.

Round 3: Case Crunch: The qualified teams were asked to submit a detailed presentation explaining their case strategy in round 2. Also, to extend the case further, they were to submit a presentation to represent both side team 1 and team 2 of their respective case. Best interpretation of the case makes them win.

As a result, more than 50 teams with two or three team members competed in the challenge, which was narrowed down to eight teams in the second round to crunch the case. In the final, the two teams with the best strategy won. Dr. Abhijit K Chatterraj, Dr. Abha Rishi (BIMTECH), Dr. Shalini Sharma (BIMTECH), Mr. Anil Singh (AIC BIMTECH), and Mr.

Sanyam Dhingra (AIC BIMTECH) were panelists who monitored and scored the final two teams. Team Analysis Aces, led by Ms. Ankita Loomba, Charvi Gosain, and Devika Marwah, won the game, with Team Amigos 2.0, led by Mr. Abhisarth Gupta, Mr. Dhananjay Anil, and Ms. Akshita Agarwal, finishing second.



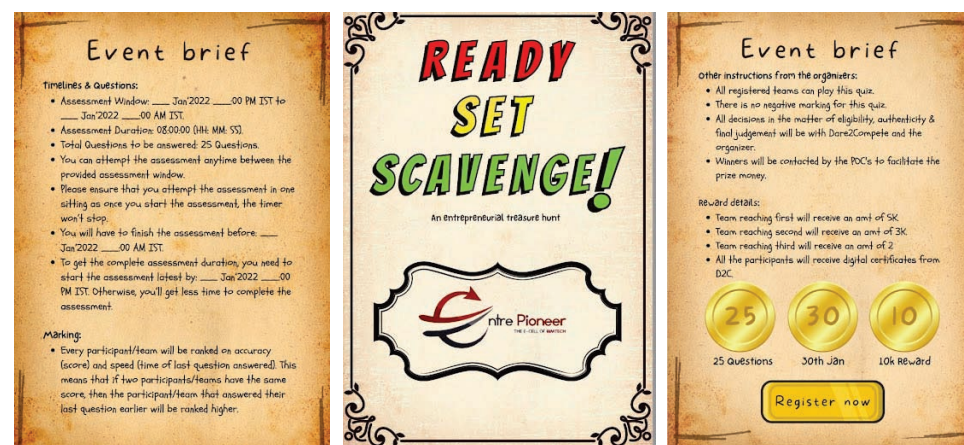
CENTRE FOR ENTREPRENEURIAL DEVELOPMENT

Ready, set, scavenge!

An entrepreneurial treasure-hunting event hosted by E-cell of BIMTECH to put brains to the test. To keep up with Covid 19, 'Ready, set, scavenge!' - a virtual inter college event - was hosted on the platform "Dare2Compete" for all of its participants to compete from the comfort of their homes. The D2C platform enables businesses to interact with students, professionals, and employees in order to discover, measure, and hire the best talent.

The event started on January 30, 2022, with 293 participants from 66 colleges across India. Questions ranging from simple to difficult were posed to participants about their knowledge of the startup ecosystem, current events, and more. The winning team took 5 hours to complete 25 sets of questions, with the runner-up teams taking half an hour longer.

Mr. Rohan Shankpal and Ms. Urvashi Agarwal from K J Somaiya Institute of Management (KJ SIM), Mumbai, were the event's winners, receiving cash prizes. Mr. Mahim Sharma and Mr. Divyansh Lakpale (BIMTECH) were the first runners up, and Mr. Kanishk Kumar Singh and Mr. Kalidas Prasad (BIMTECH) were the second runners up. The E-cell Team oversaw the entire event, which was overseen by CIED and AIC-BIMTECH.



AIC HIGHLIGHTS



AMALGAM 2.0

Comprising a **period spanning 4 days, 20 sessions, and 62 speakers from 17 different countries**, it imparted interesting insights to aspiring Incubators, start-ups, the Intelligentsia group, and other participants of the start-up ecosystem. Each day focused on one particular stage of the journey of a startup.

The first day entailed ideation, whereas the second, third, and fourth days threw light on prototyping, revenue generation, and startup acceleration respectively. Each of these sessions was curated keeping in view the theme for the day.

6th Annual Global Convention With Entrepreneur TV CAFÉ, DEC 18, 2021

An event organized by ENTREPRENEUR TV CAFE in collaboration with IIT Kanpur, at which almost all stakeholders in the Startup ecosystem were present to further promote and instill the idea of Entrepreneurship. Dr. Abha Rishi was asked to moderate a panel discussion that included Seema Gill, Founder & CEO of Screenage Media, and Dr. Ruchi Agarwal, Founder & CEO of Healing Home Wellness.



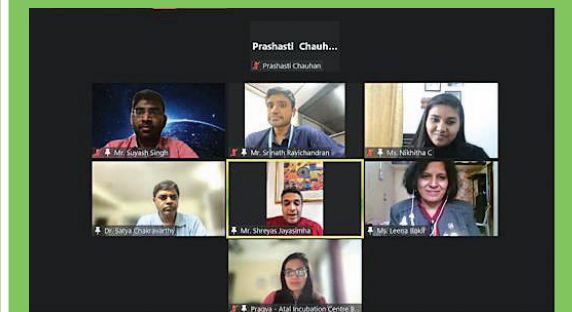
Saturday Roundtable on Entrepreneurship With Chevening Alumni India

Together with Chevening Alumni India, the Atal Incubation Centre-BIMTECH hosted Saturday Roundtable Discussion on Entrepreneurship series which brought together innovators, entrepreneurs, investors, policymakers, and distinguished speakers from academic institutions, industry. In these virtual roundtable discussions, the panelists explored the topic of entrepreneurship and its many forms, specifically its role in the economic development of a country and strengthening social inclusion.

During each one-hour event, speakers shared their practical experiences from their entrepreneurial journeys and engaged in lively discussion and exploration of a range of entrepreneurship-related topics. In the previous year, four roundtable discussions were held.

K Startup Centre

KISED launched the K-Startup Center Program to help South Korean growth-stage startups enter and settle in foreign markets. The AIC-BIMTECH was selected as the KSC-2021 program's New Delhi Accelerator and directly evaluated and selected Korean startups for participation in each phase of the program.



Awards and Accolades



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

Ramaswamy P Aiyar Best Young Teacher Award on Dr. Khanindra Ch. Das

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

Best Teacher Award 2021: BIMTECH instituted the 'Best Teacher Award' from the academic year 2019-20 to recognize excellence in teaching by individual faculty members. It was decided that this year the Best Teachers Award would be conferred to one faculty each in the category of Professor, Associate Professor and Assistant Professor. The idea was to recognize the excellent work being done by the faculty members. Accordingly, the detailed policy giving details of the procedure was chalked out and circulated. The award amount was also increased to Rs. 2 lakhs to one faculty in each category.

A panel of five jury members consisting of three senior faculty members from BIMTECH and two eminent experts from outside were appointed as Jury.

The Jury after the extensive discussions and detailed deliberations decided for award as follows:-

Best Teacher Award (2020-21) in the Category of Professor: Prof. MANOSI CHAUDHURI

Best Teacher Award (2020-21) in the Category of Associate Professor: Prof. POOJA MISRA

Best Teacher Award (2020 - 21) in the category of Assistant Professor:

After detailed consideration of various parameters, the Award Committee decided to withdraw the award for the Academic Year 2020 - 21.

Best Researcher Award:

The Best Researcher Award was revisited by the management in the current year. The scheme was modified. Two research awards have been instituted from the academic year 2020-21 :One Best Researcher Award and the second the Runner-up Award. The amount for Best Researcher Award was revised to Rs. 2,00,000 (Rupees two Lakhs only) and the amount for runner-up has been fixed at Rs. 1,00,000 (one lakh only).The office of the Dean (Research) decides the research awards which are based on the score of the faculty in IC section of the PES.

For the year 2021:

Dr. Khanindra Das received the Best Researcher Award.

Dr. Monika Jain received the runner-up award.

Accolades to Dr. Jagdish Shettigar and Dr. Pooja Misra,

Dr. Jagdish Shettigar and Dr. Pooja Misra, senior faculty from the Economics Area, are voicing their opinions, viewpoints and suggestions in leading financial newspapers of the country, resulting in valuable inputs, food for thought for policy makers, analysts and regulators and brand building for BIMTECH. They have been solicited by Mint, a leading financial daily to co-author a weekly column titled, "Mint Primer", in which they bring out their thought provoking perspectives on contemporary macroeconomic and financial themes.

Queries on Personal Lines of Non-Life Insurance answered on F.M. Radio by Prof. Pratik Priyadarshi on 18th May 2022, 12 p.m. for its listeners. -102.6 FM Rainbow.

Prof. Pratik Priyadarshi was hosted by All India Radio, FM-Rainbow on 18th May, 2022.

He responded to the queries & questions on Personal Lines of Non-Life Insurance from live audience as also question posed by RJ-Ms. Priyanka Verma.



