

Vrittant

A Bimonthly Publication of BIMTECH, Greater Noida, India



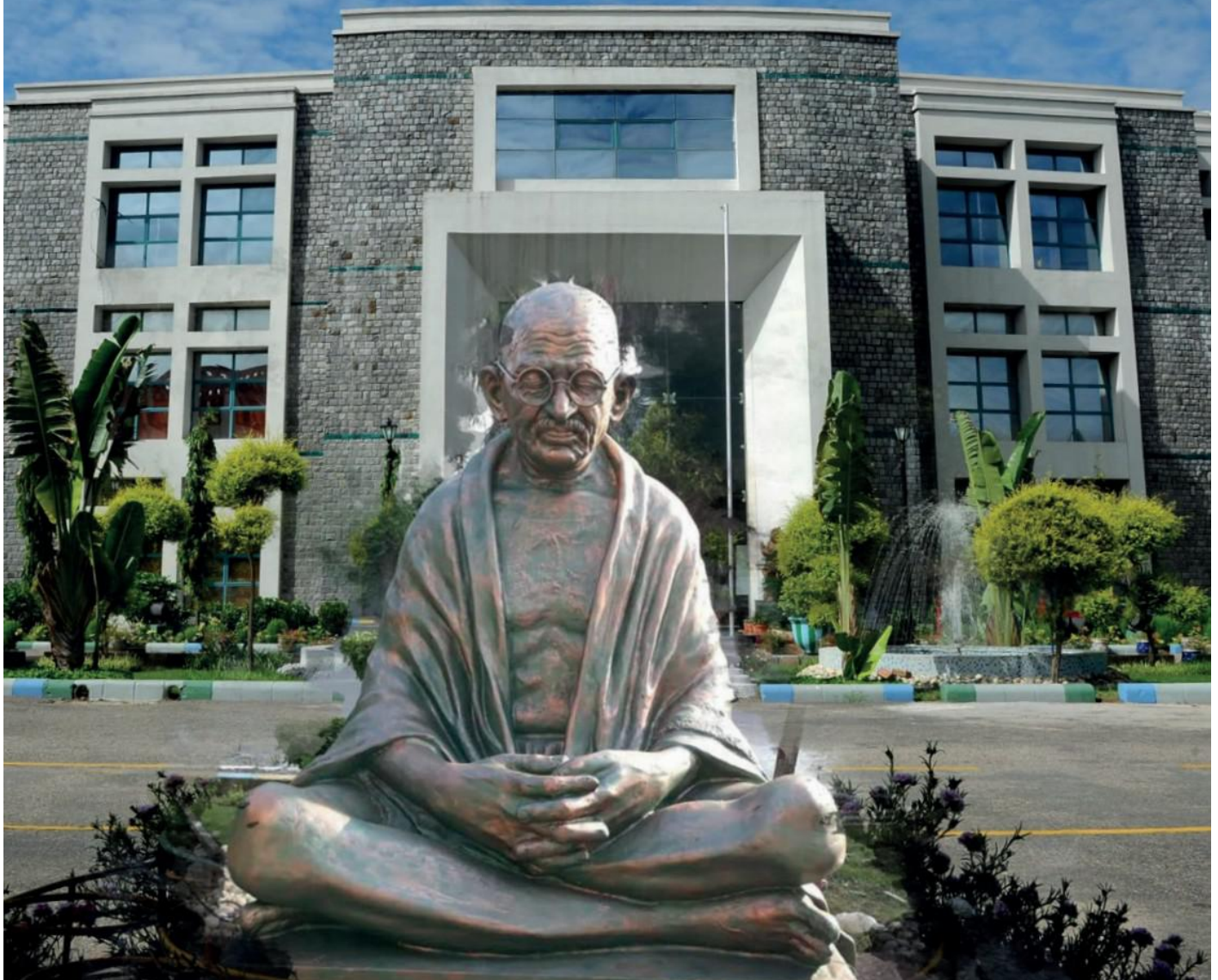
BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

Excellence with Values

Vol. 01 | Issue 01 | October 2021

Celebrating 34th Foundation Day

Our Journey to Success



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34th Foundation Day Our Journey to Success

Birla Institute of Management Technology celebrated its 34th Foundation Day on 2nd October, 2021. The day also marked the birth anniversary of the two great Indian leaders, Mahatma Gandhi and Lal Bahadur Shastri. The program was conducted offline in Annapurna Hall in BIMTECH campus adhering to all the social distancing norms and it was streamed live on Facebook. It has been almost 2 years since an event of this scale has been organised after the pandemic.

Professor M V Rajeev Gowda was the Chief Guest of honour. He is the chairman of AICC research Department, Ex-Member of Parliament (Rajya Sabha) and an Ex Professor of IIM Bangalore. He presented upon the very topical theme 'THE RELEVANCE of MAHATMA GANDHI in TODAY'S INDIA'. His address touched upon Gandhian Philosophy, its relevance in wider

societal context and learnings which can be drawn for management students.

Dr. Veenu Sharma started the program with a quote by Gandhi ji, "You must be the change you wish to see in the world". The quote stands relevant even after so many years and will continue to do so in the future. Dr. Sharma highlighted how BIMTECH has been striving to bring about a change in the education sector since the last 34 years, in pursuing the values and ideals propounded by Gandhi ji.

The remarkable and enthusiastic words by the Director, Dr. H. Chaturvedi, in his welcome address, highlighted the key ideals

which informs the Gandhian thought. He spoke about the importance of truth, non-violence and Sarva dharma Sambhava. The song "Vaishnav Jan to" released by Doordarshan was also played during the event and reminded us about the diverse





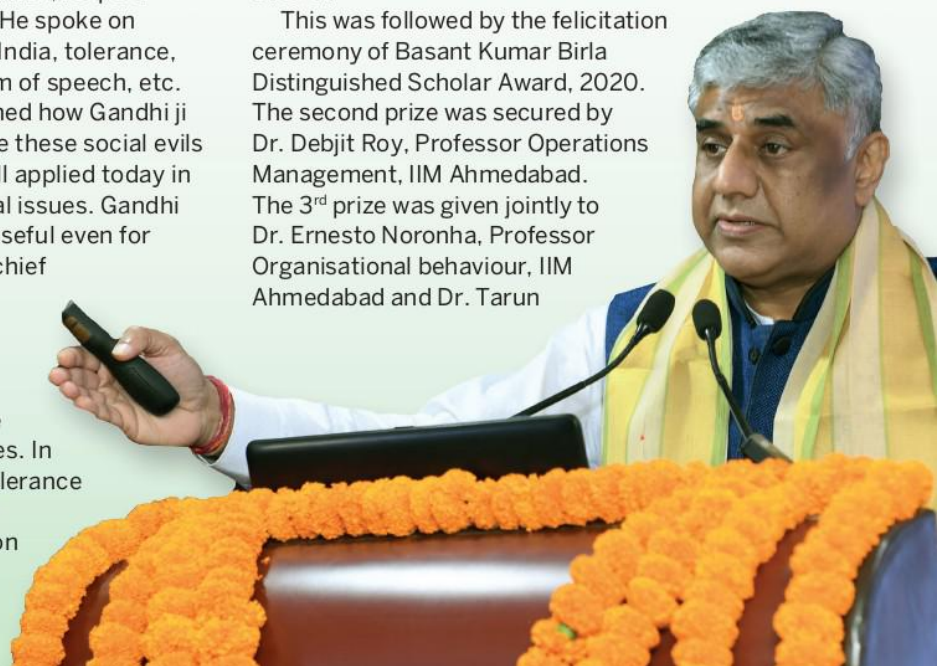
cultures and unity of the nation. During the pandemic, there was widespread hunger, pain, suffering and deprivation and in these times the ideals of Gandhi ji acted as a beacon of hope and reminded us to be empathetic towards others. The chairperson also talked about how G D Birla was a close friend, support and a disciple of Gandhi ji.

The Chief Guest, Prof. M V Rajeev Gowda began his address by emphasising the need of Gandhi's message of tolerance, respect and diversity in today's time. He spoke on critical issues like diversity in India, tolerance, caste discrimination, freedom of speech, etc. Through examples he explained how Gandhi ji persistently fought to remove these social evils and how his philosophy is still applied today in the society to address several issues. Gandhi ji's thoughts and action are useful even for management students. The chief guest by giving the example of Dandi March, Chipko movement, Satyagraha etc. explained how Gandhi used a very common and relatable symbol to connect the masses. In the end he emphasised on tolerance and active engagement of an individual suggesting adoption

of Gandhi's Talisman as a guide for decision making.

He highlighted two values, that is, truth and professionalism for management students when asked about what values to be incorporated by aspiring managers. When a manager is truthful and upholds the highest standards of professionalism, he adds to the betterment of the company through quality development and refinement of the product or the services being offered.

This was followed by the felicitation ceremony of Basant Kumar Birla Distinguished Scholar Award, 2020. The second prize was secured by Dr. Debjit Roy, Professor Operations Management, IIM Ahmedabad. The 3rd prize was given jointly to Dr. Ernesto Noronha, Professor Organisational behaviour, IIM Ahmedabad and Dr. Tarun



In the Spotlight



Jain, Associate Professor, Production and Operations Management, IIM Bangalore.

The Institute also conferred The Best Researchers Awards (2021) to Assistant Professor, Dr Khanindra Ch. Das, BIMTECH and Assistant Professor Dr. Monika Jain, BIMTECH. Best teacher award (2021) in category of Professor was given to Dr. Manosi Chaudhuri, Professor, OB – HRM and in the category of Associate Professor was given to Dr. Pooja Misra, Associate professor & Chairperson – Economics, BIMTECH. Faculty and staff were felicitated for successfully completing a decade in the institution. Jagdish N Sheth Award for the best thesis (2020) was given to Dr. Shreya Mishra, Assistant Professor, BIMTECH.



BIMTECH strongly believes in the saying “The achievement of an organization is the result of the collective efforts of every individual” and keeping this in mind, the institute congratulated Professor A. Sahay, Associate Professor Kamal Kalra, GM (Campus Administration) Sunil Tandon, Warden Des Raj Sharma, Accountant Assistant Amit Sharma, Senior Assistant Alok Kumar, Assistant Shivendra Singh, Data Entry Operator Rajeev Kumar Ranjan, Attendant Kanhaiya Lal Jha, Attendant Adesh Kumar for completing a decade of dedicated service to BIMTECH. The chief guest launched the “HR ROUND TABLE” micro-website, on its 10th year anniversary (2011-21).





At the event, chief guest M V Gowda, Chairperson Dr. H Chaturvedi and Deputy Director Dr. Anupam Varma launched the "Case Method for Digital Native -Teaching and Research" book by Professor Ajoy K. Dey. The book attempts to present the current texture of case method in the world and provides a peak into the future of case method as a

pedagogical tool and research strategy.

Vote of thanks was proposed by Deputy Director Dr. Anupam Varma stating a few exuberant lines about how BIMTECH has delivered the best in terms of infrastructure, faculty, activities, clubs and conduits. The event ended on a positive note with the national anthem. ●

Best Faculty Award 2021 Conferred on Prof. Rahul Singh

Prof Rahul Singh, Professor of Strategy and Area Chair, Birla Institute of Management Technology, Greater Noida received the first 'AICTE – Dr Pritam Singh Award' for 2021 in Management domain in the Professor category. The Award is established in the name of Dr Pritam Singh, renowned educationist in management domain and a thought leader. The Award is given in



PROF. RAHUL SINGH

recognition of research contributions and impact, teaching influence and innovation, social impact, international engagements and thought leadership influence.

