



vrittant

A QUARTERLY PUBLICATION OF THE BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY, GREATER NOIDA, INDIA

For Private Circulation Only | Volume XX, Issue 1 January 2019 | www.bimtech.ac.in

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



A SAGA OF THREE DECADES IN PURSUIT OF EXCELLENCE



PROF D P SINGH AND PROF JAGDISH N SHETH ADDRESS ACADEMIC AND INDUSTRY CAPTAINS

The Birla Institute of Management Technology and IILM University with UN Global Compact, NHRD Network and MBAUniverse organised a talk by renowned scholar Prof Jagdish N Sheth, Professor at Emory University, USA, and Prof D P Singh, Chairman, University Grant Commission, India on Jan 12, 2019 in New Delhi. The seminar was attended by about 300 experts from the Indian diplomatic community, industry leaders, and academic leaders and scholars in New Delhi.

Speaking on a leadership seminar, Professor Jagdish N Sheth, professor at Emory University and a globally renowned scholar said that 'India is being looked as an alternative to many global powers in the world and India stands a chance to be global leader for next 25 years'. Prof Sheth stressed on the need to engage deeper with Indian Diaspora and have a strategic and long term plan to lead new age economy, creating new global centres like Hyderabad, Pune, Greater Noida. Indian talent, diplomatic engagement, military partnership, growing soft power and equally comfortable relationship with the G-7 nations are defining and leading moments of India, at present.

Prof D P Singh, Chairman University Grant Commission, honoured Prof Sheth for his contributions to the Indian higher education in general and management education in specific and said that 'India and Indians owe him for the respect and academic credibility he brought to India'. Prof Singh also recognised personal contribution of Prof Sheth for establishing 4 foundations to help Indian academia and global academic community to become better on research and teaching. 'Prof Sheth has mentored and guided governments also including US government, Singapore government, Indian government and Prime Minister Narendra Modi during his Gujarat tenure'. Prof Singh has requested Prof Sheth and invited him to support and help Indian higher education policy makers to develop global standards in research and education.

Professor Sheth has given many theories to management literature including Howard-Sheth Model, Rule of Three, 4-As of Marketing. He has worked with and guided Mr Ratan Tata, Mr Ananad Mahindra, Mr Ajim Premji, Mr Adi Godrej to name few and stressed on the need to aggressively expand outside India to become a truly global company.

Prof Sheth strongly recommended for management education for the diplomatic and administrative community as the next game changer for India. 'The strategic perspective and planning and delivery milestones will become support to the globalisation process by the government' he said.



Dr H Chaturvedi, Director Birla Institute of Management Technology said 'Prof Sheth has been mentor and a guide to Indian management education and regulator for a long time and we have witnessed the change in quality of research and education; and acknowledged the dynamic leadership of Prof D P Singh to modify the higher education systems of India to meet

global standards' in his welcome speech. Prof. Devi Singh, Advisor IILM acknowledged the contributions and role of Dr. Sheth in global and Indian community and his keen interest and willingness to give back to society. The seminar was supported by UN Global Compact India, NHRDN and MBAuniverse.com. Dr Bhaskar Chatterjee, IILM Board member, welcomed the guests and also invited everyone to celebrate the 80th birth anniversary of Prof Sheth which was marked as signature event of the whole programme.

On the occasion, a book edited by Dr Atul Parvatiyar and Dr Raj Sisodiya and published by Sage Publication was also released. The book titled 'Marketing in the Era of Disruption' is contributed by 80 scholars from the global community in honour of Prof Sheth.

MARKETING PRACTICE IN AN ERA OF DISRUPTIONS

by **Dr Atul Parvatiyar**, Professor in Marketing Practice & Director, Center for Sales & Customer Relationship Excellence, Rawls College of Business, Texas Tech University, USA



The Department of Marketing, Birla Institute of Management Technology (BIMTECH) organised a guest lecture on the topic "Marketing Practice in an era of Disruptions" on 12th January 2019, at Seminar Hall 2, BIMTECH. The guest speaker was Professor Atul Parvatiyar, Professor of Marketing Practice and Director, Center for Sales & Customer Relationship Excellence- Rawls College of Business, Texas Tech University, USA.

The event began with an introduction of the esteemed guests by Prof. Pankaj Priya, Area Head Marketing, BIMTECH, followed by a welcome address by Dr. Harivansh Chaturvedi, Director BIMTECH. The other esteemed guest of the chilly winter morning lecture was, Mr. Ajit Kumar, former Indian Ambassador to UN. The former diplomat shared his experiences and views of how India and its economy's perception have changed over the time in global diaspora.

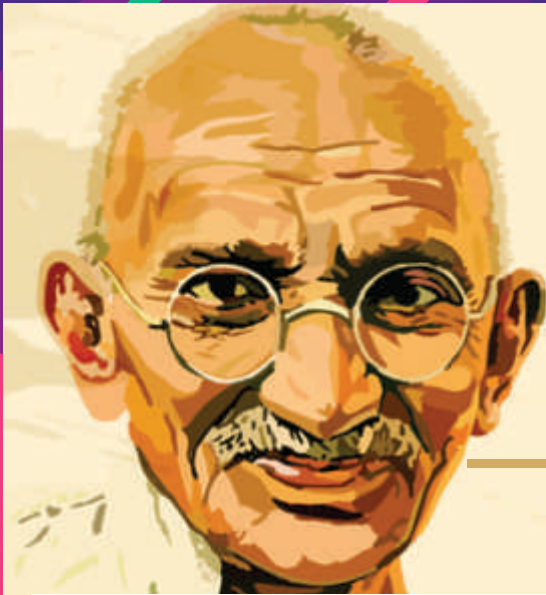
Prof. Parvatiyar gave valuable insights and real world used cases on the topic "Marketing Practice in an era of disruptions". He specially emphasised on the importance of "post consumption consumer behaviour", "sustainability" and "mindful consumption", with a special focus on innovations in supply chain management.

He talked on marketing applications with specific examples of retail industry. Prof. Parvatiyar gave a number of key

takeaways to the students which he, himself experienced while working as consultant to many brands, for example he talked about Walmart and Amazon, the industry stalwarts, and shared a glimpse on how they manage their inventory and are successful in reducing the delivery time (to just 17 minutes). He mentioned Zara, an apparel brand which manages its super-fast transfer of product through automated belts via underground tunnels. With an insight to such business secret recipes, our students were amazed.

Dr. Parvatiyar, touched every possible topic from sales to experiential marketing to sustaining the experience to co-creation by customer. Prof. Atul is a visionary in true sense. Through his talk he shed light on topics like post sale waste management, green marketing and sustainability which are essential concerns for a sustainable and healthy future. He specially asserted the demand of women in sales in future job market. Last but not the least, Prof Atul was kind enough to counsel our students by showing them prospective future paths to tread for successful careers ahead. Since he had an abundance of knowledge, even after a decent question answer session our students couldn't have enough of him. The enriching lecture was well received with admiration from the students, researchers and faculty members.

The author signed copies of a book "Handbook of Advances in Marketing in an Era of Disruptions-Essays in Honour of Jagdish N. Sheth" edited by Dr Atul Parvatiyar was presented to few students on this occasion.



31st FOUNDATION DAY CELEBRATIONS





BETTER LEARNING OPPORTUNITIES ARE MORE IMPORTANT THAN BETTER EARNING OPPORTUNITIES IN THE FIRST 3-5 YEARS OF YOUR CAREER. THE FIRST THREE YEARS OF A FRESH GRADUATE IS AKIN TO THE FIRST THREE YEARS OF A NEW BORN. THE VALUES, VIRTUES, AND PRACTICES THAT ARE LEARNT EARLY IN ONE'S CAREER STAY WITH US THROUGHOUT OUR PROFESSIONAL LIFE.

Shri Arun Maira

Former Member-Planning Commission of India
& Former Chairman Boston Consulting Group, India



The Birla Institute of Management Technology (BIMTECH) celebrated its 31st Foundation Day on October 2, 2018, on the birth anniversary of Mahatma Gandhi and Lal Bahadur Shastri. While commemorating the values and principles of these legendary leaders, the event celebrated the unwavering journey of success and aspirations, upholding the Birla Legacy.

The event was graced by the Director, Dr. H Chaturvedi, the Deputy Director, Dr. Anupam Varma, other faculty members and students. The Chief Guest for the foundation day was Mr. Arun Maira, former member of the Planning Commission of India and former chairman of Boston Consulting Group, India. The Guest of Honour for the event was Mr. Ram Mohan Mishra, Additional Secretary, Ministry of Micro, Small, and Medium Enterprises. The event was also graced by the alumni of BIMTECH, Ms. Koyaljeet Kaur, country head at Multi-Level Marketing Inc., Mr. Anirdam Lahiri of 1993-95 batch, General Manager of Human Resources in Samsung India Pvt. Ltd, Mr. Alok Gupta, founder and CEO of Pyramid Cyber Security America, of 1989-91 batch and, Mr. Shailendra Chhabra, Vice President of Pan India Operations, from 1993-95 batch.

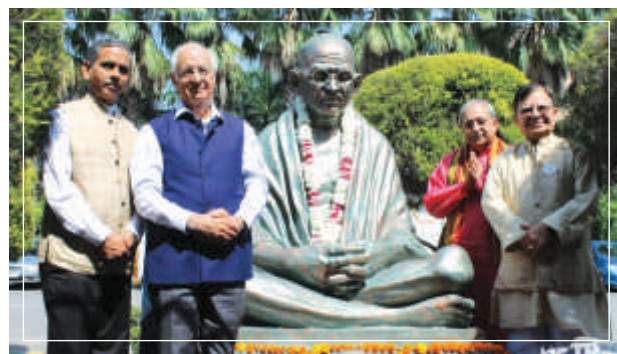
The programme commenced with the invocation ceremony, where the lamp was lit by the chief guest and the guest of honor to venerate the celebration. It was followed by a Sangeet Vandana of Mahatma Gandhi's favorite bhajan, Vaishnav Janto, by Bhargavi Thakur, a student at Delhi University, Himanshu and Dev Mitra. The Institute's Director, Dr. H Chaturvedi talked about the legacy of the institute and the kind of connection that the founders had with Gandhiji himself. It was truly engaging for everyone to know more about the history of the place that they are all a part of. He also conveyed how the institute is following teachings of Mahatma by giving an example of foreign exchange students as institute's approach towards "Vasudhaiva Kutumbakam" which means 'the world is one family'.

Mr. Arun Maira, the Chief Guest spoke to the gathering about Sustainable Development Goals and about how "A handful of people at the top have more wealth than 50% of the people below." He gave his thoughts about inequality of income, unemployment and

underemployment problem in our country. He mentioned how the country is facing environment issues and groundwater depleting levels were discussed in this speech. His solutions to the problems involved designing institutions which combine sustainable and economically viable systems. He also explained the term "inclusive and sustainable capitalism" where the focus would not only be on being successful but on the well-being of the entire society. He mentioned how just like a democracy, an institute should also be for the people, of the people and by the people. He also mentioned about how Gandhiji emphasized on producing and consuming our own country goods so that the money keeps circulating in our own economy. He was impressed by the fact that some students and faculty members including the Director were in Khadi Kurtas. He ended his speech with a beautiful poem on truth and achievement inspired by Mahatma Gandhi written by his grandson. His speech was deeply motivating for everyone present and gave the entire audience a different perspective of the kind of future leaders they would like to be.

Faculty members and staff members who had completed 10 years and 25 years of service with BIMTECH were felicitated for their commitment and superior service to the institute. The Best Researcher award was given to Dr. Harpreet Kaur, who received a memento and a cash prize of 1 lakh from the institute. The people who help run the BIMTECH Library at the various jails in the city like Ghaziabad and Jamnagar were also felicitated.

It was truly an amazing experience for the students and everyone else present. They got an insight into the legacy and understood the honour which comes with being associated with the institute.



The Legacy of Excellence

DRAMA
DANCE
MUSIC
POETRY



September 29-October 6, 2018

The foundation day celebration began with the grandeur of SABRANG, which is a seven day long cultural event, where renowned artists from various fields came and showcased their brilliant talents. The seven days were filled with music, dance, art, theatre and other traditional and modern renditions.

Sabrang Utsav, the 8-day long carnival of art, culture, values, society and knowledge, was initiated to uphold the culture, art form and create well-rooted and grounded spirits. The Utsav resonated the values and art inherited from the rich heritage of Indian culture. Every thread of the campus echoed the motive of preserving the diversity and the decades old inheritance. Nuances of traditional forms of classical dance, music, drama and poetry were perfectly blended with present day structures of learning to make this saga a cherished memory.

RAM LILA - THE TALE OF GOD'S EXTRAORDINARY STRENGTH!

-Based on story of Munshi Premchand

BIMTECH flags-off its 31st Foundation Day Celebration with a mesmerizing drama which reflected the credo and guiding principle of the institute- "Excellence with Values". This year the celebrations started from September 29, 2018 with a captivating drama performance by the RANGLOK group, Agra. The group was accompanied with its director and producer.

PAGDI SAMBHAL JATTA

"Bombs and pistols do not make a revolution. The sword of revolution is sharpened on the whetting-stone of ideas."