Birla Institute of Management Technology (BIMTECH), Greater Noida, won the NHRD Award in the 10th HR Showcase 2021 event. This award was won in the category of 'Best Innovative Practices & Institutions in Academia'. HR Showcase is the Signature event of the NHRD Bangalore Chapter, which is held annually. It is a unique trade show style event for Corporate, Startups, Academia & NGO's to present their most impactful practices, products & initiatives. It is a platform for everyone to learn about HR practices in other organization, network with peers and compete for the coveted Grand HR Showcase awards.

AIC BIMTECH partnered with LinkedIn Local India and AIC RAISE, to launch the first of its kind, idea-accelerator program. Dr. Abha Rishi, represented BIMTECH for showcasing 'Sambhav'- a project which has been created for enhancing entrepreneurship among persons with disabilities (PWD), often called the 'invisible people'. 14 such persons were part of the pilot project, which was run in collaboration with Atal Incubation Centre- BIMTECH and LinkedIn Local. The first cohort also presented in front of a panel of angel investors and had many partners like LinkedIn Local and was supported by faculty and students. The unique features of this program are as follows: This idea accelerator program was designed and conducted for the PwD (Person with Disability) entrepreneurs, which could enable them to take their business idea to an executable stage.

BEST TEACHER AWARD, 2020-21



Dr. Manosi Chaudhuri
Professor, BIMTECH



Dr. Pooja Misra
Associate Professor, BIMTECH

BEST RESEARCHER AWARD, 2020-21



Dr. Khanindra Das
Asstt. Professor, BIMTECH



Prof. Monika Jain
Asstt. Professor, BIMTECH



Admissions 2022



The Admission 2022 efforts started with the online application form going live on Sept 23rd 2021. BIMTECH Admission efforts for 2022 however, saw an almost 4 percent increase in number of applicants vying for admissions to the various courses on offer.

It was a great and enriching journey where we successfully replicated the previous initiatives - such as early round of PI process, use of digital/social media for student engagement, student/alumni referral scheme and flexible online PI process. Through these efforts, the applicants to seat ratio is being maintained at a healthy 1:10. Despite of the COVID 19 global pandemic, there is a significant improvement in the final turnout percentage of candidates appearing in the PI selection process.

Apart from these, we successfully introduced online payment process for remitting 1st instalment of hostel & mess fee this year. Online payment process of remitting tuition fee was successfully introduced last

year. Automated/ digitized admission process along with online payment process made the entire process error free and paperless which added complete transparency and operational convenience.

The good number of applications and the pool thereof resulted in the selection of a good number of quality candidates ensuring "houseful" status for PGDM & PGDM-IB programs.

As of August 31, 2022, the course-wise admission status is as follows:

PROGRAM	NO. ADMITTED
PGDM	321
PGDM-IB	69
PGDM-IBM	51
PGDM-RM	43
TOTAL	484

Commerce stream dominated the admissions cycle this year also by contributing 36% in the total intake. Students with management background are the second biggest contributor with 22% intake while other streams contributed with 42% in the total intake.

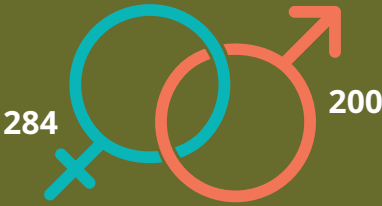
Moreover, there is subtle improvement in gender diversity, with 200 (147 last year) female students joining across all courses - making the ratio of male: female to 59:41, which was 61:39 last year. Our continued effort of bringing students from other countries has paid dividend. This year we could attract prospective students from Nepal. Our dependency on north region was 63%. While an increase was noticed in students coming from eastern and central region this year.

The number of students with first division throughout their academic records & work experience was 71% and 16% respectively.

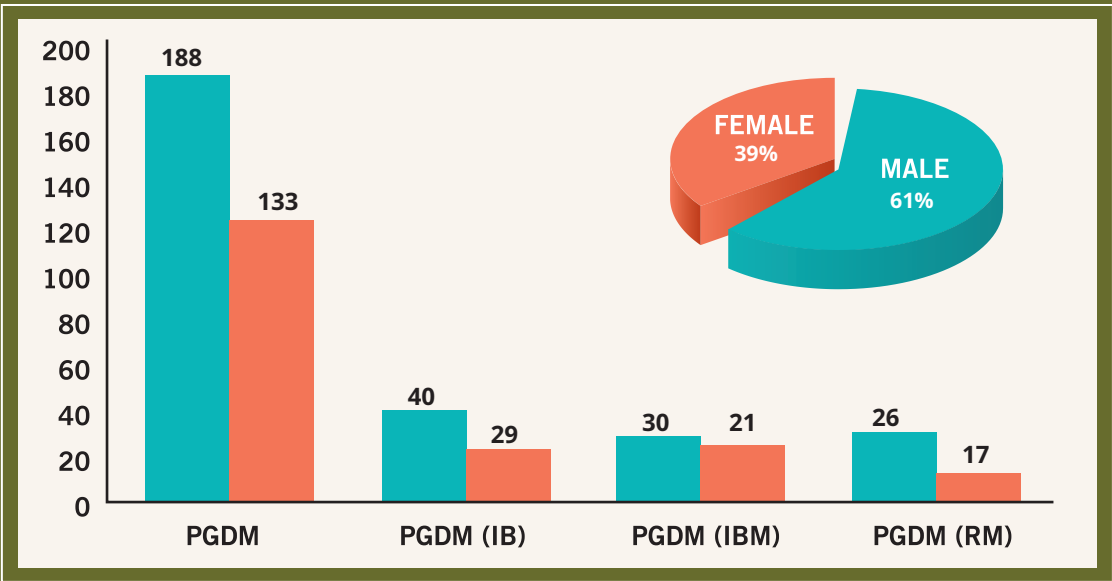
The other observation this year was a significant drop in the number of withdrawals as compared to last year. The commendable outcome of the process is the diverse geographical representation amongst the finally admitted students from 24 states and UTs. It reflects in a way our team's dedicated engagement, coherent and proper communication along with FB live info sessions & webinars with prospective candidates.

Class Diversity

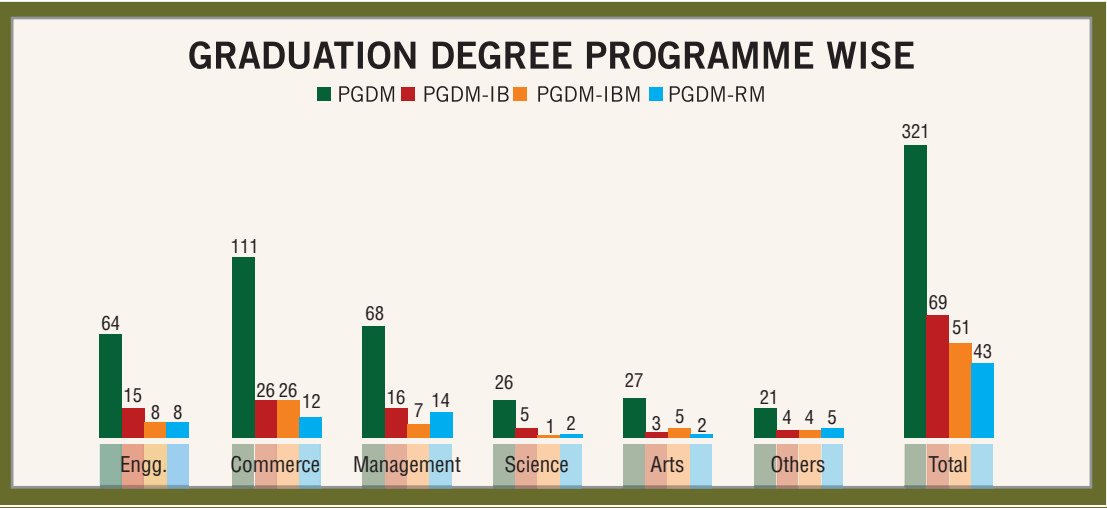
MALE FEMALE RATIO



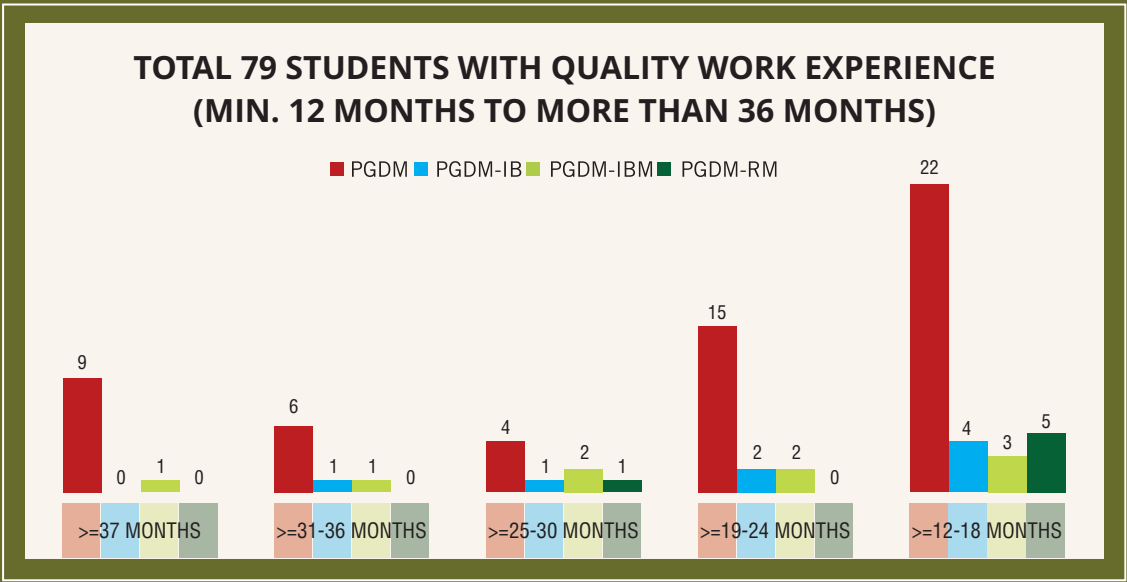
PROGRAMME	MALE	FEMALE	TOTAL
PGDM	188	133	321
PGDM(IB)	40	29	69
PGDM(IBM)	30	21	51
PGDM(RM)	26	17	43
TOTAL	284	200	484