BIMTECH is proud to share that on the joyous occasion of Teachers Day 05 September 2021, Dr. Rahul Singh – received the award from Hon'ble Education Minister, Shri Dharmendra

Pradhan, Hon'ble Minister of State for Education, Dr. Rajkumar Ranjan Singh, Government of India Education Secretary Sh Amit Khare in presence of AICTE chairman Prof Anil Sahasrabudhe.

The selection process was multilayer from profile screening, review discussion, discussion with Jury and final jury discussion for selection; and Jury was formed out of highly eminent academicians from the country in management domain.

BIMTECH family of students, faculty, alumni and Board are pleased on this achievement of Prof Rahul Singh and wish him luck in his future endeavours. ●



In the **Spotlight**

“Find Your Own Everest.”

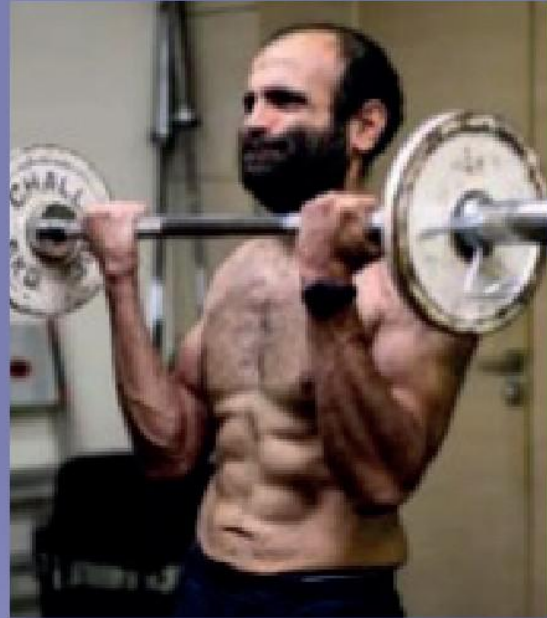


On 1st September, 2021, the LEAD course for 2021-23 batch of BIMTECH was formally inaugurated by Mr. Kuntal Joisher at 11 am on Zoom platform. Mr. Kuntal Joisher, an alumnus of Vivekanand Institute of Technology, is an accomplished mountaineer and also a high-end computer science professional. He has climbed the most intimidating Mt. Everest, not once, but twice. His deliberation was on the topic - “Find Your Own Everest”.

The session was moderated by Prof. Manosi Chaudhuri with Dr. H Chaturvedi (Director) extending the welcome address, it was well attended by faculty members and the students. The major takeaways of this session had been summed by the expert as “Adversity causes some men to break, others to break records”. He also talked at length about his adventures and obstacles in his journey to the peak of Mt. Everest. While following in the footsteps of his biggest inspiration, Mr. Tenzing Norgay, Mr.

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“Commitment, dedication and focus will lead you to success.” – Kuntal Joisher



Joisher encouraged the students also to find their own Everest and work relentlessly towards it. He constantly found parallels in his personal journey as a mountaineer and the lives of the students who are similarly facing challenges with respect to their studies, career and the uncertainty caused by the pandemic.

Further he talked about the final part of his journey which included all the hustle and bustle from the initial base camp till the peak. He emphasized on the importance of strategy and consistency. He also discussed his inspiration

behind becoming a vegan and the sheer determination he had towards it. Towards the end of the session, he shared his key takeaways from his journeys. He also emphasized upon team work and the never ending instinct, that helped him to identify his next passion for physical fitness in terms of body building. He further shared the significance of optimism, humanism, aspirations for working ahead for the next goal in life. The session ended on a thought provoking question and answer session that immensely inspired the students. ●

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Centre Events

Signing of LOI between BIMTECH and Imarticus at Centre of Online Studies (COOLS)



A formal LOI (Letter of Intent) signing took place between Nikhil Barshikar (Founder and CEO Imarticus) and Dr. H. Chaturvedi (Director BIMTECH). Mr. Barshikar was accompanied by his COO and cofounder Sonya Hooja. Ritesh Singh from Imarticus was also present. The BIMTECH team was led by Prof. S.S. Dubey (Chairperson Centre of Online Studies (COOLS)), Prof. Manoj Pant (Advisor COOLS), and Prof. Monika Mittal (Coordinator COOLS). Dr. Rahul Singh (Head Strategy Area) and Ashish Madan (SME COOLS) graced the occasion as well. The LOI was a collaboration for:

- (i) PGDM Online in:
 - (a) New-Age Finance
 - (b) Data Science
- (ii) PGDM online (Executive).



This is an exciting partnership between BIMTECH and Imarticus in the growing edtech area, aiming at leveraging each other's core competencies.

Imarticus Learning is a technology-driven educational institute that has immense expertise in transforming careers across industries such as financial services, analytics, AI, business analysis, and core technology. Having educated over 35,000 individuals, they have also pioneered the concept of professional degrees called 'Prodigies' in collaboration with global giants such as IBM, KPMG, Genpact, Rise Mumbai by Barclays, Moody's Analytics, Motilal Oswal along many others to revolutionize learning by allowing aspirants to acquire skills demanded by the industry.

Imarticus Learning is a technology-driven educational institute that has immense expertise in transforming careers across industries

Since its inception in 2012, Imarticus has evolved into the preferred sourcing, training, and skill development partner that caters to the human capital and up-skilling needs of over 120 firms, which include leading KPOs, global and domestic banks, consulting technology and analytics firms such as HDFC Bank, BNP Paribas, Goldman Sachs, Morgan Stanley, Aditya Birla, KPMG and Accenture amongst many others. •



Centre Events

Round Tables on
Entrepreneurship

Saturday Round Tables on Entrepreneurship

The Saturday Round Tables on Entrepreneurship is a series of 9 round tables on entrepreneurship organised by the Atal Incubation Centre BIMTECH in collaboration with Chevening Alumni India.

This Saturday Round Table series brings together distinguished guests from academic institutions, industry figures, innovators, entrepreneurs, investors, and policymakers. These round tables are dedicated to sharing insights, information and opinions, and serve as a forum for the exchange of ideas, where the panelists can explore their reflections on entrepreneurship and share their practical experiences from their entrepreneurial journeys.

The seven editions of this round table were on:

- Women entrepreneurship
- Digital entrepreneurship
- Global entrepreneurship
- Legal entrepreneurship
- Green entrepreneurship
- Artificial Intelligence entrepreneurship
- EdTech entrepreneurship

Women in the Indian Entrepreneurial Scenario

The first round table discussion focused on Women Entrepreneurship. The event began with a welcome note and an introduction of AIC-

BIMTECH & Chevening Alumni India by Dr. Abha Rishi, CEO of AIC-BIMTECH. It was inaugurated by Mr. Tarun Singhal, Director of Business Development, Marketing & Communications of Sopra Steria India & Sopra Banking Software India.

Mr. Tarun began the round table by emphasizing the importance of economically empowered women as the accelerators of future generations' qualitative growth.

In the next segment of the round table, Dr. Divya Rajput, Ph.D., India Lead, Texas Global, UT (Austin); Director, ICSRB; Director, Association of Women in Business; Treasurer & Co-founder, SBPI took the opportunity to talk about government and non-government schemes for women entrepreneurs.

Following Dr. Divya Rajput's insightful presentation, the panel discussion began with distinguished panelists including Dr. Saundarya Rajesh, Founder & President, Avtar Group, Dr. Aneeta Madhok, Managing Director at Open Spaces Consulting, and Ms. Manu Goel, Director of Novarch Consultants India Pvt. Ltd.

Dr. Saundarya Rajesh in her note, laid stress on taking one's time, thinking one's plan through, visualizing how one feels one's journey is going to be like, visualizing the challenges that one may have to face, to check if one has great enablers that will counter those challenges before one enters into the field of entrepreneurship. Only



then one will be absolutely successful, she emphasized.

Ms. Anita Madhok's takeaway from her speech was to transform one's anger into one's passion, and to channel that energy into something useful.

Digital Entrepreneurship

The second round table's focus was on digital entrepreneurship and entailed a very lively discussion. Mr. Abhinav Singh Rawat, Assistant General Manager-Marketing at Atal Incubation Centre-BIMTECH, opened the event with a welcome note and introduction. In his remarks, he conveyed his gratitude to the panelists without whom it wouldn't have been possible to host the round table.

Mr. Ashutosh Kumar, Advisor at Ph.D. Chamber of Commerce and Industry, kicked off the event, which set the stage for an enlightening session 'Why does Where Matter?' by Mr. Lokesh Shrivastav, Head of Data Strategy and Management at Landmark Information Group.

Finally, our distinguished panelists Ms. Mala Morris, VP Strategic Partnerships, Vyntelligence; Ms. Archanna Gaarg, Founder & CEO of Power Talk with Archanna, India; and Ms. Priya Chetty-Rajagopal, Founder & Managing Partner of Multiversal, led the much-anticipated round table discussion. Mr. Vikrant Karandikar, Mentor and Independent Advisory Consultant, moderated the session.

Global Entrepreneurship and Cross Border Expansion

Global Entrepreneurship was the topic of the third round table. Ms. Pragya Trivedi, Manager-Operations at Atal Incubation Centre-BIMTECH, opened the event with a welcome note and introduction of AIC-BIMTECH and Chevening Alumni India.

Mr. Aakarsh Naidu set the stage by giving his valuable insights on global expansion for startups, where he highlighted three main aspects: the first step that one can take before going global is to tap into one's personal or professional networks.

The second were incubators and co-working spaces which are an essential aspect of soft landing into a country. There are similar incubators across the globe, helping entrepreneurs set up in their local country. The third aspect, and a significant one that is very relevant today in the midst of the pandemic, is that technology is critical; one can be in India, but must build for the world.



Our esteemed panelists Mr. Yatin Thankur, Managing Director of Global Entrepreneurship Network, India; Ms. Silva Paananen, MD at Kasvu Consulting; and Mr. Darius Chenoy, Director of Japan External Trade Organization, took questions from Ms. Kshiti Gala, Senior Strategist, Plum Insights visiting faculty, NMIMS Mumbai.

Ms. Gala asked them to share the stories behind their entrepreneurial journeys, the most significant challenges they had to face during their journeys. At the end of the discussion, they gave their valuable advice and tips to the budding entrepreneurs in their midst.

Mr. Darius added that startups are innovators so it is essential that the innovator understands that he needs to get himself a very good business development team or an executive who can handle that aspect, leaving the innovator to concentrate on his innovation.

Mr. Yatin's message to all entrepreneurs was that if one is starting up, one must try to aim for



Centre Events

the globe. One must look at the global map and try to have a global horizon or vision. One must not restrict oneself to just one's own region. Yes, it's important to start small, but eventually, one must look out for opportunities to scale businesses.

Legal Entrepreneurship

The fourth round table discussion focused on Legal Entrepreneurship. The event began with the CEO of AIC-BIMTECH, Dr. Abha Rishi, welcoming and introducing AIC-BIMTECH and Chevening Alumni India.

The event was inaugurated by Ms. Priya Hingorani, Senior Advocate Supreme Court of India, Former Vice President Supreme Court Bar Association, and Chairperson Law & Justice Committee PHDCCI.

