

calendar 2010 - 11

Management Development Programmes

Efficiency

1995 1996 1997 1998





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

“ We strive to **impart**
management **education**
to prepare business **leaders**
and **entrepreneurs** to stand
up to **global** competition ”



“BIMTECH provides transformational experience to participants who, I am sure will enjoy the value addition accruing to them from BIMTECH's MDP Programmes”

I welcome you on behalf of the Birla Institute of Management Technology and thank you for showing your interest in us.

In an era that has come to become the epitome of competition, B-schools face the very pressures that they prepare their graduates for. The pressures of performance and quality apply to B-schools too, like never before and the skilful handling of these very pressures makes the Birla Institute stand out in the crowd.

"Excellence with Values" is our guiding principle which is reflected in every activity of the Institute. The founders and patrons, Syt. B.K. Birla and Dr. (Smt.) Sarala Birla have always emphasised adherence to excellence, ethics and values both in their businesses as well as in educational institutions established by them. Due emphasis is placed on developing our faculty to blend theory with real-life situations of the corporate world and facilitating interaction with the best minds in the industry and with those who have helped achieve their missions with strong ethical undertones.

While continuously striving to raise our educational standards BIMTECH has been evolving and developing new skills and teaching & training methodology. Based on this strength, BIMTECH is offering these Management Development Programmes for the working executives.

BIMTECH provides transformational experience to participants who, I am sure will enjoy the value addition accruing to them from BIMTECH's MDP Programmes.

Looking forward to welcome you to the MDPs.

Dr. H. Chaturvedi
Director

Export Marketing and International Trade Operations

Background

Export Marketing is not the same as domestic marketing. Those who ignore this fact do so at their own peril. As successful as you maybe at reaching your country's customers or clients, you must be aware that your international audience will frequently have different tastes, needs and customs.

Program Objectives

It will help participants to formulate good marketing strategies so as to understand and address these potential differences. This programme has been designed with the objective of understanding the complexities associated with international marketing and helping participants to develop a robust international marketing plan.

Program Contents

- Scanning International Business Environment
- Marketing Research for entering Export markets
- Product Decisions for Export market
- Pricing decisions and understanding Incoterms
- Promotion Strategies
- Understanding Foreign Trade Policy
- Export-Import Contract & Procedure
- Export-Import Documentation framework
- Export Financing & Export Credit Risk management
- International Shipping Practices
- Basic IT Tools for Managing International Trade
- Business Communication & Etiquettes for Global Markets



Date:

26-28 November, 2010

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 9,000/-

Who should Attend

Export-Import business, middle level executive and managers working in Sales & Supply, Marketing & Distribution, export houses and trading houses trading houses, trade facilitation and service agencies, trade promotion organizations, export-import consultants, financial institutions, central and state government departments, chambers of commerce, academicians and researchers.

Programme Director(s)

Dr. Anupam Varma

E-mail : anupam.varma@bimtech.ac.in

Prof. Abha Rishi

E-mail : abha.rishi@bimtech.ac.in

Dr. Anuj Sharma

E-mail : anuj.sharma@bimtech.ac.in

Export Import Documentation and Procedures

Background

In order to compete successfully in International Trade, it is very important for an organization to understand the complex documentation and procedures framework required for export-import business. The programme has been designed to develop a comprehensive and integrated approach to Export-Import transactions in an organization.

Program Objectives

Objective is to lay emphasis on understanding the entire process of international trade, importance and relevance of each document.

Program Contents

- Understanding Foreign Trade Policy
- Export / Import Contract
- Understanding Incoterms
- Pre and Post shipment documentation
- Import Documentation & Procedures
- Methods of Payment
- Export Financing
- UCP 600



Date:

25-26 March 2011

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 6,000/-

Who should Attend

Export-import business, trading houses, trade facilitation and service agencies, trade promotion organizations, export-import consultants, financial institutions, central and state government departments, chambers of commerce, academicians and researchers.

Programme Director(s)

Dr. Anupam Varma

E-mail : anupam.varma@bimtech.ac.in

Prof. Abha Rishi

E-mail : abha.rishi@bimtech.ac.in

Dr. Anuj Sharma

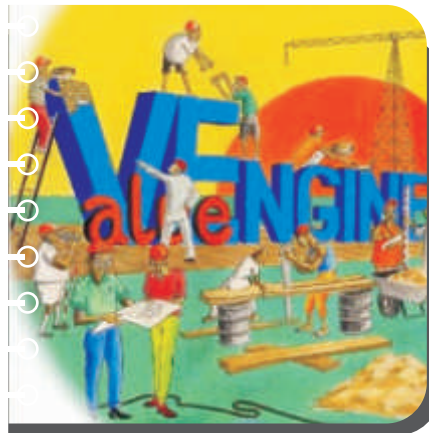
E-mail : anuj.sharma@bimtech.ac.in

Workshop on Value Engineering

Programme Objectives

To equip the participants with the skills required to apply the principles of Value Engineering. This Application oriented programme on Value Engineering is designed and conducted exclusively for the engineers and technical personnel from Design, Manufacturing, Production and Process engineering areas, Purchase executives, and Cost control executives. The programme would cover real life applications of the technique in a variety of industries like the Engineering, Textile, Cement, Electrical, paper etc. etc.

The technique/tool has been extensively used across the world for over six decades and many forward looking organizations in technologically advanced countries like the US, Japan, Europe, Russia and India are firm believers in the effectiveness of the programme. In India, it has a history of more than four decades.