Continuing the joyous and cheerful Celebration by BIMTECH family, Asmita Theatre of New Delhi performed a captivating Drama "PAGADI SAMBHAL JATTA" based on the struggles of Bhagat Singh and his companions for India's independence on September 30, 2018. The play was directed by Mr. Arvind Gaur, he is known for innovative, socially and politically relevant plays in India. The event was graced by the presence of honourable chief guest Thakur Dhirendra Singh- Member of Legislative Assembly. BIMTECH's Alumni Mr. Aditya Aggarwal and Mr. Aayush Makkar also blessed the event with their valuable presence. Mr. Aditya Aggarwal is currently the VP at Maruti Suzuki India Ltd and Mr. Aayush Makkar is currently working as an analyst, Research & Insights, EY GDS.

The play succeeded in awakening the acknowledgment towards the sacrifice of the great martyr in the Indian independence movement. Miss Davinder Kaur of Asmita Theatre Group was honoured with the Sarla Devi Birla Award 2018 for acknowledging her commendable contribution in espousing her impactful work of social change and gender equality in the field of theatre art and culture.

GODSE@GANDHI.COM

The 3rd day of the 30 years of excellence celebration, October 1, 2018, was marked by the drama "Godse@Gandhi.com". It was presented by the Asmita Theatre Group, New Delhi. The play was directed by Shri Arvind Gaur and the writer of the play was Shri Rajesh Kumar.

Jashn-E-Qawwali

On October 3, 2018, BIMTECH observed a musical night called- Jashn-E-Qawwali. The program began by welcoming the guests with bouquets, followed by the Qawwali performances by Qutbi Brothers. The artists left the audience transfixed with their heavenly voices. The songs created a mesmerizing aura and engrossed each and every one





amongst the audience. Haji Mohd. Idris and Mohd. Ilyas (Qutbi Brothers) are the darbari singers at the dargah of Hz Khwaja Qutbuddin Bakhtiyar Khaki R.A at Mehrauli Delhi. They have been awarded the title of “Qutbi Brothers” from the dargah sharif.

Kathak dance by Shri Akshay Kumar A recital that captivated, sedated and liberated at the same time !

Kathak dance is an art form which is technique-oriented though it originated as an artistic tool to propagate bhakti (devotion). The origin of Kathak is traditionally attributed to the traveling bards of ancient northern India known as Kathakars or storytellers. One of such amazing recital was staged by Shri Akshya Kumar , a very well known name in the fraternity of classical dance forms on October 4, 2018 at BIMTECH. Shri Kumar mesmerized the audience by showcasing sparkling imagination and vision of an artist.

Sham-E-Ghazal by Ustad Aleem Khan & Shakeel Khan

On October 5, 2018, BIMTECH organized a musical evening called “Sham-e-ghazal” with violinist Mohd. Aleem Khan and singer and composer Shakeel Khan. Their immense talent and exceptional performance enthralled the audience by transporting them into musical realms otherwise unknown to common men. The event was graced by the presence of S.K Bhatia as the guest of honor. He is an officer on special duty on Yamuna expressway authority. Along with him, BIMTECH’s Alumni Somiya Senpriya of batch 2009-11, currently working as Branch Head-Business Development with SBI also joined in the event. The entire program was a major success and living up to their name, Mohd. Aleem Khan along with Shakeel Khan created an enchanting aura, touching the souls of everyone present amongst the audience with their amazing voices.

Kavi Sammelan and Mushaira

For the last day of the event, on October 6, 2018 BIMTECH hosted a talent of poets in the form of “Kavi Sammelan and Mushaira.” The event was graced by renowned poets. Amongst them was Mr. Rahat indori, one of the most renowned celebrity Urdu poet and lyricist. The event was broadened by Mr. Pratap Faujdar, known for his writing of humorous poetry. A member of Hasya Kavi Sammelan, Faujdar’s jokes mainly focused on political satire and social issues based on daily life experiences. The evening was also graced by Mr. Rajesh Chetan, a poet who extended an essence of patriotism in every word he recites. His aggressive performance showcases his patriotic emotions which is loved by the audience. They were also accompanied by the famous poets Dr. Ruchi Chaturvedi, known for her romantic poetry, and Dr Kirti Kale, known for expressing her emotions through her power packed lines along with Mr. Ram Sarin, who is not a poet but a magician when it comes to expressing his thoughts.

The event was graced by the magnificent presence of the chief guest, Mrs. Vimla Batham ,an Indian businesswoman, politician and the current president of the Uttar Pradesh State Commission for Women. She has been member of the Legislative Assembly of Uttar and represents the Noida constituency of Uttar Pradesh.



REFLECTIONS



It was the clarion call of good old days yet again to reconnect with one's Alma Mater and REFLECTIONS 2018, the annual alumni meet of BIMTECH, surrounded the alumni with nostalgia as they walked the hallowed avenue of their memorable past on Saturday, December 1st 2018.

The Birla Institute of Management Technology (BIMTECH) has since inception produced thousands of global leaders who have achieved great laurels in their respective fields. Initiatives and efforts are taken by the institute to maintain a strong bond and continuously explore and expand the alumni network.

One such initiative taken by the Institute is the Annual Alumni Meet "Reflections". Every year "Reflections" is held at the campus where hundreds of alumni from across the country and globe come and witness the mega event dedicated to them.

"Family is like music, some high notes, some low notes but always a beautiful song" - This year "Reflections" 2018" has proved this phrase in its candid celebrations that was organised with much pomp and splendour. The theme this year was 'whimsical musically'. The theme was an effort to associate the tunes and music of the present with the previous. The event was very successful with an active participation from over 350 alumni from across Delhi NCR regions and outside. There was a noticeable 30% increase in the alumni attendance this year. The event also witnessed active participation from the alumni, spouses, children, other guests, faculty and the present

students, which resulted in a footfall well over 1000 in the event. The event decoration was also based on the theme "Whimsical musically" and was organised by the VenueLook.com.

The preparations and planning happened under the supervision of Dr. Gagan Katiyar – Head of the Alumni Cell. The cell conducted more than 15 meetings to ensure a swift process and flow of the event. There were 5 registrations desk put to cater to the batches from 1989 till 2018 as well as the guests and faculty. Frooosh an initiative by the BIMTECH Retail students had also put their stalls to cater to the alumni and the guests. 2 stalls were also put by the e-cell to promote and encourage the new start-up ideas. There was a photo-booth as well for the photogenic and the selfie loving alumni and guests. There was a stall for GAAB to encourage and motivate the alumni to register and be a part of the association.

On the day of the event the alumni members started coming in numbers from 4 pm onward. Volunteers and the executive members ensured that the alumni members were properly escorted. Various games for the alumni and their family members were organised to keep everyone engaged. The alumni and their family enjoyed the game "Silent Bollywood" and "How well do you know your partner" a lot. There were games like Ball shooting and Basketball pong to engage the children as well.

The audience were left mesmerised by the opening act of Ganesh Vandana performed by the Aasma Group based in Delhi. To spice up the event the performance was followed

2018

by the dance and singing performance by the students of BIMTECH and it was well received and appreciated by the alumni, guests and the faculty alike. The Gulati Brothers with their spontaneity and humour not only kept the audience engaged but kept the mood light with their wit and hilarious comments.

The formal event had eminent dignitaries, Chief Guest Dr. Yasho V. Verma, Former Chief Operating Officer, LG India, Mr. Kamal Singh, Executive Director, CEO UGNI, Mr. Alok Gupta, President GAAB, Dr. Chaturvedi, Director BIMTECH, Dr. Rajiv R Thakur, Dean Development, Dr. Anupam Varma, Dy. Director BIMTECH, Prof. K K Krishnan, BIMTECH on stage. The formal function began with the welcoming speech and address by the director Dr. Harivansh Chaturvedi. In the following speech, the President of GAAB, Mr. Alok Gupta, shared the vision of GAAB and its role on strengthening the brand of BIMTECH. This was followed by the encouraging speech by the Chief Guest Dr. Yasho V. Verma, Former Chief Operating Officer, LG India. Audience appreciated the release of the BIMTECH Coffee Table Book, "An Odyssey of Excellence"

The speech by the dignitaries was followed by the enthralling performance of the Tanoura Act (Egyptian Dance) by Karim Ragab. The act was highly appreciated by the alumni and the faculty alike.

The alumni were sent to a nostalgic trip by the reviving memories clip comprising of the pictures of their alma mater. After which there was an entertaining Bollywood dance performance by the Aasma Group. Following which the game of chance was played to keep the guests and the alumni engaged. It was well received by all as they found it to be very entertaining and enjoyable. The alumni achiever award ceremony was the exciting part of the show. There were more than 61 nominations for the Alumni achiever award. The jury comprised of Mr. Alok Gupta, Mr. Mohit Chhabra, Mr. Pradeep Wadhwa,

Ms. Koyaljeet Kaur, Dr. Gagan Katiyar, Mr. Jagmohan Rai and Dr. Monica Gupta. The contest was a close fight with all the nominated alumni members coming very close to winning the award.

The Academia Leader of the year award were given to Mr Harsh Kumar, Associate Professor – Amity University and Dr. Ansul Verma, Associate Professor – SP Jain Institute.

The Entrepreneurial Leader of the year award were given to Mr. Jitesh Khanna, Director - Advaita Showbiz Private Limited and Mr. Anshul Joshi, Founder-Xploreoffice.com Private Limited. The Corporate Leader of the year award were given to Mr. Sandeep Goel, Director and Business Head – Ericsson and Rupali Sharma, Country Manager-Retail Sales and Partnerships – Union Bank of India.

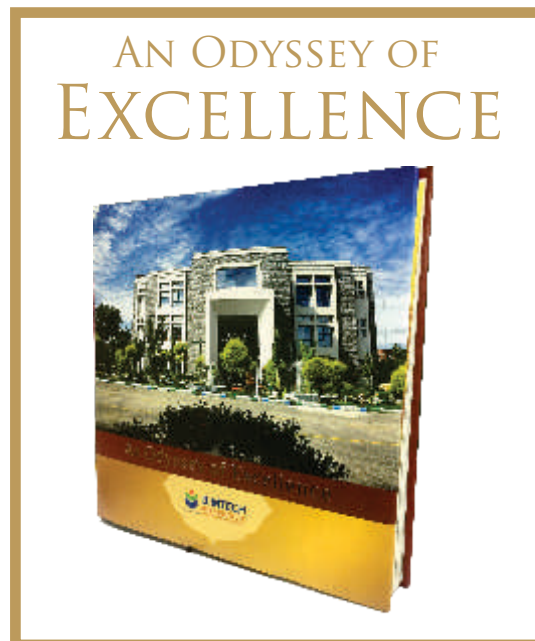
The Young Achiever of the year award were given to Mr. Abhinav Agarwal, Associate Director – HDFC BANK and Richa Mehta, Owner- RM Vogue and Fashion Lifestyle magazine.

The formal ceremony concluded with the Vote of thanks given by Dr. Anupam Varma, Deputy Director, BIMTECH.

The end of the evening held the audience spell bound again by the tanoura act (umbrella dance) and the Bhangra Dance by the Aasma Group and the Dholki dance and the colours of India performance.

Finally, the star of the event, Stand-up comedian Jaspreet Singh, known for his keen observations and boundless reflection on the stage, arrived. His one liners and comic timing left everyone laughing and enjoying. The footfall of the young alumni and current students was at its peak during this performance which justified his massive popularity.

The event concluded with the Vdj Sandy's DJ night which witnessed a beautiful communion of the past and the present as the students and the alumni enjoyed together which was immediately followed by the gala networking dinner. The REFLECTIONS 2018 was a massive success. We expect and hope that we can continue the legacy and make the next year REFLECTIONS an even bigger hit.



The Saga of Excellence reaches out to distinguished dignitaries

BIMTECH COFFEE TABLE BOOK ODYSSEY OF EXCELLENCE



भारत के उपराष्ट्रपति
VICE-PRESIDENT OF INDIA December 14, 2018

Dear Dr. H. Chaturvedi ji, *Somathe*
Thank you very much for a copy of BIMTECH's Coffee Table Book, published on the occasion of 31st anniversary celebrations of your esteemed Institute.

I am sure the publication capturing the information about momentous occasions, memorable events and many landmarks attained by the BIMTECH in its journey of last 30 years will prove a useful edition in showcasing the Institute's rich legacy and subsequent achievements in the field of management education.

With best wishes.

Yours sincerely

M. Venkiah Naidu
(M. Venkiah Naidu)

Dr. H. Chaturvedi
Director, BIMTECH
Birla Institute of Management Technology
Plot No. 5, Knowledge Park - II
Institutional Area, Greater Noida
Uttar Pradesh - 201306.

WHILE CELEBRATING THE 30TH ANNIVERSARY OF BIMTECH ON OCTOBER 2, 2018, THE IDEA OF PUBLISHING A COFFEE TABLE BOOK WAS CONCEIVED. THIS COFFEE TABLE BOOK, ENTITLED "ODYSSEY OF EXCELLENCE" CAPTURES THE MOMENTOUS OCCASIONS, LANDMARKS, AND MEMORABLE EVENTS AS WELL AS MOODS IN BIMTECH'S HISTORIC JOURNEY OF OVER THREE DECADES IN ALL ITS RICH LEGACY AND VISUAL SPLENDOUR.