Ms. Hingorani's views on legal entrepreneurship set the stage for the panel discussion, which included Mr. Shreyas Jayasimha, Advocate at Aarna Law LLP India Arbitrator, Mr. Syed Asif Iqbal, Founder of Almspay and Lets Scaleup, Ms. Shraddha R. Menon, Founder of TAG & BENCH Associates. The panel discussion was moderated by Ms. Saroj Agarwal, CA/CS/CMA.

Mr. Shreyas began the charged discussion by asserting that the opportunity is global and that one should not limit oneself to one's own city's, municipality's, state's, or even country's problems; there are real opportunities in this arena. One can have bold and ambitious ideas for the globe.

Mr. Asif, who joined the discussion, added that this was the right time for the opportunity because the pandemic has forced us to switch to new systems, new methods, new agents, and new opportunities. This was the right time because we are forced to try new things, and it would be the right time to thoroughly investigate legal entrepreneurship, which he strongly advises anyone interested in doing so.

Ms. Shraddha advised all of her legal colleagues, juniors, and seniors, to take themselves a little more lightly; it's a mortal world, and you're in a physical body; it's finite, and it's okay.

Green Entrepreneurship – A Path Towards Sustainable Development

Green Entrepreneurship-A Path towards Sustainable Development was the topic of the fifth round table discussion. The CEO of AIC-BIMTECH, Dr. Abha Rishi, welcomed and introduced AIC-BIMTECH & Chevening Alumni India.

Ms. Mrinal Mathur, an Environmental Planner and Architect with over 15 years of experience



One must look at the global map and try to have a global horizon or vision. One must not restrict oneself to just one's own region.

in environment and planning led the event after the welcome address and introduction. She spoke about 'Opportunities in Green Entrepreneurship in India.' She mentioned that the printing commission had defined sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their needs.

Following that, the distinguished panelists Dr. Shalini Sharma, CEO of Sanshodhan-An e-Waste Exchange; Mr. Manoj Kumar, Director & Business Consultant at Clean Technology Equipments Pty Ltd; Mr. Bharat Bansal CEO & Co-Founder-Nirmalaya, led the much-anticipated round table discussion.

Dr. Ajith Chandran, Managing Director, Development Interlinks International, and Environmental Services Consultant, moderated the discussion.

Dr. Shalini explained that when people start an environment-based business, it is not just about the environment; it also requires economics and understanding of how to establish a green business model. If all of these things are done together, green enterprises will steadily emerge.

Mr. Manoj stated, "Do anything you want, take a chance." Another noteworthy remark of his was, "Success is not a copyright of anyone; it is available to everyone." Mr. Bharat asserted



that one must calculate one's costs extremely carefully because many small costs will add up over time. And every green entrepreneur should know who their target clients are and the method to approach them.

Entrepreneurs in Artificial Intelligence

The sixth round table discussion focused on Artificial Intelligence Entrepreneurs. The event began with a welcome note and introduction of AIC-BIMTECH & Chevening Alumni India by Dr. Abha Rishi, CEO of AIC-BIMTECH.

Mr. Manoj Kumar Parmar, Program Director-AIShield, Technology MetaStrategist, Cybersecurity, Quantum Tech, Innovator and Polymath in making, spoke about 'Opportunities for Entrepreneurs in AI,' saying that one must "reach beyond accuracy," because "AI and ML have seen that so many of the success stories and so much of the hoopla is around accuracy." And one'll be able to win the PVCs so one may start experimenting right away.

The panel discussion was carried forward by Mr. Prashant Pansare, Founder & CEO of Rubiscape; Ms. Reena Dayal, Chair of Quantum Ecosystem Technology Council of India; Mr. Pinaki Laskar, CEO & Founder-Fisheyebox Group. Dr. Sudip Roy, High performance & Quantum Computing Research Lead at Amazon Web.

Entrepreneurs in EdTech

The 7th Saturday Round Table was on Entrepreneurs in EdTech. This event focused on the world of education technology and the opportunities that it brings.



Mr. Vivek Singh, Co-Founder of Innovant & an Investor shared his views on 'Emerging Trends in EdTech and Monetizing Future Opportunities' where he stressed on three points. The first point stated that the EdTech industry is changing very quickly, and there are many revenue channels that can be created simultaneously.

The second point revolved around the moving of these monetizable models from the supply chain to IP, and to the next level, such as blockchain. Stress was laid to have verified and validated frameworks of data points around the students' skill sets.

The third point highlighted the convergence of EdTech with the gaming industry, the evolution of which will lead to having an impact on each stakeholder of the EdTech sector, from an investor to an employee, each of whom should be aware of this emerging trend.

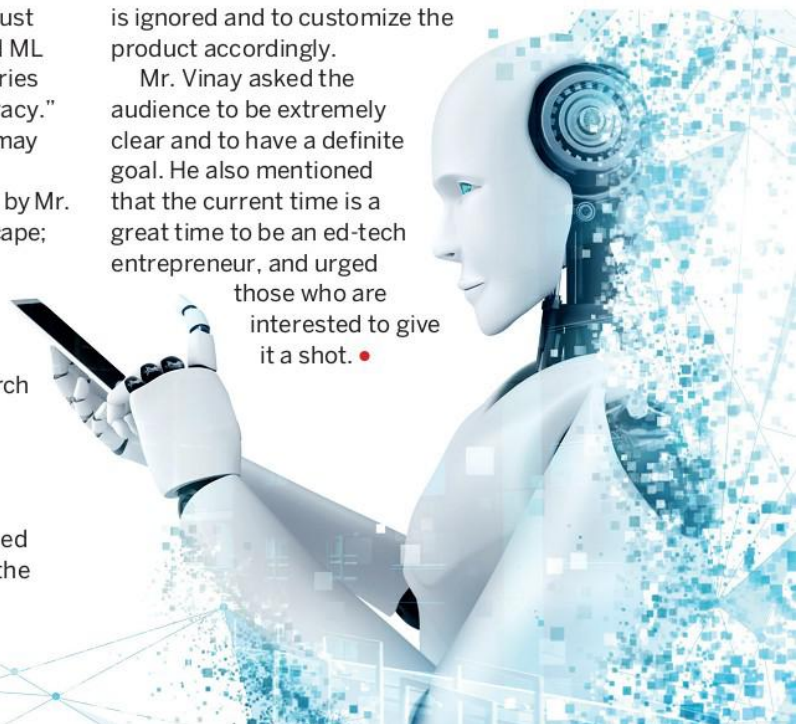
In the end, the much-awaited session was conducted by the esteemed panelists Mr. Shabd Mishra, CEO of Renaissance eServices Ltd. (UK), Mr. Rohin Kapoor, Co-Founder & COO of WONK App, Mr. Vinay Sharma, CEO & Director of Convergia Digital Education Pvt. Ltd. (S Chand Group), and was moderated by Mr. Aditya Bose, Founder & CEO of ProBano.

The discussion took place on the stories behind their entrepreneurial journeys, and the challenges and hurdles they had to face. The session ended with the budding entrepreneurs receiving valuable advice from the distinguished panel.

Mr. Rohin advised the audience to be ready to pivot, not to fall in love with the idea so much that the feedback of the customers is ignored and to customize the product accordingly.

Mr. Vinay asked the audience to be extremely clear and to have a definite goal. He also mentioned that the current time is a great time to be an ed-tech entrepreneur, and urged

those who are interested to give it a shot. ●



Library Events

Training & Development

Orientation/Training/Webinars Sessions for Users

Online library resources are an integral part of the research process for the students, research scholars, faculty. After getting assignments, the students turn to online library databases to begin their research process and to help them, to make them aware of the available online resources and databases, library organized tutorial sessions.

Details of Training Programs

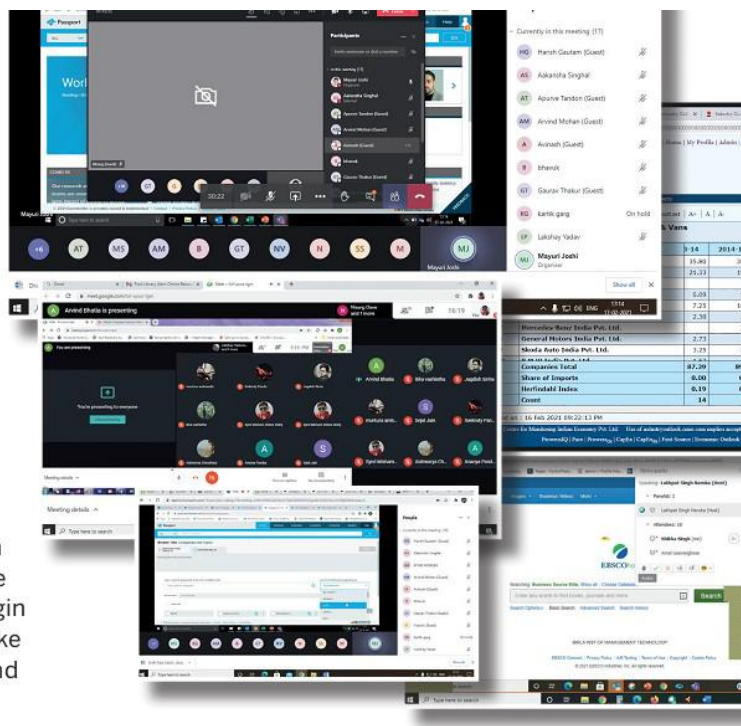
BIMTECH e-library platform: Library has taken the service of Refread e-library platform and to deploy such a platform with unique features an Admin Panel Training was organized on 18th August & 9th September, 2020 which was conducted by Sr. Account Manager of Refread for the faculty, students, scholars and staff.

CMIE-Industry Outlook: The training sessions for CMIE-Industry Outlook was organized on 16th December, 2020 and on 17th February, 2021 for Faculty & Research Scholars and these sessions were conducted by the Vice President of "Centre For Monitoring Indian Economy Pvt. Ltd."

ProwessIQ: Centre for Monitoring Indian Economy Pvt. Ltd. invited faculty, students and research scholars for an interactive sessions in the 2nd week of March and on 28th May, 2021. The sessions were on the two products of CMIE- ProwessIQ and Industry Outlook databases and were organized by Mr. Sudarshan Negi, Business Relationship Manager.

Scopus: On 24th June, 2021 a webinar was held for the faculty and research scholars on Scopus, the abstract and citation database to clear the doubts and to understand its silent features. The customer consultant, Elsevier organized the webinar.

EbscoHost: EbscoHost publishing is the largest management information provider and the session was given by Engagement Manager at EBSCO Information Services India, around 200-250 users attended the virtual sessions which were held on 12th September, 2020 and 17th & 20th February, 2021.



Proquest: ProQuest creates indispensable research solutions that connect people and information. To make it more useful sessions for students and scholars were organized on 17th & 20th February, 2021 by Training and Consulting Partner.

Euromonitor-Passport: This resource from Euromonitor provides access to market research, a very useful data base and how to access this software was cleared by the Sr. Executive. The virtual sessions were held on 12th September, 2020 and 17th & 20th February, 2021.

TickerPlant: TickerPlant Limited is one of the global content providers in the financial information services industry a very informative sessions were conducted by the Assistant Vice President, Institutional Sales, Ticker Plant Ltd., held on 12th September, 2020 and 17th & 20th February, 2021.

