



BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

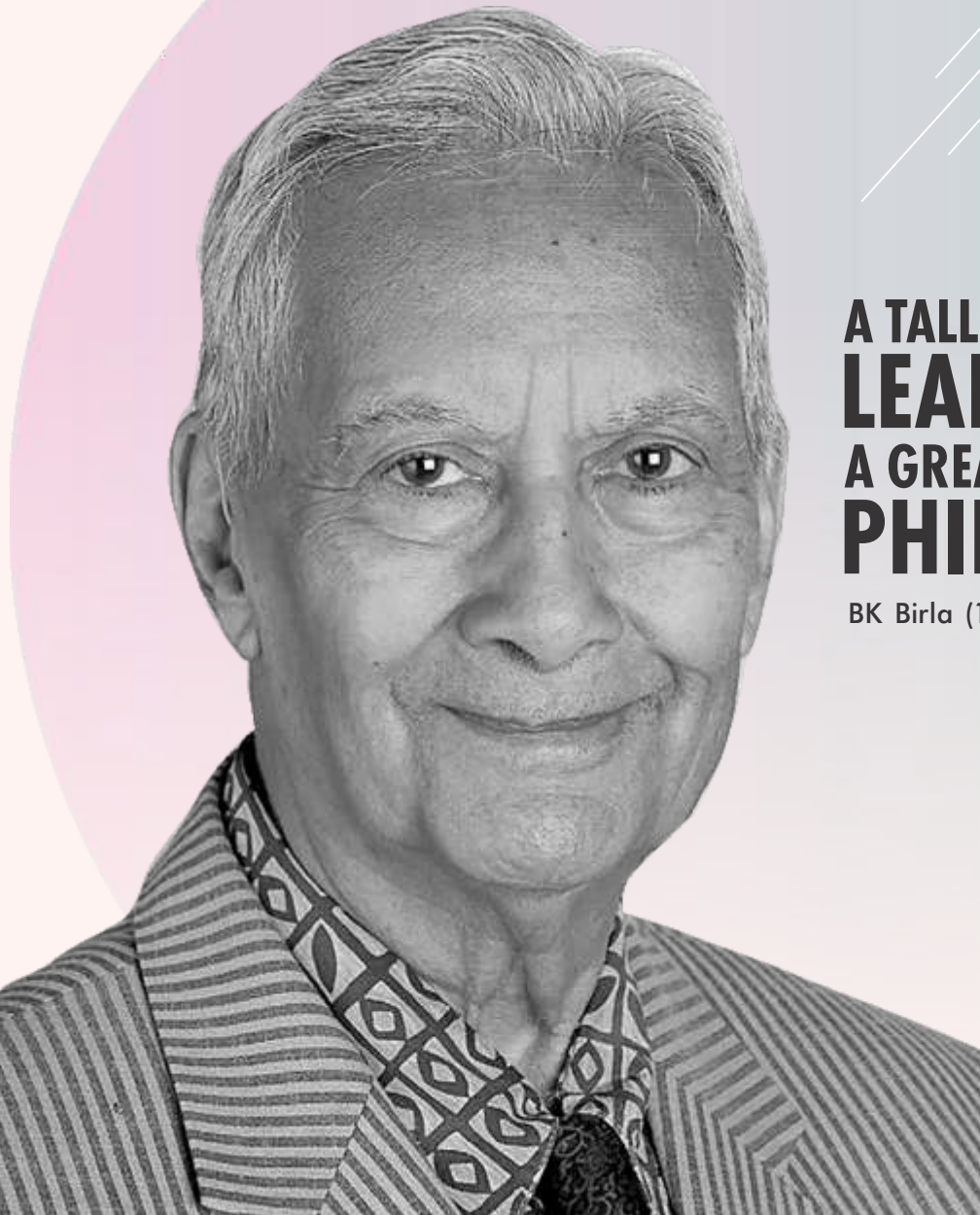
Excellence with Value

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B I M T E C H N E W S L E T T E R



**A TALL BUSINESS
LEADER
A GREAT
PHILANTHROPIST**

BK Birla (1921-2019)

Late B K Birla ji
**A VISIONARY WHO
INSPIRED US TO DREAM BIG!**

-Dr. Harivansh Chaturvedi



The Birla family is distinguished by their long association with the education sector. It all started way back in the year 1900 when Seth Shiv Narayan Birla set up a primary school in Pilani. His two grandsons Rameshwar Das Birla and Ghanshyam Birla were among the first few students who started their education in the school. In the last 120 years, Birlas have set up hundreds of schools, colleges and universities in the country with the sole objective of providing quality education without any commercial motive. Our Founders & Patrons, both Late B K Birla ji and Dr (Smt) Sarala Birla ji have followed this legacy of their forefathers with deep commitment and long-term vision about education.

After the passing away of B K Birla ji on July 3, 2019 and Dr (Smt) Sarala Birla ji on March 28, 2015, I have been thinking about their benevolence, warmth and simplicity which have become the hallmark of their persona. I am fortunate to be working under them for the last two decades which has transformed my own life and thought process. Now BIMTECH has become a prominent B-School in India, which is well known both in India and abroad. But not many people know that idea of making it big would have not been possible without the unstinted support of our Founder & Patrons.

After joining BIMTECH at its old campus in New Delhi on September 2, 1999, I started applying my mind as to how the institute could build its brand and attain visibility at the national level. Having known the growth trajectory of reputed B- Schools in India and worldwide, I could identify one primary *raison d'etre* i.e. a residential campus with the state-of-the-art facilities for students and faculty.

After wide consultation with leading management educationists, I prepared the 'Vision-2005' document and submitted it to the management. The major focus of this document was to build a residential campus with the objective of getting recognized among the top 25 B-Schools of India by the year 2005. It was necessary because our premises at Birla Vidya Niketan, Pushp Vihar, New Delhi was very modest and without residential facility.

My predecessor, Dr C B Gupta, a legendary academician (ex-Principal, SRCC, Delhi and Founder Director, IMT, Ghaziabad) was designated by the management as the Advisor. He advised me to move to DDA for getting a two acre plot in Delhi. DDA, being a typical bureaucratic body, was not willing to help us and dismissed the proposal on some flimsy legal objection.



In early January 2002, I saw an advertisement in India Today in which, the Greater Noida Authority (GNIDA) was offering institutional land for educational institutions. The matter was discussed with the management and I sought their permission to submit our application. Our advisor, Dr CB Gupta, was not in favour of moving the campus from New Delhi to Greater Noida, due to fears of losing the locational advantages of South Delhi.

Meantime, for expanding the geographic base of our student population, we had started hostels in rented premises at Sarvapriya Vihar and Devri Road. It was a tough decision and full of challenges. I continued to convince our management that having a residential campus was the sine-qua non for a good B-School and there was no harm in setting up a campus at Greater Noida which after all was a part of the National Capital Region (NCR).

We submitted an application for getting institutional land from the GNIDA at Knowledge Park in the last week of January, 2002. At that time, there were hardly a few institutions in Greater Noida and reaching the city was also difficult because the Expressway was not fully functional and access through Dadri – Surajpur side was always cumbersome.

When GNIDA called us for a meeting to make a presentation about our plans for setting up a campus in

Greater Noida, we identified a student of PGDM II year to make the presentation.

On March 21, 2002 the presentation was made. The CEO of GNIDA was very impressed by the presentation and he asked me about the presenter. When I told him that he was a student, it was a big surprise for him. That student was Anshul Verma, who later joined BIMTECH as a faculty and worked with us till 2013. Currently Dr Verma is a faculty at SPJIMR, Mumbai, a leading private B-School in India.

The realization of the dream

After the allotment and payment of the land to GNIDA, getting possession of the land was a herculean task. On the plot allotted to us, GNIDA was not in possession due to some litigation with farmers. It took almost two years to get possession of the plot.

Meanwhile, B K Birla ji and Dr (Smt) Sarala Birla ji had made up their mind to develop a state-of-the-art campus. They engaged Shri Pratap Parikh, a leading architect of Delhi who had been working with the B K Birla Group for a long time. Both of them visited many campuses in India including the newly built campus of ISB, Hyderabad. They had visited the ISB Campus to meet their granddaughter Ms Vidula Khaitan who was studying in the first batch of ISB. They had liked some of the features of ISB Campus which they desired to introduce at the proposed campus of BIMTECH as well.

On the day of Ram Navmi Day in 2003, I was called to meet Birla ji and Dr (Smt) Sarala Birla at their residence in New Delhi. The Architect Shri Pratap Parikh, Shri RN Jaju, then Chairman, Board of Governors (BoG), BIMTECH and some members of Birla Family were also present. B K Birla ji informed me about his decision to start construction of BIMTECH Campus in Greater Noida. He emphatically asked me "Dr Chaturvedi, what is your commitment for BIMTECH?" I realized the importance of the moment and replied to him immediately, "Babu, I commit for a life-long association with BIMTECH. I will never change my employer henceforth".

Construction at the site started on July 29, 2003 when a Foundation Stone Laying function was organized. Smt Jaya Shree Mohta, elder daughter of Sri & Smt Birla, laid down the foundation stone after performing elaborate pooja. A prominent construction company, OMAX, Delhi was engaged as the civil contractor. With a lot of efforts, construction of the whole campus was completed by August, 2004.

When we were close to the new date of moving i.e. August 19, 2004 to the campus, many doubts arose as some of the basic facilities and requirements of the campus were not ready by then. It was a great dilemma because we had to choose between either the postponement of shifting or facing the ordeal of shifting. After a lot of discussions among the management, faculty and students, ultimately a final decision was taken to shift to the new campus on August 19, 2004.

Creating awareness about Greater Noida has been a decade long exercise. We were very keen to bring eminent people to the new campus. Many a times, industry people from Delhi, Gurgaon and Noida were not willing to visit the campus due to logistic reasons. There was a psychological barrier in the minds of visitors due to poor awareness about the development of Greater Noida as an urban destination. We had to devise different means and methods to get people to the new campus.

During the last 10 years, we could invite some of the greatest intellectual leaders from India and abroad to visit the campus and address our students and faculty. The list includes His Holiness Dalai Lama, Dr APJ Abdul Kalam, Sri Sri Ravi Shankar, Shri Yashwant Sinha, Dr Subramnaian Swamy, Shri Jai Ram Ramesh, Shri Oscar Fernandes, Shri Jagdish Khattar, Shri Venu Srinivasan, Shri Vinod Rai, Smt Kiran Bedi, Shri Arvind Kejriwal, Dr Prakash Amte, Shri Mahesh Bhatt, Late Farukh Sheikh, Shri Santosh Desai, Shri Hemant Kanoria, Late Dr Abid

Hussain, Dr Pritam Singh, Dr Jagdish Sheth, Prof Saumitra Dutta, Prof M R Rao, Shri Pramath Sinha, Dr Rishikesh T Krishnan, Prof Yashpal, Shri R S Pandey, IAS, Dr Santrupt Mishra, Shri Sam Ghosh, Shri Yogi Shriram and Dr Kiran Karnik.

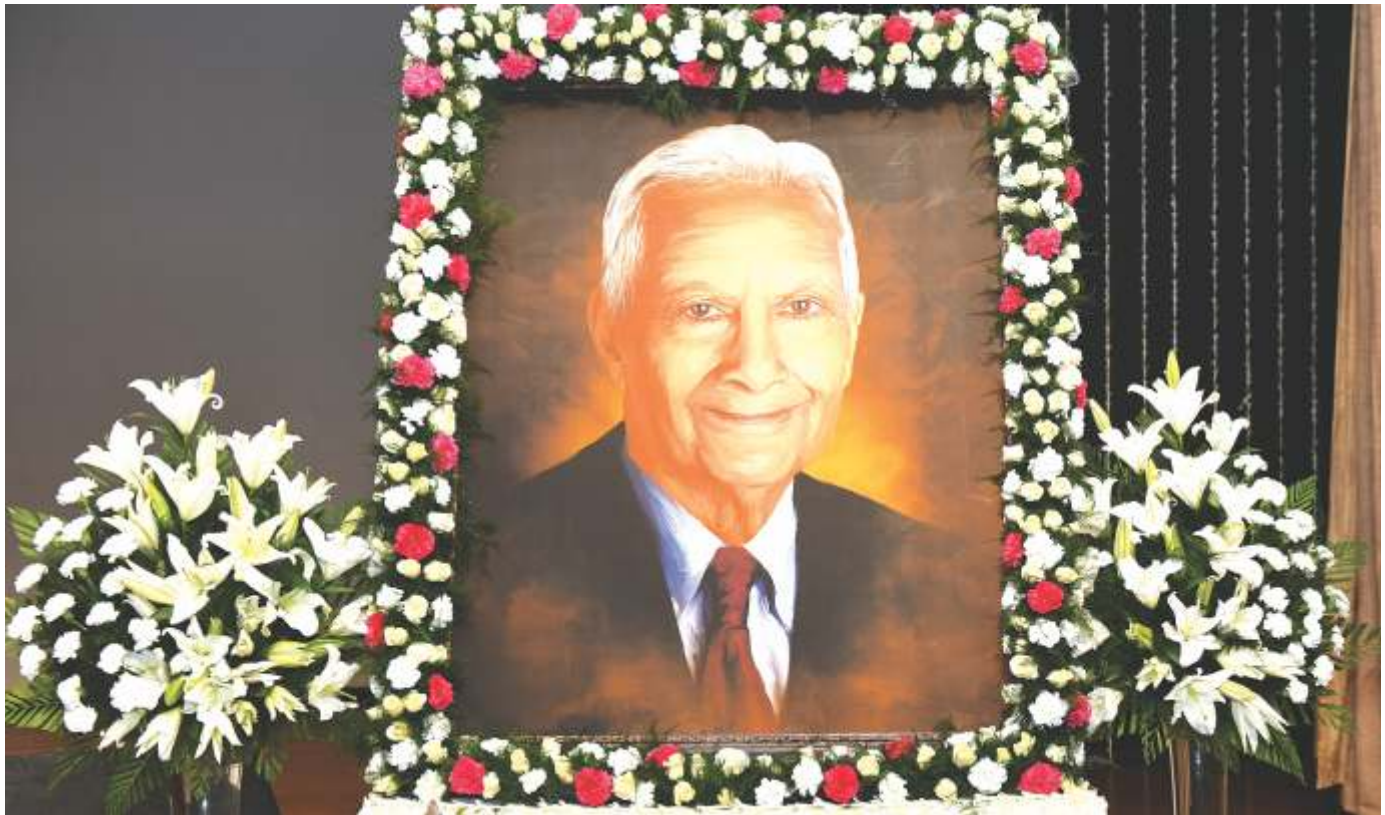
We had also organized many programmes on performing arts, culture and literature. In partnership with SPIC-Macay, VIRASAT – 2009 was organized in October in which very eminent artists like Ustad Abdul Rashid Khan, Pt Chhannu Lal Mishra, Pt Ronu Mazumdar, Smt Uma Sharma, Guru Singhajit Singh. On many occasions, we have invited eminent artists like Pt Shiv Kumar Sharma, Pt Rajan- Sajan Mishra, Pt Vishwa Mohan Bhatt, Late Habib Tanvir, Shri Asgar Wajahat, Shri Rajendra Nath, Shri Arvind Gaur etc.