THIS COFFEE TABLE BOOK PROVIDES A KALEIDOSCOPIIC WINDOW TO BIMTECH'S WELL-WISHERS, PATRONS, RECRUITERS AND THE COMMUNITY AT LARGE.



Prof. N.N. Sharma is presenting the Coffee Table Book to **Shri Vipin Sharma, CEO, Access Development Services** who organised All India Inclusive Finance Summit and Asia Livelihood Summit.



Prof. Rajiv R Thakur has presented the coffee table book to **Prof. Aima**, an eminent academic persona, often a part of NBA, NAAC accreditation team, V.C. Central University, Jammu.



M. P.R. Kumar, CEO of BSES Yamuna Power is receiving the coffee table book from BIMTECH Faculty members, Prof. Gagan Katiyar, Prof. K.R.Chari and Prof. Anuj Sharma



Coffee table book is presented to **Dr Rajiv Kumar, Vice Chairman, NITI Aayog** by Dr. H.Chaturvedi, Director, BIMTECH and Prof Rajiv. R. Thakur.



Yashwant Sinha, Former Minister of Finance, with the Coffee Table Book that was presented to him by Prof. Rajiv R Thakur and Prof. Jagadish Shettigar



Mr. Sudhir Yadav, former DG, Tihar is going through BIMTECH Coffee Table Book, presented by Mr. Joginder Kumar.



Super Cop, Shri Amulya Patnaik, Police Commissioner, New Delhi is flipping through BIMTECH Coffee Table Book.



Shri H.K.Mittal, Advisor, Ministry of Science and Technology, Govt. of India is with BIMTECH Coffee Table Book.



BIMTECH Coffee Table Book in the hand of **Shri Javed Akhtar**, renowned poet and lyricist.



Dr DP Singh, UGC Chairman is presented the Coffee Table Book by Dr. H. Chaturvedi, Director BIMTECH



Prof. N. N. Sharma is presenting the coffee table book to **Dr. Parisuram, Director, Ministry of Finance, Government of India.**

8th INTERNATIONAL CONFERENCE ON MANAGEMENT CASES (ICMC-2018)



On November 29, 2018, the Birla Institute of Management Technology, Greater Noida (NCR), India, in collaboration with University of Eastern Finland, inaugurated the two day International Conference of Management Cases (ICMC). This was the eighth year that ICMC has been organized at BIMTECH.

ICMC invites stimulating original, unpublished, research / teaching cases, case studies, based on primary and/or secondary data, field studies, empirical data, or significant experience of learning in various facets of management. It aims at international relevance and encourages authors from all over the world to participate and share their experiences on a platform created for academicians, practitioners, consultants, research scholars and students of management studies.

This year, 63 cases collectively written by 106 authors was presented over a period of two days (29th and 30th Nov, 2018). The conference was attended by 39 delegates from 12 foreign countries. Largest contingent of 18 delegates participated from Finland. Over all 76 delegates attended the two day conference.

First day of the conference witnessed enthusiastic participation from all the delegates representing different parts of the world. Since early morning BIMTECH campus was buzzing with energy, intellectual interaction and networking.

The event started with a ceremonial lighting of lamp by Director Dr. Chaturvedi and the keynote speakers. This was followed by greeting the Keynote speakers, Dr. Paivi Eriksson, Professor Innovation Management at the University of Eastern Finland, and Dr. Jianping Liang, Director and Principle Investigator of CHAN Sui-Kau Asian-Pacific Case Development and Research Center at the Business School, Sun Yat-sen University.





Paying tribute to Late Prof. Sardana, who initiated ICMC, Dr. H Chaturvedi, Director, BIMTECH emphasized the past success and the future aspirations of ICMC. Convener Prof. Dey's motivating speech set the stage ready for Dr. Paivi Ericsson's Keynote speech on "Universities in society: Case Finland". Her speech highlighted the significance of the academicians in developing a country.

Among loud applause and much appreciation 11 awards were announced during the function. Seven case writers below the age of 40, were awarded the Dr. G D Sardana Memorial Young Scholar Award by BIMTECH. Apart from that, SAGE best Case Award was given to the case: "PeeBuddy: Using Social Media Buddies". The first position of the Case Centre Best Case Awards was bagged by "Shakti's Kitchen Private Limited: Driving Growth in an Uncertain World". The Second position went to two cases respectively entitled, "Bhushan Steel: Another Noose for Tata Steel?", and "The Corporate Social Responsibility – Stakeholders Interest and Compliance: A Tale of Two Organizations"

The first half of the session ended with a high note of energy that was palpable during the Tea Break. The Inaugural session resumed by awarding the student winners of the Case Analysis Competition. This was followed by the second keynote speaker, Dr. Jianping Liang, who captivated the entire gathering with his keynote address "Capacity Building on Case Teaching, Writing & Learning".

Sixty three cases were presented and discussed in 15 concurrent technical sessions spread over two days. Each technical session was chaired by two reputed case writers who gave constructive feedback to the presenters' cases. Four stalls, including the stalls of The Case Centre, Bloomsbury, SAGE and Ranganathan, were the centre of gathering for delegates during tea break. The Case Centre distributed free literature on case writing.

The first session of the second day was an important technical session, wherein the Forum for collective wisdom was introduced. This session was not like any other technical session. 13 papers that were ranked as good and excellent by the reviewers were presented in this session, that included the award-winning cases. The

new format of these sessions were the round table discussion mode. The papers for these sessions were segregated thematically and three such thematic groups were formed. This exercise enriched the discussion and hence was highly appreciated by the delegates.

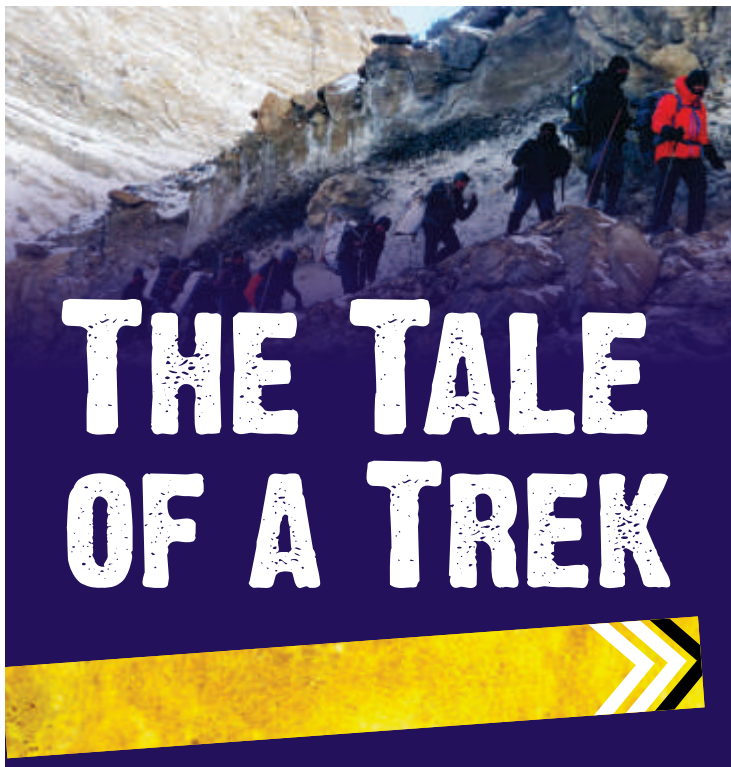
Apart from intense intellectual deliberations, ICMC also witnessed Gala Dinner as well as Ethnic and Western Dance.

One of the interesting aspects of ICMC was the visit of Neemka and District Jail by the foreign delegates. On December 1, 2018, fifteen foreign delegates visited Neemka Village and District Jail. Neemka trip was organized to provide the foreign delegates a glimpse of Rural India. They were awestruck by the hospitality of the villagers and impressed by the core Indian Culture and gathered many memories to take back home.

The delegates also visited the library set up by BIMTECH in Gautam Budh Nagar, District Jail. They were captivated by the various rehabilitation activities conducted there, for the jail inmates, by BIMTECH and other voluntary organizations.

Overall ICMC 2018, was highly appreciated and lauded by the delegates, who came from the parts of India and world.





BIMTECH ALUMNUS GOURAB BANERJEE IS IN CONVERSATION WITH PROF. SALONI SINHA, BUSINESS COMMUNICATION AREA. THE DIALOGUE UNFOLDS THE STORY OF THE MOST CHALLENGING ADVENTURE OF GOURAB BANERJEE AND VIVEK KUMAR SINGH, DISTINGUISHED BIMTECH ALUMNI, AS THEY TRAVEL TO THE PATH NOT COMMONLY TAKEN - THE PATH TO THE CHADAR TREK, LADAKH.

1. How did you get motivated for The Chadar Trek?

Honestly, I don't know. I was not aware of The Chadar Trek earlier and in spite of being an adventure lover, this was surprisingly not in my bucket list. Some 6 months back my friend and classmate from BIMTECH, Vivek Singh called me from Jaipur and said, "I've shared a video link with you. Watch the video and then we shall discuss". When I watched it, I loved the video which briefly captured the journey of The Chadar Trek. This was the first time I came to learn about this being one of the toughest treks of the world. But I was

wondering why Vivek sent it to me. When he called me next, he said "We have to do it". My expression was "What! This is undoable". And then Vivek said, "We shall attempt to do the undoable".

Unaware of the preparation, risk, difficulty and expenses involved, we took the decision on September 2018 that we are going for The Chadar Trek during January 2019. Thereafter, the more we read and researched about it, we kept learning about the tough terrain and our motivation level kept going higher to attempt 'the adventure of a lifetime'. Eventually, we were self-motivated and started our meticulous planning and thorough preparations, which made us survive this difficult trek. You can say that it was 'a call from within'.

2. Being professionals how did you manage the work commitments?

It's all about PLANNING and PASSION.

Yes, indeed it is not an easy task to pursue such demanding adventures alongside managing professional commitments. It is very important to understand the requirements and prepare well before taking up an arduous task like this. Months of planning and preparation were undertaken, not only for the trek but also to ensure that all jobs are well taken care off at the work front. It involves keeping the management as well as team apprised about your passion, plans and schedule well in advance and efficiently delegating work along-with a contingency plan in place. It is important to identify and groom a second-in-command within the team who can take responsibility and decisions in your absence.

Such escapades are driven solely by Passion. An innate passion, a 'can do' attitude and a strong resolve to overcome the hindrances can make you be disciplined and follow the plan. A good plan executed well, is the key to enable a person pursue one's passion.



Gourab Banerjee
DGM – Marketing
Sobha Limited



Vivek Kumar Singh
GM - Sales
Vodafone Idea Pvt. Ltd.



3. How does one keep the passion burning?

I personally believe that passion is inherent to individuals. Though it is a characteristic attribute, but certainly needs to be nurtured. I am not saying that passion cannot be developed, surely it can be, through practice or influence. However, the secret is to relentlessly nurture your passion.

At times, your passion fizzles out while you are caught in the hurries and worries of mundane life. One has to realize how important it is to pursue your passion for personal growth and happiness.

I feel the characteristics of a child like Curiosity, Resilience, Courage, Patience, Creativity, Optimism and Determination are required to keep your desires blooming. So, basically one has to 'Keep Alive The Child Within' in order to keep the passion burning.

4. Share about one of the episodes from your recent trek that transformed you all.

Well, there are many such episodes throughout the 70 km trek on the frozen Zanskar River, which we completed over 5 days and 4 nights at extreme temperatures of -35 to -40 degrees. The very thought of embarking on this madness of walking for 5 days on a frozen river (which looks like a sheet of snow and hence the name 'The Chadar Trek') intrigued us. The trek route (Zanskar Gorge) and the surroundings have such a magnificent impact on your visual senses that it stays with you forever.

While at the trek with the Guide & the porters as our only saviors, we struggled for every single basic natural action of life – breathing, eating, drinking, defecating and sleeping. Having seen the local staff work so hard under such difficult conditions to make us survive, we now have no complaints from life. The spine-tingling experience of having completed one of the toughest treks of the world still brings a smile on our faces.

However, that one single episode which keeps haunting us was my rendezvous with a near death experience. It was the Day 4. We had to cover the longest distance (about 20 kms) that day.

After starting from our campsite near the Frozen Nerak Waterfalls we soon discovered that the formation of 'the Chadar' has gone weaker and the trek path was getting more & more dangerous. We were hardly getting any frozen snow path to walk, with steep mountains on one side and the Zanskar river flowing in its full glory on the other. Both Vivek & Me experienced a fall each, in quick succession and went completely numb when we came in contact with such cold water. We started walking after Vivek was made to change his warmer, trek pants & socks on a rock, as his clothes got wet with his fall. After about 20 minutes, 4-5 of us were walking on a very narrow weekly frozen snow path, with me at the front. I noticed fragile ice with my trek pole and warned my fellow trekkers behind to be careful. The next moment I found myself thigh-deep inside the chilled river, as my next step got placed on the same fragile ice and 'the Chadar' broke. Obviously I was traumatized and went under shock for some time. Thanks

to my fellow trekkers who immediately got into rescue mode. They dried my hands & legs, rubbed my palms & feet with Vaseline to warm me and helped me change my clothes on that narrow path where there was barely any space to stand as we leaned on the steep rocks for support.