Due to COVID-19 all the sessions were held virtual through Zoom, WebEx, Go To Meeting and the executives tried their best to engage the students by asking questions in between the session.

E-Resources Subscriptions

Scopus: Scopus is the largest abstract & citation database of peer reviewed literature: scientific journals, books & conference proceedings.

CMIE-Industry Outlook: Industry Outlook is a comprehensive service that provides detailed information on Indian industries.

CMIE-ProwessIQ: Prowess database consists of the financial performance of Indian companies.

Centre Events

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COOLS Commencement Day

The Second Commencement day of Online PGDM under COOLS which is powered by upGrad was organized on 27th August, 2021. The BIMTECH side was led by Prof. S.S Dubey (Chairperson Centre of Online Studies (COOLS), Prof. Manoj Pant (Advisor COOLS), and Prof. Monika Mittal (Coordinator COOLS) along with other team members. The upGrad side was led by Shrikant Mane and Mayuri Masurkar. The batch has over 200 students across 4 countries.

The commencement day was addressed by our Key Note Speaker Ramesh Narasimhan, Head, Digital Commerce India, World line, Dr. H Chatuvedi, Director, BIMTECH, Mr. Arjun Mohan, CEO upGrad India, and Mr. Sanjeev Agarwal, Chief Manufacturing Officer at Lava International Limited.

We also had a panel discussion in which the topic was "Future of online education/skilling for career building". The panel discussion was headed by Mr. Varun Garg, Head-Learning Experience at upGrad, Mr. Ajay Kumar Agarwal, Director of Operations at Nokia, Mr. Rajesh Mandyam, Digital Performance Specialist, and Mr. TR Anand, Mentor, Advisor, and Seed Investor.

Along with these panellists, BIMTECH faculties joined in this program to make the event more knowledgeable and memorable. •



Programme Events

Hermes' Dialogue 3.0

Hermes Dialogue 3.0, flagship event of Cosmopolitan-IB, was conducted with much pomp and show with final showdown on September, 6 2021. On the day of the event, we had our top 8 teams representing eight countries – India, China, Australia, UK, USA, Brazil, Japan and Mexico and our esteemed judges, faculties and mentors. The event was online and started with the compere, Ms. Vaishali Chhabra, a member of the Cosmopolitan-IB welcoming the esteemed judges, Director, Dy. Director, Chairperson of PGDM-IB program and other faculty, officials and students. Dr. H Chaturvedi, Director addressed the gathering with his welcome address and also threw light on the context and the relevance of the issue in the current business environment. Dr. Anupam Varma, Deputy Director, BIMTECH who told about the importance of the topic for the Hermes Dialogues 3.0 **“How should countries negotiate FTAs?”** He also explained the importance of FTAs and RTAs in the global geopolitical landscape and what emerging countries can do to improve their stance.

The esteemed judges were Dr. Rajeev Kher, Former Commerce Secretary, Government of India and Dr. Ram Upendra Das, Head and Professor, Centre of Regional Trade, Government of India. The faculty mentors for the competing teams were Dr. Jagdish Shettigar, Dr. K.K. Krishan, Dr. Monika Jain, and Dr. Khanindra Das.

The Compere for the event introduced the Chair, Mr. Shrey Bhatia, Executive Member of the

Cosmopolitan-IB and the Moderator, Ms. Inchara M, Executive Member of Cosmopolitan-IB and handed it over to the Moderator for explaining the rules that have to be strictly followed by all teams for the entire duration of the event. The session went into the hands of the Chair, who called the first country, Australia for their views. They threw light on how their country has emphasized FTAs and how they realise the strategic importance of FTAs. They showed how their exports and imports have increased over the years with various key trading partners and influenced their economy.

The delegates of China were next, who explored how they have extensively invested in FTAs and deems it as a new platform that will speed up their domestic reforms to strengthen economic relations with other countries. The Indian delegates presented their views on how their country has been in favour of signing FTAs to boost the national economy and its stand in the global landscape. When Japan gave their views on how countries should negotiate FTAs, Mexico objected and Japan defended in a tactical manner. UK delegates objected to USA Negotiations on liberalising US and EU, about UK and US FTA. Vietnam questioned Japan on pharmaceutical export tariffs barriers faced by India. Which replied by reducing the tariffs. Lastly, India questioned the UK, can India have a future tie up with the UK and being an alternative of China which was tackled well by China.

After all discussions, the Chair handed the



event to comperere who invited the experienced judges for their valuable insights and feedback to teams. Mr. Ram Upendra Das thanking and congratulating everyone for the

great execution of the event, gave his insights on FTA and International business. He enhanced students moral and highlighted the importance of International business in a world full of Global supply chains where trade in goods and services, human services and technologies have a great importance towards contributing to economies. He gave the example of 'Atmanirbhar Bharat' being local for global. He offered his helping hand and thanked BIMTECH for inviting and congratulated for such a knowledgeable session.

Mr. Rajeev Kher started off by complementing BIMTECH for the smooth conduct of the event. He added some of his insights related to geopolitics and FTA.

- In order to have good ties with Europe, USA has to keep UK on his side
- Indian ocean has a large space for movement but China has asserted itself beyond its proportion. China and Australia had vining trade agreements.
- India has lost its touch with its neighbourhood south Asia
- If India doesn't move forwards and liberalise service it may fall behind.



Later he touched upon the topic of data as the government should allow free flow of data, negotiating FTAs. He talked about the Production-Linked incentive

scheme but nullifying its advantage and effect by simultaneously increasing tariffs, India should make its production and manufacturing more competitive. USA negotiating trade with Kenya, so as to give benefits in export from African Growth and Opportunity Act which is about to end.

With this the event came to an end. Dr. Anuj Sharma, Chairperson of PGDM-IB gave vote of thanks and also announced the winners of the event. The teams had worked very hard competing with around 80 teams registering from all programs of BIMTECH. There were two elimination rounds conducted on Dare to Compete platform by Cosmopolitan executives. Dr. Sharma congratulated all students for the flawless show which was evident due to their hard work put in for so many days. •

WINNERS



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New Learnings | Centre for International Affairs



Channel News24 Nepal

In Conversation with Dr. Harivansh Chaturvedi, Director, BIMTECH

In accordance with the National Education Policy (NEP) 2020 that underlines the importance of internationalization of higher education, BIMTECH is committed to increase its global outreach evident by its long list of partners from all across the globe for international exchange. Dr. Harivansh Chaturvedi, Director BIMTECH talks about the institute's 34-year-old legacy as a quality education provider and a potential study destination for aspiring international students in an interview conducted by Channel News24 Nepal that was telecasted on 19th August, 2021. ●





International Webinar Are you a Future-ready Professional?

A two-day international webinar on 'Are you a Future-ready Professional?' was organized on the 26th and 27th August, 2021. Under this theme, a session on 'Keep Calm and Time Box: The art of Not Missing Deadlines' was conducted by Prof. Saloni Sinha highlighting the importance of time management through techniques such as time boxing. Another interesting session was delivered by Dr. Anuj Sharma on 'Opportunities for International Business professionals'. The webinar was highly interactive with active participation from international students.

Guest Lectures

Prof. Sudhanshu Rai, Associate Professor of Innovation in Emerging Economies, Copenhagen Business School, Denmark conducted two online interactive sessions for FPM scholars on 31st July, 2021. The first session on 'Ph.D. as a representation of science: How to engage with science in the creation of knowledge' was a conversation with those who are currently working towards finalizing the topic of their thesis. The second session was on 'Valid and Invalid Inquiry' which was a discussion targeted at those who are well into their doctoral programs and whose submissions will take place in a year or two.

Prof. D.K. Malhotra, Nydick Family Term Chair and Professor of Finance, Director of MBA Program, School of Business in Thomas Jefferson University, USA was invited to offer joint sessions on Derivatives & Risk Management for PGDM and

PGDM-IB students with specialization in finance in the month of August 2021.

Dr. Violeta Cvetkoska, Associate Professor Fundamentals of Business Analytics and Operations Research at SS. Cyril and Methodius University in Skopje, North Macedonia was invited to deliver lectures on Marketing Analytics in August 2021.

Prof. Deepak Khazanchi, Professor in Information Systems and Quantitative Analysis, University of Nebraska at Omaha, USA delivered a lecture on 'Ethics in Information System' for PGDM students on 6th September, 2021.

Dr. Stephanie Swartz, Professor of Business English, University of Applied Sciences Mainz, Germany, delivered lectures on the topic 'Cross Cultural Communication' that included Cultural Theories-Hofstede & Trompenaars' Cultural Dimensions; Cross-Cultural Barriers; Cultural Dimensions, and the application of these theories in real-life business scenarios on the 7th and 8th September, 2021.

Dr. Aieste Ptakauske, award-winning international content creator, filmmaker and educator delivered a lecture on Cross Cultural Communication in the field of Business Communication in September 2021. •

New Learnings

Case Method Forum for Management (CMFM)

Research is a creative and systematic work undertaken to increase the stock of knowledge which involves the collection, organization, and analysis of information to increase understanding of a topic or an issue.

Under the leadership and guidance of Dr. AK Dey, Case Method Forum for Management (CMFM), was established with a clear vision to build capacity amongst Faculty and Research scholars to write cases. CMFM enthusiastically took their first step towards learning and understanding with their first webinar, part of a five series webinars, dealing with different dimensions of the case study method. To spread the awareness of case methods and build the capacity of case writing and teaching among management faculty and scholars, CMFM is organizing a series of webinar modules on Philosophy of Case, Teaching Cases and Teaching Note, Teaching with Cases, Qualitative Case Study Research, and Publishing Teaching and Research cases.

With overwhelming response from Academicians across the globe, 300 registrations from 13 countries CMFM took off to start with their first Webinar on the Topic; Philosophy of Research and the Scientific Merit of Case Method, on 27th July, 2021. The webinar started with an inaugural address by Dr. H Chaturvedi, Director, BIMTECH in presence of other members, Dr. Ravi Kumar Jain, Direction SIBM Hyderabad, Dr. Kavitha Rajesh, President HMA, Dr. AK Sen Gupta, President HEF, and Dr. Anjan Gosh, Founder Silk Road Case Centre – Narxoz University. Dr. Chaturvedi also extended his gratitude to Dr. AK Dey for his commitment and passion for research work. He endeavored how IIM's in India are teaching and training their

Corporate Managers through Case studies for more than 60 years now and its importance for branding our institute.

Dr. Anjan Ghosh, Founder of Silk Road Case Centre – Narxoz University was the Resource Person for 1st webinar on 'Philosophy of Case', where he assured the participants that through this series of sessions they will be empowered to learn the new techniques of writing cases that eventually help them to expand their publication portfolio. Dr. AK Dey, the resource person for second session started his session with a clear thought of understanding the distinct difference between Quantitative and Qualitative research. To keep up with the enthusiasm levels the zeal to learn case method research CMFM started, day 3 of this series by welcoming global guest Dr. Dan Le Clair, CEO of Global Business School Network (GBSN). Before heading the GBSN, Dr Dan was Executive Vice President at AACSB International. The 4th session was even more joyous because of the presence of two eminent global guests Micheal Goldman, President of the North American Case Research Association, who serves as the Editor-in-Chief of Emerald Publishing and Juliet Harrison, Head of Cases at Emerald Publishing, Bradford

UK. Dr. AK Dey and Dr. Shreya Mishra, the resource person of the day, both discussed the different characteristics of Case Teaching and Research Papers. To keep up the rigor for the Case Study Method of teaching, CMFM took the evolutionary session of Silumating Field-Based Case study too. •



Aagaman: An Affair to Remember by Food Conduit

This was an ice breaking event where in the Food Conduit members welcomed the junior batch of 2021-23 by playing small games in between a full-fledged live event. It was a 90 minute event comprising of 3 rounds and 3 filler games. Participation was allowed in teams of 2. There were around 80 team registrations that the conduit got. There was an audience base of around 220 people. The event started off by introducing the Food Conduit, BIMTECH, Dr. Abhijeet Chatteraj (Dean) and Mrs. Rupali Singh (Mentor). Thereafter Dean and the conduit mentor gave their message and welcomed the junior batch.