VISION 2021- THE ROAD AHEAD

BIMTECH is one of the few B-schools in India which has used vision building very successfully to plan its future. The first vision building exercise started in the year 2000 which took shape as the Vision – 2005. The missions under this vision were to have a residential campus and to be counted among top 25 private B-Schools in India. In 2003 itself, we were ranked 17th by Business Today – AC Nielsen Ranking Survey, while the Greater Noida Campus was launched in August, 2004.

In 2006, we started another exercise to craft a new vision for our institute. After discussions with all the stakeholders, we could formulate the Vision-2011 which stipulated that BIMTECH should become one of the top 10 B-Schools in India and obtain the status of a Deemed University. Again in 2011, we initiated a year-long vision building exercise under the leadership of Prof A Sahay. This time leading deans, directors, researchers and industry experts of the country were also involved along with faculty, staff and alumni. A new Vision-2021 came out of these deliberations. This was published as a document titled "Vision Mission & Values".

PRAYER MEETING IN MEMORY OF



LATE B K BIRLA JI

(JANUARY 12, 1921 - JULY 3, 2019)

Our Founder and Patron, **Basant Kumar Birla ji** passed away on July 3rd, 2019 in Mumbai. There was wide spread and intense grief on his death because he was a giant in the Indian business scene for more than eight decades. He along with his wife Dr. Smt. Sarala Birlaji, had taken up the cause of spreading quality education in all parts of the country. Prime Minister Shri Narendra Modiji had also sent a message of condolence to the Birla Family addressing Kumar Mangalam Birla and lauded the great contribution by late B K Birla ji in many fields.

On July 13, 2019 in memory of late Syt. Birla ji, a prayer meeting was organised at Chinmaya Mission, New Delhi which was jointly organised by BIMTECH and Birla Vidya Niketan, New Delhi. The prayer meeting was largely attended by friends, well-wishers and relatives of late B K Birla ji. Teachers and staff of our institute and BVN, were also present in large numbers. The prayer meeting was presided by Shri R N Jaju who has been a close associate of the late Birla ji and was also a former Chairman of the Board of Governors of BIMTECH.

The eminent senior lawyer of the Supreme Court, Dr Abhishek Manu Singhvi was the main obituary speaker on the occasion. In his solemn address, Dr Singhvi spoke about the close association of his parents and himself with Sri B K Birla ji and his wife Dr Smt. Sarala Birla ji. He said although Birla ji was born as a Marwadi, his soul was immersed in the Bengali culture. From his young life, he was interested in arts and culture. Both Sri Birla ji and Dr. Smt. Birlaji were deeply religious people and were close to many religious and spiritual leaders of India like Pt. Ram Kinkar, Swami Akhandan and, Dalai Lama and Swami Chinmay anand. Both of them were greatly influenced by Mahatma Gandhi and Vinoba Bhave. As a matter of fact, their marriage was solemnised by none other than Mahatma Gandhi and Seth Jammalal Bajaj.

The prayer meeting started with the bhajans rendered by Pt. Sujit Ojha, a renowned classical singer of Delhi and a faculty at the famous Gandharva Mahavidyalaya. He was accompanied by group of young artistes. They recited the famous compositions of Surdas, Kabirdas, Tulsidas and Mirabai.



The whole atmosphere became very solemn and emotional with the soulfully rendered bhajans and everybody was left feeling as if a great friend of their family has departed causing the personal loss to them by the passing away of late B K Birla ji.

In his speech, Shri R N Jaju shared his own life journey when he was selected by the late G D Birla ji for working with his son B K Birlaji as his personal assistant. When Shri Jaju started his career with B K Birla ji, the Birla Group was fastly emerging as a Pan-India business house and spreading into different kinds of businesses. In the seventies, Shri Jaju was

sent to Delhi by the late B K Birla ji to look after ECE Industries and for liaising with the emerging political system in the capital. Shri Jaju also talked about his work in arts, literature and cultural world on behalf of the late Birla ji.

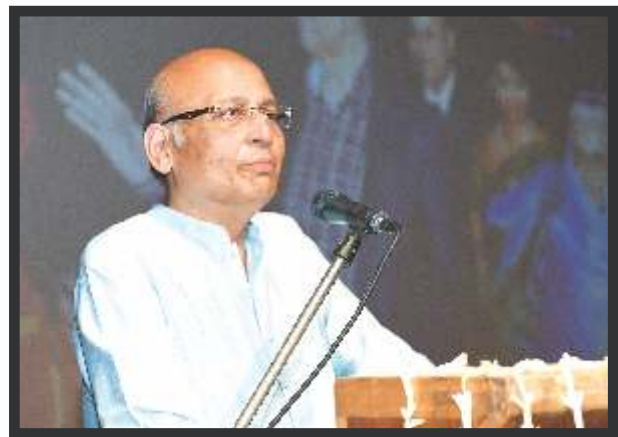
In the prayer meeting, Dr. H Chaturvedi, Director, BIMTECH and Smt. Minakshi Kushwaha, Principal, Birla Vidya Niketan, New Delhi also paid their homage to the departed soul who had inspired them to work in education with commitment for certain values which were core to the legacy of the Birla Family.



“ Shri B.K Birla had worked immensely for the Birla family, and the industrial sector and also for charity and common good; he had contributed greatly to the sphere of education and higher studies. He was very conservative in many respects, but was an embodiment of growth-oriented vision. He was involved with BITS Pilani, Birla Institute of Liberal Arts, Birla Centre of Education, Pune, Birla Institute of Management Technology, from where many of you are present here, Ashok Hal, Kaldahi School, etc., and his thoughts were too deep and effective. As far as I understand, till his last breath and as long as his health permitted he lived his life with utter simplicity. ”

Shri R N Jaju

Former Chairman, BOG, BIMTECH



“ Dear friends, for us all this is a very great loss, and for me a personal loss. A person of such a stature has left us with a very powerful aura, in which there is wisdom of an industrialist, which is blended with a sense of nationalism, and rich wisdom of business, philanthropy and philosophy of humanity. This is life ritual. A person coming into the world has to go one day, but his love lasts in our memory for ever. A couplet by poet Iqbal befits the persona of Shri B.K Birla-

**HAZARON SAL NARGIS ANPNI BENOORI PAR
ROTI HAI, BADI MUSHKIL KE BAD HOTA HAI
CHAMAN MEI DEEDAWAR PAIDA. ”**

Dr Abhishek Manu Singhvi

Eminent senior lawyer of the Supreme Court

10th INDIAN MANAGEMENT CONCLAVE 2019



The 10th Indian Management Conclave (IMC)-2019 was successfully held on August 2-3, 2019 at IIC, New Delhi which was addressed by the Chief Guest, former President of India, Dr Pranab Mukherji. Two days' conclave was organised by MBA Universe.com. The Education Promotion Society for India (EPSI) and our institute, BIMTECH were engaged in organizing and promoting. More than 25 faculty of our institute participated in this Conclave. Since 2009, our institute has been involved with IMC which is one of the popular forum on management education.



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

**-Dr Pranab Mukherjee
Former President of India**

During the Conclave it was a privilege to meet galaxy of industry and academic leaders like, Shri Vineet Nayar, EX-CEO, HCL, Dr Deepak C Jain, President, CIEBS, China and Ex-Dean, Kellogs, USA, Mr Tom Robinson, President and CEO AACSB International, Dr Madhu Veeraraghavan, Director, TAPMI, Dr Shekhar Chaudhuri Former Director, IIM Calcutta, Dr Rishikesh T Krishnan, Former Director, IIM-Indore, Mr Vikash Gupta, Managing Director, Talent, Deloitte, Dr Bhimaraya Metri, Director, IIM, Tiruchirappalli, Mr Ravi Arora, Vice President, Innovation, Tata Centre and many others.

In the 10th IMC, on August 2, 2019, a special session was organised on the topic of "Draft New Education Policy & Implications for the Management Education". The main speaker and the Guest of Honour for this session was Dr Anil D Sahasrabuddhe, Chairman, AICTE. Four panellists were Dr Rajan Saxena, VC, NMIMMS University, Prof Furqan Qamar, Former, Secretary General, Association of Indian Universities, New Delhi, Dr Atmanand, Director, MDI, Gurugram and Dr H Chaturvedi, Director, BIMTECH. The panel discussion was moderated by Dr H Chaturvedi, Director, BIMTECH.

Dr Anil Sahasrabuddhe, in his keynote address, outlined various provisions of Draft NEP which had some implications for B Schools. He hoped that the Draft NEP would provide full autonomy to business schools but at the same time there was some mandate for management institutes to provide free education to needy students from poor families.

Dr Sahasrabuddhe added that B Schools can take a cue from RUSA to form clusters with technical institutions and form a multi-disciplinary university. They would be allowed to confer degree. A major feature of this Special Session was the release of EPSI & Indian Management

Conclave White paper on the theme of "The Pathway for 5 trillion USD Economy traverses through A Resurgent Higher Education". It was jointly authored by Dr H Chaturvedi and Mr Amit Agnihotri. Senior colleagues Dr Jagdish Shettigar and Prof K K Krishnan have given their valuable inputs.

Some of the key points of the EPSI & IMC Whitepaper were as follows:-

- India will have to repeat its feat of doubling GDP, like it did during the period from 2000 to 2006, when the GDP doubled from \$ 476 billion to \$ 949 billion. This period saw strong spurt in Management and Engineering Education.
- Robust Higher Education focus leading to skilling and employability will help us to become a true services economy – Gross Enrolment Ratio (GER) target of 35% by 2025 and 50% by 2035 is necessary, which only matches that of China and is still half of the US GER.
- 950 Universities need to grow to 1200+ by 2025 to sustain GER growth. Brick and Mortar educational institutions will have to ride the digital highway that DIGITAL INDIA promises to build, reshaping their focus towards distance, online and continuing education in addition to campus programmes.

32nd Commencement Day DEEKSHARAMBH



Marking the occasion of 32nd Commencement Day, BIMTECH-Greater Noida rolled out a red carpet welcome to 420 students of its 32nd Batch of PGDM 2019-21 students and their family members for their Deekshaarambh Ceremony. The incoming students and their families were welcomed to “mini India” with sobriety in the quintessential BIMTECH tradition with Yajna and Sarv Dharm Prarthna by Pandit Sujit Ojha and his team. Their journey of BIMTECH began by inculcating the national value of Sarv Dharm Sam Bhav and thus igniting the spirit of secularism and brotherhood.

The students fulfilled their registration process with their respective academic programs in the morning and then attended the formal Deekshaarambh ceremony in the evening. The formal program which was well attended by new batch of students along with their family members, BIMTECH fraternity and eminent guests from local administration, industry, academia, government and media commenced with the faculty procession and ceremonial lamp lighting. On this auspicious occasion, the batch received immense wisdom and lifelong vision from the luminaries from industry like honourable Chief Guest Shri Samit Ghosh, CEO & Managing Director, Ujjivan Financial Services Pvt. Ltd, and Guest of Honours Shri P Dwarkanath, Non-Executive Chairman of GSK and Shri S Y Siddiqui, Chief Mentor at Maruti Suzuki along with all the Senior professors of BIMTECH.

In his welcome address, Director Dr. Harivansh Chaturvedi shared about the Birla legacy of BIMTECH and their relations with Gandhi ji. He welcomed the newly inducted students to BIMTECH-the mini India which represents the rich cultural, regional and gender diversity from across the country. He shared with pride that the new batch has accomplished feats at national and international levels in the field of sports and performing arts. He reiterated that the campus environment nurtures its students to become managers with high values and integrity. He also assured the parents that they would “receive a much enhanced version of [their] children after the end of their PGDM course”.

Dr. Chaturvedi emphasized upon the importance of international and national accreditations. With BIMTECH ranked among the best in the country and now becoming the first B-School of India to receive the BSIS accreditation from EFMD, UK, he presented a testimony of the quality education being imparted by BIMTECH through its progressive and futuristic programs which are aligned with the community needs, industry expectations and national agenda that are positively impacting the local, regional and national economy. He stated that BIMTECH is slated to soon become Grade 1 institute of the country as per AICTE grading.

On this occasion honourable Chief Guest Shri Samit Ghosh, CEO & Managing Director, Ujjivan Financial Services Pvt. Ltd, shared



his inspiring journey from being a banker to CEO of Ujjivan, a micro finance company. He proclaimed to the newcomers to never stop. "The journey of a professional does not get over after fulfilling materialistic goals of buying a home, car etc. The journey actually starts thereafter". He requested the young minds to expand their horizons and work towards staying relevant all their lives. He left an impact in the minds of the audience after he shared some of his experiences.

He stated that "after working for 30 years with banking sector, [he] wondered that how could [he] give something meaningful to society, and when [he] realized that the lower section of society in the country is deprived of financial services, [he] thought to set up a financial institution for this excluded class." With such a vision of touching lives to make them empowered, and having received mentoring from Nobel Laureate and micro finance guru Mr. Mohd. Yunus of Bangladesh, Shri Ghosh's success story indeed gave a life goal to the freshers. Sharing his views on the future of Indian and world economy, Shri Ghosh said that it is on a transformative journey and hence, the Gen Z must promise to continuously upgrade their skills so as to stay relevant irrespective of changing business environments.

The first Guest of Honour Shri P. Dwarkanath, Non-Executive Chairman of GSK, in his address, shared the transformational story of GSK to help inculcate values and ethics among young budding managers. He was very concerned about the lack of sustainable workforce which is hindering the growth of businesses in many ways. His recommendation to budding managers was to make the best of the learning environment provided at B-Schools like BIMTECH and leave no stone unturned in honing their soft skills while assimilating the business knowledge and industry understanding from the new age curriculum. He said "the success of any organization is measured by not what kind of physical assets it has but by the intellectual asset it has to achieve innovation". Hence, he said that the students should raise their bar and become valuable intellectual capital of their organizations so as to sustain the changing economies and VUCA business environment.

The second Guest of Honour Shri S. Y. Siddiqui, Chief Mentor at Maruti Suzuki and a BIMTECH alumnus, assured the parents and guardians about the nurturing environment that the students would find at BIMTECH and which would invariably help them grow. While sharing about the challenges faced by Maruti Suzuki due to disruptive technologies, he highlighted the future skills, competencies and mind sets mandatory for sustaining in the VUCA world. He mentioned about the changing face of HR because of excessive automation, and the thought process of millennials. According to him multi cultural competencies and interdisciplinary team skills should be developed and students should learn the art of customization as per the local infrastructure available. He demanded that students should shun the CTRL X CTRL C CTRL V attitude to address the customer's needs. He implored the students to adopt the Japanese time management for success and reiterated that "integrity and commitment to one's organization is of prime importance".



"The journey of a professional does not get over after fulfilling materialistic goals of buying a home, car etc. The journey actually starts thereafter"

Shri Samit Ghosh
CEO & Managing Director,
Ujjivan Financial Services Pvt. Ltd.



On this occasion, the dignitaries on the dais unveiled the activity report of the Centre of Innovation and Entrepreneurship Development which was presented by CEO of Atal Incubation Centre, Dr Abha Rishi. The eminent guests also launched the brochure of the forthcoming PGDM Executive Program. They also presented the BSIS plaque officially to Dr. Nimisha Singh, Chairperson, Centre for International Affairs. The solemn occasion of Deeksharambh culminated with vote of thanks delivered by Dr. Anupam Varma, Deputy Director and Dean Academics, BIMTECH – Greater Noida.