Date:

06-08 December, 2010

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 10,000/-

Who should Attend

The programme is designed and conducted exclusively for engineers and technical personnel from design, manufacturing, production and process engineering areas, purchase executives and cost control executives.

Programme Director(s)

Prof. K.R. Chari

E-mail: km.chari@bimtech.ac.in

Program Contents

- Introduction to Value Engineering
- Function Evaluation
- Functional Analysis Systems Technique (FAST)
- The Six-Step VE Job Plan
- Speculative Phase Creativity
- Building on Speculation
- VE Workshop Team Projects
- Summary and Program Critique

FDP on ERP Education

Background

Enterprise Resource Planning (ERP) software systems have become an essential part of all large organizations (Commercial as well as Non-profit and Government) operating processes. Every Manager operating in modern organizations is required to have good knowledge of these Enterprise software systems to achieve the expected results. The Management graduates are now required to have the knowledge of ERP in case of most employment opportunities. The Information Technology employment opportunities also are increasingly in the area of design, development, installation and support of these type of software systems.

Program Objectives

- High level overview of ERP systems
- How these systems benefit the organizations
- What type of skills the employees need
- How to impart such training
- How to integrate ERP training as a part of 2 year Management curriculum or a 4 year
- What are the pitfalls and opportunities
- The options available to universities and colleges
- Costs and other financials
- A typical roadmap for success.

Program Contents

- The first day provides high level overview and the issues involved in establishment of such ERP training in colleges.
- The next 2 days will deal into the details of ERP systems, including demos and hands on exposure to various ERP systems, learning resources etc.



Date:

20-22 December, 2010

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 20,000/-

Who should Attend

This is most beneficial to the senior management of educational organizations to understand all aspects related to managing and controlling in the introduction of ERP curriculum in their colleges. It is recommended that the college sponsor the full team of proposed ERP faculty and support staff for all three days and the senior management of education institute join the program on first day.

Programme Director(s)

Prof. K.R. Chari

E-mail: km.chari@bimtech.ac.in



Leadership and Team Building

Program Objectives

- To enable participants understand effective Leadership styles in context of social development projects.
- To work effectively in teams and learn how to create synergy among groups.
- To acquaint them with attributes and dynamics of high performing teams
- To build up effective team
- To facilitate team meetings including sessions for sharing, reflection and learning

Program Contents

- Understanding work environment for building Teams
- Team Conditioning: Art of Building Staff Morale with Synergy
- Leading Teams :Reinventing leadership

Date:
18-20 November, 2010

Venue:
MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:
Rs. 15,000/-

Who should Attend
Executives at all levels in all types of business can benefit greatly from this training program.

Programme Director(s)
Dr. Manosi Chaudhuri
E-mail: manosi.chaudhuri@bimtech.ac.in

Prof. Navin Shrivastava
E-mail: n.shrivastava@bimtech.ac.in

Personal Effectiveness and Conflict Resolution

Program Objectives

- To provide better understanding of self and personal effectiveness
- To impart soft skills for organizational effectiveness
- To enabling a sense of responsibility required for building institutions.
- To handle projects with effective interpersonal skills.
- To facilitate better emotional bondage of members and project partners in accomplishing assigned tasks efficiently.

Program Contents

- Understanding self and its power to enable personal growth
- Effective Communication
- Emotional Intelligence and its significance in Staff Management

Date:
07-09 February, 2011

Venue:
MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:
Rs. 15,000/-

Who should Attend
Executives at all levels in all types of business can benefit greatly from this training program.

Programme Director(s)
Dr. Manosi Chaudhuri
E-mail: manosi.chaudhuri@bimtech.ac.in

Prof. Navin Shrivastava
E-mail: n.shrivastava@bimtech.ac.in

Building Superior Strategy Execution

Background

Strategy Execution has consistently been rated as the top most priority by senior management in worldwide surveys conducted by the Monitor Group. A mediocre strategy well executed is better than a brilliant strategy poorly executed. Why is there a consistent gap between strategy and its execution? Are you satisfied with the execution of strategy at your organisation? Why is effective strategy execution elusive? Are there processes that allow you to build strategy execution as a core competency within your organisation? How can effective strategy execution be made a sustainable process?

Program Objectives

- Identify barriers and drivers for successful strategy execution.
- Articulate strategy by building a Strategy Map.
- Plan strategy by developing a Balanced Scorecard.
- Develop measures and targets for identified strategic objectives.
- Align all elements of the organisation to its Mission and Vision.
- Review the execution of strategy and adapt as needed.
- Communicate the strategy across the organisation.
- Build the framework for a robust Performance Management System.
- Organise for effective strategy execution.

Program Contents

- The New Strategy Management System
- Building a Strategy Focused Organisation
- Creating a Balanced Scorecard
- Cascading Balanced Scorecards
- Creating the Office of Strategy Management
- Case studies and examples from around the world on effective strategy execution



Date:

08-09 December, 2010

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 20,000/-

Who should Attend

Senior management from any business organisation from any functional area and supporting role, who play or intend to play an important role in organisational growth. The program is industry neutral and would apply equally to manufacturing, services, utilities, mining, retail and other sectors.

Programme Director(s)

Prof. Sunil Sangra

E-mail: sunil.sangra@bimtech.ac.in

Making Powerful Presentations

Background

"I am the most spontaneous speaker in the world because every word, every gesture, and every retort has been carefully rehearsed." - *George Bernard Shaw*.