Then starting with the event, firstly the anchors Mitushi Gupta and Nandini Saraf played a small rapid-fire round of riddles just to make the junior batch comfortable. Then after explaining the meaning of the events name, the first round – **"FOOBINGO"** started wherein teams were emailed a set of tickets attached with their team numbers, where they were told to download the ticket number allotted to their team. In each ticket there were names of 5 dishes which the teams were supposed to cut. The first 25 teams whose all 5 names were cut were qualified to move to the second round. The anchors randomly started taking names of a few dishes, by the time of the announcement of the third last dish name the top 25 teams were selected which then moved to the second round.

By the end of this round, we had a filler game for the audience – **"BOLLYGEEK"** wherein the team shared the screen having one picture, dialogue, song or a movie name which was supposed to be completed by the participant. It was mostly related to food related things mentioned in songs, movie names, dialogues or pictures. There was a good amount of participation for this round and for which the participants were awarded with certificates.

Then the second round – **"LOGOLARK"** began, wherein the teams one by one had to come on screen and had to guess 3 logos hidden in one



picture. The conduit shared the picture through screen share over zoom and the teams got a time of 45 seconds to first find the logo, second identify it and thirdly do all this within time.

By the end of this round, we had another filler game for the audience – **"SCRABBLE"** wherein the participants were shown a scrambled word on the screen which they were supposed to unscramble in 35 seconds which were mostly names of fruits or vegetables. There was a good amount of participation for this round and for which the participants were awarded with certificates.

The top 7 teams then moved to the third and last round that was – **"ENIGMA"** wherein the conduit displayed 14 riddles on screen (2 per team) the team had 45 seconds to guess the correct answer and put it in the chat box. The team who sends the answers fastest and correct won the event. By the end we had our top 2 teams who won and were awarded cash prize for the same.

Now in between the time when the results were being calculated, there was a tag – **"KEEN OBSERVER"** that was announced in the beginning of the event wherein the audience was told to keep a check on the presentation being displayed as there were some hidden logos in the PPT that were to be identified by them. The top 3 people who did the same correctly were awarded by certificates in the end of the event. •

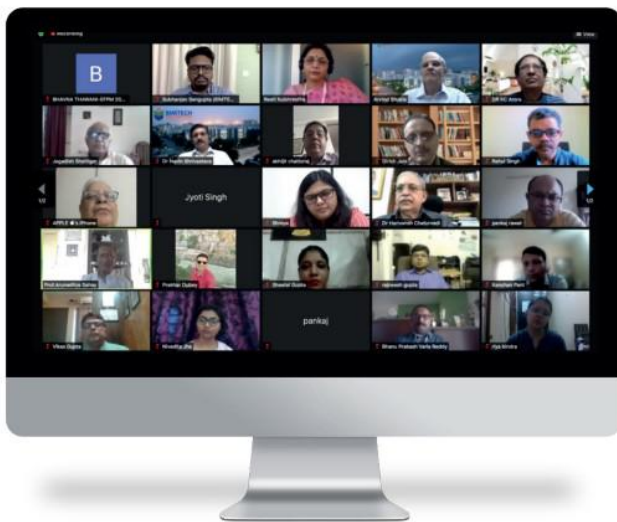
New Learnings

Online Orientation Programme of the 9th FPM/EFPM Batch

The Inauguration and orientation programme for the 9th Batch of Fellow Programme in Management at Birla Institute of Management Technology (BIMTECH) was held on Saturday, 10th July, 2021. The programme was attended by newly joined research scholars, Area Heads and Thesis Guides, and senior faculty members of the institute along with Dr. Harivansh Chaturvedi, Director, and Dr. Anupam Varma, Deputy Director, BIMTECH.

Online Workshop on “Identifying Phenomenon of Interest”

As a part of the Online Research Workshop series of the Centre for Research Studies, BIMTECH the 2nd online workshop on “Identifying a phenomenon of interest” was held on 1st November, 2020. This workshop aimed to help participants in choosing the right topic for conducting doctoral and for publishable research. It equipped the participant research scholars with the understanding of converting an idea into doctoral research or a research paper and helped them in identifying and justifying the research gap.



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The resource person for the workshop was Dr. Sonjaya Singh Gaur, a Clinical Professor of Marketing at the NYU School of Professional Studies. He has over 25 years of academic career in the USA, Malaysia, New Zealand, Germany, Sweden, South Korea, and India.

Online Workshop on “Ph.D. Diary”

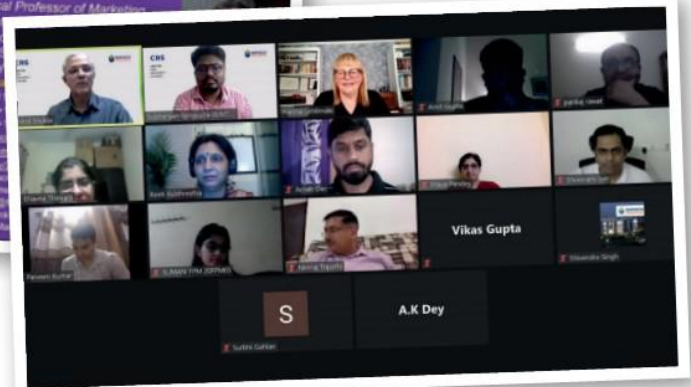
As a part of the workshop series of the Centre for Research Studies, 3rd online workshop on “Ph.D. Diary” was held on 30th January, 2021. Dr. Ruchi Agarwal, Senior Researcher, Indian School of Business, Hyderabad, conducted the workshop. She has completed her Ph.D. from the University of Edinburgh (UK) and has many publications in reputed journals to her credit. The session was mainly for the new scholars to make them aware of the right path for a successful Ph.D.

“Ph.D. Diary” is a unique approach to structure ideas for FPM/Ph.D. students. It offers excellent ways to support planning and managing the writing time for doctoral students.

There were 18 participants from different batches of Research Scholars enrolled at BIMTECH. The workshop was conducted in a highly interactive mode and was much appreciated by the participants. The participants were very appreciative of the faculty expertise and content of the workshop. The workshop ended with a Valedictory note given by Surbhi Cheema, Research Scholar.



Vrittant



Workshop on "Writing an Effective Thesis Proposal"

The Centre for Research (CRS) at Birla Institute of Management Technology

(BIMTECH) conducted

an online workshop on "Writing an Effective Thesis Proposal" on Wednesday, 10th February, 2021, for the E/FPM batch of 2019.

The resource person for the workshop was Dr. AV Shukla, Professor in the area of Marketing and the Chairperson of the Fellow Program in Management at BIMTECH. With expertise in teaching marketing management for the last 32 years, his research interest includes CRM and Services Marketing. As a previous Director of the Management Department of a State University, he has mentored researchers for a Ph.D. programme and has worked on several funded research projects.

Online Workshop on "Crafting Useful and Publishable Management Research"

The Centre for Research Studies, BIMTECH has been striving to equip the research scholars with skills to conduct doctoral research in management by providing the essential insights through workshops/seminars for grounds up practical knowledge required for producing the research work at par with international standards. The workshop aptly titled "Crafting Useful Publishable Management Research" was held in the



online mode, being 3rd workshop as part of the Online Research Workshop series, conducted by the CRS, BIMTECH.

Online Workshop on "Problematizing and Theorizing in Management Research"

As a part of the workshop series of the Centre for Research Studies, an online workshop on "Problematizing and Theorizing in Management Research" was held on Saturday 13th March, 2021 by Prof. Hanna Lehtimäki, Professor of Innovation Management, Business School - University of Eastern Finland (UEF), Kuopio, Finland.

The Jagdish N Sheth Best Thesis Award 2020

The Director, based on the report of the Award Jury is pleased to confer the Jagdish N. Sheth Best Thesis Award 2020 on Dr. Shreya Mishra, Assistant Professor. The award carries a cash prize of ₹50,000 and a Citation to be presented to Dr. Shreya during the Foundation Day celebrations on 2nd October, 2021, this year.

Dr. Shreya submitted her Thesis to BIMTECH under the guidance of Dr. Manosi Chaudhuri and Dr. AK Dey.

The title of her thesis was "Workplace Bullying of Employees in Indian Organizations: A Grounded Theory Approach"

This year 5 scholars, who were awarded their Ph.D./FPM during July 2019 and June 2020 were eligible and considered for the award. •

New Learnings | PHD Chamber of Commerce

Panel Discussion

Sustainable Tourism in India – Challenges and Way Forward

The tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. It has great significance considering the rich cultural and historical heritage, variety in ecology, terrains, and places of natural beauty spread across the country.

Tourism is big in the economy vertical and also a large employer besides being a significant source of forex for the country. In FY20, 39 million jobs were created in the tourism sector in India; this accounted for 8% of the total employment in the country. The number is expected to rise to 53 million jobs by 2028.

According to WTTC, India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, the contribution of travel and tourism to GDP was 6.8% of the total economy, ₹13,68,100 crore (US\$ 194.30 billion).

With given opportunities and challenges and augment the growth of the sector, Birla Institute of Management Technology (BIMTECH) and the PHD Chamber of Commerce and Industry (PHDCCI) jointly organized a virtual focus group discussion on the topic of "Sustainable Tourism in India". The purpose of the session was to map the growth in the sustainable tourism sector, identify the needs, constraints, and receive

expert opinions on policy issues from the field of tourism and its sustainability.

The discussion was moderated by Prof. Rahul Singh, Professor at BIMTECH jointly with Dr. Jatinder Singh, Executive Director PHDCCI. The panel was joined by highly eminent policymakers, industry leaders, and experts of the domain from the tourism sector. To understand the practical aspects of the industry and specific issues in the sustainable tourism domain, the following questions were presented for discussion

- Status-quo mapping of the sustainable tourism industry and analysis of the status of sustainable tourism efforts in India.
- Map the gaps and challenges in the industry vertical
- Suggestions and way forward to position Sustainable Tourism as a brand and high growth industry

Tourism is big in the economy vertical and also a large employer besides being a significant source of forex for the country. In FY20, 39 million jobs were created in the tourism sector in India.