This set the tone and context for the two-day Common Orientation and Program-wise Orientation which was held on June 15-16, 2019. During Common Orientation, the students were exposed to rich and valuable perspectives from alumni and industry experts. It gave them an insight into the life of a BIMTECHian. During the full day event the mentors prepared students towards making the most of their student life and aligning their goals to industry expectations. The Common Orientation Program started with the address on Vision Mission and Values of BIMTECH by Director Dr. Harivansh Chaturvedi. This was followed by "Guftagu with Alumni and Industry Experts" during which some of the prominent Industry Experts like Mr. Praveen Paranjape, Director (HR) Honda Cars India, Mr. Satyajeet Singh, South Asia Head- Strategy, Facebook, Senior Alumni Mr. Alok Gupta Founder, CEO-Pyramid Cyber Security & Forensic and Ms. Richa Bhatnagar, Assistant General Manager-Marketing, Purearth Infrastructure Ltd. gave some valuable advice on how to build oneself to be future ready and employable.

The newly inducted batch also received information on evaluation and assessment, campus protocols, placement, life beyond classroom and integrity in academic life from Deans, senior professors and heads of these processes. The programme-wise orientation had important keynote addresses and team building activities organized by the respective departments.

In the three day event the new batch was well sounded about living and learning at BIMTECH and assimilated into the BIMTECH family with immense love and bonding which they would cherish forever.

KNOWING THE PROGRAMME



PGDM

The Centre for Business Management Programme conducted its 32nd Orientation Day on June 16, 2019 at Annapurna Hall. Dr. L Ramani gave a detailed description of the program curriculum and the opportunities that students will get to avail in order to be a future corporate leader. A gist of Dos and Don'ts was also told by him. A leader in true sense, Dr. L Ramani shared with students some of the steps they need to adhere to in order to be successful managers in years to come.

Dr. Bishnoi shared a background knowledge of Data Analytics and Python Language, thus highlighting the importance of technology in today's management world. The next session was conducted by Mr. Ram Gopal, a successful corporate leader and the current Chief Executive Officer of Barclays Bank India. After serving as the Chief Operating Officer for a corporate organisation for almost a decade and successfully passing the coveted CFA exams, Mr Ram Gopal is definitely a role model for budding aspirants. A very humble personality by nature, Mr Ram Gopal shared inputs regarding his roles and responsibilities and also the prospects of Investment Banking as a much sought after profession by management aspirants.

The next session was conducted by 2019 PGDM batch graduates Mr. Saptarshi Bagchi, Mr. Karan Mittal and Ms. Monika Gupta. They shared about their Journey & Life at BIMTECH and the plethora of opportunities that students get to avail within these two years. They also shared information regarding recruiters' expectations from students and how students can hone their skills by being a part of clubs and conduits, which strengthens employability chances.

The last session was a Workshop on Happiness conducted by Ms. Neha Gupta. The session aimed at highlighting the importance of happiness in an individual's life cycle and why individual should not compromise on happiness by focusing on materialistic gains. She emphasized upon the fact that happiness improves the overall well-being of an individual as well as health conditions. The session also included an assignment which asked the students to note down events or things which make them feel happy. The session taught them up their happiness index, because it is rightly said that "Money can't buy happiness".



PGDM - IB

The day kicked off with great excitement, and the venue was filled with enthusiastic faces that has big dreams and aspirations!

Ms. Rupali Singh, Sr. Manager started off the session by introducing dignitaries which was followed by warm welcoming words of the Director, Dr. H. Chaturvedi. The faculty including Dr. Anupam Varma, Prof. K. R. Chari, Dr. Anuj Sharma, Dr. A. V. Shukla, Prof. Rajeev Sharma and Dr. Archana Singh gave the students insights about the current market scenario and the impact of globalisation on the trade across borders which made an impact on the young minds. To make the session engaging and bridge the

DAWN OF NEW DREAMS



bridge the gaps in students' understanding, the bright minds were asked to introduce themselves with their names, educational backgrounds, work experience and hobbies. It was a healthy exercise and students quickly became familiar with the BIMTECH environment and their classmates.

Furthermore, two eminent personalities from the industry were invited, Dr. Arun Vir Singh (Chief Executive Officer, YEIDA) and Mr. Nitin Gupta (Vice President Rice and Wheat Division - India and Myanmar, Olan Agro India Pvt. Ltd.) who threw light on the ways to handle complexities of International Trade. Dr. Arun Vir Singh suggested that in this globalised and dynamically changing world, the basics of business should be kept in mind in order to be on the right path. Mr. Nitin Gupta touched upon the Ten Golden Rules of International Business and told the students that although the International Trade is a complex structure but it is also very interesting and engaging and is perhaps the future of the business world if it continues to grow at the same pace as it had been. He also asked the students to write in a line or a word about their biggest fears and aspirations in life and beautiful answers and perspectives could be heard of the students. He stressed upon the different areas in supply chain and mentioned how difficult yet satisfying it is to enter those spheres in business.

This interaction was so interesting that students flooded the dignitaries with questions. They asked "what a company desires from a fresher or any of its employees it recruits in a current scenario?" To which he said "Versatility, Flexibility and Out of the Box thinking is what makes a leader different from the crowd."

Post the lemon break, the fresh and energetic faces of students witnessed Dr. Nimisha Singh (Convenor, Centre for International Affairs) informing the students about the most incredible part of the curriculum which is Student exchange, double degree programs abroad and how to apply for them, the benefits it would fetch, the challenges which they would face but majorly the learning which would help them shape their dynamic careers. She also mentioned about the X Culture Program with every necessary detail.

After this, the students had a team from the Centre of Entrepreneurship Development and Family Business (CIED) which was headed by Dr. Abha Rishi (Chairperson, CIED) who explained the basics of Entrepreneurship by showing an audio-visual clip made by one of the incubates on start-up business and the other team members mentioned about the Atal Incubator, its functioning and the start-ups it has benefited. Students were taken through a glimpse of E-cell and the course they offer which gives students an edge.

Post lunch, students entered the hall again to discover esteemed Alumni of the institute, Mr. Saurabh Chaturvedi, Entrepreneur, Innolabz (2011-13), Shaurya Garg, Entrepreneur, Fundoo Works, (2010-12), Ms. Tulika Kumar, Project Manager- New Insurance, Mobikwik (2011-13) and Mr. Aayush Makkar, An alyst, E&Y (2015-17) taking precious time out on their Sundays to give students a true and clear picture of their journeys, and explain how BIMTECH helped them shape their careers and how to leverage two years of education. They gave great insights on the hostel life, the summer internship opportunities, the student exchange programs and so on and so forth.

Last but not the least, Dr. Archana Srivastava, Area Head, Business Communication carried out an ice breaking round by giving students a task known as "Amoeba Electric Fence" and the students loved the outcome of this fun activity. She stressed that only 7% of the communication takes place verbally and 93% is non-verbal and thereby it is very important to work on body language. The day ended with happy faces all around.

The day echoed BIMTECH's philosophy that It's the time for students to prepare for a marathon, not a sprint!



PGDM - RM

On June 16, 2019, the students of Retail Management Program (RMP) 2019-21 batch had an Orientation Program to make the students aware about the BIMTECH culture and to make their journey easy for the next two years. The programme began with the Welcome address by our honourable Director, Dr. H. Chaturvedi. Prof. Veenu Sharma, program coordinator briefed the students about the objective, achievements, course structure, etcetera. The students were familiarised with the idea of learning from the courses that will be offered and various customisations which will be available through electives backed by the constant support from faculties and program members.

The students were introduced to the Retail Management Program. Students were welcomed by Dr. Pooja Misra who also motivated them to work hard. Area Head, Marketing & Retail, Dr. Pankaj Priya also welcomed the students and told the students importance of field projects. Dr. Veenu Sharma welcomed the students and assured them constant support from the programme and explained them about the courses and electives. This was also followed by the importance of discipline in a student's life.

Then On-the-Job Training Coordinator, Prof. Manoj Kumar Pant encouraged the students and told them that education should be knowledge oriented and one should try to attain overall development.

The students were further addressed by industry experts which provided the students a view of what the industry expected from a retail management student. The session was graced by Vishal Mahajan, COO, Jubilant Consumer; S. Srinivas, Senior VP Corporate- Finance & Accounts, Select Infrastructure Pvt. Ltd and Deepak Sharma, Associate VP, SSIPL Retail Ltd who addressed the questions regarding career, opportunities, growth, expectations etc. which were asked by the new batch. Post lunch, 2019-21 batch got the opportunity to interact with the Alumni. The title of the event was, "Interaction with alumni from different industry". The alumni who participated in the discussion were Anand Narayan Shukla, Benetton group; Sahi Uandial, Luxottica group; R.Roy, Caratlane and Khushboo Thakur, Eduquity Career Technologies Pvt. Ltd. It was moderated by Prof. Veenu Sharma, Program Coordinator, RMP.

Session started with the brief introduction and there journey in BIMTECH and into the industry. They shared the importance of time management, learning of Excel, Certifications, etc. Students raised questions regarding network building, and other subjects which helped the alumni in their careers. The alumni gave valuable lessons from their own success and failures.

PGDM - IBM

The Programme of Post Graduate of Diploma in Insurance Business Management (PGDM-IBM) organized its 20th Orientation Programme on 16th June 2019 for the batch 2019-21. The major objective of the programme was to make the students aware about academic aspects of the course, the rules & regulations of the institute and ensuring students' participation in conduits and activities that go a long way to shape and sharpen their managerial acumen.

The programme commenced at 9:30 a.m. with the welcome speech by the Chairperson Prof. (Dr.) Abhijit K. Chatteraj. The next speaker, Prof. K. K. Krishnan, familiarized the students with the insurance industry, course content & alumni status. He exhorted the students to realise their potential to the hilt during their stay in the campus and carve out a niche for themselves in the industry in the days ahead.

Dr. Harivansh Chaturvedi, Director, BIMTECH, thanked students for making the right choice by choosing insurance as their career. He categorically mentioned that BIMTECH pioneered the insurance education in India by starting a PGDM course in the wake of liberalization. By



DAWN OF NEW DREAMS



Prof. Manoj K. Pandey, Prof. Pratik Priyadarshi and Prof. Monika Mittal assured the students of quality education and life at BIMTECH. Subsequently, students gave self-introduction in order to know each other better and understand the batch profile.

The Post lunch session at 1:30 p.m. – “Get to know Games” was conducted by team of PGDM-IBM Second year students-Lavishan, Abhinav Kumar, Vinta Aggarwal & Surbhi Agarwal. The purpose of the session was achieved successfully as all the student interacted with each other & got a chance to understand the finer nuances of management learning.

recalling the past records, he assured the students that they made the right decision & their fortunes were in a very safe hand.

Two Industry Veterans: Shri C. K. Mishra, Director, Religare Insurance Co. Ltd., Shri R. Kannan, Executive Vice President, Iffco-Tokio GIC. Ltd. interacted with students they briefed them about current status of Insurance Industry.

The next session started at 4:30 p.m. headed by Prof. (Dr.) Abha Rishi. She gave a brief introduction of Atal Incubation Centre run by BIMTECH. She talked about the benefits of being a part of AIC by sharing some success stories. The entire orientation session was characterized by very active and intense student interaction and participation.

CENTRE FOR RESEARCH STUDIES

Orientation Program of 7th batch of FPM Scholars



The Centre for Research Studies, BIMTECH, organized an Orientation Programme for the 7th batch of the Executive and Fellow Program in Management on 6th July, 2019. The Chief Guest for the programme was Prof. Furqan Qamar, Professor of Management at Jamia Millia Islamia Central University, and Ex-Secretary General of AIU, Advisor to Planning Commission, and Vice Chancellor of University of Rajasthan, and Central University of Himachal Pradesh. In his Inaugural Address he spoke at length with the new batch on the motivation, journey, and objective of a doctoral programme. He emphasized on the need of originality, critical thinking, and vociferous reading.

Prof. H. Chaturvedi, Director BIMTECH, in his Welcome Address spoke about the need of the scholars to research on pressing problems of national importance, and how the blend of practice and research at BIMTECH makes it a great place for doctoral scholars. Prof. Arunaditya Sahay, Dean Research, spoke of the mission and vision of BIMTECH and how the research at BIMTECH is aligned to that the VMV of the Institute. Prof. A. V. Shukla, Chairperson of the Fellow Programme and the Centre for Research, talked about the history and journey of the programme, and formally welcomed the new batch. Dr. Subhanjan Sengupta, Coordinator of the Fellow Programme shared details of the objectives, expectations, and outcomes of the programme. The function concluded with a vote of thanks from Prof. A. K. Dey, Chairperson of Centre for Case Development, followed by socializing over tea/coffee among the new scholars, scholars from earlier batches, and faculty.

The new batch of scholars in the FPM and the EFPM have a diversity of scholars, including those who are recent post graduates, have been faculty in other institutes, or hold responsible positions in the corporates. The batch profile of the of the 7th batch is:

FPM (Fellow Programme in Management) Scholars

| Name | Earlier Position | Organisation |
|------------------------|---------------------|-------------------------------------------------|
| Daitri Tiwary | Assistant Professor | G.L. Bajaj Institute of Technology & Management |
| Mehta Karan Atul Kumar | MBA Student | University of Pune |

EFPM (Executive Fellow Programme in Management) Scholars

| | | |
|---------------------|------------------------|---------------------------------------|
| Ajay Kumar Vashista | Country Sales Manager | India Medtronic Pvt Ltd |
| Anil Kumar Verma | Ex-VP & Ex - Dy. CEO | Corporate & Investment Bank, Tanzania |
| Chhavi Chauhan | Delivery Manager | Nokia Solutions and Networks |
| Manoj Kumar | Director | ST Microelectronics Pvt Ltd |
| Neeraj Tripathi | Asst. Gen. Manager- HR | Indo Asian |

PLACEMENT REPORT 2018-19



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.

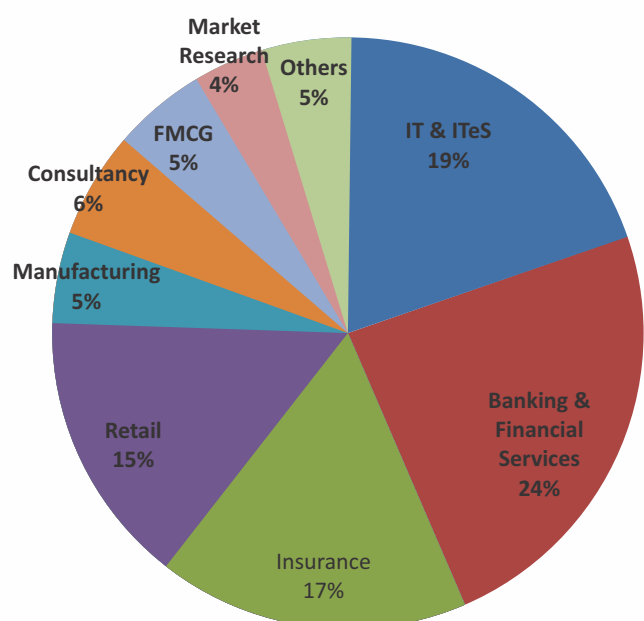
In the year 2018 we could place 414 numbers & opted out 6 numbers of final year students, constituting of 100% of the total strength who offered themselves for the placements, out of a total strength of 420 students.

Compensation

The compensation package was as follows: Highest Indian Salary offered – INR 16.00 LPA, Average Salary offered – INR 8.02 LPA and Minimum Salary offered – INR 6.00 LPA. Highest Foreign Salary offered was INR – 20.00 LPA.