Program Objectives

- Master how to take control of your nerves when speaking in public
- Develop a more confident and persuasive vocal style
- Use body language effectively to build rapport and maintain the motivation of the audience
- Use language techniques to ensure that your key message is understood
- Plan and structure your presentations creatively for maximum impact
- Learn how to use effective interactive techniques to control your audience
- How to incorporate technology applications in the presentation

Program Contents

- Group Interactive Warm-ups
- Using the Voice Effectively
- Creating a Stronger Presence
- Planning a Presentation
- Influencing Your Audience
- Dealing with Questions



Date:

27-28 January, 2011

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 10,000/-

Who should Attend

Executives at all levels in all types of business can benefit greatly from this training program. Customised modules may also be offered depending on the requirement of the client.

Programme Director(s)

Prof. Shylaja Iyengar

E-mail : s.iyengar@bimtech.ac.in

Leap

Background

The expectations of the corporate world from the students of B-schools are escalating. The reason being they now have more options to choose from. To add to this the recent economic rumble has thrown challenges of a new kind at the students. A student not only has to meet the corporate expectations but also cope with the competition from his peers. A student needs to prove to his recruiters the value that he will be able to add to his organization. A recent newspaper report pointed out that of the number of Post graduates being churned by the management institutes, hardly 10 percent are fit for placement

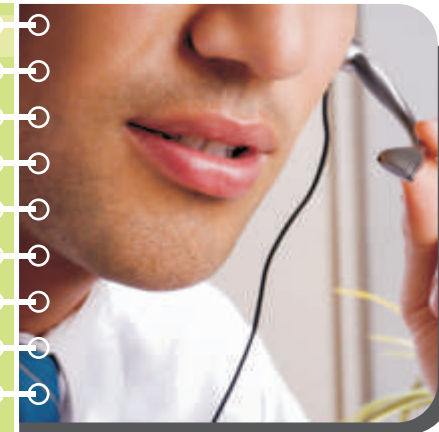
In this intensely demanding scenario the level of preparation for the placement process could be a differentiating factor.

Program Objectives

- Know the principal concepts of communication
- Understand the communication process and its elements
- Know why communication succeeds or fails
- Understand the role of personality in communication
- Prepare yourself for getting a job
- Write your Resume and job application letters
- Be an effective participant in group discussions
- Learn the art of attending interviews

Program Contents

- Concepts of Effective Communication
- Resume Writing
- Group Discussion
- GD Practice sessions
- Preparing for the interview
- Personal Interview



Date:

07-09 March, 2011

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 2,500/-

Who should Attend

For students of B-Schools and other PG courses preparing for final placements Customised modules may also be offered depending on the requirement of the client

Programme Director(s)

Prof. Shylaja Iyengar

E-mail : s.iyengar@bimtech.ac.in

Prof. Sangeeta Shukla

E-mail : sangeeta.shukla@bimtech.ac.in

Cluster Approach to Livelihood Promotion

Background

Promotion of livelihood is complex reality and invites for multi-faceted interventions. "Cluster approach to livelihood promotion" is a sectoral and spatial approach to livelihood promotion. In India there are more than 6000 existing artisanal and handlooms clusters of which major stakeholders are poor. As they are already engaged in economic activities and have traditional skills, holistic development of such clusters is likely to enhance sustainable livelihood options. In view of critical mass of persons working in such clusters, their overall development would have visibility, larger impact and wider coverage.

Besides targeting existing clusters, by using appropriate methodology, new poverty centric clusters can be promoted. The presence of large number of persons working in a close geographical area would surmount the problems of scale, reduce vulnerability and may lead to collective efficiency. Research studies indicate that depending on nature of activities, there is a strong correlation between growth of clusters and eradication of poverty along with emergence of governance structure conducive to social empowerment.

In view of the likely impact of this approach it is imperative that for playing meaningful and effective role, professionals associated with livelihood promotion must be acquainted with its conceptual moorings, framework, tools and best practices of this approach. The programme aims to prepare development professionals for conceptualizing and implementation of livelihood strategies guided by cluster approach in the context of existing clusters and promotion of new poverty centric clusters.

Program Contents

- Approaches to livelihood promotion
- Cluster approach to livelihood promotion
- Sharing of experiences
- Promotion of livelihood and poverty centric clusters
- Tools like value chain and sub - sector analysis
- Schemes of cluster development
- Presentation of case studies
- Group exercises



Date:

06-08 January, 2011

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 15,000/-

Who should Attend

The programme is designed for development practitioners working in department/ministries of central and state governments, their support organizations, national and international NGOs, donor agencies associated with livelihood promotion and executives of PSUs and Corporates involved in CSR activities.

Programme Director(s)

Prof. N.N. Sharma

E-mail: nn.sharma@bimtech.ac.in

Public Private Community Partnership (PPCP) in Social Sector

Background

Public Private Partnership (PPP) has emerged as an important policy tool for combining the best of public and private sectors and also enlisting community participation. Experiences suggest its efficacy and limitations. In recent times, PPP mode of project implementation and execution, especially, in infrastructure sector has been found to be very successful and process, modalities and experiences in this sector have been well documented and institutionalised.

PPCP in social sector is also gaining importance among policy planners and administrators in view of its likely benefits and cost effectiveness. It is emerging as a new discipline and much literature on the subject is not available in the Indian context.

This course aims to bridge this knowledge gap and prepare government officials, administrators, community leaders, Civil Society Organizations and NGOs etc. for utilising this PPCP mode in different areas of the social sector.