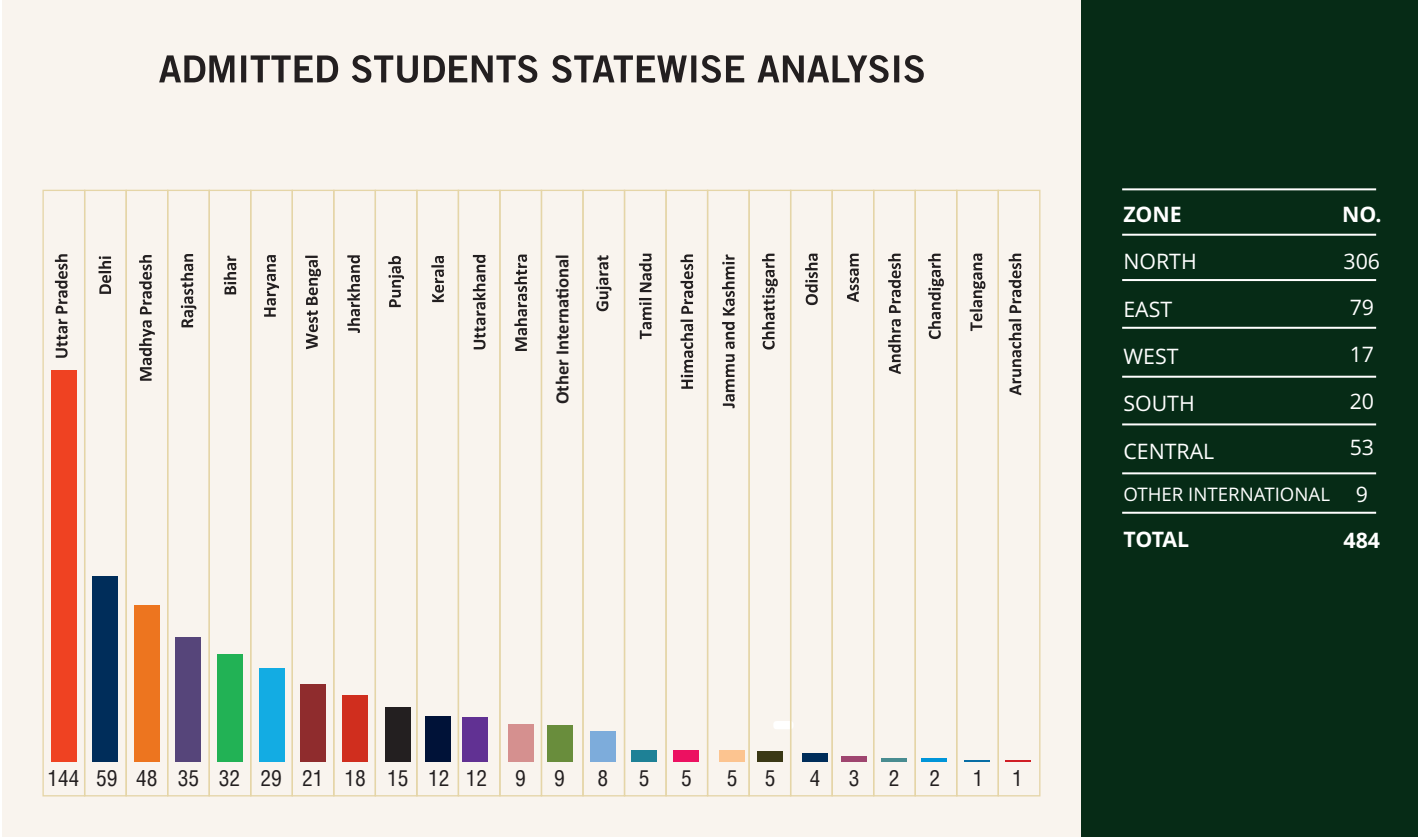
GRADUATION DEGREE PROGRAMWISE



QUALITY WORK EXPERIENCE



REGIONAL DIVERSITY



PLACEMENTS 2021-22 @ BIMTECH

BIMTECH's Centre for Corporate Relations (CCR) performs an enabling and empowering function for its students. Its 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 2021-22 we could place 402 number s of final year students, constituting of 100% of the total strength who offered themselves for the placements, out of a total strength of 402 students.**

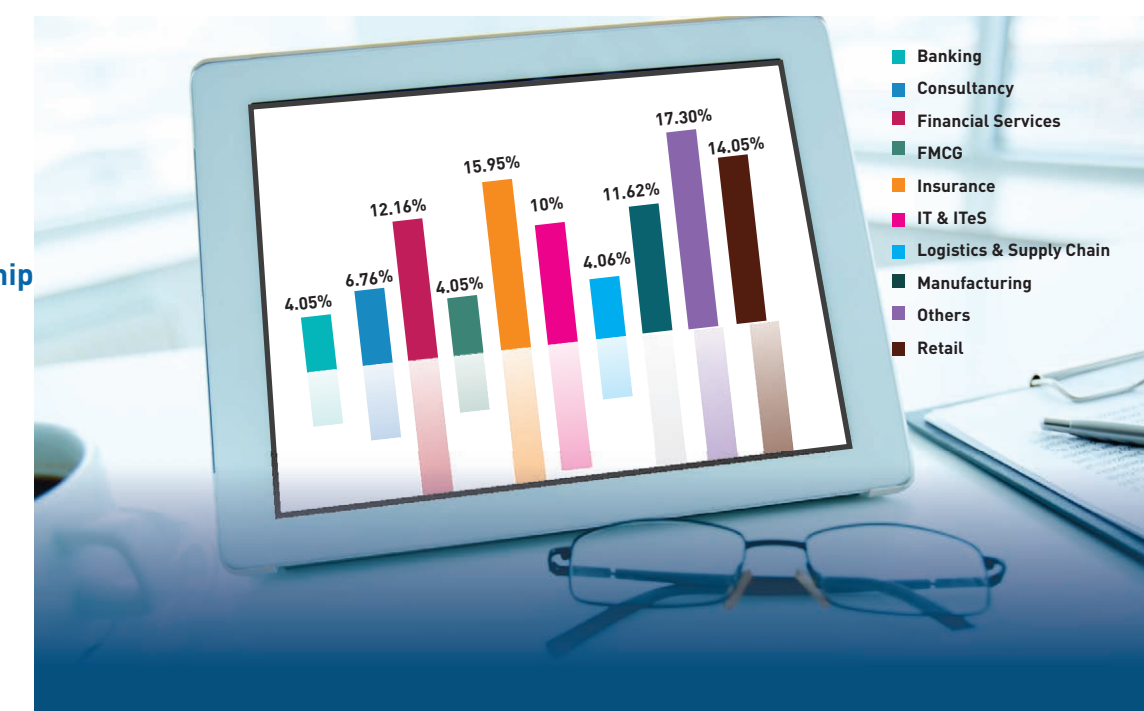
SOME OF OUR LEADING CORPORATES OFFERING FINAL PLACEMENT



Sector-wise Percentage Break-up of Final Placement (2020-22Batch)



Sector-wise Percentage Break-up of Summer Internship (2021-23 Batch)



In the year 2021-22 we could place 402 number s of final year students, constituting of 100% of the total strength who offered themselves for the placements, out of a total strength of 402 students.

BIMTECH Summer Internship 2023 Batch

BIMTECH had concluded its summer internship 2022 for its batch 2021-23 and achieved a 100 percent placements record.