Summer Internships

In the area of summer internships, we had about 210 corporates and organizations who offered three months internships to 420 to our first year students. Of this, more than 85% of companies were recommended to students through the institution.



THE LEGACY OF EXCELLENCE

31st CONVOCATION SATURDAY, APRIL 6, 2019

"Politics without principles. Wealth without work. Pleasure without conscience. Knowledge without character. Commerce without morality. Science without humanity. Worship without sacrifice."

(Mahatma Gandhi had said so about "Seven Social Sins" in the weekly newspaper Young India)



Eminent Chief Guest, Dr. Rajiv Kumar, Vice Chairman of NITI AAYOG, GOI reiterated the same in his 31st Convocation Address to the graduating PGDM Batch of 2017-19 at BIMTECH, Greater Noida campus on Saturday, April 6, 2019. As a happy culmination of years of academic rigor, perseverance and commitment, a total of 429 PGDM students graduated from PGDM (Core), PGDM-International Business, PGDM-Insurance and PGDM-Retail Programmes along with five PhDs, one Executive Fellow Program in Management and one Fellow Program in Management.

After the customary academic procession, which followed the protocol like every year, Smt. Jayashree Mohta, Chairperson Board of Governors, BIMTECH (also Executive Vice Chairperson of the Board of Jay Shree Tea & Industries Limited), opened the Convocation 2019. In her welcome address she motivated the students to engage in meaningful roles in society and the corporate world, and also advised the students to use their education in developing others. Dr. Harivansh Chaturvedi, Director, BIMTECH – Greater Noida along with Dr. K. C. Arora, Registrar, BIMTECH – Greater Noida presided over the award of formal diploma to the graduating students. Taking immense pride in the workings of the institute, Dr. Chaturvedi also shared the overall progress of the institute in his address.

The Chief Guest Dr. Rajiv Kumar, an economist who also serves as the Chancellor of Gokhale Institute of Politics and Economics, Pune spoke from his rich experience of having worked in government, academia, and industry as well as in multilateral institutions, and urged the students to contribute to the greatness of our nation.

His words were aligned with the credo of BIMTECH which wishes to achieve "Excellence with Values". He emphasized upon the role of youth today to demonstrate high national, social and ethical values. He stated that as the students were "going into social world [they] must not forget the ethics and values of the institutions. One must also not forget to respect their elders, teachers and parents."

He further mentioned that "Niti Aayog is like a funnel with its mouth open towards the Civil society and academia to suggest policy change". Through these words, one could sense his satisfaction with the role BIMTECH is playing in taking forward the national agenda of community development.

About the role of Niti Aayog he particularly said that "NITI Aayog fosters competitive federalism in the country which makes states compete for different rankings and rewards. Lateral



entry is allowed in NITI Aayog which allows us to get fresh ideas and new Energy. In future people will see NITI Aayog emerging as power house of development.”

Chief Guest Dr. Rajiv Kumar, awarded Gold medals for excellence in academics. It was girl power all the way! The recipients of the Programme-wise gold medals were Ms. Gaurvi Agarwal (PGDM-Core), Ms. Akshita Agarwal (PGDM-IB), Ms. Deepanshi Arora (PGDM-IBM) and Ms. Adyasha Das (PGDM-RM).

Specialization-wise special medals were awarded to Ms. Gaurvi Agarwal for Marketing, Mr. Kiran B Krishnan for Operations, Ms. Akshita Agarwal for Finance and Ms. Parul Yadav for Human Resource.

Mr. Saptarshi Bagchi and Ms. Akshita Agarwal were awarded with Dr. C.B. Gupta & Smt. Yashoda Jaju Memorial Gold Medals for Best All-Round Performance.

Ms. Akshita Agarwal and Ms. Gaurvi Agarwal, were also awarded with Madhuri J. Sheth Award for Best Academic Performance among female students.

Dr. Nidhi Sharma Sahore was awarded the best thesis award. Ms. Kajal from Neemka was conferred with Dr. Sarla Birla – Best Chiraiyya Award of INR 11000 for active leadership role in Neemka Village.

Among other invited guests from academia, corporate, government and civil society, were BOG members of BIMTECH, Mr. A. K. Agarwal, Non-Executive Director of Hindalco Industries Limited, Mr. Ghyanendra Nath Bajpai, ex-chairman Chairman of the Securities and Exchange Board of India (SEBI), Dr. Ajit Ranade, President and Chief Economist, Aditya Birla Group, Mr. Sakate Khaitan, the senior partner at Khaitan Legal Associates, Mr. Alok Gupta, Expert in Information and Communications Technology (ICT).

For graduating students, parents and faculty members, it was a day filled with ecstasy, nostalgia and gaiety that reflected “MBA done right”. It was overwhelming to see the graduates become

a brand to reckon with and heading towards a grand future in the corporate life!



“GOING INTO SOCIAL WORLD [THEY] MUST NOT FORGET THE ETHICS AND VALUES OF THE INSTITUTIONS. ONE MUST ALSO NOT FORGET TO RESPECT THEIR ELDERS, TEACHERS AND PARENTS.”

Dr Rajiv Kumar

Vice Chairman
NITI Aayog, Govt. of India

STUDENTS' PROFILE

ADMISSIONS - 2019



Admission process for the academic year 2019-21 started with putting our application online on Sept 5th 2018 and ended with the closure of the last date for fee submission, i.e. on April 18th 2019. It was an enriching journey, we successfully replicated the initiatives from last year - such as early round of WAT/PI process, use of digital/social media, flexible outstation WAT/PI process and student/alumni referral scheme.

The higher number of applications and the pool thereof resulted in selection of a good number of quality candidates, ensuring that all our course seats were full by April 18th, 2019. We had enough surplus admissions to take care of the withdrawals in the subsequent months of April, May and June. As of July 11th 2019, the course wise admissions status is as follows :

| | |
|-----------------|------------|
| PGDM | 242 |
| PGDM-IB | 61 |
| PGDM-IBM | 60 |
| PGDM-RM | 60 |

The highlight of this admission cycle was a remarkable improvement in the gender diversity, with 194 female students joining across all courses - making the ratio of male:female to 54:46 which happened for the first time in the history of BIMTECH.

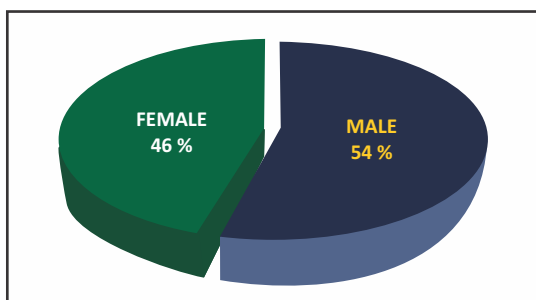
Engineering stream dominated the admissions cycle again this year by contributing 37% in the total intake. Students with commerce background were the second biggest contributor with 29% intake; commerce domain otherwise had been dominating the process last year.

Our dependency on the northern region further increased to 65% as compared to 58% last year therefore this year we have 35% students coming from non-north region compared to 42% last year. There was also a dilution of number of students coming from the western region this year. The number of students with first division throughout their academic records and work experience saw some improvement as well. There was also a stark increase in number of students with work experience.

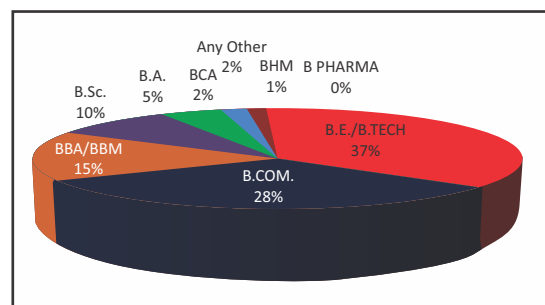
Continued efforts by our Department in bringing more students on board from other regions worked out well. The great outcome of the process was to have representation amongst the admitted students from 27 states and UTs. It reflects in a way our team's dedicated engagement, coherent and proper communication along with FB live sessions and engagement with prospective candidates and their parents through a series called "A day at BIMTECH".

A DIVERSE BATCH 2019-21

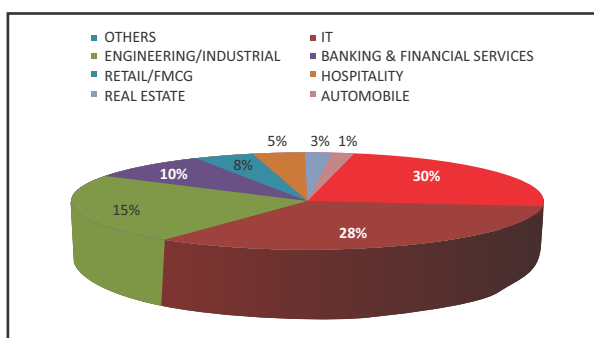
GENDER DIVERSITY



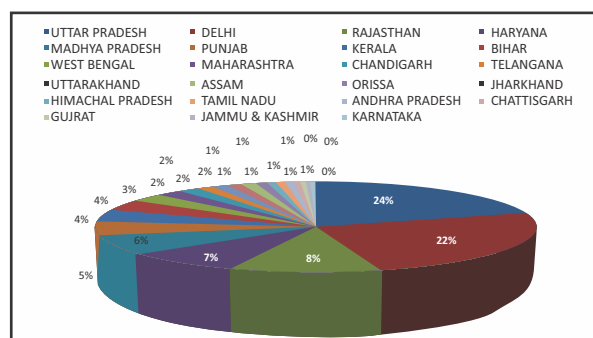
QUALIFICATION DIVERSITY



WORK EXPERIENCE DIVERSITY



REGIONAL DIVERSITY



UN GLOBAL COMPACT INDIA 14th NATIONAL CONVENTION SUSTAINABLE DEVELOPMENT GOALS: PIONEERING SOLUTIONS FOR INDIA

The 14th Annual Convention of UN Global Compact Network of India was held successfully at Hotel Hyatt, Mumbai on the 31st of May 2019. It was attended by more than 500 delegates and addressed by over 50 speakers.

The theme of the convention was "Pioneering Solutions for SDGs in India". It was inaugurated by Niti Ayog member Dr Bibek Debroy. UNDP, India Chief, Dr Rajiv Dubey, Group HR Chief, Mahindra & Mahindra Group, Mr Vishvesh Prabhakar, MD, Accenture Consulting, Dr Uddesh Kohli and UNGCNI Director General Shri Kamal Singh were amongst the important speakers at the convention.

Director-BIMTECH, Dr Chaturvedi addressed the delegates twice during the two-day event. He participated in the UNDP Roundtable on Business Responsibility spoke in the plenary session "Technology and Innovation at the Heart of SDG Implementation".



ALUMNI CHAPTER MEETS

BIMTECH HAS HAD 9 ALUMNI CHAPTERS IN INDIA AND 3 CHAPTERS ABROAD. AS PER THE PAST PRACTICE, ALUMNI MEETS ARE CONDUCTED EVERY YEAR TO HAVE A BETTER ENGAGEMENT WITH FELLOW ALUMNI ACROSS ALL THE CHAPTERS. WITH THIS PERSPECTIVE IN MIND, 9 CHAPTER MEETS WERE CONDUCTED ACROSS INDIA AND ONE IN LONDON WHICH WAS THE MOST IMPORTANT INTERNATIONAL CHAPTER. THE MEETS WERE CONDUCTED DURING MAY-JUNE, 2019. MORE THAN 500 ALUMNI PARTICIPATED IN THESE MEETS ALONG WITH THEIR SPOUSE & CHILDREN.

LONDON CHAPTER MEET 29th JUNE 2019



In addition to the 9 chapter meets, an International Chapter Meet was also organised in London on June 29, 2019. The meet was conducted at Tamarind Kitchen, Wardour Road, London. The meet was planned well in advance so that all working alumni could connect on London Chapter Whatsapp Group and make the event a grand success. The biggest task of conducting this event was to ensure the presence of over 25 alumni for the London Chapter Meet as most of the alumni were staying outside London and had to travel to the venue which took more than 2.5 hours. Surprisingly, more than a dozen alumni turned up for the meet along with their spouse & children which resulted in a gathering of more than 27 Guests. We are glad to share the fact that BIMTECH Alumni based at London are interested to take the mantle forward to promote BIMTECH Brand across Europe with full zeal & energy.

KOLKATA CHAPTER MEET 18th MAY 2019



The Alumni Chapter 2019 was successfully conducted at hotel Hindusthan International, Kolkata on May 18 2019 wherein 21 alumni attended the event with their spouses and families. Additionally 7 alumni members called in advance to express their inability to attend due to ongoing election duties and expressed their desire to reconnect with BIMTECH for future activities. As Guest of Honor, Prof. A. K Biswas was invited by Prof. Krishan to interact with the students and he was warmly welcomed by all participants. The forte was creating database for providing mentorship to our current students/Atal Incubation Centre: 14 alums showed interest in the mentorship program whose details have been submitted to the Alumni Cell. Suggestions were made to meet 4 - 6 times in a year to create a deeper relationship between the alums and the institute. The alums have also expressed their desire to work for brand – building of BIMTECH if the institute maintains frequent contact with the local chapter.



DELHI CHAPTER MEET

27th JUNE 2019



The Delhi Chapter meet was conducted on July 27, 2019. More than 125 alumni participated in the meet that saw a total footfall of 160 people including families & children. The meet was organised at Anand Niketan Club at a convenient location in South Delhi. The program started with the introduction and welcome speech by Dr. Gagan Katiyar, Convener, BIMTECH Alumni Cell. He briefed the audience about various alumni events & activities conducted by the alumni cell over the last one year. He also apprised the alumni about the importance of connecting through the active alumni portal that has more than 5300 registered users. Other engagement activities along with the upcoming events were also shared with the alumni. Prof. Pratik Priyadarshi spoke about the Executive MBA program which has been recently launched by BIMTECH and requested the alumni to connect with the program executives in their respective organizations for more visibility of the said course. The event was also addressed by Mr. Alok Gupta, President, Global Alumni Association of BIMTECH (GAAB). A Skype meeting of a few office bearers including Mr. Alok Gupta was also organised with Mr. Sakate Khaitan who is one of the senior members of the BIMTECH Advisory Board and is based out of London. The discussions were aimed at taking the BIMTECH Alumni to the next orbit with the collective efforts of all including other Board Members. Mr. Khaitan himself volunteered to meet a few senior alumni and stressed the need to focus on Alumni outreach globally. Fun filled games were also organised by the games coordinator for engaging alumni spouse & children. Luck draws were distributed to some of the Lucky Winners. Some of the senior alumni who participated were also felicitated by the Alumni Cell. The event finally concluded with Networking Dinner.

MUMBAI CHAPTER MEET

4th MAY 2019



The Mumbai chapter meet was organised at Hotel Karl Residency in Andheri West, Mumbai. It was attended by more than 100 alumni along with their spouses and children. For the first time, alumni from very senior batches also participated in the meet. Detailed deliberations were made on the agenda that was prepared for all meets across the country. Around 5-6 lucky draws were drawn out and the winners were awarded with goodies. The alumni who were helpful in running the chapter with their effort were also felicitated. After that small groups of Alumni were formed with senior and junior alumni on the same round table. This ensured good networking and engagement with one another. Alumni also gave suggestions as to how to improve the engagement of the Alumni chapters. Lots of photographs and selfies were also taken by the Alumni. Finally, the event concluded with networking dinner.