Program Contents

- Evolution of PPP in social sector in developed and developing countries
- Overview of its application in Indian context and policy and conceptual framework
- Case studies related to efficacy of this approach in health, education, water & sanitation sectors in India including areas of income generating activities
- Sharing of international experiences
- Issues of implementation, best practices and its relevance in Indian context
- Social and participatory audit of such initiatives



Date:

17-19 February 2011

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 15,000/-

Who should Attend

Officials of departments/ministries of central /state governments, its support & development organisations, PSUs, donor agencies, Panchyati Raj Institutions (PRIs) NGOs and Civil Society organisations., researchers and academicians and executives of Corporates involved in CSR activities.

Programme Director(s)

Prof. N.N. Sharma

E-mail: nn.sharma@bimtech.ac.in

National Workshop on FLOSS based Library Automation Software - KOHA

Background

As you know the free/Libre Open Source Software(FLOSS) movement has created lot of enthusiasm and opportunities in the domain of library services. Open source software are available free of cost, support you to work at the system level and provide freedom to customize software as per the requirements of your library. KOHA is possibly the most, feature rich Library Management Software(LMS) from the open source domain. It is Web-centric, modular, multilingual, and compliant with almost all the bibliographic standards like ISO-2709, FRBR, Z 39.50, MARC 21/UNIMARC framework etc. Moreover, it supports storing, processing and retrieving of Indic script based documents. A commercial LMS with all these features may cost you anything in the range of Rupees 2-5 lacs apart from recurring payments for updation, maintenance etc. KOHA is free, supported by an internal group of developers, and obviously has a tremendous application possibility in automation of college libraries and public libraries in India.



Date:

17-19 September, 2010

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 1,500/-

Who should Attend

The workshop is intended for library and information professionals, knowledge managers and students who have an interest or are involved in development and implementation of library automation in their respective organizations, particularly professionals from libraries with limited infrastructure and budget.

Programme Director(s)

Dr. Rishi Tiwari

E-mail : rishi.tiwari@bimtech.ac.in

Faculty Development Programme in Entrepreneurship

Background

Entrepreneurship development in any society is one of the most important drivers of economic growth, wealth creation and employment generation. A recent study by the Knowledge Commission of the Government of India has underscored the role of education in fostering entrepreneurship. The study has revealed that a majority of new entrepreneurs are having science and engineering background.

In order to harness this potential and with a view to convert "job seekers" into "job generators", the Department of Science & Technology (DST), Government of India, is supporting initiatives fostering entrepreneurship through science and technology interventions.

One such initiative is to train faculty members of polytechnics, engineering colleges, and organizations involved in entrepreneurship development (like B-schools, state institutes for entrepreneurship development, NGOs etc.) for becoming resource persons for development of entrepreneurship among students.



Date:

13-25 December, 2010

Venue:

MDP Room, BIMTECH Campus
Greater Noida (U.P.)

Course Fee:

Rs. 2,000/-

Who should Attend

This programme is meant for faculty members of science & technology colleges/institutions, polytechnics and organizations engaged in entrepreneurship development (like B-schools, NGOs, state level entrepreneurship development institutes etc.)

Programme Director(s)

Prof. Abha Rishi

E-mail : abha.rishi@bimtech.ac.in

Prof. Rajeev Sharma

E-mail : rajeev.sharma@bimtech.ac.in

Program Contents

- Concept, evolution and role of entrepreneurship in economic Development
- How to prepare Business Plan
- Role of Support agencies in entrepreneurship Development
- Traits and competencies of successful entrepreneurs
- Management in Small Business
- Break Even Point
- Emerging trends in entrepreneurship development
- Feedback and Action plan Presentation

Program Contents

- Introduction to FLOSS based library automation tools-Open Source Software Open Standards;
- Installation and configuration of KOHA and Clients;
- Core Modules of KOHA Acquisition, Technical Processing, Circulation, Serials Control;
- MARC 21 Bibliographic format based cataloguing along with standardization of data entry activities;
- User interfaces of KOHA-Web-OPAC, Reservation, Statistics, etc.
- System Administration of KOHA; and
- Digital Media Archiving(DMA) through KOHA

Management Development Programme in STC

With the world becoming a global village, the emerging international business arena throws enough challenges to existing and potential practitioners. This necessitates rigorous, streamlined management teaching practices thereby enabling them to adopt and absorb the emerging technological advancements and trends.

With this scenario in mind, the Centre for International Business and Policy of BIMTECH recently had a series of five two-day management development programmes in International Trade at State Trading Corporation (STC) in January, February and March 2009. The MDPs were held for supplementing the needs of professional management in International Business. About 150 participants from the STC took part in the programme. All these participants were of the Assistant Manager or Deputy Manager level as the training programme was on the Basics of International trade.

The subject areas covered during these programmes were Introduction to Foreign Trade Policy, Export Procedures and Documentation, EXIM Policy, Marine Insurance and Shipping, Export Marketing Plan, Market Intelligence, Incoterms and Export pricing decisions, Methods of payment, UCP 600 and International Negotiation. The sessions were interspersed with Quizzes and a Case study discussion.

The MDP was led by Dr. Anupam Varma, Chairperson, Centre for International Business and Policy. Prof. Abha Rishi and Dr. Anuj Sharma were the other members of the faculty team from BIMTECH.

The Management Development Programmes were very well received by the participants with a request for training programmes of a similar kind. This MDP series was held in Delhi, Mumbai and Kolkata.