Particulars	2022 Stats	2023 Stats
No. of students in the batch	402	370
Highest Stipend	108	90,000/-
Average Stipend	24.67	23,000/-
Average Salary INR	9.38	

Intellectual Deliberations

UNION BUDGET 2022 DELIBERATION BY Mr. SOUMYA KANTI GHOSH

Birla Institute of Management Technology (BIMTECH) and Eco chamber club organized a deliberation on "THE UNION BUDGET 2022-23" on February 5, 2022. Dr. Soumya Kanti Ghosh, Group Chief Economic Advisor, State Bank of India, was the keynote speaker. Dr. Ghosh is currently Group Chief Economic Advisor, State Bank of India. He is also a member of the SEBI Advisory Committee on Research, Economic Advisory Council, CII, and Editorial Advisory Board of the Indian Institute of Banking and Finance. He also serves as a member of the Indian Banks' Association's Monetary Policy Group. He provides inputs to the Reserve Bank of India's Expert Committee to Revise and Strengthen the Monetary Policy Framework.

Dr. Ghosh started his deliberation by delving on the focus area of this year's budget and how the finance minister unveiled a bigger budget of rupees 39.45 lakh crore with a massive push on infrastructure spending. From the expansion of national highways to the introduction of the digital rupee, to taxing crypto currencies and digital assets, to affordable housing, the government aims to fire up the economy's key engines to sustain a faster recovery from the pandemic. He also threw light on the pillars of the Union Budget 2022, namely: PM Gati Shakti, Inclusive Development, Productivity Enhancement & Investment, Sunrise Opportunities, Energy Transition, and Climate Action and the Financing of Investments.

GUEST LECTURE BY MR. DAVINDER MALHOTRA: DERIVATIVES AND RISK MANAGEMENT

Dr. Davinder Malhotra is a Professor of Finance at Thomas Jefferson University, Philadelphia. He has been associated with BIMTECH for the past many years and this year too, students from the PGDM 2020-22 batch had the privilege to attend his lectures and gain knowledge on Derivatives and Risk Management. He has an overall academic experience of more than 27 years. He is also the Editor-in-Chief of the Afro-Asian Journal of Finance and Accounting (AAJFA), which aims at fostering discussions and research for the development of the finance and accounting disciplines in these regions. Dr. Malhotra is also the member of Editorial Board for various journals like International Journal of Bonds and Derivatives,

Finance India, and Indian Journal of Business and Economics; just to name a few. Apart from this, he holds an administrative experience of about 9 years as the Director of MBA program. The students gained a lot of insight into the topic and interacting with such a distinguished professor proved to be a very valuable experience. BIMTECH has consistently tried to invite esteemed professionals to impart knowledge to the students and in spite of the restrictions due to the pandemic, was able to organize sessions online with international faculty.

GUEST LECTURE BY MR. YOGESH BELLANI: GLOBAL BRAND MANAGEMENT

The students of PGDM 2020-22 had yet another golden opportunity to interact with Mr. Yogesh Bellani, the CEO & Whole Time Director of Field Fresh Foods Pvt Ltd, since 2013. He has leadership experience of over 24 years in the food industry and has a proven track record of setting up businesses from its conception. Under his vision & leadership, Del Monte has emerged as one of the fastest growing food & beverage brand, built a robust exports business and grew its B2B business to become one of the most distributed brands in food service, winning several awards and recognitions.

He is passionate about teaching and learning and is also a guest lecturer at some of India's leading business schools and serves on the Advisory Council of Birla Institute of Management Technology, Academic Council of Jaipuria Institute of Management and on the Advisory Academic Board of the Strategy, Innovation and Entrepreneurship Area of IMT Ghaziabad. He is very passionate about coaching and he serves on the Advisory Board of the Atal Incubation Centre at Birla Institute of Management.

He shared his valuable knowledge on the topic "Global Brand Management" today with students of international marketing. He focused on telling the students how the journey of branding happens in the real world. This insightful session helped the students understand branding, the relevance of a brand and strategies that they can apply in the corporate for branding.



GUEST LECTURE BY MR. MADAN SABNAVIS: IMPACT OF COVID19 ON INDIAN ECONOMY: CHALLENGES AND OPPORTUNITIES

The Eco chamber of BIMTECH organized a talk with Mr. Madan Sabnavis, Chief Economist, CARE Ratings, on the "Impact of Covid19 on Indian Economy: Challenges and Opportunities" on Wednesday, the August 25, 2021. The highly engaging session gave a comprehensive view of the growth and recovery of the Indian economy in the aftermath of the Covid19 pandemic.

Mr. Sabnavis indicated that even in the time before the pandemic, the economy was showing less growth. He mentioned that in order to fully recover, there should be more employment opportunities and the poor should become less poor. The media are projecting optimistic scenarios showing high numbers for growth of the economy but Mr. Sabnavis advises us to take these numbers with caution due to reasons like the base effect. He then went on to talk about the engines of growth of the economy – consumption, investment, Government and trade. In conclusion, the numbers projected by the media might not be totally believable but India has a lot of potential for growth. Mr. Sabnavis adds that the next year might also be a year of recovery. BFSI, IT, FMCG and healthcare might be the industries to watch since they will continue to grow.

PROJECT MANAGEMENT FOR OPERATIONS

A session on Project Management was conducted on August 28, 2021 for PGDM Operations batch 2022 by Business Management Programme department. The guest for the session was Dr. Sarvesh Swarup, the Former Deputy Director General Ministry of Commerce & Industry Govt. of India. With over 35 years of techno-economic experience in high-ranking positions in the Indian government, as well as affiliations with various key economic bodies, medium to big corporations, and management institutes, Dr. Swarup explained how to use knowledge, skills, tools and techniques to manage different projects in an eminent way.

Dr. Swarup began to explain about various elements in the project management which were man, material, machine,

finance and technology. Then a short description was given on the basic principles of project management such as Sequencing, Purchasing, Total Quality Management, Inventory Management, Planning, Logistics, Warehousing, Material Handling, Transportation Management and Process Improvement Techniques. The whole discussion and question and answer session were very engaging and insightful in project management perspective.

GUEST LECTURE BY MR. BHUSHAN SETH: DIGITAL INSURANCE

The session was conducted by Mr. Bhushan Seth (Chief Risk Officer at Zopper) an insurtech strategy enthusiast. The session started with a small introduction of Mr. Bhushan who is proficient at Risk Management, Program design, Strategic alliances and Product design. He is an AIII as well as MBA and MS in Insurance from Institute of Chartered Financial Analysts of India. His previous engagements include JB BODA Insurance brokers and Pioneer Insurance brokers. He also founded insurtech start-up apnipolicy.com. Mr. Bhushan discussed digital insurance where he started with the history of insurance sales and insurance agencies and then gradually turned onto the new channels emerging like Banca, Digital, Broking and Partners. He addressed some of the challenges faced during this digital journey for e.g. The women in rural areas are not so comfortable in giving out information or clicking pictures then this way the digital journey becomes very difficult. The session ended with how distribution is the king with 33% focus and he discussed the Ola case study to tell us more about the MMT model and IRCTC model. The session was very interactive and engaging. The students got an idea about insurance and the various aspects of it.

SPECIAL SESSION ON MARKET RESEARCH

On September 2, 2021 a session on Market Research was organized for the students of Birla Institute of Management and technology. The Session was conducted by Mr. Rajesh Kurup who is the executive director of Kantar Millward Brown. Mr. Rajesh Kurup beautifully explained that "No Research is better than Bad Research", he said that there are some marketing issues that are not researchable, not ethical and also not worthy of the time and cost as a researcher has to put in it and thus no research is better than doing bad research. Market. He ended his session by saying that Marketing as a concept is evolving because it is related to other fields of study which helps it to be flexible and adaptive and also it is very important to stay relevant as the world is changing every moment.

INTELLECTUAL DELIBERATIONS

GUEST LECTURE BY MR. ALOK GUPTA : CYBERSECURITY

BIMTECH had organized a guest lecture on Cyber security as a part of the ISMB course for 1st trimester PGDM students on September 25, 2021. The highly enlightening session was taken by Mr. Alok Gupta, Founder & CEO, Pyramid Cyber Security & Forensic & President of Alumni association of BIMTECH. The session included an introduction to cyber security, Covid-19 and its impact on cyber security and future prospects of this domain.

Mr. Alok Gupta stressed the growing importance of cyber security especially in today's digital world of cloud servers and IoT devices. Prediction, prevention, detection, resolution and protection from cyber-attacks, breaches and threats are some of the essentials of cyber security.

Mr. Alok Gupta gave us insights about malware, phishing and the most dangerous hacker groups. He also talked about IT and security audit and assessment and vulnerability assessments penetration tests. We were also introduced to the concepts of red teaming, multi factor authentication, 24x7 monitoring and threat intelligence. He also warned us against opening or clicking on any unknown links and how to protect against these cyber-attacks. We were cautioned against disclosing any sensitive information like passwords over the internet.

CXO TALK BY MR. PIYUSH CHOWHAN, GROUP CHIEF INFORMATION OFFICER, LULU INTERNATIONAL, ABU DHABI

The CXO Talk conducted on November 20, 2021 by Piyush Chowhan on the topic 'Disrupt or Die in the Digital era' was very interesting and relevant for today's scenario. He started his session by talking about how big companies like Toshiba and GE are splitting because they are not data driven and are very behind technology wise. He emphasizes on the fact that in today's scenario to stay relevant and to stay in the business we need to create value through technology like Tesla is doing. Covid taught us the importance of technology and how it is the way forward but it is not easy to convert towards digital technology and only 3% have been able to convert their company digitally. Piyush Chowhan mentions that time is very important in digital transformation and Covid has fastened the speed for this. He also talks about innovation and says that we need to be agile and need to have a digital mindset.