ALUMNI
MEETS



ALUMNI CHAPTER MEETS

CHANDIGARH CHAPTER MEET

01st JUNE 2019



The Chandigarh Alumni Chapter meet was conducted on June 01, 2019 at Hotel Park Plaza, Zirakpur which was attended by 20 senior alumni along with their spouse & children that made the total gathering to 35. Like the previous years, alumni were quite enthusiastic to meet each other and know about the progress of the Institute. The alumni who attended worked in companies like Infosys, Ernst & Young, HDFC Bank, TATA Croma, Chola MS General Insurance among others. This chapter was attended by senior alumni who are closely bonded with each other. Due to continuous interactions in such meetings over the years, their families also share a close bond. One of the senior alumni Mr. Gaurav Bhatia who is working at Infosys assured help on IOT for BIMTECH students. Most of the alumni were eager to help BIMTECH students and participate in BIMTECH events/activities. The alumni & family were also given gifts during lucky draw session. The event concluded at 11 pm and the alumni enjoyed the BIMTECH hospitality throughout the event. They also vowed to attend the next meet with more numbers and also proposed activities to be conducted for spouse & children.

PUNE CHAPTER MEET

4th MAY 2019



In pursuit of connecting with BIMTECH's Alumni, Pune Chapter Alumni Meet was organized at the MOSAIC fine

dining restaurant in Hotel Crowne Plaza, Pune. BIMTECH was represented by Dr. Anuj Sharma and Prof. Chanchal Kushwaha. Alumni then informed everyone about their latest engagement. Discussions were held to find out ways for maintaining continuous relationship with Alumni community. This meet was attended by more than 40 alumni along with their family. After the formal function everyone shared their memories of BIMTECH over dinner. Overall it turned out to be a memorable event for everyone who attended it.

AHMEDABAD CHAPTER MEET

11th MAY 2019



The Alumni meet for the Ahmedabad chapter was held on 11th May 2019 with thirteen alumni. Some had come with their family members taking the number to 20 plus. The venue of the meeting was Hotel Radisson Blu in Ahmedabad. The Alumni across various batches right from 2004 to 2017 were present. Starting with introduction, everyone briefly shared their journey and growth after BIMTECH. The alumni had a small impromptu singing session also with a couple of Alumni which charged up the atmosphere. This was followed by screening of a film on wildlife shot by our own alumnus Hardik Badgujar. Momentos were also distributed amongst the alumni for candid responses.



BENGALURU CHAPTER MEET

18th MAY 2019



It was organised at the Ritz Carlton Hotel where 86 vibrant Bengaluru - based alumni, some of them with spouses and children thronged the Conference Hall in a massively interactive way to catch up with old times, to exchange experiences and make plans for the future. Prof. Gagan Katiyar requested the Bengaluru chapter to hold at least two major events in year, one a CSR initiative by way of giving back to society, the second was proposed to conduct a creative and commercial function which could be a Seminar or a Workshop or a Round Table on any topical subject which would interest the industry and enable the chapter to generate participating and other fees to build a positive cash surplus, which can be used for the common benefit. The other highlight of the function was the lucky draw event where 10 registered alumni were given gifts on the basis of a Lucky Draw done by children of the alumni from a bowl containing the registration numbers of alumni. This was a great fun event which generated lot of humour and mirth. This was followed by a sumptuous and tasty dinner which earned high praise from the delegates.

HYDERABAD CHAPTER MEET

18th MAY 2019



In pursuit of connecting with BIMTECH Alumni, the Hyderabad Chapter Alumni Meet was organized in Hyderabad on May 18, 2019. Alumni informed everyone about their latest engagements. Discussions were held

to find out ways for maintaining continuous relationship with Alumni community by means of guest lectures, mentorship program, finding opportunities for internship and short term projects for current students. Discussions were also held for finding ways of giving publicity to alumni community for initiatives taken by them in their respective chapters. There was suggestion to hold at least two events in the chapter, one corporate and one CSR, which would be supported by BIMTECH. This meet was attended by more than 25 alumni along with their family.

CHENNAI CHAPTER MEET

31st MAY 2019



The event commenced at around 7.00pm in a venue at Hotel Savera. It was the first formal alumni meet ever held in Chennai as most of the previous meetings were informal with about 8-10 alumni attending. In all, there were 29 BIMTECH alumni who participated out of 31 registrations. Of the 29 participants, 6 were female alumni. The alumni were also informed about a proposal for instituting four awards at the all India levels to develop a spirit of competition among the chapters, the details of which would be communicated to them soon. By way of feedback, the alumni who were very enthusiastic, wanted at least one formal meet like the current one each year with BIMTECH participation and were willing to offer their help for implementing all the schemes. They also wanted regular communication from the alumni department.



ACADEMIA SYNERGY

PROGRAM ADVISORY MEET 2019



PGDM

Every Year, BIMTECH reviews and updates the course curriculum offered in PGDM program and thus, this year was no different. Business Management Program organized the Program Advisory Meeting at the BIMTECH campus in Greater Noida on April 27th, 2019. Forty-two industry and academic experts were invited who provided their valuable inputs for the curriculum which were deliberated over. The industry-academia stalwarts were invited from eight different areas, namely:

LEADERSHIP

Mr. Deepak Gupta, Group Head-HR & CHRO, KARVY Group, Mr. Jatul Anand, National Credit Head, PNB Housing Finance Limited, Mr. Navneet Trikha, General Manager HR, Godfrey Phillips India Ltd., Mr. Nitesh Jain, Director, Management Consulting KPMG, Mr. Niraj Kumar, General Manager-HR, Havells India, Mr. Pankaj Chopra, Management Consultant, Board Advisory Services, Greater Noida, Mr. S Mohan, Founder & CEO, Talent Strat Consulting, Mr. V Sridhar, Sr. Vice President & Director (Manufacturing), Honda Motor Cycle & Scooter Pvt. Ltd.

COMMUNICATION

Dr. Abha Chatterjee, Professor, Business Communication, Indian institute of Management, Indore (IIM, Indore), Mr. Ajith Jha, Ex.Director, Corporate Affairs & Communications, SAB Miller India, Mr. A J Philip, Secretary and Chief Executive, Deepalaya-NGO, Dr. Neera Jain, Chairperson Corporate Communication & Professor Business Communication, Management Development institute (MDI) Gurgaon, Mr. Sorbojeet Chatterjee, CEO & Co-Founder, Happ Media Pvt Ltd.

ENTERPRISE LAB

Ms. Kalpana Sinha, Senior Consultant, National Entrepreneurship network, Mr. M Chandrasekhar, CEO & Course Developer, MacLead, Mr. Rishabh Kumar Swansukha, Founder & CEO, Bizstreet & Gst Street, Dr. T D Chandrashekhar, Innovation Consultant & Coach, Helix People Systems.

INFORMATION TECHNOLOGY

Mr. Arunesh Sharan, Former IBM Principal of ERP & Supply Chain, IBM India, Mr. Lokesh Mehra, Director E Learning, Nasscom, Mr. Satish Yadav, Head Knowledge and Education India, Product Engineering Group, SAP LAB India, Mr. Sanjeev Agrawal, Chief Technology Officer, Canara HSBC Oriental Bank of Commerce, Life insurance Company, Dr. Rao, Cyber Security Expert.

ECONOMICS

Dr. Amit Kumar Singh, Associate Professor, Department of Commerce, Delhi School of Economics, Mr. Anil Patni, Team Leader, EU Public Diplomacy in India Project (AETS France), Dr. Shobha Ahuja, Director, Economic Policy & Taxation, Confederation of Indian Industry, CII, Dr. James J. Nedumpara, Professor & Head, Centre for Trade & Investment Law, Dr. Saurabh Agarwal, Professor & Dean, Indian Institute of Finance-Greater Noida.

CORPORATE SOCIAL SUSTAINABILITY

Dr. K K Upadhyay, Director, Strategic Initiatives, Swasti (Part of Catalyst Group), Mr. R P Sharma, Former Chief of Environment & Health, Tata Steel, Mr. Subodh Mahapatra, Head-CSR,DS Group, Mr. Sudipto Sengupta, CEO, Zivanta Analytics, Mr. Vishal Bhardwaj, Group HEAD-CSR, Dalmia Cements.

MEDIA

Mr Abhik Choudhury, Founder & Chief Strategist, Salt and Paper Consulting LLP, Dr. Anubhuti Yadav, HOD & Course Director, Indian Institute of Mass Communication, Mr. Parveen Ahluwalia, Managing Partner, The Firm, Dr Pradeep Krishnatray, Faculty Member, John Hopkins University, India Centre, Prof. Shaleen Sharma, Professor-Communication, World University of Design, Prof. Sanjeev Kumar, Management Consultant & Ex Faculty Indian institute of Mass Communication, Dr. Vasanti Rao, Head-Centre of Media Studies, CMS India.

EXPERIENTIAL LEARNING

Mr. Alok Gupta, Pyramid Cyber Security & Forensic (P) Limited, Ms. Disha Chhabra, GM-M & A, Bharti Airtel, Dr. Padmaja Krishnan, Director-Leadership & Business Strategy, Marshall Goldsmith.

PGDM - IB



On April 27, 2019 seventh Industry-Academia Advisory Council Meeting for International Business Program was held. This time the Programme had set a broader agenda which would help the IB Programme scale greater heights and chart a roadmap to become one of the top International Business programmes in Asia.

Broadly the agenda of the meeting included:

1. Integration of best practices of Industry and contemporary knowledge in the curriculum
2. Developing entrepreneurial mind-set, leadership skills and innovative thinking among students.
3. Provide global exposure to International Business (IB) students

4. Enhancement of Industry – Program Interface (Consultancy, Training, Projects, Case writing etc.)

The preparation of the meeting started much in advance. CIBP team comprising of Dr. Anupam Varma, Dr. Anuj Sharma, Prof. Rajeev Sharma, Dr. Archana Singh, Ms Rupali Singh and, Arun V S held several rounds of discussions. New Council members were inducted, visits to the council members were made, agenda was finalized and roles and responsibility of each member of CIBP were defined.

The Council had representation from the Embassy, IT, Retail, Electronics & Consumer Durables, Investment & Banking, Operations & Manufacturing, Service Industry, Real Estate, Government organizations, Trade & Councils and academics as well as some of our Alumni.

Members present:

- Dr. Sumeet Jerath**, IAS, Special Secretary, Cabinet Secretariat, Govt. Of India
Mr. Desire Koumba, Ambassador, Embassy of Gabon
Mr. Serge Thierry Mandoukou Ombegue, Cultural Counsellor, Embassy of Gabon
Mr. Anil Gupta, General Manager-Digital Lending, Balance Hero India Pvt. Ltd.
Mr. Anirban Banerjee, Head-E-Governance, VFS GLOBAL, India
Mr. Manish Singhal, Deputy Secretary General, Federation of Indian Chambers of Commerce and Industry (FICCI)
Dr. Nivedita Ray, Director (Research), Indian Council of World Affairs (ICWA);
Mr. Praveen Tandon, Head-Procurement, General Manager, LG Electronics; Capt
Mr. Rajesh Sharma, Managing Director IFM Asset Services, Cushman and Wakefield
Mr. Rajiv Kumar, Executive Director, The Rice Exporters Association (TREA)
Mr. Shammi Dua, General Manager-Supply Chain Management, GSK Consumer Healthcare India
Mr. Shubhendu Dutta, Partner, Aujas Networks Pvt. Ltd.
Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation
Dr. Arun Vir Singh, Chief Executive Officer, YEIDA
Mr. G. C. Mondal, Director-Finance & Co. Secretary, IDFC Foundation
Mr. Kunal Kishore, Director General, BRICS Chamber of Commerce & Industry
Mr. Malik Shah, Head-Purchase & Procurement, DCM Shriram Ltd.
Ms. Monika Saxena, Founder, 90 ten Training & Consulting
Mr. Nitin Gupta, Vice President-Rice & Wheat Division – India & Myanmar, Olam Agro India Pvt Ltd
Mr. Pranav Kumar, Director & Head International Trade, Confederation of Indian Industry
Mr. Prashant Hasija, Sr. Manager, Deloitte
Mr. Ramesh Krishnan, Vice President, Stellar Value Chain Solutions Pvt. Ltd.
Mr Vijendra G. Gupta, Senior Associate Vice President, Spare Parts & International Business, Tafe Motors & Tractors Ltd.
Dr. S. P. Sharma, Chief Economist & Head of Research, PHD Chamber of Commerce & Industry

ACADEMIA SYNERGY



PGDM - RM

Retail Management program organized its program Advisory meeting on April 27, 2019. The meeting started with a welcome address by Dr. Pooja Misra, followed by the screening of the Institute's corporate movie. Thereafter, Dr. Veenu Sharma, Program coordinator shared details of the Programme structure including trimester-wise subjects, On-the-Job training, short-term project, summer internship, placements, field visits, teaching pedagogy and evaluation criteria. Dr. Pankaj Priya, Area Head, Retail and Marketing, subsequently requested the Industry Experts to provide their inputs for the existing Course Curriculum.

The aim of the meeting was to improve Industry- Institute Engagement, and bridge the gap between industry expectations and students' readiness. The faculty members, Industry experts and alumni discussed in detail the structure of all the courses and areas in the course outline of the program. The Program received valuable inputs from both internal and external experts. The recommendation by the Program to introduce Electives was appreciated and approved by the industry experts. In addition, the industry experts also suggested a couple of relevant Retail industry-related topics which could be introduced in various courses. The session ended with a Group Photograph of all the members.

CENTRE FOR FACULTY DEVELOPMENT



The Centre for Faculty Development witnessed a spate of activities during the above period with 7 FDPs being held in these 4 months. During the month of April it hosted 3 diverse programmes. The first was on Case Teaching and Writing conducted by Dr Debapratim Purkayastha, Dean ICAFI, a reputed case writer. It was attended by 14 BIMTECH faculty/Research Associates and 2 external faculty. The second programme on Scholarly Research was conducted by Dr Emrouznejad of Aston University and attended by 32 faculty. The third, on Institution Building, was conducted by Dry Prabal Sen, Formerly of XLRI and covered 42 faculty.

In the month of May the first programme on Bloom's Taxonomy was conducted by Dr Krishna Venkatesh of Peregrine Global and was attended by 30 faculty. This was considered necessary for faculty as an integral part of the AACSB accreditation process. The new academic session began with a bang with FDPs on three consecutive Wednesdays, viz. July 17, July 24 and July 31. The first was the second edition of Bloom's Taxonomy for the remaining 27 faculty conducted by Dr AsimSen Gupta, Formerly, Director SPJIMR. The second was a programme entitled. The Craft of Scholarship conducted by Dr Sunil Mithas, MUMA College of Business, University of South Florida and attended by 24 faculty.

To complete the trio was a programme on Raxter, a Research tool, conducted by Dr Sourish Das Gupta, CEO, Rygbee Inc and attended by 26 faculty. RAXter.io (RAX) is an A.I powered research workflow assistant for research scholars, labs and universities. It boosts the productivity of all the stakeholders. For academic researchers, RAX boosts productivity by acting as personal smart assistant. It recommends right resources for research at the right time, improves organization, improves the speed of comprehension of dense literature and provides effective means to collaborate with peers and mentors on research material. For supervisors, RAX assists in effectively monitoring research progress of their students by providing insights and data of student's research activity, and lastly for University libraries, RAX syncs library content with researchers' day-to-day research activity.