Management Development Programme on Shipping / Chartering (For STC)

The shipping industry and its know-how are of utmost importance to anybody who is there in international trade. The share of movement of goods through shipping in international trade is more than 60% of the entire traffic. The shipping industry is the lifeline of India's international trade. 90% of India's international trade in terms of volume and 77% in value terms is through the sea route. With 12 major and 130 minor and intermediate ports, shipping plays an important role in cyclical trade and timing of sale/purchase can be an important factor in promoting trade and economic development.

This MDP basically focused on the various facets of shipping and the way it can be cast to suit the exporter/importer's needs. The issues covered were, Overview of the shipping industry, the different charter parties (chartering) that are in vogue in the industry, Central excise formalities, Customs clearance formalities, Customs clearance of import cargo, Objectives of customs clearance, Stages of customs clearance, Documentation that is of consequence when dealing in international trade, Incoterms and the different issues to be dealt with during export/import documentation, Issues of dispatch and demurrage, and Computation and calculation of dispatch and demurrage. Dr. Anupam Varma led the team of experts which included Mr. Ajit Khot, GM, Great Eastern Shipping, Mr. Mohan Lal, an expert on legal matters, Mr. Anirudh Roy of Swift Shipping, Prof Abha Rishi and Dr. Anuj Sharma.

Marketing and Sales Training for Wholesale Distributors of Gujarat Cooperative Milk Marketing Federation (GCMMF - Amul)

The marketing and sales training programme for wholesale distributors of GCMMF, popularly known for its brand name Amul, was launched in 2007 with an objective of improving their marketing skills. The programme is about to start the third successive phase of its operation.

The GCMMF with its mammoth presence of wholesale distributors dealing in major areas, namely, fresh milk, dairy products and ice cream, across the length and breadth of the country believed that its distributors could develop an edge over others of their kind by being trained in the modern practices of marketing and selling.

The two day training programme attempts at inculcating a 'marketing manager' mindset to the otherwise 'trader-only' mindset of the traditional Amul Distributor. Apart from this, the training apprises the distributor of the current global business environment, the challenges and opportunities arising from this business environment for him, marketing concepts, modern retailing formats, challenges and opportunities arising from organized retail, etc. The training also attempts to infuse leadership, team building and motivating skills in the distributor.

As of now the programme has successfully trained more than 1000 distributors. The training has taken place all over India where the GCMMF depots are present. There are 40 depots of Amul in various states in India with presence in cities like Delhi, Ghaziabad, Sonapat and Jammu in the North of India; Chennai, Cochin, Kozhikode and Bangalore in the South; Mumbai, Pune, etc. in the West and Kolkata, Bhubaneswar, Cuttack, etc in the East.

The first two phases have seen more than 50 such training programmes happening till date. The third phase would shortly be undertaken so as to cover the entire spread of Amul distributors across the country.

Each training programme is followed by an intensive dual system of feedback, one taken by the training team and the other by the management team at every depot, which lends suggestions for improvement and modifications in the various modules for future training programmes.

The programme has been received well by the company and the distributors. An attempt has been made by the company to not only take further initiatives to upgrade the skills of the trained distributors but also to cover more distributors of other products of Amul by more such training programmes.



Dr. Anupam Varma

Dr. Anupam Varma is the Chairperson, Centre for International Business at BIMTECH. With a M. Sc.; D. Phil.; he is Fellow, Indian Society of Agricultural Chemists and is the proud recipient of 'Scientist of Eminence' Award in 1997 by ISAC.

Before joining BIMTECH, Dr. Varma has held various positions as Chief Executive, JK International, New Delhi Vice President (International Marketing), Birla International Marketing Corporation, New Delhi. Vice President (International Marketing), Mohan Exports, New Delhi. Chief Marketing Manager, State Trading Corporation of India, New Delhi, Also Branch Manager, Bangalore and London Offices. Asstt. Divisional Manager, Shriram Chemical Industries, New Delhi and 'Chief Executive, Anushubh Consulting, International Trade Consultants, Visiting Faculty, IIFT and Other Reputed Management Institutions. He has also represented GOI several times in International Coffee Organization (A Unit of United Nations) meetings London.

His fields of specializations in Teaching and Research area are International Business and International Trading, designing and conduct of Management Development Programs for executives of public and private sector in international trading areas, guiding through consultation international trading houses in their trading operations

Dr. Varma has also attended many national and international conferences/seminars in India and abroad and presented papers on various aspects of international business.



Prof. K. R. Chari

Prof. K. R. Chari, Professor (Operations Management), has a B.E. Mechanical Engineering degree with a distinction, followed with a 2 years PGD full time program in Industrial Engineering and is a Fellow of the Institution of Engineers (India), a Certified Chartered Engineer and also a ISO 9000 certified Lead Assessor. He started his career as a Drilling Engineer for a short period after which he joined National Productivity Council under the Ministry of Commerce and Industry, GOI in the year 1971. He has served as the Regional Director of NPC, Andhra Pradesh during 1986 till 1994. Over the period 1994 till date Mr. Chari had held various positions as Vice President of ABC Consultants (Management Consultancy Division), Senior Vice President, (Indotronix Computers, Hyderabad), Systems Analyst (New Horizons Software Inc, USA), Vice President (Unique Computing Systems, USA). During his career spanning over 37 years, he has associated himself with a little over 400 different industrial establishments, service organizations and governmental departments, both, in India and abroad, by way of Process Improvement advise and services in various spheres of operations e.g. Manufacturing, Processes, Administrative procedures, Systems development and Business Process Reengineering. His core competency area remains to be Value Engineering towards design optimization and Energy Management.