GUEST LECTURE BY AMIT SINHA, IDFC FISRT BANK

Banking, Financial services and Insurance Sector is one of the most imperative verticals for our us as PGDM students. In order to enlighten the students more about the same and enrich them with the knowledge associated to it, we the students of PGDM, 1st year were introduced to Mr. Amit Sinha, country Head, IDFC First Bank.

He explained to us the sensitivities in the BFSI sector and how dominant this sector has become. He further put in the rosy picture of how digitalization has reduced the gap between consumers and banks and how everything is now at a touch. Mr. Sinha became a ray of hope for the students when he busted the myths about Job cuts due to technology and the arduous working environment in the BFSI sector. He focused on learning basic knowledge and practicality, which can be gained from reading newspapers along with attending classes. He even cleared the air around the jobs in the BFSI sector and how sometimes the roles of marketing and finance are intertwined.

His Insights into the reality of the corporate world did give us encouragement and hope of entering and learning by going into this field.

GUEST LECTURE BY DR. SOUMYA KANTI GHOSH, GROUP CHIEF ECONOMIC ADVISOR, SBI

The students of BIMTECH were lucky enough to get the opportunity to hear Dr. Soumya Kanti Ghosh and his views on the Budget 2022 as well as the economy as a whole. Dr. Soumya Ghosh. As esteemed as his post was his lecture which provided a detailed explanation to the budget of 2022. He started by addressing the expectations of the people about the reduction in tax rates and giving an explicit explanation as to why it happened. He supported the argument by defining India as a developing economy and that to grow and support the country, employment and the economy, taxes need to be collected.

Mr. Ghosh cleared the apprehensions people had regarding the Budget of 2022 and proved every doubt with an ideal explanation so as to make things clearer for all our students.

THE VIRTUAL SPECIAL SESSION BY MS. RASHI DWIVEDI

There was a virtual special session on 'CREATING A PERSONAL BRAND' by Ms. Rashi Dwivedi who is the Chief Mindfulness Coach and Founder of Stay Ahead Services. Initially, in her session, Ms. Dwivedi briefed everyone on what exactly personal branding means. She described it as whatever steps and procedures are followed in creating a brand of your own. She explained how to choose the right path in order to do anything in life. Before deep diving into the aspects of personal branding, she highlighted certain really important aspects like- Leadership Qualities, Perception, Motivation, which are the pillars in creating or developing anything new or a brand for that matter.

COMMUNICATION METHOD BY MR. FIROZZAHID KHAN, CREATIVE DIRECTOR AT FIZZAART

There was a very special and engrossing virtual session on Theatre Technique- New Communication Method by Mr. Firoz Zahid Khan. Mr. Khan is highly adept in the field of Theatre, and is currently working as a Creative Director at FIZZAART. He has studied at the National School of Drama/ Mountain View Theatre London (1996-1999).

At first, he talked about the "SELF" and made students relate it with 3 things: Habits, Emotions, Thoughts. Next, he talked about the basic nature of humans and covered different types of it. Moving ahead, he made everyone understand nuances of Voice and Speech, and how they go hand in hand. Along with this, he spoke about Emotions and classification.

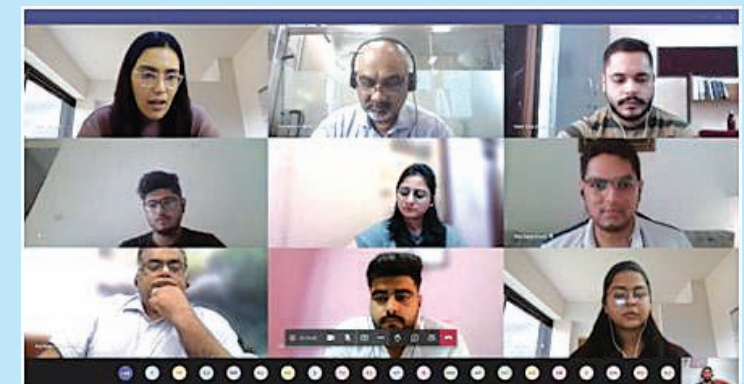
SWISS RE WORKSHOP ON 26TH & 27TH SEPTEMBER, 2021

Swiss Re, as a part of its "Joint Certification programme for Reinsurance", delivered the lectures on 26th and 27th of August 2021 to the Insurance Business Management students.

A team of 5 trainers spent over 15 hours explaining the current market scenarios and the way the Reinsurance market is behaving post pandemic. Live examples of treaty formulation, RI Accounting and the various nuances were explained.

This was received very well by the students, as was evident in the huge participation in the classes. We are grateful to Swiss Re and Mr Amir Kalra, MD and Head, Global Business Services at Swiss Re for their continued support. Swiss Re is a technical partner of BIMTECH.

4.1 The Retail Management Program organized a Panel discussion along with the Retail Association of India (RAI) on 9th October 2021



Knowledge Centre, BIMTECH

87205
BOOKS
AS ON 30/07/22

20029
E-Books

5060
JOURNALS

1606
Magazines



1.) Orientation/ Training/ Webinars:

Sessions for Users:

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. Details of Training Programs:

a) BIMTECH e-library platform: The library has taken the service of Refread e-library platform and to deploy such a platform with unique features a session was organized on August 16th, 2021 which was conducted by Sr. Manager of Refread for the faculty, students, scholars, and staff.

b) Industry Outlook: The training sessions for CMIE- Industry Outlook were organized on August 2, 2021, January 14, 2022, and February 24, 2022. These sessions were for students, faculty & research scholars. These sessions were conducted by the Business Relationship Manager, Centre For Monitoring Indian Economy Pvt. Ltd.

c) ProwessIQ: To clear the doubts, understand the silent features of the product, and get across ProwessIQ, library arranged online training sessions in the month of August 2021, January, and February 2022. These sessions were organized by Mr. Sudarshan Negi, Business Relationship Manager of CMIE.

d) Scopus: On June 24, 2021, a webinar was held for the faculty & research scholars to clear their doubts and to understand Scopus, the abstract, and the citation database. The Customer Consultant, Elsevier organized this webinar.

e) EbscoHost: EbscoHost publishing is the largest management information provider and the sessions were given by Engagement Manager at EBSCO Information Services India, which were held on July 31, 2021, February 24, 2022.

f) Proquest: ProQuest creates indispensable research solutions that connect people and information. To make it more useful sessions for students and scholars were organized on July 31, 2021; February 24th 2022. by Training and Consulting Partner.

g) Passport: This resource from Euromonitor provides access to market research, a very useful database and how to access this software was cleared by the Sr. Executive. The virtual sessions were held on July 2nd, 2021, and February 24th, 2022.

h) TickerPlant: Ticker Plant Limited is one of the global content providers in the financial information services industry very informative sessions were conducted by the Assistant Vice President – Institutional Sales – Ticker Plant Ltd which were held on July 31, 2021, and on February 24th 2022.

i) Innovative library services: Library also conducted a session on "Innovative library services" which was a very informative and interactive virtual session and was taken by Dr. Dinesh K S, Librarian IIT Ropar on August 13, 2021.

j) Grammarly: Grammarly, a research writing software is a cross-platform Cloud-based writing assistant that reviews spelling, grammar, punctuation, clarity, engagement, and delivery mistakes in real-time. An online Webinar on Grammarly, was organized on June 10th, 2021 for the faculty, students and scholars of BIMTECH, Greater Noida & for the faculty of BGU, Bhubaneswar.

k) Turnitin: Anti Plagiarism Software: This tool combines best-in-class similarity checking with formative feedback and grading tools to support student writing. To make it more comfortable for the users a session was organized on July 17, 2021. This session was organized on the demand of Research Scholars.

Due to COVID-19 all mentioned sessions were held virtual through Zoom, WebEx, GoTo Meeting and the executives tried their best to engage the students by asking the questions and making it more interactive.

2.) Addition In The Collection of Books

The Library has grown rich with the addition of 1951 books on every discipline of Management and with the wide array of literary collections in the last academic year (2021 - 2022).



INDUSTRY – ACADEMIA CONNECT

The Area Advisory Committee seeks to reach out to the Senior Corporate Leaders who are heading various business functions to develop/ revise the curriculum through deliberations based on the Current Academic Offering v/s Industry expectation- Gap Identification. The emerging trends in the business are discussed how the students could be made industry ready. This year Area Advisory Committee Meeting for Marketing & Retail, Finance, HR, and Operations was held in an online mode.

The industry experts invited for the online meet for Area Advisory meeting (Marketing & Retail Area) was held on January 29, 2022 were: Mr. Samarth Krishna National Sales Head, Piramal Consumer Care; Mr. Himanshu Khanna, Director -DX, (India & South Asia) HCL Technologies; Mr. Prakhar Tiwari, CMO, Angel Broking; Mr. Manoj Pant, Founder Shakh Inc.; Mr. Ashish Tiwari CMO Future Generali and Mr. DebuHaldar, Country Director, Hutchinson Industrial Rubber Products. The focus was on incorporating changes related to technological interventions in the Marketing Domain.