BHAVYA SINHA - A STAR ALUMNUS



My name is Bhavya Sinha, I would like to share my journey from the days I was enrolled into MBA at BIMTECH to presently pursuing MS in Human Computer Interaction at Indiana University, USA. Prof. Krishnan was one of the interviewers for my BIMTECH admission who had asked me "Why do I want to pursue MBA?" and this marked the beginning of my BIMTECH journey. My two years at BIMTECH had been the most memorable ones where I got the opportunity to learn from accomplished teachers, participated in various cultural and academic events, became a member of Palette-the creative club, represented BIMTECH and almost won Social Business plan competition held at IIM Indore.

Little I knew then, that the course "Business Innovation and Growth" taught by Prof. Sunil Sangra would make me interested in learning more about Design Thinking and empathizing with users. With lot of research and guidance from Sunil sir, I applied to US universities to pursue Masters in Human Computer Interaction which is based on Design Thinking process to design digital experiences for users.



The immense joy and feeling of gratification which comes when people use designs/products which you have created for them is so powerful and motivating. I'm passionate about experience design as there are plethora of opportunities to implement these designs in enhancing the interaction experience of the users with computers and making it enriching and delightful experience. This summer I got the internship opportunity with One America- Financial Services. Also, I bagged a chance to interact with the Mayor of Indianapolis, Mr Joe Hogsett at a collaborative, first-of-its-kind initiative called "Indy fluence". Over 400 interns from different companies came together to do service projects in Indianapolis. The Mayor applauded the efforts and service for the community, and he was quite impressed when he learned about my quest for learning. I am so thankful to all my BIMTECH teachers for all the encouragement and guidance. I feel so lucky and proud to have BIMTECH as my alma mater.

STUDENTS' ACHIEVEMENTS



Rabia Monga, a student of PGDM-IB, has recently been awarded the title of "PNB Scholar" and is a recipient of a scholarship of Rs. 3,00,000/- from PNB Housing Finance Ltd. She has also won and secured the 2nd Runner Up position in Lyceum Masterclass'18 which is the Intra-College Presentation Competition and has been awarded with a cash prize of Rs.5,000/-. She is an Executive Member of the Cultural Conduit and has organized various events and fests in the college. Apart from this, she is also a Core Member of Fashionista which is the fashion club of the college and her team has won and secured 2nd Position along with a cash prize of Rs. 12,500/- in the Inter-College Fashion Show Competition at Vihaan.



Paper Presentations at IIM Indore

IIM Indore and NASMEI organised a summer marketing information systems conference from 26th July to 28th July, 2019 which provided a platform to students, professors and research scholars to present their research work in front of the dignitaries. This event was organised in association with JIBR (Journal of Indian Business Research), wherein the participants had to submit their research work and selected papers were given the opportunity to be featured in this conference. Our two students from PGDM-RM of 2nd year – Bhuvnesh Kedia and Vandana got this great opportunity to present their research paper on the topic "Tapping the Potential Space- Positioning of Private Label". It is a matter of pride for us that their paper was short listed for Top 20 papers.



"Brain of Bimtech" was organised by QCB for the first year students. The maximum number of participation was from the students of RM. Tushar Sharma, a student of PGDM-RM, first year, was the runner-up of this prestigious event, winning a prize of Rs. 2000/-.



Harsh Vardhan Agarwal, PGDM IB, 2018-20 batch,

He used the opportunity to be a part of the International Student Exchange Program in Poland well. He was a promising student at the University of Warsaw (Poland) for a period of almost 5 months. There he got an opportunity to take a lecture on "Incredible Flavors of India" where he was immensely appreciated and was awarded with a certificate for successful cooperation. Also, he successfully created a strategic alliance between the University of Technology Transfer (UOTT) in Poland and Atal Incubation Centre – BIMTECH for the technology transfer and the market expansion.



Raghav Anand, PGDM-IB, 2018-20 batch, secured first place in cricket inter B-school tournament held at IIFT, Delhi. He also secured second place in volleyball inter B-school tournament held at MDI, Gurgaon.

REDEFINING RETAIL GROWTH STRATEGIES THROUGH HYPER-PERSONALIZATION OF SERVICES



RETAILIA club of BIMTECH organized a panel discussion on the topic "Redefining Retail Growth Strategies through Hyper-Personalization of Services" where the panellists were eminent personalities from the Industry namely Pradeep Sharma, Operations head, MBO Business & E-com, BIBA Apparels. Abhishek Raj, General Manager, Business Development & Operations, Lacoste India, Taranpreet Singh, Co-Founder at Expansion Masters & Business Head- Creative Mud Agency and Shailesh Kandwal, Zonal business manager, Reliance Retail Ltd.

They enlightened the audience about how retailers are connecting with customers and are taking personalization to another level.

It started with the welcome address by Deputy Director, Dr. Anupam Varma. He congratulated the Retail program for completing 15 years. He also appreciated the efforts of Retailia club for successfully completing one year and organizing several intellectual events including today's Panel discussion. He mentioned about significant growth in the retail industry and also explained about the personalized experience in the retail sector which is very gratifying and satisfying. He listed examples of Amazon and Starbucks for their use of artificial intelligence to bridge the gap between data and science.

The discussion was moderated by Dr. Pooja Misra, Chairperson, Retail Management Program who started the discussion with services provided by mom and pop stores. She expressed the interest of the audience through her questions and pondered upon how companies are coming with strategies to have an integrated personalized integration system to provide personalized goods and services. She initiated the discussion by quoting few examples such as how one wants the comfort in driving car with automatic adjustment of seats and how one feels overwhelmed when one receives preferred coffee without even making the order at the coffee shop. Everyone expects things to be personalized and adjusted by their taste preference and color. She further discussed various issues with the panellists such as the challenges one faces in implementing hyper

personalization, and the ways the companies are designing their strategies to tap different generations, etcetera. Pradeep Sharma, representing BIBA, explained the rapid shift of consumer buying from brick and mortar stores to online shopping. He also discussed that there are only 1-12% organized retail which dominates the retail sector of the country. He expressed that the biggest challenge faced by retailers with respect to personalization is logistics.

Taranpreet Singh, representing Expansion Masters, began his discussion with the ways companies are transforming and offering personalized goods and services to make the consumer feel special. He shared that 90% of the consumption is done through brick and mortar stores, where each and every person at the store helps in creating personalized services. He also quoted the example of Amazon Go that how they already know about customers' previous preferences.

Shailesh Kandwal, representing Reliance, mentioned the key to any business is to be flexible and ready to modify themselves according to customer preferences. He shared the importance of personalization and how it is evolving from centuries and has become an important and integral component of the retail industry.

Abhishek Raj, representing Lacoste, shared his views as to how this era is defined by personalization and not hyper-personalization in both organized and unorganized sector. He also explained that bridging the gap between expectation and delivery is the need of the hour to understand customer behaviour. He shared the challenges faced by companies with respect to data integration.

It was followed by Question and Answer session from students. It was a very enriching session for students where students also got an opportunity to interact with the panellists and received a platform for network building. The discussion ended with a Vote of Thanks by Dr. Pankaj Priya, Area head, Marketing and Retail.

SIGNATURE EVENT

CAPITALIZING UPON THE EMERGING TRENDS IN AFRO-ASIA REGION: IN QUEST OF PROFITABLE AND SUSTAINABLE GROWTH

held at Noida Radisson Hotel (IBM Programme)



Birla Institute of Management Technology (BIMTECH) along with the Cairo based Federation of Afro-Asian Insurers & Reinsurers (FAIR) organized a two day seminar from 23rd-24th April, 2019 on the theme “Capitalizing on the Emerging Trends in Insurance in Afro-Asian Region: In Quest of Profitable and Sustainable Growth” recently at Radisson Blue Hotel, Noida (NCR).

In the welcome address, Prof (Dr.) Harivansh Chaturvedi, Director BIMTECH, dwelled on the pervading common issues of risk management affecting both Asia and Africa. Prof Chaturvedi strongly advocated the use of modern technological tools like Machine Learning, Insuretech, Artificial Intelligence and Internet of Things (IOT) to solve problems. He reminded the audience about the lurking uncertainty and risk looming large all around us as we live in the VUCA (Volatile, Uncertain, Complex and Ambiguous) world.

Ms. Heba Fouad, Assistant General Secretary –FAIR enunciated the role played by FAIR in developing the culture of insurance and risk management in the entire Afro-Asian region. Mr K K Mishra, former Managing Director of Tata AIG General Insurance Co. Ltd, in his keynote address, articulated the central role played by FAIR in the growth of Insurance business and risk culture in the Afro-Asian region since its inception.

Dr. Shelina Afroza, the effervescent Chairman –Jiban Bima Corporation, Bangladesh felt that the emerging trends,

development in risk management should be reconciled with the scale of Insurance industry, for it impacts the overall growth and development of Bangladesh. The first panel discussion of the day was “Making Life Insurance Protection Accessible to All”. This session was chaired by Dr. M. Mosharraf Hossain, Member Life – Insurance Development & Regulatory Authority (IDRA) Bangladesh and moderated by Prof. Manoj K Pandey of BIMTECH. Dr. Hossain presented an extensive account of the state of the life insurance penetration & density across the entire Afro-Asian region while chairing the session. Mr. Girish Kulkarni, MD and CEO, Sun Union Dai-Chi Life Ins, in his inimitable style maintained that the social fabric of the Afro-Asian region is one of the major inhibiting factors affecting the penetration of life insurance and went on to add that the involuntary close family bonding assuring financial support in turn, often deter the families from going for life insurance. Mr. Trevor Bull, MD and CEO Aviva Life Insurance Co. India Ltd lamented the lack of insurance awareness & strongly recommended the introduction of financial awareness curriculum at school level itself. Ms. Kalpana Sampat, COO, DHFL Pramerica Life Insurance Company spoke about the growing use of digital technology.

Mr. Kapil Mehta, Co-founder Secure Now Insurance Broker gave emphasis on promoting term assurance genre of insurance plans to address the issue of protection gap. The second panel discussion on “Health Insurance Protection -An opportunity to Expand” was chaired by Mr. Warendra Sinha, MD & CEO of IFFCO Tokio General Insurance Company

Ltd. While initiating the discussion, Mr. Sinha pointed out how over the years, the profile of the general insurance business has undergone a massive change over. Prof (Dr) Abhijit Chatteraj, Chairperson–Insurance Business Programme of BIMTECH, while moderating the panel discussion, elucidated the difference between health protection gap and other protection gaps while taking forward the discussion. Ms Malti Jaswal, Senior Consultant, World Bank Group, strongly felt that Modicare would increase health insurance penetration in India. Dr. Nishant Jain, Programme Director, Indo-German Social Security Programme at GIZ explained in details the success of Thailand UHC model. He felt that political will was the main reason behind the success of UHC in Thailand. Mr. Praveen Yadav, COO, MD India Healthcare Services felt that the enrolment in most schemes suffered primarily because of the involvement of private agencies. Dr. Kholoud Elshafie, Medical Insurance Consultant, Suez Canal Life Insurance talked about LTC.

The last session of the day was on "InsureTech: Have They Been Up To the Challenge?" This session was chaired by Dr. Rakesh Agarwal, Editor, The Insurance Times. The moderator for the session was Prof. K. K. Krishnan of PGDM-IBM BIMTECH. Dr. Agarwal lucidly described changing trends in customer perception.

Speaking on the subject, Mr. Raghunathan, Head – Insurance Consulting and Transformation, Larsen & Toubro Infotech drew attention to the necessity for accuracy in primary data for effective pattern recognition. Mr. Inderjeet Sen, CEO, Krish Mark Pvt. Ltd, expounded the rise of new digital companies. Mr. Ashutosh Shrotriya, Senior VP, Religare expanded on the adoption of such technologies for fraud detection. Mr. J. H. Saadeh, General Manager, ESKADENIA Software, UAE, explicated about the adoption at the insuretech in GCC countries.



The fourth panel discussion of the seminar was on the theme- "Reinsurance: Coping up with worsening Nat Cat environment". The subject was introduced by Mr. Praveen Gupta, former MD & CEO, Raheja QBE General Insurance Co Ltd. Mr. Gupta articulated his views on the effects of climate change vis-à-vis the Nat Cat events and the carbon footing. Mr Kingshuk Chakraborty, Senior Underwriter-P&C, Hannover Risk SE took pains to simplify and explain the effects of Nat Cat on reinsurance arrangements. Mr Praveen Vashistha, CEO & MD, Howden India, gave a vivid picture of state of affairs of insurance business in the Afro-Asian region. He also threw light on the Cat modelling and talked about protection gap, the accumulation, free capital and loose capital, in the context.

Mr Samiran Lahiri, ED & CEO (Principal Officer), Preferred Partners Insurance Brokers Pvt Ltd ventilated his views on the general Nat Cat situation in Asia and the emerging Alternative Risk Techniques (ARTs). Mr Abhijit Datar, Chief Underwriting Officer, AGCS India, was more specific about the major property and engineering losses in Asian context.

REALIZING ASPIRATIONS, INTERESTS AND BRILLIANCE OF YOUNG WOMEN (RAINBOW)

As part of Situation Analysis each RAINBOW partner organized a Focus Group Discussion (FGD) of experts who have a rich experience in the field of women careers and women entrepreneurship. On April 12th 2019, BIMTECH's FGD hosted 8 experts from diverse backgrounds and heterogeneous fields of experience. This enabled a multi-dimensional opinions and experiences sharing on the issues and challenges that lead to lesser women participating in the workforce than men with similar educational qualifications. With detailed Situation analysis involving more than 50 subject matter experts and by involving survey method for data collection from female students enrolled in Universities/ HEIs and female alumni of Indian Partners, project is gradually moving towards the completion of its first work package (WP1) of situation analysis.



II Project meeting was held at University of Jyväskylä, School of Business and Economics JSBE, Finland from May 27th -29th 2019. Dean Hanna-Leena Pesonen welcomed all partners and conveyed her best wishes for the success and impactful presence of the project both in European countries and in India. It was followed by

a Roundtable Discussion on the topic, "Career counselling to tackle women's challenges in Career". SuvuHeikkinen and Anna-Maijalämsä highlighted some practical arrangements for the meeting. Dr. Johanna Rantanen, Senior Lecturer in Career Guidance and Counselling, University of Jyväskylä presented some tools of exploring career guidance needs of university students. Prof. Himanshi Tiwari presented summary of Focus Group results of all 6 partners and survey results of data collected through survey instrument in India. All partners shared some good practices and examples for preparing training material for further intervention. This initiated the discussion on content drafts of the trainings material and Career Counselling and Guidance Handbook.

Till now it has been a truly learning and engaging journey for the partners of this project. Together we know that careers of women will take a colourful turn because of research and counselling interventions.

SIGNATURE EVENT

BUSINESS SCHOOL IMPACT SYSTEM- BIMTECH'S JOURNEY FROM QUALITY TO IMPACT

EFMD Annual Conference, Lisbon



BIMTECH IS THE FIRST B-SCHOOL IN INDIA THAT HAS BEEN AWARDED THE BSIS LABEL BY EFMD. SINCE ITS LAUNCH IN 2014, ONLY 39 SCHOOLS ALL OVER WORLD HAVE BEEN AWARDED THE BSIS LABEL.