The panel experts included Mr. Vinod Zutshi, Former Secretary-Tourism, Government of India; Mr. Anil Parashar, Chairman-Tourism Committee, PHDCCI and President Interglobe Technology Quotient; Mr. Rajan Sehgal, Co-Chairman-Tourism Committee, PHDCCI and Chairman, TAAI-NR (Travel Agents Association of India), President, IGTA; Mr. Nasir Zaidi, Partner, Pacific Travels; Mr. Ashwani Khurana, President, Karma Lakelands; Ms. Sulagna Ghosh, Deputy Secretary, PHDCCI, Mr. PC Pandey, Board of Trustees, UN World Food Programme Trust and Resident Representative, Climate Scorecard, USA; Mr. Sudhit Sobti, Jt. Secretary-North Zone, Delhi Tourism; Mr. Amlan Bhushan, CEO, Bhushan Consulting; Mr. Onkareshwar Pandey, Editor in Chief, Indian Observer Post; Dr. Abha Rishi, Associate Professor BIMTECH and CEO Atal Incubation Centre; and Dr. Veenu Sharma, Assistant Professor BIMTECH.

The session began with a brief introduction by Prof. Rahul Singh and a welcome note by Dr. Jatinder Singh. The evolution of the tourism industry in the Indian scenario and the recent developments were the key topics in the beginning. Mr. Anil Parashar, in his opening remarks, quoted that tourism contributes over 7% to the Indian GDP annually and plays a key role in income generation, livelihood, and national development. He mentioned that

tourism is not been considered a sector of professional education. Thus, efforts in the direction to make it sustainable need attention in both policy and practice for long-term impact.

India is not a preferred tourism destination, and today, sustainability has become an area of public concern which requires safe and responsible tourism with prioritization to the right blend of marketing. Some successful cases of Switzerland's tourism policy were also discussed for developing the infrastructure and capacity building.



New Learnings | PHD Chamber of Commerce



The way forward for India requires all the stakeholders including the government, trade associations, academicians, and the community to come together.

transform tourist destinations into digital tourism spots with some key strategic pillars including 'Eco-friendly transport', 'Destination Planning and Management (PPC-Public, Private and Community)', 'Social Awareness', 'Commitment to UN 17SDG's', 'Vocal for Local' and to 'Treat inbound and domestic tourism responsibly post COVID-19'.

The way forward for India requires all the stakeholders including the government, trade associations, academicians, and the community to come together and join hands in the phase of planning and implementation.

Sustaining the environment, social & cultural behavior of mankind, and tourism economy define the need for promoting sustainable tourism in the nation. Key issues faced by the industry such as overconsumption, footfall above optimal level, poor environmental sustainability, fractured supply chain, unawareness of community, demand-supply shrink in COVID-19 with numerous others need to be addressed by creating shock absorbers, contingency plans to face compliance and disruptions in execution.

India is also a top contributor to tourism at a global level which makes it even more important for it to set a benchmark. The discussion led to some valuable inputs in regards to the current and prospects, one of which is through making domestic tourism sustainable, India can achieve great heights at a global stratum. Annual sustainability report for all 3 stars and above hotels, setting a benchmark for carrying capacity, optimally utilizing electricity and water, Increasing accessibility to hotels, flights, and technology, focusing on branding and promotion of destinations, and alignment of all the stakeholders in the customer journey were some other key suggestions made by the panel of experts in the discussion.

It's a social activity and therefore responsible behavior in all spheres of life, good policy framework, and supporting the tourism industry and of course, the lessons learned from COVID, India will certainly achieve the parameters of sustainable tourism and SDG's framed by the UN. ●

Dr. Jutshi observed that sustainable tourism has always been a part of the National Development Strategy and 'sustainability' was the guiding force behind India's 2002 National Tourism Policy. Kerala stays ahead as a leader by implementing sustainable measures in the key touchpoints of a tourist constantly, but other regions in the country need to quickly gear up with their vision and efforts.

Tourism, one of the key determinants of India's growth needs to be promoted as a major part of the research which could yield more awareness and responsibility among citizens. To create an action plan for a sustainable future in India, the available resources need to be put together to identify the loose ends. Dr. Jutshi mentioned that the time has come to transform the tourist destinations into a world-class physical experience making India one of the topmost destinations for sustainable and responsible tourism.

Currently, the government is taking an aggressive stance to optimally create an ecosystem for sustainable tourism in India. The latest policy drafted as 'Policy 2020' aims to

Guest Lecture by Madan Sabnavis

On Impact of COVID-19 on Indian Economy: Challenges & Opportunities

In its endeavor to excel in industry-relevant management education at the helm of the COVID-19 pandemic, the Economics Area of Birla Institute of Management Technology (BIMTECH) organized a guest lecture session by Chief Economist of Care Ratings, Mr. Madan Sabnavis in the forenoon of 25th August, 2021. The session apprised the students of **"Impact of COVID-19 on Indian Economy: Challenges & Opportunities"**.

The guest speaker was welcomed by Dr. Jagadish Shettigar, Professor-Emeritus, BIMTECH. With a recession of more than seven percent due to the pandemic, Dr. Shettigar stated that the economy is on the verge of a turnaround, with an expected GDP growth of 18 percent. While there are minor developments and an uptick in macro indicators, Dr. Shettigar mentioned the apprehensions in grey areas of EXIM and geopolitics while inviting Mr. Sabnavis to deconstruct the conundrum of the challenges and opportunities of COVID-19.

With his enriching experience of more than 33 years as a corporate economist, Mr. Sabnavis commenced his address to the faculty and students of BIMTECH stating the economic challenges faced by India as a prelude to the pandemic. He explained that when the economy came to a standstill due to the COVID-19 enforced lockdown, investment and consumption came to a halt, jolting the



MADAN SABNAVIS
Chief Economist,
CARE Ratings

government revenue. While lauding the *Atma Nirbhar Bharat* scheme for long-term recovery, Mr. Sabnavis expressed his concern about India's economic crisis in the short run, especially from the perspective of capital formation, foreign direct investment, consumption, and employment.

In a contest to acquaint the students with the topic, student conduit *Eco Chamber* and *FinWiz* selected the

top five questions from students who had an opportunity to interact with Mr. Sabnavis. The dialogue proceeded on COVID-19's impact on liquidity, corporate investment and tax, the role of MSMEs, recovery of the manufacturing sector, and the anticipated adversity of the third wave of the pandemic.

Dr. Pooja Mishra, Associate Professor and Chairperson of Economics area of BIMTECH proposed the vote of thanks concluding the event. While highlighting that India should not be complicit in double-digit GDP growth in the year 2021 while ignoring the base effect of 2019 and 2020, she expressed her gratitude to the guest speaker for his subject matter expertise and engaging interaction with the students. We are delighted to share that we had more than 350 live attendees during the event. •



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New Learnings | PHD Chamber of Commerce

Agri Supply Chain Summit

UN GCNI and ECHO Forum's 1st AGRI SUPPLY CHAIN SUMMIT was conducted virtually from 27th – 28th August, 2021 which endeavored in aligning Agri Supply Chains with SDGs: Promoting Decent Work Standards. Dr. Harivansh Chaturvedi, Director was one of the Panelists of the Panel Discussion on 'Health, Safety and Social Protection' held on 28th August, 2021. •



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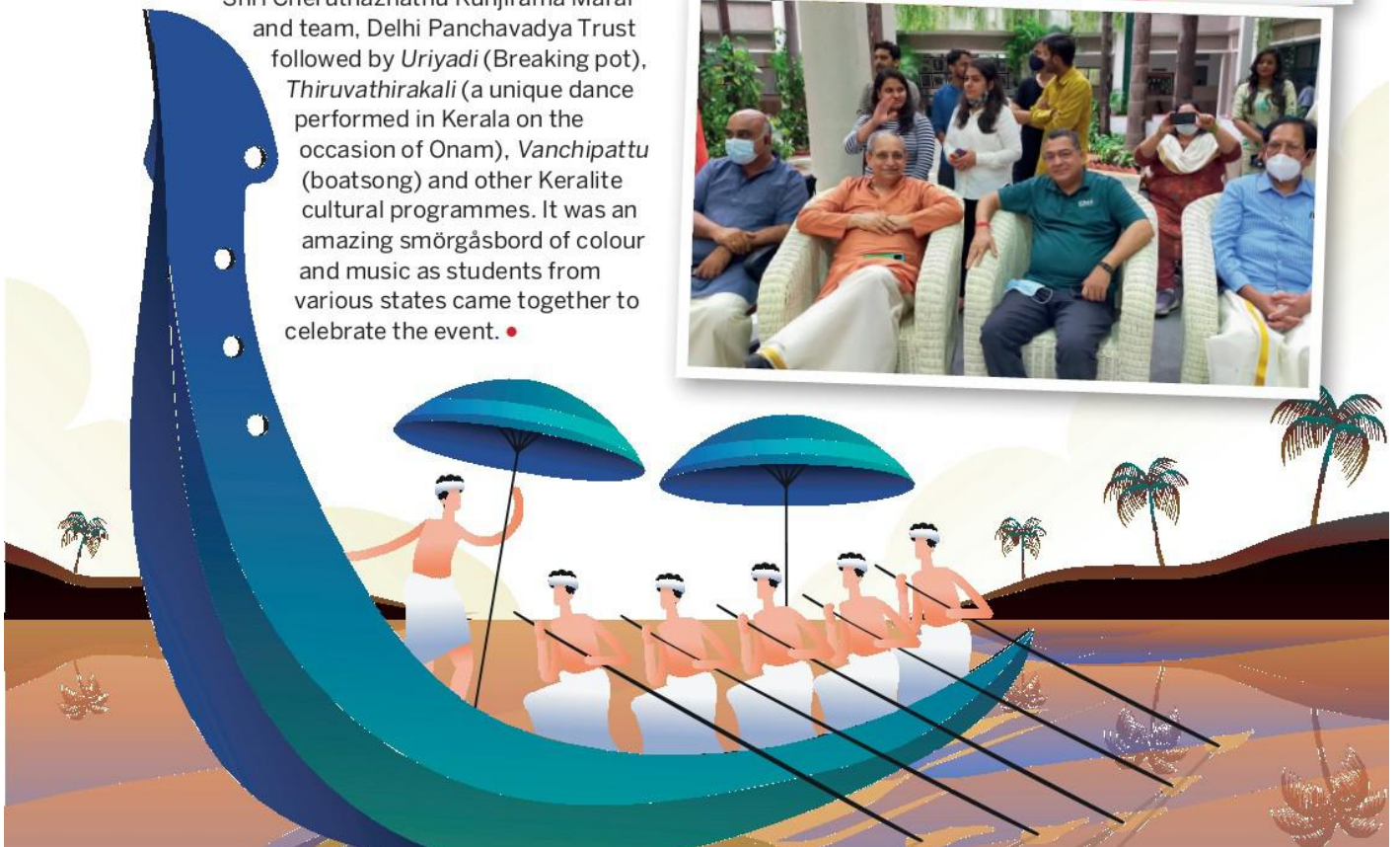
Students' Zone

Onam Celebrations

"Onam, a traditional harvest festival that celebrates the spirit of family and togetherness."

This year too, it was no different, as BIMTECH celebrated the homecoming of King Mahabali and the popular harvest festival of Kerala with great enthusiasm and spirit on 19th & 20th August, 2021. Onam at BIMTECH was a visual treat, from the brightly colored pookalam (floral carpet) which was designed and decorated by the students and the Food Conduit arranged a Kerala feast for BIMTECHians. This year there are more than 50 Malayalee students pursuing their Post-Graduation Diploma in Management from the prestigious institute, BIMTECH, Greater Noida.