We were saved from getting hit by Hypothermia - a medical emergency causing dangerous drop in body temperature, due to prolonged exposure to cold temperatures. We almost got a new life, only because of exceptional team work on display.

Finally as we marched after sometime, heavy snowfall started which continued non-stop till late night making our trek & stay at tents extremely difficult that day. Completing this trek with such experiences and successfully returning to normal life is indeed a life changing experience for all of us.

5. What do these adventure trips teach us?

Such adventure trips are full of learnings at every single step. For us The Chadar Trek was a real test of endurance, courage, strength, patience, concentration and impromptu decision-making. First & foremost, such trips give you enormous confidence to do anything you want to do in life as it makes you push your limits to the farthest and also makes you believe in yourself. They help you appreciate what you have in life when you survive such life-threatening conditions and face scarcity of resources, so much so, that a bottle of hot water becomes a luxury.

When you have to struggle for basics, such trips make you grounded as you realize that there is very little in life that you can control. It not only makes you put your 100% effort, but also makes you appreciate others' efforts. It teaches you that Mother Nature can be as ferocious, as beautiful it is and thus she needs to be respected at all times.

Such trips make you understand that 'it is always a Team which wins or loses, not individuals'.

6. Leadership traits are most accentuated when you go beyond your capabilities. What do you have to say on this?

Leadership is about learning first and then everything else. As they say, only a good student or a good follower makes a better leader. In that context, the above statement is completely true, because you can learn well and lead better only when you are out of your comfort zone.

All our management learnings were put to practice during The Chadar Trek – from Planning to Team Building, Time Management to People Management, from Resource Management to Change Management, Communication to Problem Solving and Conflict Management to Recognition. Ours was a very diverse group consisting of people of varied ages from different walks of life. And all of them showed extraordinary team work while going beyond their capabilities to survive such extreme temperatures & difficult terrains.

During The Chadar Trek, we discovered a new form of Leadership, i.e. Service Leadership.



THE TALE OF A TREK

7. Wanderlust is gripping more and more young folks. When did the bug first hit you and where are you vrooming next?

Here I would like to disagree. My experience says that the 'wanderlust bug' can hit anyone at any age and not necessarily is gripping only young folks. In fact, the average age of our group for The Chadar Trek was 35+. While we always kept looking for adventure & travel throughout our growing up days, but the bug seriously hit us when we were at BIMTECH in 2005. It was our college trip to Sikkim which exposed us for the first time to mountain trekking, sub-zero temperatures and gifted us several learnings & moments to cherish forever. We shall be always thankful to BIMTECH for that memorable trip.

Thereafter, there was no looking back. Few close friends from the batch of PGDBM 2004-06 founded a Biking Club called MOB (Masters On Bikes) and we had several biking trips cruising through Lahaul & Spiti Valley in rural Himachal Pradesh, Kashmir & Ladhak Valley including 4 highest mountain passes of the world and many more adventure expeditions.

Next in our plan is to visit Kailash Mansarovar followed by a biking trip along the Great Rann of Kutch. We also wish to conquer the Stok Kangri (the toughest non-technical mountain trek in India) and attempt the Everest Basecamp some time.

Thank You !

BIMTECH INTERNALISES CASE BASED LEARNING IN MANAGEMENT EDUCATION

WORLD CASE TEACHING DAY



BIMTECH Centre for Management Case Development (CMCD) under the banner of Case Centre organized the first annual #WorldCaseTeaching Day on 5 February 2019 and invited participation in Case Analysis Competition from Management students across the country.

This case challenge event by BIMTECH, Greater Noida aimed to attract and gather students for a thought-provoking exercise with the following objectives:

- to enhance the business acumen, and to apply their critical thinking, analytical communication, and team work skills
- to provide a forum where students can experience real world business problems through case preparations and learn from the diverse perspectives of peer contestants
- to encourage meaningful discussion between students and faculty
Total 124 teams registered for the competition out of which 56 teams participated in the 1st round. 10 teams were shortlisted for the final round. The main event happened on 5 February 2019 on college campus. Three teams, two from BIMTECH and one from IIM Rohtak won the competition. They were awarded with attractive cash prizes of 10000 IRS (first winner team) and 7500 IRS (the two second runner up) respectively.

SUSTAINABLE DEVELOPMENT GOALS SUMMIT 2018



2nd Sustainable Development Goals Summit 2018 organised by UNGCNI in academic partnership of BIMTECH, was held on December 12, 2018 at Hotel Sahara Star, Mumbai. The programme was inaugurated by renowned scientist **Padma Bhushan Dr R A Mashelkar**. **Dr. H. Chaturvedi, director, BIMTECH** was the Summit Director, and he delivered the theme address where he provided an overview of the Summit.

Dr Vinita Dutta Roy, Faculty, BIMTECH, was one of the panellists in the first Plenary Session 1 which deliberated on the theme of "Accelerating change- Establishing interconnect between SDG & CSR". More than 200 delegates and 35 speakers participated in the Summit.

GANDHI: AN IMPOSSIBLE POSSIBILITY

Noted historian Prof. Sudhir Chandra visited BIMTECH campus and delivered a Special Address

BIMTECH celebrated the 150th birth year of Mahatma Gandhi on 6th February 2019 by inviting Prof. Sudhir Chandra, a renowned historian and author of the proclaimed book "Gandhi: An Impossible Possibility." The book portrays the last phase of Gandhiji's life, 1947-48. The author raises problems with regard to his ideals and beliefs and presents Gandhi in an altogether new light.

The event commenced with a beautiful rendition of Vaishnav Jan Te, after which Prof. Sudhir Chandra was welcomed by BIMTECH Director, Dr. H Chaturvedi, who along with introducing the guest also shared the vision of the college and why Gandhiji is still accepted as a thought leader of the world.

In his address Prof. Chandra narrated historical events of the last few months during which Father of the Nation was passing from a very stressful period. He was of the view that his ideas of love, truth, peace and nonviolence are still relevant in 21 st Century.

Prof. Chandra elaborated how Gandhiji spent 32 years of his life fighting against the British without much harm inflicted on him, but Independent India could only keep him alive for 169 days. He told the present audience that Gandhiji once said, "Machines have become the measure of men", which is more than relevant in today's era. The talk concluded with Prof. Chandra speaking about how during Gandhiji's last days his sole purpose was to keep peace between India and

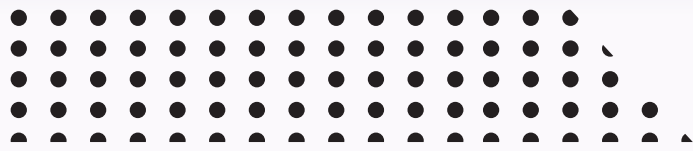
Pakistan and he quoted, "The days we remember Gandhi should be moments of reflection and what happened to him, what we did to him, and what we continue to do to him. Are we capable of making Gandhi possible?"

After the inspiring and enlightening talk by the guest the audience was given the chance to interact with Prof. Chandra. The students and faculty asked about the effect Gandhiji would have had, had he

not been killed and is it possible to keep Gandhian ideologies alive today. They were greeted with words of wisdom by the author.



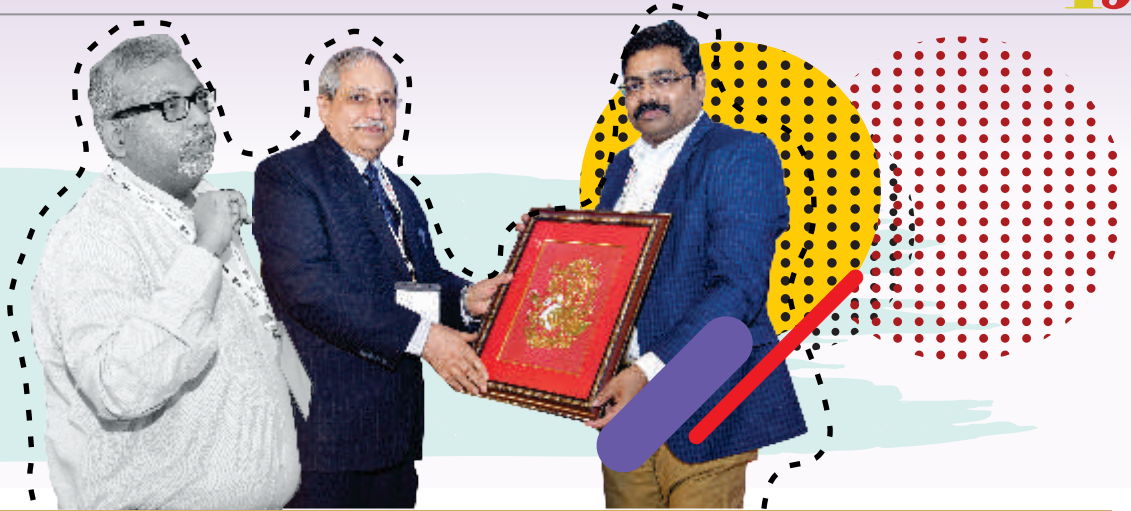
Signature Event



THE RISE OF THE SOCIAL ENTERPRISE

HR ROUND TABLES, BANGALORE & MUMBAI





29th HR Round Table, Bangalore

Birla Institute of Management Technology (BIMTECH) organised its 29th HR Round Table on December 14, 2018, at Hotel the Lalit Ashok, Bangalore in association with National HRD Network and Deloitte (Knowledge Partner).

The Theme of the Round Table was "The Rise of the Social Enterprise" with the Sub-Theme "AI, Robotics, and Automation: Put Humans in the Loop".

The program commenced with the Welcome Address by Dr. H. Chaturvedi, Director BIMTECH, Greater Noida, who set the tone for the discussion. Mr. S. V. Nathan, Partner and Chief Talent Officer, Deloitte India, further presented the findings of Deloitte's Survey and introduced the panel.

The panel discussion on the Sub-Theme "AI, Robotics, and Automation: Put Humans in the Loop" was moderated by Mr. S. V. Nathan, who raised many pertinent questions and sought the opinions of the panelists on those issues.

The panel consisted of the following Leaders from Industry:

- Mr. Akilur Rahman, Chief Technology Officer, ABB India
- Mr. Bartanu Kumar Das, Head - HR, Larsen & Toubro
- Mr. B R Suresh, Sr. Vice President & Country Head - HR, Bosch India
- Mr. Chaitanya N Sreenivas, Vice President & Head - HR, IBM India and South Asia
- Mr. Rajesh Sahai, Global Head - HR & Communication, Wipro Consumer Care and Lighting
- Mr. Vijay Sinha, Sr. Vice President - HR, JSW Steel

During the Q & A session many remarkable questions were raised by the audience and precisely addressed by the panel. The Vote of Thanks was delivered by Mr. Nalin Srivastava, Asst. Director, NHRDN. The event was attended by around 100 Professionals from Industry and Academia which also included senior HR leaders from organisations like IBM, L&T, Wipro, Federal Mogul, GMR, Toyota Kirloskar, IIM (Bangalore), MSG Global, ABB and BIMTECH alumni.

28th HR Round Table, Mumbai

Birla Institute of Management Technology (BIMTECH) organized the 28th HR Round Table on October 12, 2018, at ITC Grand Central, Parel, Mumbai in association with National HRD Network and Deloitte (Knowledge Partner). BIMTECH started the HR Round Table series in 2011.

The Theme of the Round Table was "The Rise of the Social Enterprise" with the Sub-Theme "From Careers to Experiences: New Pathways".

The program commenced with the Welcome Address of Dr. H. Chaturvedi, Director BIMTECH, Greater Noida, who set the tone for the discussion. Dr. Kamlesh Vyas, Sr. Director, Human Capital, Deloitte India, further presented the findings of Deloitte's Survey.

The panel discussion on the Sub-Theme "From Careers to Experiences: New Pathways" was deftly moderated by Mr. Kamlesh Vyas, who raised many pertinent questions and sought the opinions of the panelists on those issues.

The panel comprised of:

- Ms. Anjali Byce, Director (HR), SKF India
- Dr. Jayant Kumar, CHRO, Tata Power
- Dr. Keith D'Souza, Professor of OB & HR, SPJIMR
- Dr. Rajan Saxena, Vice Chancellor & Distinguished Professor of Marketing, NMIMS
- Mr. Rajeev Dubey, Group President (HR & Corporate Services) & CEO (After Market Sector), Mahindra & Mahindra Ltd.

During the Q & A session many remarkable questions were raised by the audience and precisely addressed by the panel. The Vote of Thanks was delivered by Mr. Dhananjay Singh, Director General, NHRDN. The event was attended by around 130 Professionals from Industry and Academia and BIMTECH alumni.