The primary purpose of a B-School is to produce professional managers, provide responsible education, and deliver useful research. In doing so, the schools create an impact on their community. The common approach to business schools impact rely on academic publications in ranked journals, their citations and alumni salaries. But in reality, the impact is on multiple stakeholders with divergent expectations- for example how it is creating an impact for academics, students, private organizations, media, government and public sector. That means we need a wider lens to explore impact that the b-school creates.

In the vision statement of BIMTECH two phrases 'Entrepreneurial mind-set' and 'Sustainability and inclusive growth' demand very careful assessment for their impact on stakeholders. During past few years we have been concerned about finding a proper method for the impact assessment. As one of the long-time members of Principles of Responsible Management Education (PRME), we felt that we must strive to monitor the Academic, Managerial and Societal impacts of the institute so as to contribute by aligning with some of the sustainable development goals of the United Nations. With this background, BIMTECH decided to assess the nature and extent of impact on its immediate environment through Business School Impact System (BSIS) offered by European Foundation for Management Development (EFMD), which is one of the top three reputed accreditation bodies.

The core purpose of the BSIS process is to assess the nature and extent of the impact of the initiatives of a Business School on its immediate environment. It measures the B-School's contribution at the local level that helps to communicate with its financial, social and political stakeholders in the impact zone. It also helps in testing how well the school is achieving its objectives for local impact.

BIMTECH submitted its report providing all the data and related information to measure impact of school on the region through its engagement within the region. As a part of the process data was collected for Financial, Educational, Business Development, Intellectual, Eco System, CSR and Image impacts. The less tangible areas concerning the influence were brought out through factual evidences, anecdotes, and deep ties with stakeholders in the region. With 7 criteria and 120 indicators, the BSIS framework covered all the activities a b-school is engaged with.

- Criteria 1- Financial impact**
- Criteria 2 Educational impact**
- Criteria 3- Business development impact**
- Criteria 4- Intellectual impact**
- Criteria 5- Impact within the regional ecosystem**
- Criteria 6- Societal impact**
- Criteria 7- Impact on the image of the region**



Following the report a 3 member expert team visited BIMTECH on April 15- 16 to have a detailed discussion with BIMTECH Board members, faculty, staff, students, regional organizations and alumni

Expert team members

1. Prof Michel Kalika, BSIS Co- Director EFMD GN
2. Prof Mukul Gupta
3. Mr Nishit Jain, Spl Advisor- EFMD

Being the first B-school in India to go through the BSIS process, Dr. A K Dey and Dr Nimisha Singh who led this initiative were invited as speakers at the event "Measuring the impact of Business School Education in 21st century for Excellence in Quality" organized by EFMD and SDMMIMD in Bangalore on April 17, 2019.

Ultimately the hard work put in by the team and with the support of the BSIS experts BIMTECH could earn the distinction of being the first institute in India to be awarded the EFMD BSIS Label in June 2019 at a glittering annual conference of EFMD held at Lisbon, the beautiful capital of Portugal.

During the conference, book titled "Quality, Accreditation & Ranking: A Silent Revolution in the Offing in Indian Higher Education" edited by Dr Chaturvedi, Director BIMTECH was also released by Prof Eric Cornuel, CEO, EFMD.

Dr Chaturvedi was one of the panellists in the session "What is the local impact of international partnerships?" The other panellists included Alice Guilhon, Dean, Skema Business School, France; José Varejão, Research Fellow, University of Porto, Portugal. The discussion was moderated by Michel Kalika, BSIS Co-Director, EFMD Global Network. The panel saw the testimonies of Deans who identified the impact of international partnerships on the Business School's local or national impact zone and its importance and relevance.

By adopting BSIS BIMTECH has moved from a quality culture to impact culture.

The journey will continue with the impact of the BSIS impact study

MDPs & CONSULTANCY

LEADERSHIP DEVELOPMENT PROGRAM, PUDUCHERRY



BIMTECH's prestigious 6th Leadership Development Program was held on 8 – 11 June in Puducherry which signifies its efforts of making Ethical Global Leaders. 35 senior officials from mega PSUs and Pvt Co. like NTPC, GAIL, Power Grid, Indian Oil, PFC, BHEL, NALCO, NLC, IFFCO, NSPCL, Adani Transmission attended this rigorous four days Training Program in Puducherry.

Prof. K K Sinha, Dean - Executive Education, BIMTECH, inaugurated the program followed by deliberations on Essentials of Leadership. Stalwarts like Dr Pritam Singh, Former Director, IIM (L), MDI and IMI, discussed on Managing Unconscious Conspiracy, Level 7 Leadership, Prof. Ashok Malhotra, Professor of Finance, discussed Wealth Creating mind-set, Prof. Sunil Sangra, Professor of Strategy and Innovation, Design Thinking Evangelist from BIMTECH discussed the importance of Innovation, Design Thinking Leadership and Dr. Asha Bhandarker, Distinguished Professor of OB HR, discussed Choice of Leaders: Reasons of Preference.

The Chief Guest Mr A N Verma, Executive Director (HR), NTPC, gave leadership insights during Valedictory. CMDC will continue to make its efforts of developing leaders through more such Interventions in the coming months.

MDPs & CONSULTANCY

HR TRAINING FOR BANKING PROFESSIONALS FROM NEPAL



BIMTECH in collaboration with Banking Finance and Insurance Institute of Nepal (BFIN) organised residential "HR Training for Banking Professionals" in Vikramshila Leadership Centre, BIMTECH. The program was inaugurated on 27 May by Prof. K K Sinha, Dean-Executive Education, BIMTECH, and concluded on 31 May 2019.

15 HR Professionals from different Banking and Financial Institutes of Nepal like Everest Bank, Kumari Bank, Machhapuchchhre Bank, Rastra Utthan Laghubitta Bittiya Sanstha, Sunrise Bank, Rastriya Banijya Bank, Prabhu Bank, Century Commercial Bank, Bhargav Bikash Bank and NCC Bank attended this 5 days' Residential Training Program.

FOUNDATION COURSE IN GENERAL MANAGEMENT (FCGM)



BIMTECH organised its 55th 12 days' residential training program "Foundation Course in General Management" for middle-level executives at Vikramshila Leadership Centre.

The program was inaugurated on 8th July 2019 by Prof. K K Sinha, Dean – Executive Education in the presence of Prof. Akhil Pandey, Chairperson – CMDC, BIMTECH and Dr Itilekha Dash, Convenor- CMDC, BIMTECH.

In his inaugural address, Prof. Sinha spoke about the importance of learning, development and knowledge management for coping up with the challenges faced by power generation companies. There were 15 participants from leading public sector organizations like NTPC, DVC and Power Grid Corporation who have attended this training program.

The program was focused on Leadership, Decision Making Skills, Self-Management Skills, Interpersonal Relationship Skills, Finance, Performance Management, Innovation, Strategy & Design Thinking, and Business Writing Skills with emphasis on Project Management. The program also includes three days Outbound Training which is aimed at activities designed to improve leadership, team building, strategy & innovation.

The program concluded on 19th July with certificate distribution followed by Valedictory address by Prof. K K Sinha, Dean – Executive Education. Some of the participants had also shared their impression about the training program.

CAPACITY BUILDING

EDUTAIN PROGRAM FOR SHARJAH ELECTRICITY & WATER AUTHORITY (SEWA), UAE



BIMTECH's 5 Days' residential Training Program on "Capacity Building – Edutain Program" for Sr. and middle-level executives of Sharjah Electricity & Water Authority (SEWA), UAE, was inaugurated by Mr A K Jha, former CMD, NTPC on 22 July and concluded by Ms. Meenakshi Davar, Director (HR), POSOCO, on 27 July 2019.

This was an educational initiative at Birla Institute of Management Technology (BIMTECH) collaborated with SEWA, supported by a number of seasoned faculty members that have corporate experience, educational knowledge, and research expertise like Prof. K K Sinha, Dr. J Shettigar, Prof. Akhil Pandey, Prof. Rajeev Sharma, Dr. Sangeeta Shukla and experts from Industry like Mr. R V Shahi, Chairman – Energy Infratech and former Secretary Power, GoI, Mr. P Dwarakanath, Chairman - GSK India, Mr. S Y Siddiqui, Executive Advisor, Maruti Suzuki to train employees on globally recognized best practices.

A total of eleven female participants joined the Training program which was designed by the Centre for Management Development & Consultancy, BIMTECH. Topics like Change & Transformation, Executive Leadership, Economic Environment & Governance, Strategic Communication, Neo-Humility & Leadership and Emotional Intelligence were focused upon.

Participants were given an Indian Cultural Immersion through Bharatnatyam by Padma Shri Geeta Chandran, visits to Neemka Village and Pari

Chowk Metro Station to see the CSR activities of Digital Literacy and Life Skill undertaken by BIMTECH Foundation apart from giving them a tour to world heritage monuments of Delhi and Agra. BIMTECH under the leadership of Dr H Chaturvedi has been able to establish strong industry linkages through its MDPs, Consultancy Projects, and Short-Term Projects with industry, Colloquiums, Round Tables etc. organized with industry and research bodies.

SEWA aspires to be a continuous innovative learning organization. It caters to the need for integrated employee skill sets, deep functional capabilities coupled with business management skills to be able to respond quickly to new opportunities. H.E. Dr Rashid Alleem, Chairman, SEWA, agreed for this program for actualizing his vision of creating a versatile workforce equipped with the ability to execute strategy, serve customers proficiently, and drive agile innovation.

Ms Sulochana Battu, heading the SEWA Academy also attended the training program and said "I am sure my team has learnt a lot here and will implement it when they go to their offices. All the participants were mesmerized as it's their first visit to India and especially to BIMTECH. They were very happy about having such eminent speakers".



PADMA SHRI GEETA CHANDRAN JI'S BHARATNATYAM PERFORMANCE UNDER THE AEGIS OF SPIC MACAY

Truly dedicated to the cause of restoring Indian cultural heritage, BIMTECH has long relations with SPICMACAY which is a world famous organization for promoting Indian classical music and culture among youth. On 24th July 2019, BIMTECH hosted Padma Shri Geeta Chandran, a well known Bharatanatyam dancer. Recently she was conferred the equally prestigious national Sangeeta Natak Akademi Award for Bharatanatyam in 2016, along with the most prestigious Tagore National Fellowship(2017-2018). Artists who accompanied her to this event in BIMTECH were Guru Shri S. Shankar (Nattuvangam), Vidushi Smt. Sudha Raghuraman (Vocal), Shri Manohar Balatchandirane (Mridangam) and Shri G. Raghavendra Prasath (Violin). Cultural Conduit, BIMTECH was honored to host this beautiful evening for the faculty, students as well as for the international guest from SEWA Sharjah, who were spell bound to see the rich cultural and musical heritage of India.

EXCHANGE PROGRAMME



INCOMING EXCHANGE STUDENT

Primarily, the incoming exchange students visit BIMTECH from Autumn Trimester. This academic year we have an exchange student Oussama Belgounche from ESCA School of Management, Morocco. He has enrolled in Trimester IV of PGDM- IB program at BIMTECH. Founded in 1992, ESCA School of Management is the only AACSB-accredited Business School in Morocco and Francophone Africa.

ESCA School of Management is also distinguished by its scientific output covering geopolitics / geo-economics, innovation and entrepreneurship, and sustainable development in emerging markets. International office welcomes Oussama Belgounche in the exchange trimester.



FACULTY EXCHANGE

Dr. D K. Malhotra from Thomas Jefferson University, USA was at BIMTECH to conduct special sessions on finance for PGDM and PGDM – IB students. Prof. Dr. H. C. ChristophStückelberger, President, Globethics.net Foundation, Switzerland gave a lecture on Global Ethics to the faculty members.

MEETINGS WITH FOREIGN FACULTY @ BIMTECH

BIMTECH engages with faculty from foreign universities to further develop and discuss the prospects of academic collaborations. For this purpose, the following faculty were invited and opportunities of academic collaboration were explored with them:

CHILE: Dr. Joel Saavedra, Vice-Rector of Research and Postgraduate, Pontificia Universidad Católica de Valparaíso (PUCV) University at Valparaiso , CHILE

CHILE: Mr. Marcos Avilez, Director International Relations, Pontificia Universidad Católica de Valparaíso (PUCV) University at Valparaiso

CHILE : Mr.Sanatan Shukla, Commercial Advisor, ProChile Commercial Office - Embassy of Chile

USA: Dr. AnolBhattacharjee, Professor of ISDS, University of South Florida, USA,

USA: Dr. Michel KALIKA, Co.Director of Business Schools for Impact System EFMD Global Network, USA

DELHI: Mr Nishit Jain, Spl Advisor EFMD Asia

GURUGRAM: Mukul P Gupta, Professor, MDI Gurgaon

SOUTH KOREA: Mr.Rakesh Lazar, Senior Regional Manager (South Asia), International Relations, Woosong University, Daejeon

UK: Prof. Ali Emrouznejad, Operations and Information Management Development, Auston Business School

INTERNATIONAL OUTREACH



FOREIGN VISITS BY BIMTECH FACULTY

AUSTRIA: Dr. Rahul Singh delivered a lecture in FH Joanneum, Graz.

BRUSSELS: Dr. Rahul Singh delivered a lecture for the F H Joanneum's Global Business Program.

FINLAND: Prof. Himanshi Tiwari visited Finland for a Project Meeting for EU Project Rainbow

FINLAND: Dr. Rahul Singh visited Finland for a Project Meeting for EU Project Rainbow

PORTUGAL: Dr. H. Chaturvedi was invited as a key note speaker in the 2019 EFMD Annual Conference, Lisbon

PORTUGAL: Dr. A K Dey attended the 2019 EFMD Annual Conference, Lisbon.

UAE: Prof. Rajeev Sharma visited Dubai for developing corporate relations.

UAE: Ms. Rupali Singh visited Dubai for developing corporate relations.

UK: Dr. GaganKatiyar visited UK to inaugurate a new alumni chapter in London

CHINA: Dr. Archana Srivastava visited China Europe International Business School (CEIBS) for a 2 days' workshop in Shanghai.

CHINA: Dr. Anuj Sharma visited China Europe International Business School (CEIBS) for a 2 days' workshop in Shanghai.

CHINA: Dr. Venu Sharma visited China Europe International Business School (CEIBS) for a 2 days' workshop in Shanghai.

CHINA: Dr. A Sahay, co-chaired , Corporate Social Responsibility and Sustainable Entrepreneurship of the 25th ISDRS Conference: Sustaining Resources for the Future in Nanjing.



SOCIAL BUSINESS DAY IN BANGKOK



Prof. N. N. Sharma participated in Social Business Day from 28 to 29th July 2019 held in Bangkok. This is an annual event hosted by Md. Yunus. It provides a platform for academicians, researchers and practitioners for sharing experiences and insights in the area of "Social Business". This year, event was hosted by Yunus Centre and AIT Yunus Centre. The main theme of the conference was "Making money is happiness, making other people happy is super happiness". It was attended by about 1500 participants from 59 countries. Prof. N. N. Sharma, who is also Chairperson of Yunus Social Business Centre at BIMTECH, was panellist in one section dealing with issues related to setting up Yunus Social Business Centre in academic institutes and also moderated a session of participants from SAARC countries.