The online Advisory Meeting of OB&HR area was held on Friday, February 15, 2022. The meeting was scheduled in the evening hrs with two breakout sessions in ZOOM. It was inaugurated by Dr. H. Chaturvedi (Director). Further, Dr. Shreya Mishra welcomed all the guests. It was attended by Dr. Anupam Varma (Dy. Director), Prof. Kishore Sinha (Dean – Executive Development), OB & HR Faculty members and 10 Industry Experts. The two breakout sessions were presided over by Dr. Jaya Gupta and Dr. Manosi Chaudhuri. Detailed discussions were held on the quality and content of the course offered under the OB & HR area. The experts appreciated the exhaustive course coverage and innovative experiential learning course-LEAD. Dr. Navin Shrivastava extended the vote of thanks for the valuable contributions of all the guests and members present. Overall the meeting was successful in meeting the set academic objectives.

Finance Area Advisory Meet took place on February 19, 2022, through online mode (Zoom meeting). The meeting was attended by ten advisory members and the Area faculty, Director, and Dean Academics represented BIMTECH. Members discussed academic issues pertaining to finance subjects to enhance the delivery and effectiveness. Advisory members also gave their inputs on the subjects offered by the Area. To facilitate subject-wise inputs, the meeting was conducted in two breakout rooms followed by a general discussion in an open house mode. Dr. Girish Jain gave the vote of thanks toward the end. The meeting started at 6:30 PM and finished at 8:15 PM.

The Area Advisory Committee meeting for the Operations and Decision Sciences Area was conducted on February 26, 2022 in the virtual mode. The meeting lasted for over 120 minutes and was attended by the Area faculty members, seven invited members from the industry and academia, and the Deputy Director. Extensive discussions were held on a) the existing courses offered by the Area, and b) any new courses which could be introduced keeping in mind the dynamic changes happening in the business environment in general and the socio-technical environment in particular.

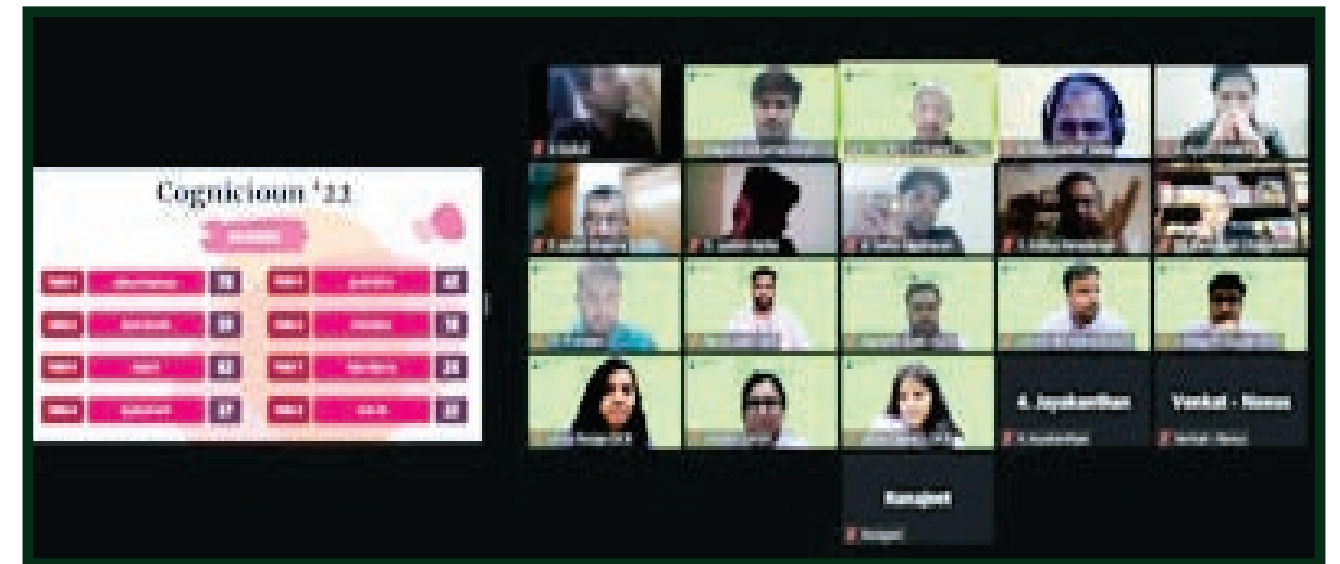
The invited members offered valuable advice and suggestions in both these respects. Internal Area meetings were held following this so as to deliberate on the suggestions and decide on implementation.

Industrial Visits



We at BIMTECH endeavor to provide practical experiences and real-world applications into the curricula to prepare students for the technical challenges they might face in the workplace. Industrial visits provide vital information about the organization, its performance and various functioning process of the organization. It also enables to understand the internal working environment. They give students insight into their future professions by giving them the opportunity to observe industrial processes in operation. In addition to benefiting the student, industrial visits also benefit stakeholders by bringing them into contact with prospective employees. Industrial visits are thus a regular feature at BIMTECH and students are encouraged to visit plants and offices of companies like BHEL, Ananda Dairy, Reliance Warehouse etc. The industrial visits enable widespread exposure to students and encourage in them tremendous understanding of business practices of companies that would help them in shaping their careers. These present the students with opportunities to plan, organize and engage in active learning experiences outside the classroom.

LEARNING BEYOND CLASSROOM



Cognicioun 2022

QCB- the Quiz Club of BIMTECH, Greater Noida organized the 11th edition of their annual national-level open business quiz 'Cognicioun' on the March 6, 2022. Owing to the COVID-19 pandemic, the event was conducted virtually. The event started with a welcome note and introduction of the quizmaster- Mr Venky Srinivasan by Team QCB. Mr Srinivasan is the CEO & founder of Nexus Consulting – one of the fastest-growing ed-tech companies in India. Mr Srinivasan is a graduate of IIM Bangalore with several years of experience in the corporate world and is a well-recognised Quizmaster who has hosted a bunch of eminent quizzes across the country.

The competition received more than 550 registrations. The structure of this event comprised of two rounds- the prelims and the final round. The prelims started with 30 questions based on the business world, current affairs, economy and related topics in which the participants were put on a webinar where the questions were shared while they answered the same on the Kahoot app in the stipulated time. Out of around 160 participants who played this quiz, 8 made it to the final round where they competed on head-scratching questions and interesting trivia from all spheres of life.

Aditya Pahadsingh of Sri Sivasubramaniya Nadar (SSN) College of Engineering, Chennai emerged as the winner. Gokul Satheesh of Delhi School of Economics and Ayush Awasthi of EY (Ernst & Young) were the first and the second runners up respectively.

WINNER:



Aditya Pahadsingh,
Sri Sivasubramaniya Nadar (SSN)
College of Engineering, Chennai

FIRST RUNNER UP:



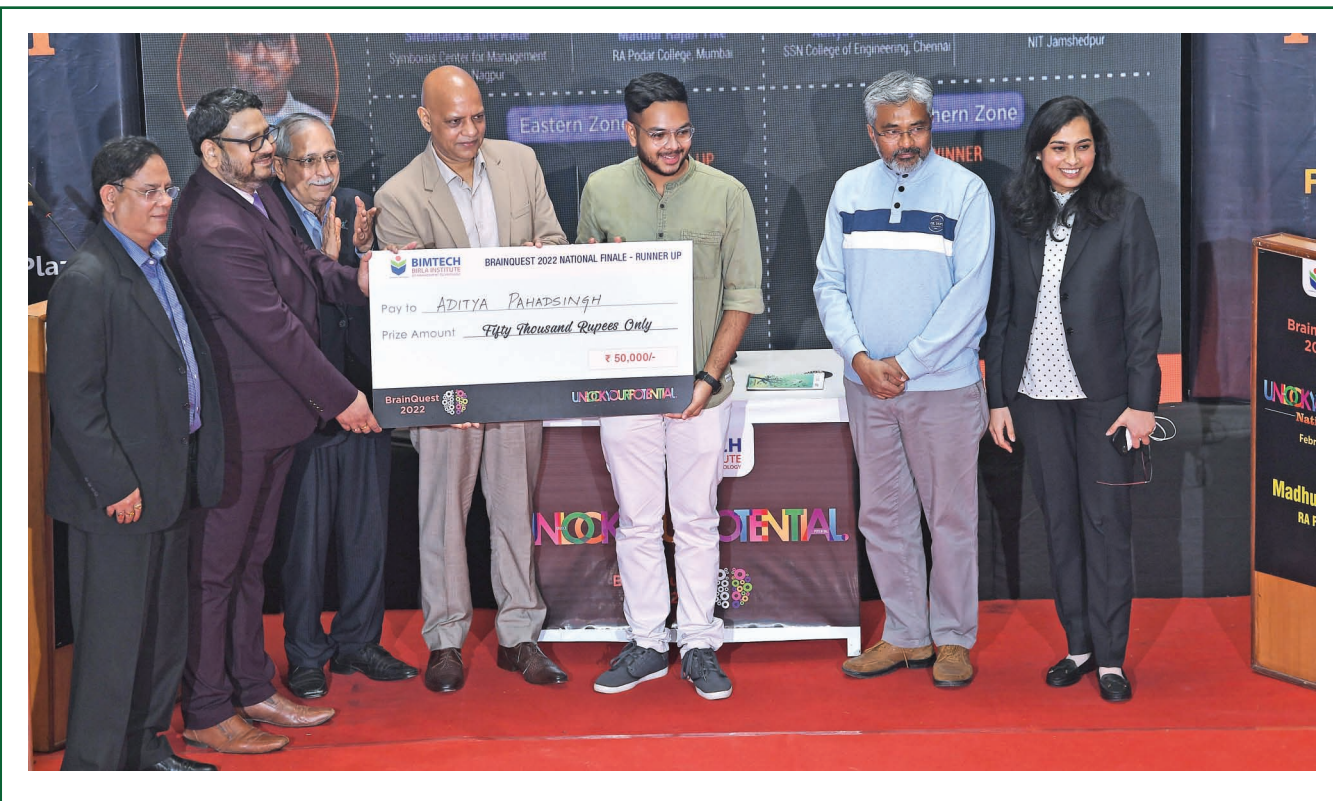
Gokul S
Delhi School of Economics

FIRST RUNNER UP:



Ayush Awasthi
EY (Ernst & Young)

LEARNING BEYOND CLASSROOM



» Brain Quest 2022: Unlock your potential!

BIMTECH organised Brain Quest 2022, a National Level Quiz competition to give students an opportunity to gauge their abilities and to expand their knowledge and business skills. Brain Quest 2022 was hosted by BIMTECH in partnership with World of EMG with ace quizmaster Mr. Krish Banik. Mr Krish Banik with more than 20 years of experience is a corporate quizmaster who has straddled live, T.V. and radio quizzes in India and abroad for both private and public sector corporates and institutions.

Brain Quest 2022 was conducted across India in four regional rounds from February 6 to 24, 2022 virtually which received registrations from across 50 top universities and colleges. Two finalists from each of these regional rounds made it to the national finale. Brain Quest 2022 Finals was conducted at BIMTECH as a physical event on February 27, 2022.

Sutej Sharma from NIT Jamshedpur was declared as the best Quizzer with the sharpest brain bagging a cash prize of Rs. 1 Lakh. The second position was backed by Aditya Pahadsingh, SSN College of Engineering Chennai who received cash prize of Rs. 50,000.



» Omniglotzz 4.0" – Cross Cultural Event

"OMNIGLOTZZ 4.0" - a festival to enhance cross-cultural chemistry amongst students was conducted on Dec 24, 2021 in physical mode. It is designed to inculcate in them competitiveness, research mind-set, collaborative spirit and cross-cultural intelligence. The event comprises of cross cultural Negotiation Skills Skits. The class was divided into six groups and assigned countries like America, Japan, UK, UAE, Italy and Russia and are expected to present the don'ts during negotiation through a skit of five-minute duration. Students' also showcased their skills of two foreign languages, which is a part of their curriculum, through various performances in German and French Languages.

Chief guest included H E Muktesh Pardeshi, High Commissioner of India to New Zealand and the jury included Ms Vijaya Bajpai, Chief Representative - India at International Fragrance Association (IFRA), Dr. Mehak Talwar, Assistant Professor in the Department of Germanic and Romance Studies, Delhi University, Ms Simran Dhingra, Research Officer at India office of Konrad-Adenauer-Stiftung, Prof. Babusha Verma, French Faculty, Centre for French Language, Delhi University and Dr. Manmeet Singh, Certified teachers' trainer for training DELF DALF examiners and correctors.

» Hermes Dialogue 3.0

Hermes Dialogue 3.0, flagship event of Cosmopolitan-IB, was conducted with much pomp and show on September, 6 2021. On the day of the event, we had our top 8 teams representing eight countries namely India, China, Australia, UK, USA, Brazil, Japan and Mexico and our esteemed judges, faculties and mentors. Topic for Hermes Dialogues 3.0 was "How should countries negotiate FTAs?" The esteemed judges for Hermes Dialogues 3.0 were Dr. Rajeev Kher, Former Commerce Secretary, Government of India and Dr. Ram Upendra Das, Head and Professor, Centre of Regional Trade, Government of India. The faculty mentors for the competing teams Dr. Jagdish Shettigar, Dr. K. K. Krishan, Dr. Monika Jain, and Dr. Khanindra Das were also present for the final showdown. Winners were:-

Team Mexico – 1st Winners
Team China – 2nd Winners
Team USA – 3rd Winners
Team Vietnam – Judges' Special Prize

» Understanding financial literacy and Insurance Awareness- Research at Grassroots

December 30, 2021: A team of six students along with two faculty members- Ms. Saloni Sinha and Prof Pratik Priyadarshi had a wonderful opportunity to survey issues like Insurance awareness among people, understanding financial literacy, and opportunities for rural women, at Neemka Village, Greater Noida. This was a part of the Short Term and Live projects that the students are expected to work on as a part of their curriculum. It was indeed a surreal experience for them to get to know the ground realities. The students were able to grasp the subtleties of actual people's perspectives on insurance and also to know how important it was to have awareness in all respects. They also realised that the lack of enough resources to educate people exacerbates their problems.



Vikray

Vikray is the flagship event of club Retailia, which happened on November 26, 2021. The team Retailia made sure they had fun elements and the games also tested the knowledge of retail sectors. Spin the wheel contained many creative tasks, ping pong trivia had quizzes regarding the market leaders, CEO of famous retail companies, logo quiz etc. The Whisper challenge was the funniest game were all the participants enjoyed a lot.

The team which creatively presented their product and answered the tricky questions raised by the judges won the title "Vikreta of the year," and the winners of the event were Ms. Mannandeep Kaur and Mr. Neel Sahasrabuddhe. Many alumni of the Retail Management Program joined the event in order to encourage the students.



Sustainability and CSR Initiatives



Consultancy

Need Assessment of Community in Villages of Himachal Pradesh

BIMTECH's team conducted "Situation Analysis and Need Assessment" of villages near to Kutehr in Chamba district of Himachal Pradesh. In spite of very difficult terrain and villages situated at very high altitude and scattered, the team successfully completed the survey and assessment. The final report of the study submitted to JSW was submitted in August 2021. This assessment helped management of JSW Energy Ltd. to design proper CSR interventions to meet the needs of communities who are residing near to their plant operations.

Impact Assessment of 39 CSR Projects

BIMTECH's team conducted an "Impact Assessment" of 39 CSR projects of THDC India Limited in Uttarakhand, Uttar Pradesh and Madhya Pradesh during March and April 2021 & the final report submitted in October 2021. The assessment will help the management of THDC India Limited to design appropriate CSR interventions to meet community needs.

» Collaboration with Sphere India

BIMTECH and Sphere India, a National Coalition of humanitarian, resilience and development organizations in India joined hand to facilitate better partnerships between CSOs, Private Sector (CSR Foundations) Government, and other actors, primarily whole of society approach emphasized by the Hon'ble Prime Minister in his 10-point agenda for disaster risk reduction (DRR) in Development. Had a series of consultations including interviews with 50 CSRs heads to understand their challenges and suggestions for the way forward. One of the main outcomes has been the concerns around due diligence, accountability, technical capacities, and project and performance management. Based on these, we have harmonized some of the good practices like ISO for CSR, Core Humanitarian Standards, Project Management Standards, and technical standards for important social sectors in the Indian context. A draft of it as partnership standards is ready and had national level consultations in Delhi and regional level consultations in Guwahati, Mumbai, and Bengaluru in partnership with the Indian Institute of Corporate Affairs (IICA) under the aegis of the Ministry of Corporate Affairs, Government of India.

Need Assessment of Community in Villages of Karnataka
BIMTECH's team has started "Situation Analysis and Need Assessment" of DIZ villages in Bellary district of Karnataka in May 2022 for Epsilon Carbon Private Limited. Study will help the Epsilon to identify the needs of the communities & also help in identifying the CSR projects for their holistic development.

» Capacity building

8TH Annual India and Sustainability Standards

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

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

UN PRME India chapter meeting

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

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

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

Annual Workshop on CSR for Agricultural Development

BIMTECH organized a virtual workshop on CSR for agricultural development in collaboration with the National Institute of Agriculture Extension Management called MANAGE on October 26-27, 2021.

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

Speakers from different organizations shared their experience and knowledge with the participants. The workshop was attended by the students of agriculture universities, professors and CSR persons from the corporates from all over the India and United States of America (USA)

COMMUNITY OUTREACH

Distribution of dry Ration kit to 120 Covid affected families & to the beneficiaries of BIMTECH Vidya Kendra. Each ration kit contained Atta, Rice, Cereals, Pulses, Salt, Sugar, Biscuit, Mustard oil and some non- perishable vegetables like Onion, Potato etc.