Entrepreneurial Expedition

**Ventures under the umbrella of Atal Incubation Centre (AIC):
from Experience to Excellence**

JUNIOR WORLD ENTREPRENEURSHIP FORUM (JWEF)



Junior World Entrepreneurship Forum (JWEF) is derived from the World Entrepreneurship Forum and is held across 26 countries in the world. BIMTECH is the only management institution to organize JWEF in India. JWEF is all about promoting entrepreneurship as a valid career opportunity, to bring out the young entrepreneurs, to produce and introduce new ideas and innovative practices. The Junior World Entrepreneurship Forum (JWEF) is the youth chapter of the World Entrepreneurship Forum. Entre-Pioneer, the Ecell of BIMTECH in collaboration with AIC BIMTECH, proudly carries forward the tradition of hosting the renowned forum with JWEF 7.0 or the seventh edition of this event, in the Greater Noida campus of BIMTECH.

The event was inaugurated by lighting of the ceremonial lamp by the Chief Guest, Mr. Subrat Kar, Founder & CEO, VIDOOLY, Dr. H. Chaturvedi, Director, BIMTECH, Dr. Anupam Varma, Dep. Director, Prof. Chari, Dean Students Welfare, and Dr. Abha Rishi, CEO, Atal Incubation Centre-BIMTECH and curator of the event. During his speech, Mr. Subrat Kar, shared his entrepreneurial journey with the audience. According to him, **'Entrepreneurship is not a cup of tea for everyone. Only those who have the ability to think out of the box and work with commitment, can become a successful entrepreneur'**.

In his welcome address Dr. H Chaturvedi, Director, BIMTECH, told the audience about the need and importance to promote an entrepreneurial culture in Uttar Pradesh as the unemployment rate is going up with no solutions in sight. **He said, 'if an entrepreneur can give at least five jobs to the unemployed that will be a great thing in this scenario'**. Dr. Abha Rishi, CEO, Atal Incubation Centre-BIMTECH & Chairperson CIED, told the audience about the origin of JWEF and the various entrepreneurial activities and initiatives of the institute and the Atal Incubation Centre- BIMTECH. The seventh edition of Junior World Entrepreneurship Forum has been attended by some of the brightest minds from the leading B- schools in the country.

BIMTECH was delighted to receive registrations of students from some of the most prestigious institutes in the country like IIM LUCKNOW, IIM BODH GAYA, IIM INDORE, IIM JAMMU, IIM KASHIPUR, IIM NAGPUR, IIM UDAIPUR, ISB Hyderabad, IMT GHAZIABAD, IRMA GUJARAT, IIT- ISM DHANBAD, K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH, etc.

RESURRECTION

'Leadership is not about finding faults, it is about finding a remedy.' This was the underlying premise behind the event that when a company goes into a crisis, how will the top management react in this situation. Shareholders have started to ask tough questions about the future of the company and investors are having all time low confidence. When all stakes are against the company, how should the directors make a difference? The student teams were asked to make presentations in groups of 2 or 3.

Next in league was MIX IT UP. This was an opportunity for the participants to experiment with their market strategies at a preliminary level, its application, practicality, feasibility and

implementation. BID & Quiz was an exciting combination! Tested the speed, mental agility and personality of the participant.

With the successful completion of all the events, the winners were declared at the valedictory ceremony in the benign presence of Mr. Vaibhav Bhati, Founder, Commercium Exports, Brigadier Sunil Chadha, Founder, Abhinna Cita Transformation Solutions LLP, Prof. K R Chari and Dr. Abha Rishi. Students from Delhi Technological University had won the 1st prize for BID & Quiz. The Runner-up awards for the Business Plan Competition and Resurrection were students from IIM, Kashipur and Department of Business Economics respectively.

EVENTS CONDUCTED BY ATAL INCUBATION CENTRE



ENTREPRENEURSHIP CULTURE DEVELOPMENT WORKSHOP IN AIC-BIMTECH

AIC-BIMTECH conducted an Entrepreneurship Culture Development Workshop, headed by Dr. Abha Rishi, CEO, AIC-BIMTECH for the students and faculties of GL Bajaj Institute of Technology and Management on 5 September, 2018. Sixty students and five faculty members from GL Bajaj Institute of Technology and Management attended this session. To interact with these students we had invited Mr. Kanav Rajput, Mr. Divakar Shukla, Mr. Chandra Kant Saraswat, who are currently incubated at AIC-BIMTECH, and Mr. Chittransh Verma, AVP, AIC-BIMTECH.



SMART START GUWAHATI: PARIVARTAN 2018

Parivartan 2018, 3E Entrepreneurs and Start-up Conclave introduced "Smart Start- Guwahati", on 10 November 2018 in NEDFi Convention Centre. This event marked as the initiation of the entrepreneurship activation among the youth of the North-East States.

Dr. Abha Rishi (CEO, AIC BIMTECH) undertook the Idea Generation Workshop, which made the participants aware of the basic fact, that no idea is a bad idea. Mr. Mukesh Malik (Partner, ah! Ventures) took the stage to made young minds aware of the pitfalls on a start-up. Mr. Bibin Babu (Blockchain Evangelist and TedX Speaker) created awareness about the opportunities of block chain technology in the innovations and entrepreneurial ecosystem. Mr. Amit Singal (Founder, Startup Buddy)

explained some fundamental laws and compliances to be taken care of when starting their entrepreneurial journey.

Mr. Manoj Kumar Das (DGM, North Eastern Development Finance Corporation Limited) was chaired as Guest of Honor for "Smart Start". He explained the various schemes and resources available for entrepreneurs at NEDFI and shared various experiences about his entrepreneurial journey with the audience.

Closing ceremony was led by Mr. Ratul Kalita (Global President, 3E Foundation) where he thanked all the partners, speakers and audience. He announced a new initiative "Startup Valley Hub" to create Launch Pad for Startups in the North-East India.

EVENTS CONDUCTED BY ATAL INCUBATION CENTRE – BIMTECH



MENTOR HOUR WITH MR. YOGESH BELLANI

Atal Incubation Centre-BIMTECH was visited by Mr Yogesh Bellani, CEO at FieldFresh Foods Private Limited and BIMTECH alumnus, on 8 September 2018. Mr Bellani, who is also an advisor of AIC-BIMTECH, spent time with the incubatees.



WITNESS SESSION WITH MS SATYAVATI BERERA

Ms Satyavati Berera, COO - PwC India, had visited Atal Incubation Centre-BIMTECH on 14 September 2018. She had participated in a witness session by School For Social Entrepreneurs India, where she shared her journey over the past 40 years and how her skills and mindset, which are an acute necessity in entrepreneurship, enabled her to reach where she stands now.



FUND MY IDEA 1.0 AND 2.0

"Fund My Idea" event is the latest addition in the list of AIC-BIMTECH. AIC-BIMTECH has successfully completed two editions of the event, where Fund My Idea 1.0 was conducted on 27 October 2018, and Fund My Idea 2.0 was conducted on 16 November 2018. Both editions saw a total registration of 140 start-ups, with 4 cases considered by the funds for continuation of discussion.



STARTUP INDIA: JAMMU AND KASHMIR CHAPTER

Startup India Jammu And Kashmir Yatra at Jammu & Kashmir Entrepreneurship Development Institute, Pampore concluded on 17 October 2018, with 142 incubation offers made by JKEDI. Atal Incubation Centre BIMTECH, the national incubation partner gave pre-incubation offers to 8 start-ups, along with many others by ThinkPod, Eng. Innov., AIC-AARTECH, iCreate, & Shri Mata Vaishno Devi University. The 25 winners were awarded cash prizes worth Rs. 10 Lakhs, with a Jury Award of Rs. 1 Lakh to a student entrepreneur.



HAINANESE DELEGATION VISITED ATAL INCUBATION CENTRE-BIMTECH FOR SIGNING A MoU

AIC BIMTECH and the Hainan (People's Republic of China) delegation signed a MoU on 14th November, 2018 to support the development of the entrepreneurial ecosystem and startups under the purview of both parties. The delegation was welcomed by Dr Harivansh Chaturvedi (Director, BIMTECH), Dr Abha Rishi (CEO, AIC BIMTECH), Mr Chittransh Verma (AVP, AIC BIMTECH), and Mr Amit Singal (Founder, Startup Buddy)

Mr Xu Jun and the delegate members met the startups registered with AIC-BIMTECH and invited them to Hainan, to know more about the China market.



ROUNDTABLE ON MUNICIPAL OPTIONS FOR NOIDA REGION

Prime Minister in his first speech stated that we should focus on minimum government and Maximum Governance".

Noida MLA Pankaj Singh made his remarks on the issue and showed immense interest for Municipal Corporation. He said, "In democracy participation of Public is Necessary. I will try my best as MLA to increase participation of public in Authorities. The compositions of people who are staying are majority the Migrants. In coming years the population will increase and as well as there will be more development. Logistics hubs are being made so there is a huge development in Noida. Greater Noida Metro will also make a huge development in Noida." He further said, "Authorities in Noida are doing double work of both development as well as maintenance. Instead of being emotional we should be rational. If an elected body will be constituted in Noida there will be different problems. We should not copy other regions and their policies because every region is different. We should find solutions in realism."

Summarising the deliberations made in the three hour long event Shri Shravan Kumar Sharma, Former Commissioner Meerut said, "Authority is the main managing body in Noida but i feel municipal corporation is also needed because authority mostly look for land and property issues and then the civic amenities issue becomes secondary. There are several issues in Noida which were ignored by the authorities so a body like Municipal Corporation can solve these issues."

Om Prakash Divate, Municipal Corporation Commissioner, Thane gave a presentation on Thane smart city Limited and spoke about the differences between the Infrastructure and Healthcare in Noida and Thane. The successful event was able to bring together diverse minds and was able to sensitize the issue. Eminent members from civil society who also shared their views on the issue were SK Jain, President, Noida Sector 18 Market Association, Sadhna Sinha, Mahila Shakti, Rajkumar Bhatti, Samajwadi Party Leader, Ranjan Tomar, Advocate, and Delhi High Court among many others.

Our 74th Constitution Amendment Act in the constitution states that every city should have its own municipal corporation. In the wake of Noida yet to have its municipal corporation, on Dec. 17, 2018, BIMTECH, Greater Noida organised a Roundtable of citizens and experts on 'Municipal Options for Noida Region'. The focus of the round table was to discuss about the need of Municipal Corporation for Noida- Greater Noida Region. The discussion session was moderated by Dr. H Chaturvedi, Director BIMTECH and led by DM of Gautam Budh Nagar Shri Brajesh Narain Singh, Noida MLA, Pankaj Singh. Keynote speakers on the occasion were Shri Om Prakash Divate, Thane Municipal Deputy Commissioner and Dr KK Pandey, Professor, Urban Management Expert from IIPA, New Delhi. Shri Shravan Kumar Sharma, Former Commissioner Meerut and Agra Summarised the deliberations made during the three hour event. The event saw a turn-around of about 50 dignitaries from various organizations- Government, Civil society, Constitutional Expert, Industry, Active Citizens, and Associations etc.

The round table discussion began with the introductory remarks by Dr. H Chaturvedi, Director BIMTECH. While addressing the gathering he said, "If we remove Noida and Greater Noida what will happen to Uttar Pradesh, because these cities provide the maximum amount of revenue to the state and ironically both the cities are not taken care of that well that is our concern. The organizations and people should come together to do something about this. Both the cities Noida and Greater Noida have come together with the development of the Noida - Greater Noida Expressway. Our

EPSI ORGANISED A NATIONAL CONFERENCE ON

INDIAN HIGHER EDUCATION: CHALLENGES OF QUALITY AND BRAND BUILDING



EPSI organised a national conference on "Indian Higher Education: Challenges of quality and brand building" on Saturday November 24, 2018 at Bangalore. BIMTECH Director Dr. Chaturvedi was one of the eminent panellists. The conference deliberated on themes such as Indian Higher Education: Quality Assurance, Accreditation & Ranking in the Indian context, Expansion of Higher Education in all fields both in Government and Private Sector, Good Governance for fair, transparent and merit-based education, Quality expectations and best practices for the education sector, Relevance and employability as per industry need.

Dr. R. P. Singh, Secretary General, Quality Council of India, New Delhi conveyed that "quality education goes beyond the contour of the course curriculum and the actual teaching-learning process that takes place inside the classroom. The quality of a university depends on that of the students and faculty.



BRIDGING THE

VIHAAN'18

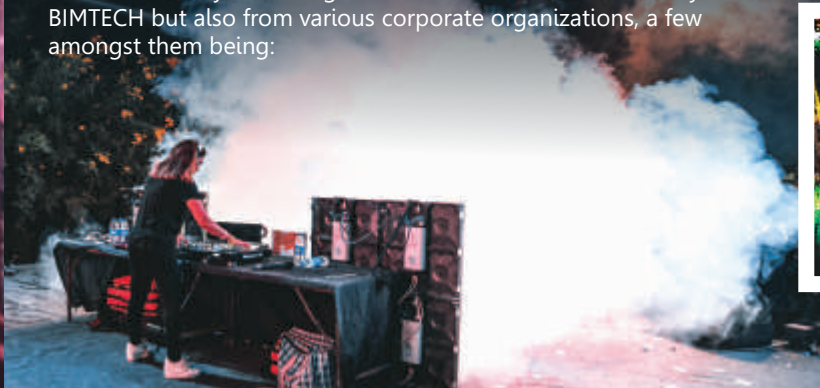
Vihaan'18, the annual Inter B-school fest of BIMTECH, following the theme of Bridging the Digital Divide, was held on November 23 and 24, 2018. It comprised 20 events and five guest performances. The fest spread over a span of two days was a mix of managerial, cultural, creative and gaming events. The event kick-started with an inaugural ceremony, where Dr. H. Chaturvedi, Director, BIMTECH briefed all the participants about the current digital gap that exists in India; followed by recitation of Guru Bani by Meher Kaur, student of BIMTECH, to commemorate the occasion of Guru Nanak Jayanti.