In addition to his orientation and activities in the manufacturing sector, Mr. Chari has associated with many software development assignments, most important of them being the DICOMS (Dynamically Interactive Computer Oriented Maintenance Management System), On line testing software for SAT (SATCaliber), Job Shop Scheduling system etc. In the HR area, Mr. Chari has worked in policy related studies for Designing and implementing Promotional Policies at Dredging Corporation of India, IDI (Indian Dye Stuff Industries, Mafatlal Group), Kirloskar Brothers (Dewas) etc. He has undertaken many studies on organisational restructuring and innovation of processes which have resulted in to path breaking improvements.

Mr. Chari was the chief architect of the report of the Administrative Reforms Commission of Govt. of Madhya Pradesh during the period 1984-85. He has contributed more than 60 technical papers and study reports in various International, National and Local technical forums. Mr. Chari has authored a book on "Value Engineering" and has produced a management training video programme on the same subject, which has been procured by more than 700 large industry houses in the country for training their employees. He has been a visiting expert faculty at Engineering Staff College of India, Administrative Staff College of India, Central Institute for Rural Electrification, National Institute for Rural Development, NISiet and many engineering colleges. He has a special interest in developing software for industrial applications.



Dr. Anuj Sharma

He has done his Masters in International Business Management and PhD in Management. He has more than ten years of teaching experience in various reputed management institutes and universities at post graduate level. His prior assignments have been with Agra University and Asia Pacific Institute of Management, New Delhi. He has held many administrative and academic positions during his tenure which includes current positioning BIMTECH of Program Coordinator – PGDM (IB) and Placement Coordinator.

He has conducted various In-house MDPs for Government, PSU and Private Organizations. He received the assignment for training employees of State Trading Corporation throughout the country on International Trade Operations. He has also conducted various open MDPs in the area of International Trade Operations, International Marketing, Export – Import Documentation, Foreign Trade Policy and other related area. He has also attended and presented papers in various national and international conferences. His current area of interest is International Trade Operations, International Marketing and sector specific export studies.



Prof. Shylaja Iyengar

Prof. Shylaja Iyengar, Associate Professor, Centre for Insurance and Risk Management. Ms. Shylaja is a Graduate of Bangalore University, followed by her Post Graduate Diploma in Business Management, MCIM, Bangalore. She is an Associate of Insurance Institute of India, Mumbai.

During her career, Prof. Shylaja has held many important positions as Assistant Administrative Officer, National Insurance Co. Ltd., Bangalore, Executive, Jindal Vijaynagar Steel Ltd., Bangalore, Technical-in-charge, Microsec Risk Management Ltd. & Kesoram Insurance Management Ltd., Kolkata. Her teaching experience encompasses her association as Faculty Member with ASIAs, Jaipuria & ICFP, Noida & Delhi and Business Manager, Geodesic Techniques Pvt. Ltd., Delhi. Her Fields of Specialization is in Teaching and Research in the areas of Health and Accident Insurance, Miscellaneous Insurance, Automobile Insurance and Business Communication.

Prof. Shylaja Iyengar is an Associate Life Member of the Insurance Institute of India, Mumbai. She has conducted, attended and participated session coordinators in many Conferences and Seminars like the Indian Marketing summit – 2007, National Conference on Insurance – “New Approach to Insurance Market and customers expectations” – 2007 – as the EMCEE, FDP – “Making Magic of Teaching”, 34th National Management Convention “Managing New India” – AIMA & AAMO – 6th National HRM Summit “How HR can ignite hot spots” – AIMA, The India HR Summit “Targeting Excellence – The HR way” – 2008, First India Rendezvous – “Meeting the Reinsurance needs of the dynamic Indian market in the Post Tariff Era” – Asia Insurance Review & Flagstone Re – 2008, Indian SME’s in Exports – “Un-harnessed Possibilities and Potential” – 2008, Indian Marketing Summit – “Inclusive Marketing – Innovative Strategies for the development of Masses” – BIMTECH & AIMA – February 2008 – “Impact of Organized retail on the Unorganized sector” organized by BIMTECH – June 2008 – as the EMCEE.



Dr. Manosi Choudhuri

Dr. Manosi Choudhuri, is Assistant Professor in Organizational Behaviour and Human Resource Management at BIMTECH. She completed her MA in Psychology, with two gold medals, and D. Phil. as a UGC Senior Research Fellow in the Department of Psychology, University of Allahabad. Her research interests include Occupational Stress and Health, Innovation and Creativity at Work, and Management of Organizational Change.

Before joining BIMTECH, Dr. Choudhuri has actively engaged in academic research and teaching at the University of Allahabad, Allahabad and G B Pant Social Science Institute, Allahabad in the areas of Organizational Behaviour and Human Resource Management and Development. She has attended and presented papers at many national conferences. As a Research Officer at G B Pant Social Science Institute, she has undertaken projects for evaluation related to social and community development.

Dr. Choudhuri has initiated and adroitly convened two national level conferences under the banner of The India HR Summit. The themes of these conferences were ‘Targeting Excellence: The HR Way’ and ‘Epitomizing Performance: The Synergizing Role of HR’. She has conducted Management Development Programmes in the areas of Emotional Intelligence, Leadership, Motivation and Team Building and has also developed and elucidated the same with the help of a case, based on a popular movie.



Prof. Sangeeta A. Shukla

Sangeeta Shukla is an Adjunct Faculty of Business Communication at BIMTECH, Greater Noida. She is currently pursuing her Doctoral Research on : ‘A Study of the English Curriculum at Graduate Level of Amravati University Specifically With Reference To Needs of the Non-Metro Students.’ She holds Masters’ Degree in English with 1st Division as well as a Diploma in Marketing & Sales Management from Bhartiya Vidya Bhavan’s Rajendra Prasad Inst. Of Commerce & Management also with 1st Division.