CSR Activities



Impact Evaluation for Umang Dairies Limited

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

Baseline Survey and Need Assessment

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



Protsahan Chiraiyya - Digital Literacy Program

A certificate distribution function was organised by BIMTECH Foundation in collaboration with the SEHGAL Foundation and Ranganathan Society for Social Welfare and Library Development at the Government High School, Neemka located in block Jewar of district Gautam Buddha Nagar on Friday, 14 June 2019. Ms. Anjali Makhija, COO, SEHGAL Foundation, distributed certificates to 52 students who passed the final examination of 2nd of Digital Literacy Program under the project "Protsahan Chiraiyya".

FACULTY UPDATES



25th ANNUAL CONFERENCE OF THE INTERNATIONAL SUSTAINABLE DEVELOPMENT RESEARCH SOCIETY (ISDRS)

hosted by Nanjing University in Nanjing, China, 26-28 June 2019

Prof. A. Sahay is a board member of International Sustainable Development Research Society (ISDRS). For the 25th Annual Conference of the International Sustainable Development Research Society (ISDRS), hosted by Nanjing University in Nanjing, China, which took place from 26 to 28 June 2019, he shouldered multiple responsibilities. He was a Jury Member to decide the Best Paper Award, the Chair for the track on Corporate Social Responsibility and Sustainable Entrepreneurship, and also a paper presenter in the conference.

The theme of the conference this year was "Sustaining Resources for the Future". A Ph.D. Workshop was also organized on June 25, 2019. The International Sustainable Development Research Society (ISDRS), as a global network of sustainable development professionals, endeavours to integrate academia research with industry practices. Besides addressing a general session for the research scholars, Prof. Sahay helped four scholars pursuing research in the area of 'Corporate Sustainability' in building their proposal as well as in finalizing their thesis.

CASE MASTER DEVELOPMENT CAMP 2019

at China Europe International Business School in Shanghai

Three faculty, Dr Anuj Sharma and Dr Veenu Sharma from marketing domain and Dr Archana Shrivastava from Business communication were nominated to attend CEIBS Case Master Development Camp 2019 (1st Batch on July 1st to 2nd) at China Europe International Business School in Shanghai. The CEIBS Case Master Development Camp is held every year since 2016, with CEIBS faculty sharing their case teaching and development experiences.

The workshop emphasised the value of the case method in the management learning process. It was intended for all those who are interested in using case studies as a teaching tool, as well as those who are interested in research and development of such teaching cases. Very well designed sessions were conducted by Dr. Byron Y. Lee, Dr. Hyun Young Park and Professor Ramakrishna (Rama) Velamuri on the said subject.





Dr. Subhanjan Sengupta and **Prof. Arunaditya Sahay** from BIMTECH, and Prof. Margaret Osborne from Seneca (Toronto), have published their case study -Hebon: Transforming Indian Jackfruit from Weed to Wonder Food - in the reputed Ivey Publishing (9B19M006). The case is on the growth dilemma of an innovative food enterprise in Kerala, South India. The case is for entrepreneurship and strategy courses in post graduate and executive education.



Dr. Subhanjan Sengupta and Prof. Arunaditya Sahay from BIMTECH, with Dr. Victoria Plutshack from Duke University and Prof. Jorge E. Vinuales from University of Cambridge, have published in the reputed Energy Policy journal (A rank journal with impact factor 4.8). The article - New and renewable energy social enterprises accessing government support: Findings from India - explores the political strategy of renewable energy social enterprises with a qualitative research approach, offering six propositions for future researchers to test. The awareness generated by the findings can contribute towards informing practice and improving policy design.



Dr. Meena Bhatia was part of Pre Budget panel discussion with Chetan Sharma, CEO India Ahead channel. Topic of discussion was Tax; increasing compliance while reducing rates, featured at 8 pm, 1st July 2019. She also represented BIMTECH at round table discussion on "Role of NIRF in improving the quality of higher Education in India" held at Fore School of Management on 16th May 2019. She also has had the following publications in various reputed journals in the year 2019:

- Bhatia M and Mulenga M (2019) "Do Accounting Numbers Have Any Relation with Stock Prices? A Case of Public and Private Sector Banks of India" Theoretical Economic letters, (Category B & Web of Science indexed)
- Mulenga M and Bhatia M (2019). "Value Relevance of Accounting information: A review of empirical evidence across continents" Jindal Journal of Business Research., Sage Publications
- Bhatia M and Mulenga M (2019) "Value Relevance of Accounting Information: Comparative Study of Indian Public and Private Sector Banks", International Journal of Indian Culture and Business Management, Inder science Publishers. Volume 18 No 1 2019 (Category C & Web of Science indexed)



On 17th May,2019, **Prof (Dr.) Abhijit K. Chatteraj** was invited by Insurance Development & Regulatory Authority (IDRA) to interact with its senior functionaries. Prof. Chatteraj addressed the august gathering about the Govt. of India initiative -Ayushman Bharat Pradhan Mantri Jan Arogya Yojana. Md. Shafiqur Rahman Patwari, Chairman IDRA (seated centre); seated on his right, the three members of IDRA-Justice B. U. Ahmed, Dr. M. Mossaraf and Mr. Gokul Chandra Das also attended the session .

Prof (Dr.) Abhijit K.Chatteraj was invited by prestigious Institute of Finance Management -Tanzania to teach the students of MSc Insurance & Actuarial Science students between 6th and 19th May. He taught two modules - one on Property and Casualty Insurance and the second on Advanced Claims Management. He had a wonderful experience interacting with the Tanzanian students.



Professor K R Chari has been spearheading an incredibly noble enterprise since 2009 as he started a Management Story Club for the benefit of the students. The objective of this club is to inculcate out-of-the-box thinking ability in the students who volunteer to become a part of it. Prof. Chari through his decades of industry experience share managerial problems with the students to encourage idea creation in them. The success of the club can be gauged from the strength of the students of the club which has risen to 95 currently.

FACULTY UPDATES

NEW FACULTY @ BIMTECH



DR. M. AKBAR

Dr. M. Akbar has joined as Advisor – Strategy, Innovation and Entrepreneurship. He has done his M.Sc. & M. Phil. (Statistics) from AMU Aligarh and M. Phil. and Ph.D. (Entrepreneurship) from JNU, New Delhi. He has been a scholar, consultant and teacher/trainer in the strategic management & Entrepreneurship area at IIM Lucknow for 26 years. He has 31 years' experience of teaching/ training in Indian and foreign Institutions. He has conducted/ participated and consulted with top 100 company management programmes in India. About 12 students have completed / or are in the process of completing their thesis work in his supervision. He teaches Strategy at Doctoral and Postgraduate levels. He has authored two books on entrepreneurship and strategy. He has written over 60 articles, research papers and 40 case studies published in refereed national & many top tier international journals and conferences. He is editor on 4 academic journals, and is a reviewer in top tier national/ international journals/ conferences like SMS, AIB, AOM. The key areas of his interest are the strategy, entrepreneurship, new ventures, family business, emerging markets, diversification and internationalization.



DR. SHALINI SINGH

Dr. Shalini Singh has joined BIMTECH as Consultant. She has 23+ years of diverse experience across Start-up Entrepreneurship, Corporate, Academics & Consulting. She is passionate about teaching Entrepreneurship, having previously Co-Founded a Health Tech Startup with a vision to digitally transform Healthcare. She has also helped set up Companies from scratch and built key teams around Technology, Products, Sales and Operations with a culture of innovation, trust and value system aligned to business directions. Prior to her startup venture, She has worked with Bharat Petroleum Corporation Ltd. in major areas of HR, spanning Talent Acquisition, Employee Engagement, Training, Organizational Development, Performance Management and also has experience in Management Education as visiting faculty. She holds a Bachelor's degree in Economics (Hons), Master's degree in Psychology with specialization in Organisational Behaviour and a Ph.D. in Management. Her areas of interest include Entrepreneurship, Strategy and Innovation, Organisational Culture and Empowering Employee Life-cycle. She has Publications in International Journals in the area of Turnover Intent, Empowerment and Organisational Environment.



DR. KHANINDRA CH. DAS

Dr. Khanindra Ch. Das has joined as Assistant Professor in the area of Economics at BIMTECH. Before joining BIMTECH, he was associated with Sharda University, Bennett University and Indian Institute of Management Shillong as Assistant Professor.

He has done his Ph.D. (Economics-Finance) from University of Madras through Institute for Financial Management and Research (IFMR), Chennai; M.Phil. (Applied Economics) from Centre for Development Studies (Jawaharlal Nehru University); and M.A. (Economics) from University of Gauhati. He has various published research papers in peer-reviewed international journals. He has served as a reviewer for international journals such as Transnational Corporations (UNCTAD), Tourism Management Perspectives (Elsevier), Asian Journal of Political Science (Taylor & Francis), International Economic Journal (Taylor & Francis), and China Report (SAGE). His research areas include outward foreign direct investment from developing countries, international subsidiary performance and survival, foreign direct investment in the energy sector, emerging economy studies with special focus on China and India, and international connectivity initiatives such as the Belt and Road Initiative (BRI) and Asia Africa Growth Corridor (AAGC).




DR. MONIKA JAIN


Dr. Monika Jain has joined as Assistant Professor in the area of Economics. She is PhD from the University of Rajasthan. She is UGC-NET qualified and holds Master's Degree in Economics from the University of Rajasthan, Graduation from Sophia College, Ajmer. She holds a bright scholastic record, has won National scholarship for her academic achievement from the Ministry of Education, Government of India. Dr Monika Jain has been engaged in teaching for the last Fifteen years at postgraduate level at various Management Institutes in Bangalore, Delhi, Jaipur, Chennai, Ahmedabad and Greater Noida. Prior to BIMTECH, she has worked at Army Institute of Management & technology, Greater Noida as an Associate Professor. She has also worked as an Associate Professor with IILM College of Management Studies Greater Noida, Asia-Pacific Institute of Management New Delhi, Indus Institute of Engineering and Technology Ahmedabad etc. She has also done Management Teachers Programme at IIM - B (Indian Institute of Management, Bangalore). She has an impressive number of publications in renowned journals of IIMs, IMT, BIT Mesra, ICFAI, NIRMA, Fore etc.

MR. JITENDER KUMAR


Mr. Jitender Kumar has joined BIMTECH as Research Associate. He is pursuing his Ph.D. from Department of Management Studies, Indian Institute of Technology (IIT) Roorkee. Prior to this, he did his MBA in Marketing from Faculty of Management Studies, IIT-BHU (Banaras Hindu University). He has four years of industry experience in customer relationship management and he has handled various Marketing and Sales functions at ICICI Bank. His academic research interests include customer engagement, online and offline brand communities, brand community relationships, and related areas. His research works have appeared in International journals like Journal of Retailing and Consumer Services, Journal of Product & Brand Management, Journal of Consumer Marketing etc.

MR. KULDEEP LAMBA

Mr. Kuldeep Lamba has joined the Institute as Research Associate. He pursued his doctoral work at Department of Management Studies, IIT Delhi. He earned his M. Tech. from Indian Statistical Institute, Kolkata. His research interests lie in mathematical modeling, operations management, supply chain management etc. His work has been published in leading international journals such as PPC, TFSC, CAIE, IJLM, JCP and IJAL. He has also presented his work at reputable conferences at BITS Pilani and Nottingham University Business School. He also regularly reviews articles for many leading journals. Before, enrolling for full-time Ph.D., he worked for nearly 5 years in academia and 3 years in the industry.

MS. POOJA MALIK

Ms. Pooja Malik has joined as Research Associate in the area of OB & HR. She is pursuing Ph.D. from Indian Institute of Technology, Roorkee with specialization in Human Resource Management and Organizational Behavior. Her areas of interest are Human Resource Management, Organizational Behavior, Talent Management, Organizational ethics. She has worked as an Assistant Professor in Forte Institute of Technology, Meerut. She has published research papers in all A, B, and C category journals listed in ABDC and SCOPUS index including International Journal of Manpower, International Journal of Organizational Analysis, Journal of Management Development etc. Her research interest includes both qualitative and quantitative techniques including Content analysis, AHP, Systematic literature review, SPSS, AMOS, MACROS. She is also serving as a reviewer for ABDC listed journals like International Journal of Emerging Markets (Emerald), and Journal of Asia Business Studies (Emerald).

MS. SHRADHA KABRA

Ms. Shradha Kabra has joined as Research Associate in the area of Business Communication. She has over seven years of teaching experience in colleges affiliated with University of Delhi (D.U.). She has also taught as a guest faculty at AJKMCR, Jamia Millia Islamia and as an academic counsellor at IGNOU for over ten years. She was last associated with the Department of Media and Entertainment at Institute of Management Technology – Ghaziabad. She has submitted her Ph.D. thesis at the Department of English, Jamia Millia Islamia and is awaiting award of the degree. She also holds her M. Phil. from the Department of English, Jamia Millia Islamia and cleared UGC-NET in the English subject in 2013. She has several published research papers and case studies in the areas of communication and culture.

BIMTECH VIDYA KENDRA INAUGURATED

A Learning Center for Children of Underprivileged Sections



BIMTECH Vidya Kendra was inaugurated by Sh Alok Tandon, IAS, Managing Director, Noida Metro Rail Corporation (NMRC) at Pari Chowk Metro Station, Greater Noida on June 17, 2019. It is an inclusive project initiated by Birla Institute of Management Technology (BIMTECH) in collaboration with NMRC. The project is implemented by CSR arms of BIMTECH, i.e. BIMTECH Foundation and Ranaganathan Society of Social Welfare and Library Development (RSSWLD). This project is first of its kind in India which was conceived with an objective to achieve inclusive and quality education for all by eliminating gender and wealth disparities. This project provides facility of a library, a centre of Digital Literacy, basic literacy opportunities, remedial classes and medical support services for the needy section of the society at one place.

Dr Harivansh Chaturvedi, Director, BIMTECH in his welcome address, briefed the dignitaries about BIMTECH's CSR activities, some of which are Project Chiraiya, setting up of libraries in rural areas and in the jails of UP and the Digital Literacy lab-on-wheels.

Sh Alok Tandon, IAS, in his inaugural address appreciated BIMTECH's noble efforts. He also emphasized that if this pilot project becomes successful at Parichowk then NMRC would ensure that more such projects are started at various Metro stations of Noida. He said "true development is what caters to all cast, creed and class of society. We received education from the very beginning but we need to understand the importance of primary education for those who are deprived of it. I would like to congratulate BIMTECH for coming up with such an innovative idea and executing it so well." Further, Mr Tandon said "In future, I urge my officers and BIMTECH to set up more such Vidya Kendra."

The programme was attended by Sh Aditya Gildiyal (social Activist), P D Upadhyay, Executive Director, NMRC; Sh Manoj Bajpai, GM (Tech), NMRC; Sh Vivek Prakash, Head CSR Jubilant Life Sciences; Dr Arun Veer Singh, IAS; Sh Aditya Ghildyal, Dr R C Gaur, IGCNA; Dr Anil Singh, Deputy Director, Competition Commission of India; Dr Saurabh Shukla, Parliament of India, Mr Pramod Kumar, IFS, Divisional Forest Officer. A large number of project beneficiaries and their family member were present. The programme was attended by students, staff and faculty members of BIMTECH.

The logo for Vrittant, featuring a stylized 'v' with a red circle above it, followed by the word 'vrittant' in a lowercase, sans-serif font.

Editorial Committee

EDITOR
SHRADHA KABRA

CO-EDITOR
SALONI SINHA

EDITORIAL CONDUIT (19-21)

EDITORIAL CONDUIT (18-20)

Disclaimer - From now onwards, Vrittant will be digitalized and the issue will come out every month instead of every quarter.

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