Keeping the theme in mind, events like Best Manager and B-plan competitions were designed around the theme, along with a video conceptualized, shot and edited by team Vihaan showcasing BIMTECH's efforts towards this cause.

Vihaan'18 saw participants from B-schools spread across the length and breadth of the nation, like IIM Lucknow, IIM Kashipur, IIM Rohtak, IMI Delhi, FORE Delhi, IMT Ghaziabad, IIT Delhi, Welingkar Mumbai, SIBM Pune, DTU Delhi, LBSIM to name a handful of the various colleges that participated in the fest.

An organizing team was formed three months in advance, headed by Dr. Manosi Chaudhuri. The faculty, managerial and administrative staff of BIMTECH left no stone unturned to help make the event a success and contributed in any and every way possible. A core team consisting of members from all clubs and conduits was formed, and every student in BIMTECH was invited to volunteer their help towards the fest. Various teams dedicated to deal with the different aspects of the fest like public relations, marketing and promotion, hospitality, sponsorship, and technical, were formed. Over 400 colleges were invited to be a part of the event. Vihaan'18 was promoted through Television aston-bands on 9xM, social media, direct marketing and teaser events like sweat-shirt launch and video bytes by the guest performers.

An auctioning event was held where students of BIMTECH bid for the stalls. Participation in the auction and running the operation of stalls served as a great opportunity to apply and learn the business sense and knowledge. Raising the sponsorship from various partners turned out to be a hefty task. Judges for events were invited not only from BIMTECH but also from various corporate organizations, a few amongst them being:



Pioneer Dj



DIGITAL DIVIDE

1. Mr. Prateek Sonthalia – CEO purple.com
2. Mr. Devendra Singh Pokhariya- Founder & CEO - Apisys Technologies Pvt. Ltd.
3. Mr. Suresh Bhatt- Co- founder- Apisys Technologies Pvt. Ltd.
4. Mr. Farruk Haider- Associate Executive Producer – AajTak.
5. Mr. Aarush Shrivastava - Mr. India 2017.
6. Mr. Akhil R Pillai - Lead Vocalist, VED the Band.
7. Ms. Tarranum Mallik - Bollywood playback Singer

This provided great exposure and aided in forming new relations amongst the corporate as well as helped in building the brand BIMTECH. On November 23rd, across the campus of BIMTECH, events like Best Manager, Mock Stock, Consortium, B-Plan, PUB-G, Redaktionel, Common Ground, Super Corps, Samar, were held, followed by Solo Singing and War of Bands on the main stage. Day 1 saw a melodious conclusion with the crowd dancing to the beats of the Band POSTBOX and the icing on the cake was an EDM act and song launch by MYRIS and Tarranum Mallik. On November 24th, events like Cross fit Cycling, Vaardat, Sacred Games, Poker, Crazy Shots, Caricature Guestimates, Finsure and Endura were conducted. Foxtrot, a solo dancing competition, and Fashionista, the Fashion Show, were the sundowner events on Day 2. DJ DRIP set the main stage on fire with his heavy EDM beats followed by a performance by DJ Shilpi Sharma, one of the top 2 DJs of 2017 in the Bollyboom ratings. Both these artists made everyone grove to the electronic music and we called it a day. Best Manager, the flagship event of Vihaan, ran through both the days of the fest.

The students were enthused and had a great time throughout the run of Vihaan'18. With participants from various colleges, the environment of BIMTECH was friendly but highly competitive. The fest was conducted smoothly and served the purposes of both learning and fun. With various events concluded successfully over the period of two days, Vihaan'18 was received very well amongst the guests and media. Special mentions were given by artists about BIMTECH's hospitality; Shilpi Sharma and Tarannum Mallik quoted to a Mumbai newspaper. Last but not the least, we would like to thank our partners like NTPC, Croma, Safexpress, Panasonic smartphones, Yourmech.in, Lavender Hues and Elegance Salons for their support to make Vihaan'18 a grand success. With this, Team Vihaan'18 hands over the baton to the batch of 2018-2020 to make it an even grander one.



LYCEUM

INDUSTRY – ACADEMIA IN UNISON



BIMTECH organised its annual flagship event LYCEUM - Master Class in 2018, spread across two levels of competition, on the theme "The India and Bharat conundrum: Challenges and Opportunities". Competing student teams had to take up this theme and present their own research, continuously mentored by a pool of faculty in BIMTECH. The different sectors addressed by the teams in their presentations were IT/ITES, Telecom and Communication, Banking and Financial Services, FMCG, Manufacturing, Consulting, International Business, Infrastructure, Insurance, and Retail. The teams competed for securing top 9 team positions, which finally competed in a Mega Competition for attractive cash prizes.

The team winning the first position got a prize money of Rs. 25,000. Two teams got second prize of Rs. 10,000 each. Four teams got third prize of Rs. 5000 each. The esteemed jury for the Mega Competition comprised of industry veterans such as Mr. Kamal Singh, ED - UNGCNI, Mr. Sumesh Mahendra, VP - IFFCO Tokyo, Mr. Neeraj Narang, Director-Oracle India, Mr. Shailender Jindal, Associate Director (Finance/Taxation) - Goodyear, Mr. Ashok Pandey, Ex MD and Member – Board of Governors, DFCCIL, and Mr. Navneet Trikha, Head - HR, Godfrey Philips India.

The first position winner of the Lyceum Masterclass 2018 Mega Competition was the team comprising on Nevine Jency, Parvathy Manjithaya, and Rahul Gopal, who presented "The Game Changer of Rural India". The second positions were bagged by Ankush Verma, Astha Maheshwari, and Anika Grover, who presented "Challenge in Adopting Disruptive Practise in India's Manufacturing Sector", and by Gaurvi Agarwal, Divij Batra, and Prabhnoor Kaur, who presented "MNCs and Rural Marketing Challenges: Success Mantras".

Junior students who did the volunteering were looking forward to the Lyceum Competition, 2019.

LEADERSHIP DEVELOPMENT PROGRAMME

AT PURI

SCIENCE AND ART OF LEADERSHIP



BIMTECH organized its 2nd Open Leadership Development Program this year from 26 – 30 November, 2018 in Hotel May Fair, Puri. Padma Shri Dr. Pritam Singh, Chairman, LEAD Centre was the Program Director. Prof. K.K. Sinha, Dean - Executive Education, BIMTECH and was the co-program Director. There were 31 participants from leading public sector organizations like NTPC, NLC India, Power Grid Corporation, NSPCL, IFFCO, NALCO, JSPL, OPGCL, RINL etc who attended the program.

This program was aimed to develop future Leaders to remain successful and competitive in this ever changing complex and dynamic environment. This era is time of disruptive technology and innovation which need razor sharp decision making ability and winning mindset. The leaders have to understand their own behaviour as a leader in different situations and develop holistic leadership capabilities embracing diversity and change, to win a war of third wave. This Leadership Development Programme is an immersive 5 days experience that will amplify your leadership abilities.

Theme of the Program:

- Looking Beyond- Future architect
- Looking Around- People architect
- Looking Within- Self architect

The program was focused on Essentials of Leadership, Developing Powerful Partnerships: Making Collaboration, Managing Unconscious Conspiracy, Level 7 Leadership: Positioning & How to go forward, Choice of Leaders: Reasons of Preference, Towards Wealth Creating Mindset, Strategic Thinking & Innovation, Design Thinking Leadership.

The program also included an Experiential Learning Journey to the Milk Mantra Plant which aimed at activities designed to experience leadership and strategy. The program was well designed and executed and has received an excellent feedback from the participants.

Fostering New Management

VIKRAMSHILA LEADERSHIP CENTRE

ANOTHER STEP IN CREATING STATE-OF-THE-ART INFRASTRUCTURE:



The "VIKRAMSHILA Leadership Centre", was inaugurated on October 17, 2018 by Padma Shri Dr. Pritam Singh, Chairman - Lead Centre, Former Director IIM (L) & MDI, Gurgaon and Mr. R.V. Shahi, Chairman - Energy Infratech Pvt. Ltd., Former Secretary, Ministry of Power, Gol. The event was also graced by Mr. P.K Sinha, GM, NTPC; Mr. Dhananjay Singh, Director General, NHRDN; Mr. Kamal Singh, Executive Director, UN Global Compact; Mr. Nalin Srivastava; and BIMTECH faculty and staff.

This Vikramshila Leadership centre makes an effort to provide our participants a comfortable living facilities and access to excellent infrastructure in the campus. Participants will get an uninterrupted opportunity of experiential learning ensuring close interaction with other participants of the management programme and faculty.



“The great challenge for this country is how to heighten the Managerial Competency. We are ranked as 81 in terms as Managerial Competency out of 137, so the ranking is pretty Low. Even in corporate global competitiveness we are ranked at 40. If we raise the managerial competency level to 50 then the Global competency will come to around 15-20. So I think what VIKRAMSHILA is going to do is, it will keep grooming right kind of leaders, who are equipped, who will face this challenge, who will accept the global challenge, and position India one among 15 at least. So that’s why I feel very happy that BIMTECH has started some very new movement and great movement, right in that way that this will pay very rich dividend to the country.”

- Padmashri Dr. Pritam Singh

THE SURGE OF FCGM AT BIMTECH CAMPUS



FOUNDATION COURSE IN GENERAL MANAGEMENT

Centre for Management Development & Consultancy (CMDC) at BIMTECH has conducted 3 programs on Foundation Course in General Management for middle lever executives during September – December 2018. There were 72 participants from leading public sector organizations like NTPC, NLC India, NTPC –SAIL Power Company, DVC etc who attended the program. FCGM - a 12 days residential program offered in the BIMTECH’s VIKRAMSHILA Leadership Centre.

The program is focused on Leadership, 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 etc. The program also includes three days Outbound Training which is aimed at activities designed to improve leadership. The program is well designed and executed and has received an excellent feedback from the participants.

International Outreach

STUDENT EXCHANGE PROGRAMMES

INCOMING STUDENTS:

BIMTECH welcomed first cohort of 24 students from France in the month of September, 2018. The students were from the prestigious business schools **Kedge Business School, NEOMA Business School and La Rochelle Business School** accredited by international accrediting bodies AACSB, EFMD, AMBA.

The Orientation Programme for exchange students was scheduled on 20th September. CIA office welcomed the students and wished them for an exciting and adventurous learning experience during their stay in India. The students were shown two videos **India- land of rich culture and India- Lead the World**, a new perspective as showcased by the Government of India.



DISCOVER INDIA RURAL INDIA EXCURSION

The CIA office at BIMTECH organised an excursion for Incoming Exchange students 2018-19 to NEEMKA village under experiential learning program. The village is in Jewar Tahsil in Gautam Buddha Nagar District of Uttar Pradesh State.

The students were welcomed by village Pradhan and the senior members of the village. The welcome ceremony was typically Indian style, putting tilak and tying turban around the head. The school children sang the welcome song and gave dance performance displaying the cultural ethnicity of the village. Some of the exchange students joined the school children in the dance performance

The exchange students interacted with the rural girls under project Protsahan Chiraiya, an initiative of BIMTECH. They learnt from the school representative how BIMTECH adopted the school and is contributing towards its development by continuous support. The students went around the school and visited the well maintained computer lab developed by BIMTECH.



International Outreach

INTERACTION BETWEEN INCOMING AND OUTGOING STUDENTS

The incoming exchange students are mostly from Kedge Business School, NEOMA Business School and La Rochelle Business School. The main purpose of the meeting was to formally introduce BIMTECH students who are going to Kedge BS and NEOMA BS for the exchange program.

The outgoing students are very excited and have many queries as they are going to a foreign country for the exchange program and for most of them it is the first time going abroad, they want to know more about the partner institute/ university, the study culture out there, about faculty, students, campus, transportation, use of different Apps, SIM card, travel destination etc.

It was a meaningful interaction with lot of information disseminated. CIA office thanked the incoming exchange students for their help.

CAMPUS FRANCE VISITS BIMTECH

International Office invited Campus France to BIMTECH for a session "Online application form for French Visa". Two people came from Campus France. On the first day they gave a presentation and interacted with the students. They explained the process of filling the online application form to get the NOC from Campus France, a document which is important to apply for VISA at Vfs.

They showed the online process step by step on the internet. The next day they did the Academic Interview of the students. They interviewed 38 interviews and later emailed the NOC's to the students. Campus France has been a big support and guide to our students visiting France.

OUTGOING STUDENTS

A large number of students have been selected for the exchange program 2018-19 from different business school across the world mainly focussed in Australia, Austria, Finland, France, and Poland.

The students will be going to the renowned institute/ university for the exchange program starting from January 2019.