BIMTECH Foundation & Ranganathan Society had started the BIMTECH community kitchen to feed marginal and poor communities with nutritious and hot cooked meal.

BIMTECH Vidya Kendra

A special school for underprivileged children in Pari Chowk metro station complex in Greater Noida was inaugurated on August 17, 2019 by the Noida Metro Rail Corporation (NMRC) in collaboration with the Birla Institute of Management Technology. The school has been named as "BIMTECH Vidya Kendra". BVK aims at providing basic and life skills education to children from poor families, especially belonging to the Banjara community and migrant laborer. This initiative also provides training in computer skills to young girls who have completed schooling/ college and belong to poor families. This training will help in providing them necessary skills required to earn their livelihood in a respectable manner. Some of the activities this year have been:

- Livelihood Employment Generation Initiative for women: A group of ten women beneficiaries was trained to make envelopes from waste paper.
- Mask Making activity: Women engaged in mask making activities which were not only ensuring protection of people from coronavirus but also giving a means of livelihood for the women.
- In two years 109 women & adolescent girls completed an advanced stitching course at BVK.
- 90 Students completed digital literacy course
- 46 Girls completed adult education
- 104 Kids 6-14 completed Basic education (Akshar Gyan) course.
- We celebrate every festival & important occasion with community people & children. Diwali Kala Pradarshan

BIMTECH Foundation Day

Gandhi Ji's 152nd birthday was celebrated very enthusiastically at BVK Centre Pari Chowk. An attempt was made today in BVK to make children aware and to light the lamp of the spirit of love for the country. CSR Chairperson Prof. K. K. Upadhyay was present along with Ms. Nisha, a retired army officer who now works in a consultancy firm. They both took out their valuable time and shared their experiences with all the children and executive members present.

Covid-19 Response (Second wave)

The full-fledged infrastructure along with the medicine stock facilitated the doctors and the nurses in better monitoring of the patients without having them to worry about either the shortage of equipment and medicines or difficulty in the examination of a large number of positive patients concurrently.

Infrastructure: 52 rooms of the campus were categorized into four 1) Symptomatic Ward 16 rooms 2) Covid Ward 3) Post COVID Recovery Ward 4) ICU Unit

MEDICINES: Essential medicines for around 50 people in advance as a precautionary measure and prepare medical kits out of those medicines procured.

FOOD: The food service was available not only to the patients admitted in the campus but also to any family member/ employee, alumni, student who is seeking for any meal support.

Self-help groups of ladies at BVK Pari Chowk metro station and of Chiraiyas (Girls) at Neemka village were formed. These SHG's were making good quality masks with fresh cotton cloths.

CANDLE MAKING WORKSHOP

The two-day candle-making workshop was conducted at BVK, Pari chowk on 20th November 20, and December 17, 2021. This workshop was mainly concentrated on helping the ladies to learn the basics of the candle-making process. The different types of wax used to make candles, the process of melting the to pouring of ,wax and coming with a wholesome product.

Cloth Donation Drive

The Executive Members of CSR Conduit along with guidance from their mentors and permission from the college had conducted a Cloth Donation Drive in the month of November 2021.



Infrastructure Development & Support Services



I LOVE BIMTECH - PHOTO SELFIE POINT

A photo selfie point has been installed with landscaping in the central lawn with “I love BIMTECH” written in large letters. With a Height of 5 feet, the letters are made from Stainless Steel which has a granite platform of size 25 feet x 8 feet. As Visitors, alumni, and corporate guests can click their photos and cherish their memories. It has become a very nice idyllic place which further enhances the beauty of the campus.



BODHI TREE MEDITATION POINT

A Round platform was constructed around a Bodhi tree brought from Gaya Ji, the Tapo Bhumi of Lord Gautam Buddha. This Bodhi tree is blessed by His Holiness 14th Dalai Lama Tenzin Gyatso. A path has been made from this platform to the main road. In the middle of the path, a prayer wheel has been established with a seating area where students and other visitors can sit and meditate on the thoughts of Lord Gautam Buddha so that a sense of peace and brotherhood can arise in their minds.



10 WINDOW AC & 3 SPLIT AC ADDED IN CAMPUS

To provide a comfortable working environment to the faculties, 10-12 years old air conditioners were replaced by new energy-efficient air conditioners. Ten new 01-ton Capacity Window Air Conditioners and three 2-ton capacity Split Air Conditioners were installed in various locations to promote a relaxed and productive working environment.



RENOVATION OF T-1 CLASSROOM

The old furniture in classroom T-1 has been replaced with new furniture (12 tables & 60 chairs) due to which the seating capacity of the classroom has been increased. Conventional lights were replaced with 12 New energy-efficient LED lights. In addition to the centralized Air Conditioned System, one 2-ton capacity, energy-efficient split AC has been installed, so that students can get a pleasant and comfortable environment and they can do their studies properly.

BIMTECH CYCLE CLUB



25 NEW CYCLE ADDED TO BIMTECH CYCLE CLUB

A cycling club has been established on the BIMTECH campus. This year some of the old cycles were given to the employees and 25 new cycles for students were added to the cycling club, so that the students use these cycles in their free time. The idea is to increase physical activity and improve their health and fitness.

INFRASTRUCTURE DEVELOPMENT & SUPPORT SERVICES

➤ **REPLACED OLD CLASSROOM CHAIRS**
On the 2nd Floor of the academic block - Classroom C 10, about 70 old students' chairs was replaced with new revolving Chairs so that seating is more comfortable for long hours in the classroom.

➤ **RENOVATION OF RAINBOW CENTER**
A new ambiance was given to the Rainbow office by alteration of furniture and seating plans. The library was renovated for Rainbow center and a meeting room cum counseling room was also renovated. A classroom was prepared with a smart board & furniture at Vikarmshila Leadership center.

➤ **APPOINTMENT OF DR. PANSY NARULA & PHYSIOTHERAPIST MR. MUKESH KUMAR**
Dr. Pansy Narula Gynecologist has been appointed to take care of female students, employees, and their families. She is MBBS, DFW, DGO, PGDM (sonologist) and has been associated with renowned Hospitals.

➤ **RENOVATION OF CAFETERIA IN RCI VIDYA VIHAR**
The cafeteria at RCI Vidya Vihar off Campus Hostel has been renovated with increased seating capacity and sofas are installed in the cafe for a comfortable setting. In addition, to increase the seating capacity of the cafe, a beautiful Bamboo Hut was constructed on the first floor, students and guests can enjoy the service of the

cafeteria while having a beautiful view of the scenic view from afar. The delightful place is ready and students can sit there for discussions and enjoy the service of the cafeteria.

➤ **RENOVATION OF HOT WATER SYSTEM IN RCI VIDYA VIHAR**
Hot water for bathing at RCI Vidya Vihar off Campus Hostel is heated by solar. The entire system was many years old, but now it has been renovated so as to increase its working capacity. The new hot water system is ready for the students for the coming winters. This work was done by the management of RCI Vidya Vihar.

➤ **RENOVATION OF COMMON ROOM & STUDENT ROOM IN RCI VIDYA VIHAR**
Interior decoration / Renovation work was done in Common Room & Student Room in RCI Vidya Vihar off Campus. Painting of bathroom tiles, exhaust fans, Almira Door, and the common room was done. Seating sofas and decorative lights were installed in Common rooms. A new ambiance has been given to Common Rooms & Student's room to make it a nice idyllic place so that students can feel like at home. All the renovation was done by RCI Vidya Vihar Management.



STUDENT CLUBS AND CONDUITS

SOME OUT-OF-THE CLASS EXPERIENTIAL
LEARNING OPPORTUNITIES



Scan
QR code



- BIZMARK-The Marketing Club
- FinWiz Club-The Finance Club
- Eco-Chamber (Economics Club)
- Phoenix-The HR Club
- Majlis-The Theatre and Debate Society
- Insurance Movers & Shakers (INMOS)
- Quiz Crazy BIMTECHians (QCB)
- Editorial Committee
- Sports Conduit
- Alumni Conduit
- Retrospective Club
- Retailia Club
- Media Committee
- Food Conduit
- United Friends of Earth (UFE)
- Palette-The Art Society
- Cultural Conduit
- E-Cell
- PlaceCom
- Social Media Conduit
- Valmor-Discipline Conduit
- Centre for International Affairs Conduit
- Opscan Club
- Metier Club
- Vulcan-The Analytics Club



**FULLY
AIR-CONDITIONED
Wi-Fi ENABLED
RESIDENTIAL
CAMPUS**

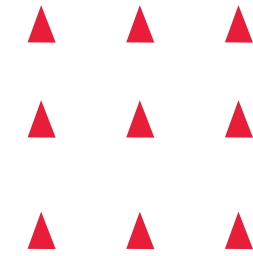


**ULTRA-MODERN
GYM & SPORTS
FACILITY**

**MULTI CUISINE
CAFETERIA**



CAMPUS FACILITIES



ATAL INCUBATION CENTRE



Find out
more about
campus life



**A SERENE
MEDITATION
CENTRE**



I ♥ BIMTECH



Edited & Compiled by



Dr. Jaya Gupta
Associate Professor