The evening was started with lighting of lamp by Dr. Harivansh Chaturvedi, Director along with Prof. KC Arora, Registrar, Prof. A Sahay (Dean – Research), Prof. Abhijit Chatteraj, Dean (Students Welfare), Dr. Abha Rishi and Prof. Manosi Chaudhuri, Faculty of BIMTECH. The celebration was concluded with Onam procession accompanied by *Shingari Melam*, which was performed by Kalasree Shri Cheruthazhathu Kunjirama Marar and team, Delhi Panchavadya Trust followed by *Uriyadi* (Breaking pot), *Thiruvathirakali* (a unique dance performed in Kerala on the occasion of Onam), *Vanchipattu* (boatsong) and other Keralite cultural programmes. It was an amazing smörgåsbord of colour and music as students from various states came together to celebrate the event. •



Students' Zone

Hariyali Teej & Chaat Festival

Hariyali Teej is celebrated in India in Northern India to welcome the Monsoon season. BIMTECH, being a culturally diversified B-School, celebrates festivals with a lot of zeal and enthusiasm. Food Conduit organized the college's first offline event in campus this year on occasion of *Hariyali Teej* on 11th August, 2021. All students along with faculty members and staff participated in this celebration and enjoyed to the fullest.

Following events were arranged for students and staff members on 10th and 11th August:

- Mehndi for students and Staff
- Matki Décor
- Chaat Festival
- Dhol
- Indie Fusion Ethnic Wear Competition

The whole event was conducted in view of the COVID-19 guidelines that were provided by the Institute.

The *Hariyali Teej* celebrations started on 10th August, with mehndi decorations for BIMTECH students and staff members and their families, so that we all can have the real feel of the Hariyali Teej celebration.

On 11th August, from morning itself we had lined up interesting events for the students. The event started from morning with the traditional *Matki* (earthen pottery) decoration. The venue for the competition was the college cafeteria. It was a two hour competition wherein 15 students participated, some of them were in teams of two, and rest of them were participating solely. Judging was done by our esteemed panel of judges, consisting of Mrs. Sunita Chaturvedi, Mrs. Shubhra Verma & Mrs. Shakuntala Arora (wives of our faculties). All the teams presented their beautifully decorated *Matkis* to the judges along with a short presentation.

After the *Matki* decoration competition, we started our evening festivities. The venue was college Mess. There were several street-food items for students to savour like Pani-Poori, Dahi Papdi, Dhokla, Raj Kachori, Ghevar Paneer Chilla along with North Indian cuisine for dinner. The "Hariyali Teej Chaat Festival" continued till 9

pm so that everyone in the Campus could easily enjoy those delicious cuisines with proper social distancing guidelines.

After 5 pm we had arranged a short *Dhol* session for our students, in order to get them into the mood of *Teej*, and everyone enjoyed the *Dhol* and danced to its beats in harmony keeping the norms in place. The *Dhol* session was organised so that the students could relieve all of the tension from online mode of learning and they can get a bit of the feel as to how BIMTECH celebrates the festivals in physical form.

After the *Dhol* dancing session, it was time for the Indie-Fusion Ethnic Wear Competition. The program itself was held in the Mess and the stage was set for the ramp walk. The program started with the Director Sir's speech. A total of 10 teams & two individual contestants participated in the Indie-Fusion ramp walk. The fusion walk ensured wearing of masks and gloves by all participants.

The event ended with a feeling of positivity and satisfaction in everyone's mind on this auspicious occasion of *Teej*. The photobooth was a great hit amongst students.

Students actively participated and bagged exciting prizes in both competitions - *Matka* decoration competition & Indie-Fusion ramp walk.

Hariyali Teej came out to be one of the most memorable events of the year and set a benchmark for further events to be conducted by Food Conduit. The whole event was done to give a break from the hectic schedule of a B-school to the students. Since it was the first physical event in the college for batch 2020-22, therefore each and every student along with faculty members and staff participated in this celebration and enjoyed to the fullest. •





IBM Programme Details

Orientation programme held on 4th August, 2021 on virtual platform for newly admitted students of PGDM (Insurance Business Management) programme batch of 2021-23.

The Programme started with the welcome address by Dr. Abhijit K. Chattoraj-Dean (SW-SS), Professor and Chairperson-PGDM-IBM programme who introduced the esteemed guest Mr. Amit Kalra Managing Director & Head, Global Business Services-Swiss Re Bangalore. The faculties associated with the IBM programme namely Prof. Manoj Kumar Pandey, Prof. Pratik Priyadarshi, Prof. Manoj Pareek, Sinha and Prof. Monika Mittal were present along with students.

Post this introduction the students were addressed by the Chief Guest for the day - Mr. Amit Kalra, Managing Director & Head, Global Business Services-Swiss Re Bangalore. The chief guest spoke about his corporate journey and how he entered the insurance sector. He pointed out that insurance sector served society at large and had a critical role to play in a growing economy like India. He emphasised that the penetration of insurance in India compared to world average was dismal so there was a lot of room for growth in this sector. Mr. Kalra told the audience that the insurance industry was going through a transformation and rapid changes in technology were taking place. People looking to make a career in insurance needed to adapt to new technology and

should acquire leadership skills along with a growth mind-set apart from having core business knowledge. Since insurance was push product rather than pull product in India there was need to make insurance relevant to people.

Mr. Kalra outlined the skills a professional should acquire to be successful in the insurance sector in the future. In the future, professionals would require technical talents, core business functions, and power skills. Data science, AI/ML, and automation will be among the technological capabilities required. Knowledge of business functions like actuarial, underwriting, risk management, claims, finance and accounting was essential. According to him collaboration, adaptability, creativity, handling uncertainty, and the ability to learn were power skills.

He also discussed how India was well placed for rapid growth in requirement of insurance services. He also discussed the protection gap, changing population and demographics and the growing use of technology in all business spheres.

Lastly he stressed that one should always be curious and ready to learn new things. Learning should never stop at any time or age. Accepting failure and taking learnings from failure was important to move ahead in life.

The session concluded with a vote of thanks to the guest of honour by Prof. Pratik Priyadarshi. •



Students' Zone

#Insurtech Leadership Talk Series

Under the on-going partnership of mutual support, BIMTECH & IIA are running a series of Leadership Talk. Under this series, CEOs of the leading # Insurtech ventures are interacting with industry stakeholder & the students on the working of the Insurtech eco-system in general & working of their company in particular.



Swiss Re Workshop on 26th & 27th September, 2021

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



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

This was received very well by the students, as was evident in the huge participation in the classes.

We are grateful to Swiss Re and Mr Amir Kalra, MD and Head, Global Business Services at Swiss Re for their continued support.

Swiss Re is a technical partner of BIMTECH.

Ice-breaking Session

The ice-breaking session was conducted by the Editorial conduit on the 16th of August, 2021 which had over 60 participants excluding the senior batch.

The session started with the introduction of the Editorial conduit and what are the activities and events one gets involved in if they're a part of the team. Post the introduction, A fun game consisting of three segments was kept for the participants:-

- The first segment consists of drawsaurus (a room was created virtually on a site and every member part of that room had to draw the word that came on the screen and others had to guess the word). The person who guessed the maximum number of words was declared the winner.
- The second segment included identification of character and movie scenes from the pictures that were displayed on the presentation and also role-play of famous Indian movie scenes which were named BIMTECH k Dramebaaz.
- The last segment of the ice-breaking session was the scenario segment wherein the students were given different roles like that of an

entrepreneur, actor, politician, etc. and they had pitch ideas to the audience as to why should they be saved in case of drowning boat.

It was an interactive session that saw active participation from the incoming batch. It was organized to make them aware of the editorial conduit and increase interaction between the senior batch and the junior batch.

The team had chosen a winner from each segment and they were rewarded accordingly. The session ended with a positive note and the Edico team encouraged the juniors to apply for the selection process of executive members. •



Students' Entries for Vrittant

2020 - A Year or A Catastrophe

RANA SHABBIR

From the beginning of the era of 2020, we have seen lots of bizarre and unprecedented events. COVID-19, which changed the behavioral pattern of living. From the complete nationwide lockdown to the incomplete economy, we have seen so much downfall. Can you guess who suffered more? Yeah, right! The POOR. At the time of lockdown, the poor suffered by traveling to their home, and what was the cost of that? Their LIFE.

In March, India's Coronavirus outbreak became uncontrollable, forcing Prime Minister Narendra Modi to declare an emergency lockdown, shutting down all offices, public transportation, and public spaces, resulting in a massive increase in unemployment. With nowhere to work or stay and no means of transportation, an exodus of migrant workers resorted to walking towards their hometowns in faraway states with their children and heavy bags on their backs, hoping to hitchhike to their hometowns in distant states. On their long journey home, many migrant workers died.

Now, if we talk about other events which happened in this era like a huge explosion in Lebanon capital Beirut on August 4, Forest fires in California and a plane crash in Kozhikode, India on 7th August. All happened back-to-back. Isn't this pandemic not enough that other inevitable accidents have also increased the death rate?

In the early hours of 7th May, 2020, an LG Polymers plant in Vishakhapatnam caused a gas leak, a cyclone Amphan emerged in the eastern part of India & parts of Bangladesh between 16th and 21st May, 2020. Cyclone Nivar made landfall on the coasts of Tamil Nadu and Puducherry on 26th November, 2020, and many more unprecedented events happened back-to-back. Many have termed 2020 as the year of tragedies that claimed thousands of lives be it man-made or natural disasters. From coronavirus pandemic to several high-intensity cyclones, floods, earthquakes, plane crash, oil spill, the year kept everyone on the edge leaving a devastating impact behind.

2021, did not meet our expectations. It diluted all the worst in itself. From, 2nd wave of COVID to the Cyclones pounding both sides of this peninsula, we have seen much. But, it's time to



wake up and fight against these crisis times.

But, 2021 brought a new ray of hope, which emerges in the form of vaccines. Safe and effective vaccines are a game-changing tool: but for the foreseeable future, we must continue wearing masks, ensuring good ventilation indoors, cleaning our hands, physically distancing, and avoiding crowds. The current situation is devastating the Countries & their Economy.

These shakes are happening not because of our own fear, but because of disturbances in our surroundings.

Mutations are the only constant we learned in our whole life. Constant will remain constant! We have to learn how to use that constant for survival, not only in maths expressions but also in real scenarios. Survival of the Fittest is the law of nature.

The year 2020 is not a year to forget, but a great pedagogue who taught us:

- a) Health is wealth
- b) Family is the backbone of one's life
- c) Diversify, innovate, never be dependent on just one stream of income
- d) Change is the only constant thing

India is still far behind compared to all other countries, whether it is health services, technology, or economic situation. India is in the second position in terms of COVID ranking all across the globe. India has crossed both the first and the second wave of COVID and is moving towards the third wave as is being speculated.

Do we have to learn to live with COVID-19? Will we ever be free from this? These questions are in everyone's mind, but no one has the answer.

Adaptation to the change is our weapon to fight back. It is not that we have not fought so far, we have faced it and have even reached here. Now it is necessary that we face it again and do not lose courage. But then the question arises – How? The challenge is on our immunity, and the controls are in our hands. Now let's see how we fight it! ●



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Students' Entries for Vrittant

The Wanderer Mind

Truly a wanderer is the mind,
For imagination is a prodigy.
Nothing can shackle the journey of thoughts,
As it conspires to dream ceaselessly.

From rusted memories to scar on the heart,
To the agony when the loved ones depart.
From fake achievements to the purpose of existence,
To the faults in trust that tore love apart.