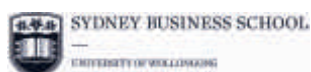
Australia- Sydney Business School, University of Wollongong

Austria- F H Joanneum

Finland- JAMK, University of Applied Sciences

France- Kedge Business School, NEOMA Business School

Poland- Kozminski University, University of Warsaw



FOOTBALL EXTRAVAGANZA

CIA conduit organised a friendly match between exchange students and BIMTECH students. The Sports meet was very successful. The match was played on the football ground, RCI hostel of BIMTECH. Lot of students had gathered to cheer up their favourite team.

The match was played between Exchange students (France 11) versus BIMTECH students (India 11). Two matches were played that day. Exchange students (France 11) won both the matches.

BIMTECH and the students' fraternity congratulated the winning team for their spectacular performance and efforts. It was a great show with lots of entertainment.



DELIBERATIONS AND EXCHANGING VIEWS WITH INTERNATIONAL FACULTY @ BIMTECH

The Centre for International Affairs organised meetings with faculty members and representatives from various countries to initiate and establish relations in areas of academic excellence. The key areas for collaboration were academic exchange, joint research, and developing synergy in entrepreneurship development.

Experts from different universities who visited BIMTECH were

- AUSTRALIA** : **Mr Peter Coleman**, Trade Commissioner, Australian High Commission
Ms Rajni Sachdeva, Education and Training Division from Australian High Commission
-
- AUSTRALIA** : **Dr. Pradeep Taneja**, Political Economy and International Relations, University of Melbourne, Australia
-
- AUSTRALIA** : **Dr. Asha Chand**, Associate Dean International, Senior Lecturer and Journalism Area Convenor at Western Sydney University, Sydney, Australia
-
- FINLAND** : **Dr. Matti Hirsila**, Head of Global Competence and Exports from JAMK University of Applied Sciences.
-
- FINLAND** : **Prof. Hanna Lehtimaki**, Professor, University of Eastern Finland
-
- GERMANY** : **Prof. Stefan Zammit**, Head of International Office, Programme Director of MSc General Management, PFH Private Hochschule Göttingen, Germany
-
- UK** : **Dr. Kirsten Cater**, Academic Director, Centre for Innovation, University of Bristol, UK
Prof. Agnes Nairn, Faculty International Director, Management and Marketing, University of Bristol, UK
Beverley Orr-Ewing, Deputy Director International and Head of Global Opportunities, University of Bristol, UK
Doris Bechstein, International Market Development Manager, India and Africa, University of Bristol, UK
Lise Coatantiec, International Partnerships Assistant, University of Bristol, UK
Mr. Devesh Anand, Country Adviser - India, International Office, Directorate of External Relations, University of Bristol, UK
-
- UK** : **Dr. C. S. Lalwani**, Prof. University of Hull, UK



BEING RESPONSIBLE: THE SINCERE TRYST TO BRING A DIFFERENCE

CONSULTANCY AND CAPACITY BUILDING Baseline Survey and Need Assessment for JSW Cement Limited

On October 8, 2018, JSW Cement Limited has entrusted BIMTECH to conduct the Baseline Survey and Need Assessment of 35 villages located under its Direct Impact Zone (DIZ) in West Bengal and Odisha. A pilot study was in late October 2018 in Jambediya and Kulfeni village located adjacent to company's cement plant in Salboni, West Bengal. While the initial phase of study took off on 27 November 2018 during which five villages viz., Lal Bandh, Jambediya, Kulfeni, Bala Bashi and Asna Shuli in West Bengal has been covered.



WORKSHOP ON CSR FOR AGRICULTURAL DEVELOPMENT

The Centre for Sustainability & CSR (CSC), BIMTECH in collaboration with the National Institute of Agricultural Extension Management (MANAGE) organized its 2nd workshop on "Corporate Social Responsibility for Agricultural Development" at MANAGE Campus at Hyderabad on 19-20th November 2018. During the workshop representatives from Reliance Foundation, ONGC Foundation, TATA Trusts, ICRISAT etcetera presented their high impact Corporate Social Responsibility (CSR) projects in the area of agriculture. Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH enlightened the participants on the status of CSR in India during the last four years specifically highlighting the Good, the Bad, and the Ugly picture while also unveiling the status of CSR expenditure in area of agriculture.



INTERNATIONAL TRAINING PROGRAMME ON SMALL BUSINESS PLANNING AND PROMOTION

Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH took a training session during the International Training Programme on Small Business Planning and Promotion organized by The National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida. The training programme was attended by persons from 15 nations.





MAKE IN ODISHA CONCLAVE-2018

For taking benefits of Corporate Social Responsibility (CSR) to every corner of Odisha, the Government of Odisha organized the Make in Odisha Conclave from 11-15th November 2018 at Bhubaneswar. During the event, Dr Vineeta Dutta Roy, Associate Professor & Lead CSR, Birla Institute of Management Technology (BIMTECH) was invited as jury member, eminent speaker and distinguish moderator to preside over the Panel Discussion on the topic "Reaching the Unreached Districts" on 14th November 2018. The Panelists during the session included: Mr I Srinivas, Secretary, Ministry of Corporate Affairs, Ms Foorough Fouzat, UNICEF, Mr L. N.Mishra, Director , Mahanadi Coal Fields Ltd., Mr. B.N.Thakur , Director , NALCO, Mr Vishal Bharadwaj , Head , CSR , Dalmia Cements, Dr Harish Krishnaswamy , COO , Tata Trusts and Mr Sanjeev Chopra , Principal Secretary , Industries .



INTERNATIONAL CONFERENCE ON SUSTAINABLE MOUNTAIN DEVELOPMENT AND TOURISM

In order to raise some un-addressed yet fragile mountain development issues, Green Earth Alliance (GEA-International) organized 1st International Conference on "Sustainable Mountain Development & Tourism (SMDT)" at Kathmandu/Nepal. Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH was invited as speaker during the conference.



INTERNATIONAL DIALOGUE AND CONFERENCE - INDIA AND SUSTAINABILITY STANDARDS

Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH was invited to address the participants during the 5th Annual Conference of Centre for Responsible Business (CRB) titled 'Collaboration a key to SDGs: Leveraging CSR & Voluntary Sustainability Standards' organized from 14-16 November 2018.



INAUGURATION OF LIBRARY IN DISTRICT JAIL FIROZABAD

BIMTECH Foundation and Ranganathan Society for Social Welfare and Library Development (RSSWLD) under the guidance of Dr. Rishi Tiwari, CEO, BIMTECH Foundation opened ninth "BIMTECH Pustkalya" at District Jail Firozabad on 10th September 2018. The inauguration ceremony was attended by Ms. Neha Sharma, District Magistrate, Prof. Manoj Pandey, BIMTECH and Jail Superintendent Mr Akram Khan. The library will bring a respite to prison inmates by breaking the monotonous prison schedule and expected to contribute towards their mental wellbeing.



Being Responsible

LAUNCH OF HP WORLD ON WHEELS (HP WOW) – DIGITAL INCLUSION INITIATIVE

On 2nd October 2018, the 31st Foundation day of Birla Institute of Management Technology, the institute in collaboration with HP India and Jubilant Bhartia Foundation launched the HP World on Wheels (HP WoW) vehicle. Sh. Ram Mohan Mishra, Additional Secretary & Development Commissioner, The Ministry of Micro, Small and Medium Enterprises, a branch of the Government of India, inaugurated the HP WoW bus having 20 computers and IT enabled services. The solar powered backed vehicle is supported by several software suites. The initiative envisions to help bridge the digital divide between urban and rural areas by bringing easy information technology access to the isolated and disadvantaged groups. >>



ESSAY WRITING COMPETITION AT DISTRICT JAIL, GAUTAM BUDDHA NAGAR

As a part of regular practice to motivate the inmates and to keep them engaged in productive activities, an "Essay Writing Competition" was organized for both male and female inmates at District Jail, Gautam Buddha Nagar on 1st September 2018 by Ranganathan Society for Social Welfare and Library Development" and "BIMTECH Foundation" under the guidance of Dr. Rishi Tiwari, CEO, BIMTECH Foundation. 34 males and 9 females inmates participated in the competition. <<



FELICITATION OF INMATES

During the occasion of 31st Foundation day of BIMTECH, Sh. Arun Maira, former Member, Planning Commission and former Chairman, Boston Consulting Group, India, felicitated Sh. Vijay Singh (Ghaziabad Jail), Sh. Arun Gaur and Sh. Chandra Mohan Sharma (Gautam Buddha Nagar Jail) for being instrumental, while serving their term, in smooth and effective functioning of "BIMTECH Library" stabled by BIMTECH Foundation and RSSWLD in these jails. <<

BLOOD DONATION CAMP

On 2nd October 2018, on the eve of 150th birth anniversary of Mahatma Gandhi, a blood donation camp was organized at BIMTECH Campus in collaboration with LIONESS CLUB PRAGATI and NOIDA CHARITABLE BLOOD BANK. The event was organized by Ranganathan Society for Social Welfare and Library Development (RSSWLD). 124 individuals donated the blood including Dr. H. Chaturvedi, Director, BIMTECH & Dr Anupam Verma, Deputy Director & Dean-Academics, BIMTECH. >>



PROJECT RAINBOW: REALIZING ASPIRATIONS, INTERESTS AND BRILLIANCE OF YOUNG WOMEN



His Excellency Mr Tomasz Koslowski, Ambassador of the EU to India and Bhutan shared very optimistic picture for India and EU projects during Erasmus+ Capacity Building in Higher Education- (CBHE) Cluster and Bilateral Meetings at Manipal Academy of Higher Education, Manipal, jointly organised by Audio-Visual, Culture Executive Agency (EACEA) EU and Department of European Studies, Advanced Research Centre, Manipal Academy of Higher Education Manipal from Dec 7th -8th 2018.

Prof. Himanshi Tiwari attended the meeting as a representative of BIMTECH and Principal Investigator of Project "RAINBOW: Realizing Aspirations, Interests and Brilliance of Young Women" which has recently won EU Erasmus + grant in the category Key Action Area 2: Capacity Building in the field of Higher Education. Out of total 874 proposals submitted, Project RAINBOW is one of the 147, selected projects, which makes it a success rate of 16.82%.

Initial information on Project RAINBOW was compiled in the form of an Information Leaflet and was shared with the gathering. It was much appreciated by the representatives of EACEA and past as well as the current beneficiaries of CBHE grant.

Overall it was an important and fruitful meeting, which will be followed by the onsite Kick off meeting hosted by F H Joanneum, at Graz Austria from Jan. 23-25th 2019. It will be attended by all the partners of the project namely, FH Joanneum (Austria), BIMTECH (India), Incoma (Spain), University of Jyväskylä (Finland), SPSU (India) and NIRMA University (India). Dr. Rahul Singh, Project Head and Prof. Himanshi Tiwari, Principal Investigator and Country Lead-India, will be representing BIMTECH in the Kick Off Meeting.

OMNIGLOTZZ AND WALL JOURNAL COMPETITION EVENT



The term "Omniglot" means "one who knows all languages". Although it seems to be impossible but BIMTECH-IB Department made this next to impossible thing come true by organizing an event "Omniglotzz", where students made different cultures and languages from across the globe meet under one roof.

Wall Journals on cultural codes of different counties were displayed enabling students share information about various culture through pictures, art and writing. The Event took place in the seminar hall on 19th August from 2 pm to 5 pm. The event was graced by Dr. Anupam Verma, Dy. Director, Dr. Anuj Sharma, Chairperson-CIBP, Mr. Kunal Kishore, Asst. DG, BRICSCCI, Amb Manju Seth, Prof. Ritu Malhotra. The objective of the event was to enhance Multicultural Understanding.

INDUSTRIAL VISIT



The 18-20 batch of International Business students visited the Inland Container Depot (ICD), Tughlakabad on October 26, 2018. The visit was led by Dr. Anuj Sharma, Chairperson IB Program, Prof. Chanchal Kushwaha and Ms. Rupali Singh, Senior Manager and Mr. Arun V S, Programme Executive. The group arrived at the depot on time and were welcomed by the CONCOR and ICD authorities.

Students of PGDM Batch 2018-20 got an opportunity to visit Sheela Foam, an esteemed organisation on October 10, 2018 to understand the manufacturing processes of different products they handle. This industrial visit to Sheela Foam Limited allowed students to understand the value chain of this company. Starting from the procurement of Raw Material from suppliers/ vendors to the delivery of finished goods to the customer, students understood each and every aspect of supply chain activities which takes place in any manufacturing industry.



RURAL VISIT

Rural immersion visit to Dustampur village situated in Jewar block to conduct the household survey. Students had a great experience about what real India is. And understood the saying ' ATITHI DEVO BHAVA '.



A Powerful Lecture by Mr. S K Jha, Chief General Manager (Northern Region) CONCOR, ICD, Tughlakabad, New Delhi on 23 Oct 2018 on "Role of CONCOR in India's International Trade".



BUSINESS QUIZ

Business Management Programme started a new initiative of conducting monthly business quiz for students of PGDM under Experiential Learning Course.