She has taught Business Communication, Soft Skills and British Council’s BEC Program at the post-graduate level. Her special interests include curriculum designing and content development in Business Communication and Soft Skills and placement training of students.

She was nominated as National Resource person for ICFAI National College, Hyderabad and Regional Training Coordinator for Regional Office- Maharashtra West. Sangeeta Shukla also contributed in Curriculum Designing and content development for MBA Program. She conducted Faculty Development Workshops at Regional and National Level and organized Regional Seminar on ‘Pedagogical Linguistics’. She has presented papers in International Conferences and published articles in Journals and National dailies. She was nominated as Member to the Ad-hoc Board of Studies in Functional English & Communication Skills by the Hon’ble Vice-Chancellor of Amravati University.



Prof. Rajeev Sharma

Prof. Rajeev Sharma has a Commerce background supported by AICWA. He has more than 12 years of field experience. During his career, he has been associated with more than 25 manufacturing and service organizations facilitating their endeavour in Quality building. He has been advising and providing training and consultancy support to major organizations like the BSNL. He is currently an Assistant Professor. His field of specializations is in Teaching and Research in the areas of Operations, Quality Assurance and Finance. He is member of many nationally reputed professional institutions like the Associate Member of ICWAI, Associate member of All India Management Association

Professor Rajeev Sharma has organized and successfully conducted many Seminars and has attended Conferences viz: Quality Conclave with Quality Council Of India, "Cyber laws" by IMT Ghaziabad, Indian Market Summit, India HR summit and India SME Summit. He has been trained in Practical Benchmarking by Quality Council of India.



Prof. N N Sharma

Prof. N. N. Sharma is Associate Professor at BIMTECH. An engineer by profession, he has about 30 years experience in social and development sector. He has worked with public sector development bank, consultancy organisation UNDP and UNIDO. He has been consultant to various projects supported by the World Bank and DFID, UK and associated with leading Micro Finance Institutions in the country. Recently he has done the cluster mapping of Bihar on behalf of IL & FS Clusters Initiatives Ltd for the government of Bihar. He is associated with livelihood initiatives in the country.



Prof. Sunil Sangra

Prof. Sunil has over 22 years of multi sector corporate experience across banking, media & entertainment, manufacturing and consulting. He has worked across functions ranging from Sales, Marketing, Financial Appraisal, Financial Control & Management, Fund Raising, Investor Relations, Strategy Management (formulation, alignment and execution) and International Business. He has worked / consulted with organizations such as The Export-Import Bank of India, The World Bank, ITC Ltd., Reliance ADAG, Moser Baer, LMW, European Economic Commission, Abhishek Industries Ltd., Balanced Scorecard Collaborative (Customer Lab in India) and The Aditya Birla Group, amongst others. He was also the co-founder of Interstrat Export Consultants, a Mumbai based boutique strategy consulting firm. He also worked with Cinevistaas Ltd., in its transition from a partnership firm to a listed company, with the distinction of issuing the most successful IPO in the Indian media and entertainment sector, ever, with subscriptions exceeding US \$ 1 bn.

He has been a visiting faculty at IIM Lucknow (in the early 90s) and has taken guest lectures at MDI, Gurgaon and at IIM Lucknow's Noida campus recently. He is now a Professor of Strategy and International Business at BIMTECH, Greater Noida, in its Centre for International Business and Policy.

Prof. Sunil is pursuing his Ph.D. at IMI, New Delhi (approved research centre of G.G.S.I.P. University, Delhi). His research is in the area of internationalization of firms from emerging economies for which he is being supervised by Prof. Arindam Banik of IMI. He has a MBA (PGDM) from IIM Lucknow and a Bachelors (Honours) in Economics from Panjab University, Chandigarh.

Major MDPs conducted in Recent Past

- MDP on Green Business
- Certificate Programme in Inclusive Marketing
- Workshop on Operation and Maintenance of DG Sets for Improved Performance
- Export – Import Documentation & Procedure
- UDAAN - Management Development Program for Resident Editors of “Amar Ujala” Publication
- Faculty Development Programme with Education Promotion Society of India (EPSI)
- MDP for Cluster Development Managers
- MDP on Managing International Trade for Handicrafts and Handlooms Export Council
- Shipping, Marine Insurance and Contemporary Issues in International Trade Operations
- Executive Development Programme on Benchmarking for Performance Evaluation
- MDP for State Trading Corporation

- Training Program for Officer Level in Higher Education Institutions of UGC Nepal
- MDP on International Financial Reporting Standard (IFRS) and Goods and Service Tax (GST)
- Value Engineering for National Productivity Council
- Programme on Cluster Development for TERI
- Certificate Programme in Inclusive Mktg - 3
- Workshop for TERI on Brand Building and Marketing as a Tool for Enhanced Business Performance
- Workshop on Product Development, Exploring New Market Avenues and Marketing Strategies for TERI
- Faculty Development Programme on Training the Trainers
- Finance for Non Finance Executives of IL&FS Cluster Initiative Ltd.
- MDP on Capstone Business Simulation
- Marketing & Sales Training for Wholesale Distributors of Gujarat Cooperative Milk Marketing Federation (GCMMF/Amul)
- FDP on Enhancing Teaching Effectiveness in Management Schools