On October 3, 2018, the first quiz took place. It started with a briefing session at 8:30 am by Dr. Mohan Gopal Ratnam, Professor-Information technology Area, Centre for Innovation & Technology, Administrative Staff College of India. It was followed by a quiz which was based on news and current events, as well as some other concepts. The questions were from various areas of management and business.



CAPSTONE WORKSHOP A Sneak Peek into reality

On October 6, 2018 Mr. Veer Mehta provided the PGDM students a glimpse of what they will be undergoing in the next 10 weeks of brainstorming and decision making roller coaster ride. Mr. Veer Mehta started the session by giving interesting thoughts on what business is and how to learn business. He mainly talked about learning and unlearning many concepts and myths that the normal MBAs are habitual to.



INSOLVENCY AND BANKRUPTCY CODE

On October 13, 2018 a workshop on insolvency and bankruptcy code was conducted for the PGDM students by an eminent lawyer Mr. Pawan Sharma.



BLOCKCHAIN TECHNOLOGY

A workshop on Blockchain Technology was conducted on October 6, 2018, to introduce students to this upcoming technology that promises to bring a revolution in the way we record and verify data by Mr. Ajay Kapoor, VP-Procurement, HSBC Canara Life.



The insurance industry in India is all set to enter the second phase of its growth trajectory post liberalization of the sector in 2000. The Insurance 2.0 phase, is largely driven by government initiatives like crop and health insurance; the recently launched Ayushman Bharat Yojana – National Health Protection Mission is likely to buttress this growth to new height in coming years. It may be noted here that the Insurance Regulatory and Development Authority of India (IRDAI) in recent past made it mandatory for insurance companies to adhere to the Order of Preference for Reinsurance contracts.

Keeping in mind that Reinsurance and Health Insurance are likely to drive the insurance business in India, the Birla Institute of Management Technology (BIMTECH) in association with Swiss Re organized the BIMTECH Insurance Colloquium 2018 at the

INSURANCE COLLOQUIUM 2018

Mumbai Cricket Association (MCA) Recreation Centre in Mumbai on October 5, 2018.

In his Inaugural address, Mr. G. N. Bajpai, former Chairman LIC and SEBI, articulated the transition of Indian economy. "The economy has evolved from normative to agricultural, to industrial and the present information economy. The world is rapidly moving from one form of economic order to another. The future will witness Biotech and Info-Biotech economy, followed by the cosmic-economy. The twin revolution of information and Biotech today could restructure not only the societies and economies but also the bodies and minds. With each progression, insurance risks involved, would also change."

Going from Macro to Micro-Economics, Mr. Sakate Khaitan, Senior Partner – Khaitan Legal Associate, said, "The Order of Preference is the most debated and prickly issue in Reinsurance right now in India.



ACCOUNTABILITY AND TEAMWORK WORKSHOP BY CONFLUENCE

On September 30, 2018, The Confluence team, headed by Mr. Surya, visited BIMTECH and delivered an engrossing and engaging workshop on the topic of 'Accountability and Teamwork'.



STORY TELLING

One of its kind workshop, the story telling session held on November 17, 2018 for the students of PGDM was also a platform provided to interact with the Alumna Ms Hansveen Sabharwal of 2004-2006 batch.

AYUSHMAN BHARAT ROUND TABLE

INDIAN HABITAT CENTRE, LODHI ROAD, NEW DELHI



Steeped in stiff challenges as it may be at the moment, but Ayushman Bharat is now a reality. Universal Health is no longer a distant dream. Ayushman Bharat would make available healthcare services to those marginalized people who need it the most. The scheme will provide financial protection to 10.74 crore poor, deprived rural families and identified occupational categories of urban workers' families as per the latest Socio-Economic Caste Census (SECC) data. Around 50 crore beneficiaries would get a benefit cover of Rs. 5,00,000 per family per year.

In order to gauge the real issues surrounding the implementation of this mammoth scheme, the Birla Institute of Management Technology (BIMTECH) organized a round-table discussion on Ayushman Bharat – National Health Protection Mission – Opportunities & Challenges. The round-table was organized at the India Habitat Centre, Delhi, on September 22, 2018.

BIMTECH-RIMS (USA) MOU ON JOINT PROMOTION OF RIMS-CRMP CERTIFICATION IN INDIA



BIMTECH and Risk and Insurance Management Society (RIMS) signed an Memorandum of Understanding on November 16, 2018 in the BIMTECH Campus to propagate and bolster risk management education in India. The Memorandum signed by Dr. Anupam Varma, Dy. Director and Ms. Mary Roth, CEO, RIMS in the presence of senior faculty and students. Under this, BIMTECH will promote the RIMS-CRMP certification among practicing insurance professionals in India by offering instruction as well as conducting other formalities for certification.

Faculty Achievements



INDUSTRY ACADEMIA CONFERENCE 2019

Under the patronage of Cinque Education the Industry Academia Conference was coordinated at India International Centre, Delhi on January 18, 2019. BIMTECH Director **Dr Chaturvedi's** contribution and intellectual input was much appreciated by the delegates. Mr. Subrat Kumar, CEO & Co-Founder, Cinque Education Pvt Ltd. Conveyed about the conference that something of this magnitude would not have been possible without the inspiration and support of Dr. Chaturvedi.



DEMONSTRATING RESPONSIBLE BUSINESS A Book authored by Dr. Vineeta Dutta Roy

The book entitled "**Demonstrating Responsible Business**" authored by **Dr Vineeta Dutta Roy**, Associate Professor and Lead CSR at Birla Institute of Management Technology (BIMTECH) has been launched during the GCNI 2nd Sustainable Development Goals Summit on the theme "Leveraging CSR for SDGs" held on 12th December 2018 at The Sahara Star, Mumbai. The book was launched by Dr R Mashelkar, former Director General of the Council of Scientific & Industrial Research in presence of Ms. Vaishali Sinha, Chief Sustainability, CSR and Communications Officer, ReNew

Power Ltd, Dr H Chaturvedi, Director, BIMTECH, Mr Kamal Singh, Executive Director, GCNI, Dr. Aditi Halder, Director, Global Reporting Initiative, Mr Santosh Jayaram, Partner & Head, Sustainability & CSR, KPMG India and Mr Uddesh Kohli, Senior Advisor, UNGC. It recounts Dr Roy's field experiences of CSR and Sustainability projects of some of India's best and leading companies.



Dr. Meena Bhatia Presented paper titled, "Do Accounting Numbers have any relation with Stock prices? A case of Public and Private sector banks of India" at International Institute of Social and Economic Sciences (IIES) Conference, 1st-4th October 2018, FHWien der WKW, Vienna, Austria
Chaired the Business and Economics track at International Institute of Social and Economic Sciences (IIES) Conference, 1st-4th October 2018, FHWien der WKW, Vienna, Austria



Prof. A. Sahay attended a two days seminar on 'AACSB Accreditation' held on 27-28 November 2018 in Dubai, where he was asked to take a lead role to explain various concepts in the AACSB standards to the participants. Seminar covered a deeper understanding of eligibility criteria and the accreditation standards; processes leading to initial and continuous improvement review of accreditation; focus on quality and continuous improvement supported by engagement; innovation; impact.



EURAXESS INDIA AMBASSADOR

Dr. Nimisha Singh has been designated as EURAXESS India Ambassador. EURAXESS is an initiative by the European Commission's Director General for Research Innovation. Her role will be to disseminate information about the EURAXESS India's activities, organize information sessions for funding opportunities.

UTTARAYAN FROM KITES TO BONFIRES



Like every year, the various flavours of different regions are felt at BIMTECH Campus. An event is best experienced at the heart of all the action and a perfect example of this is "Uttarayan" which was celebrated at BIMTECH on January 14, 2019 with performances of Bhangra, Bihu, Garba, Kalbelia and other popular dances by students. Lohri, Makar Sankranthi, Bihu and several other farming festivals were seen at one place as BIMTECH has mini India among its students and faculty.

BIMTECH ORGANISED THE SCREENING OF CHUPCHAAP

BIMTECH organized a short film screening of 'Chup Chaap' produced by Humaramovie.com which was based on unreported rape cases in our country.

"Chup chaap ho jaata hai aur hokar guzar jaata hai" was the theme of the short film. The director, Mr. Bilal Hasan was successful in bringing out the right emotions from his artists and giving out a valuable point of view on this heinous crime happening in our society.

Dignitaries from media and law had a healthy debate on how such issues should be dealt with in society and how we can bring an end or reduce it down to zero. The positive side of these issues is that the number is going low and media is full of support for the victims.

The event was graced by the presence of short films director Mr. Bilal Hassan, and lead played by Smt. Geeta Agarwal, along with High court lawyer Mr. Sudhir Mahajan, NDTV anchor Aditi Rajput and renowned theatre artist, Shubha Sharma.



SPORTS AT BIMTECH IS A SERIOUS LEARNING



INTER-DEPARTMENT FOOTBALL TOURNAMENT

The Inter-College football tournament organized by Foot n Boot club commenced on September 28, 2018. The tournament was played in the RCI Vidya Vihar ground. It spanned for a total of 5 days till October 2, 2018. Retail Management (RM) and PGDM A (2017-19) made it to the finals. After an electrifying display by both, a last-minute goal from Ankit Negi, PGDM A (2017-19) in the final match successfully made PGDM A as the winner of the tournament. Sujay Rawat (RM) and Allen Philip (PGDM) were adjudged the player of the tournament for guiding their teams to the finals with their brilliant performance on the field.

BID 2 WIN 2.0

On the occasion of Gandhi Jayanthi and Commencement day, BIMTECH Cycle Club organized a fun event named Bid 2 Win 2.0, which is the second edition of the event. This event involved a jolly activity involving cycling and astute evaluation of team capacity.



VOLLEYBALL LEAGUE SPARDHA 2.0

Spardha, one of the most Sensational Leagues of Bimtech, where Five teams play with each other for a single Title. This year also Spardha was organized by Sports Conduit of Bimtech and there were more than 110 students had shown their interest for volleyball. Best of them got selected in teams by the Auction.

BIMTECH TABLE TENNIS LEAGUE 3.0

The third season of Bimtech Table Tennis league started with the college's foundation day celebration on October 2, 2018. The event was a splendid one. The event started with the auctions of the players where over a hundred students registered themselves to be selected in 5 teams. Out of the team budget of 1crore rupees (virtual money), three players namely 'Himanshu Bharuka', 'Anushka Khandelwal' and 'Piyush Gupta' were sold for 60 lakhs each to different teams i.e. the highest bids for the auction.



BIMTECH PREMIER LEAGUE 6.0

BIMTECH organizes an enthralling event like the BIMTECH Premier League popularly known as BPL among the students of BIMTECH. This year the 6th edition of BPL started on 27th of July with an Auction process. All the 7 captains were allotted with a budget of 10 lakhs to build a squad of 15 players. The highest bid was of 1.9 lakhs.

All the teams had three Women Brand Managers. All the Brand Managers were asked to give a short presentation on their pitching style and the Managers of Team Pitch Smashers came out to be victorious. 15th of October will be remembered as a monumental date in the history of BIMTECH, as it laid down the foundation of BIMTECH Women Premier League (BWPL) 1.0.



NATIONAL SUSTAINABILITY CASE CHALLENGE (NSCC) 2018-19

The second year of National Sustainability Case Challenge witnessed a magnificent success in attracting talented undergraduate students from all over India as well as from Nepal. January 19, 2019 was the culmination of the challenge that began almost two months ago and went through various rounds that tested the skill and awareness of the students.

The theme of case challenge event this year was "Sustainable Cities & Communities". The event aims at inculcating responsible behaviour, critical thinking and creative mind-sets among millennial. It is organised in collaboration with KPMG, United Nations Global Compact Network India and Governance Now.

The event received 436 registrations in the first round out of which 5 registrations were from Nepal. Out of 44 teams shortlisted for the final round, one was from Nepal. The day started with welcome note given by Dr. Archana Shrivastava, Head- Business Communication area followed by a presentation by Mr Anshuman Shrivastava, Manager- Admission Department.

The final round of the event was judged by five eminent personalities:



- 1. Mr. Devendra Baliyan** General Manager, Yamuna Expressway Industrial Development Authority
- 2. Mr. Amandeep Singh** Chief General Manager – Corporate communication & CSR, INDRAPRASTHA GAS LIMITED
- 3. Mr. Kamal Singh** Executive Director - United Nations Global Compact Network India, New Delhi
- 4. Mr. Ayushman Singh** Asst. Manager KPMG
- 5. Mr. Manish Jha**, Manager, KPMG

The winners of the NSCC 2019 were Vipul Chandra and Raghav Bagri from IIT BHU. First runner-ups were team from IIT Kharagpur consisting of Rohit Nayar and Niranjana Mishra, and team from BITS Pilani consisting of Siddhant Jain and Puneet Gupta.

Second runner-ups were team from BITS Hyderabad consisting of Manas

Bansal and Aakruti Jain and team from NIFTEM consisting of Saket Shrivastava and Syed Navedul Haryat. Special Appreciation Prize was awarded to Priya Sunwar and Suprabha Shakya from DAV, Nepal.



Celebrating



Editorial Committee
EDITOR
DR BAISHALI MITRA
EDITORIAL CONDUIT

Photo Credits
Shri Joginder Sharma
Retrospective- Photo Club