List of Participating Organizations

- ACCESS Development Services
- Action for Social Advancement (ASA)
- Amar Ujala
- APITCO Limited
- Bureau of Energy Efficiency (BEE)
- Capsim Management Simulations, Inc.
- Care International
- CENDERET Xavier Institute of Management, Bhubaneswar
- Central Cottage Industries Corporation (C.C.I.C.)
- Centre for Envotech & Management Consultancy Pvt. Ltd
- Cholamandalam MS General Insurance Company Ltd.
- CYSO
- Department of Handlooms & Textiles, Govt. of Karnataka
- Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)
- Emergent Ventures India (EVI)
- Ericsson India Private Limited
- Footwear Design & Development Institute (FDDI)
- German Technical Cooperation
- GRAM (Livelihoods and Institution Building)
- Grasim Industries Limited
- Gujarat Cooperative Milk Marketing Federation Limited (Amul)
- Handicraft and Handlooms Exports Corporation of India Ltd. (HHEC)
- Hindustan Zinc Limited
- IL&FS Cluster Initiative Limited
- ILO, Cambodia
- Indian Oil Corporation Limited (IOCL)
- International Management Institute (IMI)
- Kenan Institute Asia, Thailand

- LMJ International Limited
- M.P. Rural Livelihood Project (MPRLP)
- Mahindra & Mahindra Limited
- MART
- Maruti Suzuki India Limited
- National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED)
- National Bank for Agriculture and Rural Development (NABARD)
- National Productivity Council (NPC)
- Nepal CRS Company
- Petroleum Conservation Research Association (PCRA)
- PHD Chamber of Commerce and Industry
- Retailers Association of India (rai)
- State Trading Corporation of India Limited (STC)
- SESA Goa Limited
- Small Industries Development Bank of India (SIDBI)
- Tata Chemicals Limited
- The Energy and Resources Institute (TERI)
- Textile Committee, Mumbai
- The Press Trust of India
- Udyogini
- UGC Nepal
- Uttaranchal Livelihoods Improvement Project for the Himalayas (ULIPH)
- Ultratech Cement Limited
- United Artists Association
- United Nations Industrial Development Organization (UNIDO)
- United States Agency for International Development (USAID)
- Women's Organization for Rural Development (WORD)
- World Vision
- Western Orissa Rural Livelihoods Project (WORLP)



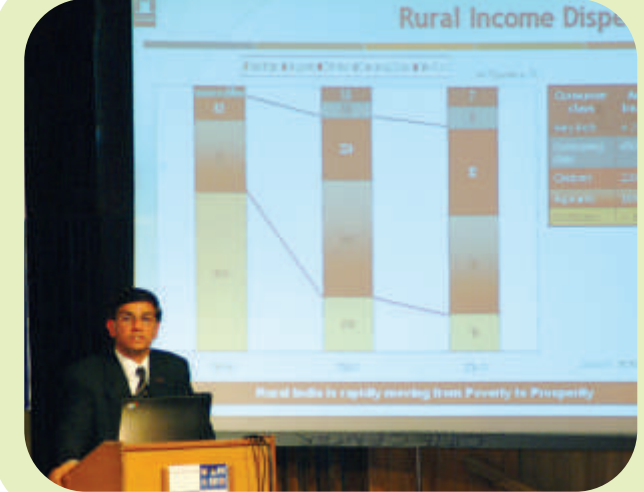
Management Development Programme

2010-11

Glimpse of MDPs Conducted











The fully residential campus of Birla Institute of Management Technology (BIMTECH) located in National Capital Region, provides a highly conducive academic environment, interaction with hard working and industry-academia mix professors, proximity to the strategy makers of the industry and practitioners of the service and manufacturing companies, exposure to the international universities and companies, and a ready profile of strong alumni base spread through out the world.

Birla Institute of Management Technology was established in 1988 under the aegis of the Birla Academy of Art and Culture, and supported by Birla group of companies. Dr. (Smt.) Sarala Birla, chairperson of Birla Academy and Syt. B K Birla, chairperson of B K Birla Group of companies are the founders of the business school. The Board of Governors is comprised of eminent people from industry and headed by Smt Jayashree Mohta, Vice Chairperson, Birla Academy of Art & Culture, Kolkatta.

BIMTECH is mini India in its formation every year. It has students coming almost from all the states of India, and also from few foreign countries. Its mix of nationalities, cultural backgrounds, academic and professional experiences make BIMTECH one of the most exciting and enriching business schools in the country. Its long belief to prepare global managers who have cross cultural training has become a practice of the globe today.

India is indicating strong growth in its economy. Delhi (National Capital Region) is the trigger of this growth. At the capital, the industrial and economic policies are framed, Industry Associations' meet, and CEOs' evenings are all realities and not just media news. It is also one of the cultural convergence centres of India for both national and international platforms. The location of such importance is an asset for the Institute's exposure to the real-life learning and development of national and global networking.

BIMTECH offers two year AICTE approved post-graduate courses in General Management (PGDM), International Business (PGDM - International Business), Insurance Business Management (PGDM - Insurance Business), Retail Management (PGDM - Retail) and PGDM-IB in Sustainable Development Practices. The Centre for Research Studies conducts doctoral and post-doctoral programmes and academic and industry focused research.

The team of core, adjunct and visiting faculty from India and abroad offers quality knowledge sharing on various aspects of business, business leadership, and entrepreneurship. The international academic partners of BIMTECH provide for students a wider platform, to experience international academic environment and prepare them for global leadership. The teaching and research projects in the new economy areas are the latest efforts and developments which have overwhelming support and response from the government bodies and national and international institutions including industry.

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