From dark secrets to the blunt lies,
To the certain truth it always denies.
From the horizon of joy to the reality of life,
From gallant ambitions to defeats that made wise.

From the unknown fears that remained so,
To the sacred tears it will never show.
To a part of itself it will no more find,
Truly a wanderer is the mind.



ASHIF ALI

For Every End is A New Beginning

Every nightfall marks a new dawn,
And every dawn awaits the stars far by.
Even the rain that pours with glory,
Rises un-noticed back to the sky.

What falls apart will come back together,
Whether it be a heart or a pure character.
It may take a few moments or forever,
But once again, it will all shatter.

Hope follows grief and tears follow joy,
Fear ends courage and courage ends fear.
Death induces the love for life,
Yet sometimes life is what makes death so dear.

All that begins will end,
For a new beginning has to follow.
It is a sign the universe sends,
It all starts where it ends.



SARANSH NEERAD

I Intend to Have a Peaceful Mind

This time, I intend to have a peaceful mind.
I shall walk down the lane and unfurl the smile.
And sing a song under the bridge of time.
A song that shall render kindness and joy,
because I intend to have a peaceful mind.
It was a time when hugging was a curse.
And pews in Eden were left so barren.
So, now I shall cherish more, even the tiniest of things,
because I intend to have a peaceful mind.
I shall embrace the difference and shan't get miffed.
And I shall be gleeful with what I harvest,
and do not envy what I don't;
because I intend to have a peaceful mind.

बताता नहीं

ANURAG THAKUR

उम्मीदों का बोझ है
सबका खयाल भी
होश सबका है
बस अपना ही नहीं

हसते ज़रूर है
गम दिखाते नहीं
लड़का हू ना यार
इसलिए बताता नहीं

मुश्किलें तो हिस्से मैं मेरे भी बहुत है
खुशियां कम ही सही
सोच की लंबी रातें है
दिन की कशमकश भी सही
लड़का हू ना यार
इसलिए बताता नहीं

खुल के मुस्कराना तो खूब आता है
गमों का दर्द छिपाना भी
उम्मीदों का बोझ है
सबका खयाल भी
होश सबका है
बस अपना ही नहीं

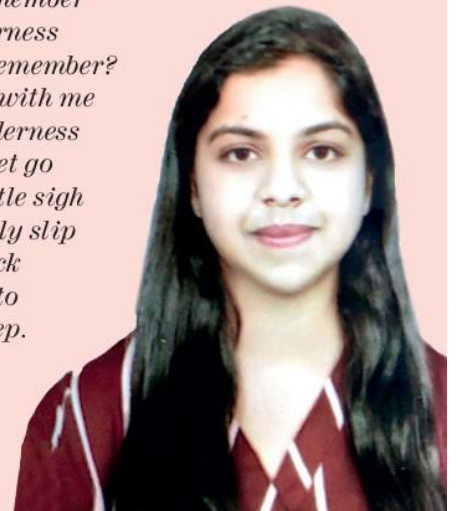
एहसासों का मतलब माँ ने समझाया है
जिम्मेदारीयों का पिताजी ने
चाह कर भी पीछे हट सकता नहीं
लड़का हू ना यार
इसलिए बताता नहीं



Tenderness

PARVI GARG

*I wake up
to tenderness
tucked inside
my heart
remembering things,
you taught me
like appreciating silence
at midnight
or,
the warm winter sun
at noon
and
writing emails
to myself at 3am
or
mixing remnants
of old poems
to beget new ones
and
brewing cups of tea
to forget them on windowsills
or,
hiding parts
of myself
in bookstores,
and
waiting by roadsides
to smell yellow lilies
or,
simply waiting
and
catching stillness
with you
i try to remember
things i have long forgotten
but somehow
only remember
tenderness
why do i remember?
i keep it with me
the tenderness
and let go
of a gentle sigh
to slowly slip
back
into
sleep.*



Students' Entries for Vrittant

An Orator's Evolution My Journey

SHREY BHATIA

When I first walked through the gates of our esteemed institute, I was not a person who was comfortable speaking in front of huge crowds. I wanted to gain this competency and that's when I started to look at the infinite opportunities that this institute had to offer.

In July, 2020 when the college began, I was enthusiastic about various conduits and clubs. After some rigorous rounds, I made it to the Alumni Conduit, Finwiz, and Cosmopolitan-IB. Just a month later, I found myself anchoring my first event – Alumni Meet of 2007-08 graduates. It was a thrilling experience for me, as I was nervous at first but soon got comfortable with my new role. I received appreciation from mentors of the conduit and it did wonders for my self-confidence!

In November, 2020, I organized and anchored an event of Finwiz, "FINERTIA". This was an event open to the entire college where students from all programs took part. It was a 3 round event where participants ended up with the valuation of a company in the final round. The following month, on 2nd December, 2020, I anchored Cosmo Roulette'20 – open to all the programs of BIMTECH. In the event, participants played 2 rounds of fun-filled games based on International Business and International affairs. These events were the stepping stones where I was

polishing my anchoring skills and soon got a chance to showcase these skills beyond BIMTECH.

On the 19th of December, I compered in Omniglotzz 3.0, this time not in English but French (oui!). I was there as a participant in Omniglotzz

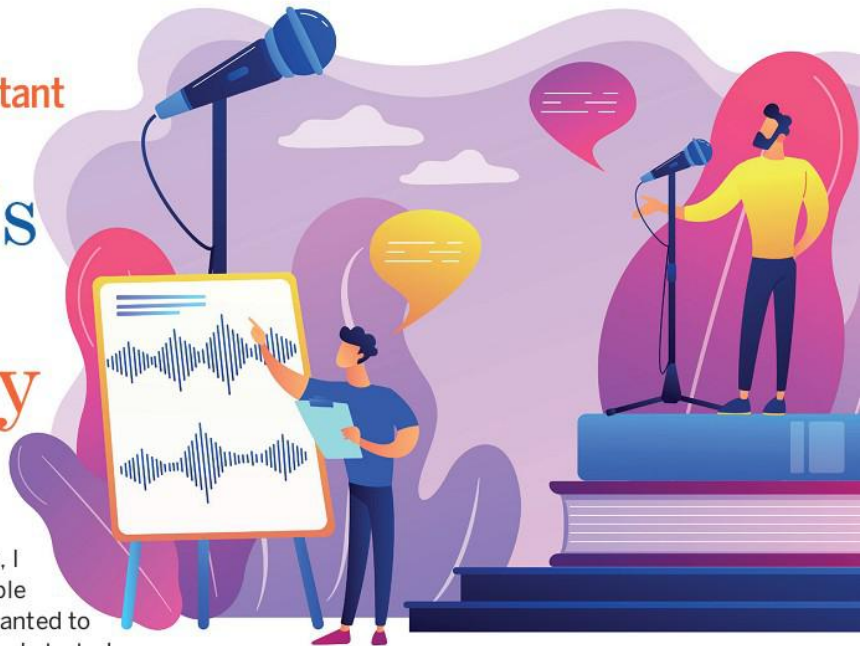
3.0 and my anchoring played a significant role in my victory in that event too. To my surprise, I was appreciated by the guest from the French Embassy itself, who was also the judge and I bagged the winner position in the event.

With this, my confidence grew and I slowly started to realize my potential in this field. And fortunately, my institute provided me with opportunities in the second year as well.

In June 21st, I started my second year by anchoring an ice-breaking session "Proem" for the new batch of PGDM-IB (2021-23) on behalf of Cosmopolitan-IB. This was followed by another ice-breaking session "Finvitation" in August'21 for the new batch of BIMTECH which included all four programs on behalf of FinWiz. Interacting with the new batch reinvigorated my own goals and I was now looking to not only accomplish my goals but also help my juniors in achieving theirs. This had always been the culture of BIMTECH and I am proud to be a part of it.

In September 21st I played the role of Chair for Hermes's Dialogues 3.0, to moderate the whole event which was appreciated by the Director and Deputy Director of BIMTECH along with Chairman and Program Manager of PGDM-IB for my moderating skills.

These are the moments which made me realize how far I have come, after joining BIMTECH. Earlier my only extra-curricular activity was photography, but now I have expanded my comfort zone and have gained experience in anchoring, moderating, organizing and participating in events of interest with confidence. I am grateful to the institute for providing me with the opportunities and to all the faculty members who always supported me. ●



Is Insurance, All Gimmick?

VASU GUPTA

While it is healthy to be optimistic but it's not always intelligent. If everything happened according to the plan, the circus of life won't be as much fun. Then one might ask how does insurance come into play? Insurance is like a cushion; it ensures that you get hurt the least and that comes from its nature to resist losses and bring you back to the financial situation as you were before the loss, we call it indemnity in insurance parlance.

Let me make it simple for you, in 2017, India reported 53 road accidents every hour and the number is rising every year. Now, don't get me wrong here, the next 53 could be either one of us. So, the question we need to ask ourselves today is, are we leaving enough on the table for the ones who depend on us financially?

Are you leaving enough for Varun who wants to complete his masters from Germany? Or Riya for her marriage, the way she dreamt it? Have you made arrangements for her retirement, yes, the one you love the most in the world? Do you have all of this figured?

Now one might ask how can insurance help? If I were among those 53, my comprehensive motor insurance would have paid for the damages of my vehicle and personal injuries as well as to any third-party who that suffered loss during the accident. Or if I was among those 17 mentioned in the image, my term insurance would have taken care of Varun & Riya's dreams and would have served as a financial pillar for the love of my life.

No, I'm not trying to sell you insurance. You are smart enough to make your own decisions, my part is simply to make you aware of what could lie ahead. The best of us thought that COVID won't hit us yet each one of us has lost someone close. I hope they were imparted with the same knowledge I tried to give

you today, that they were equally financially literate as you are now and that they had the magic wand called the health insurance available in times of need.

So, take time and think, is insurance all gimmick? •



Faculty Updates

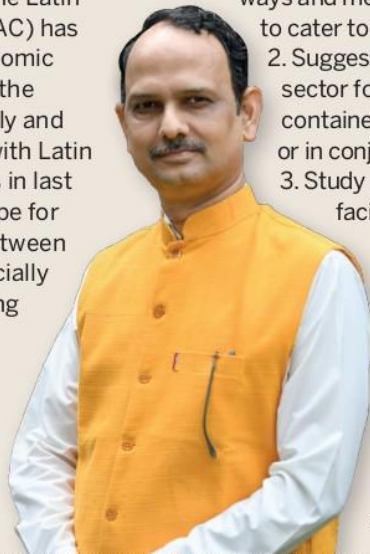
Achievements

DR. ANUJ SHARMA

Research Project granted by Ministry of Commerce

In an era of global economic challenges, diversification of trade partners and access to new markets is becoming a priority for all economies, and more so for emerging market economies like India. Of late, the Latin America and the Caribbean (LAC) has emerged as an important economic partner for India, despite both the economies being geographically and culturally apart. India's trade with Latin America has grown three-folds in last one decade. There is huge scope for further enhancing the trade between two regions if challenges especially related to logistics, warehousing and shipping can be resolved.

In line with enhancing trade between India and LAC, Dr. Anuj Sharma, Chairperson, International Business Program of BIMTECH has been recently awarded a



research project titled "India-Latin America Trade and Logistics: Policy Suggestions for Addressing Shipping, Warehousing and Container-related Constrains" by Centre for Regional Trade (CRT), Ministry of Commerce, Government of India.

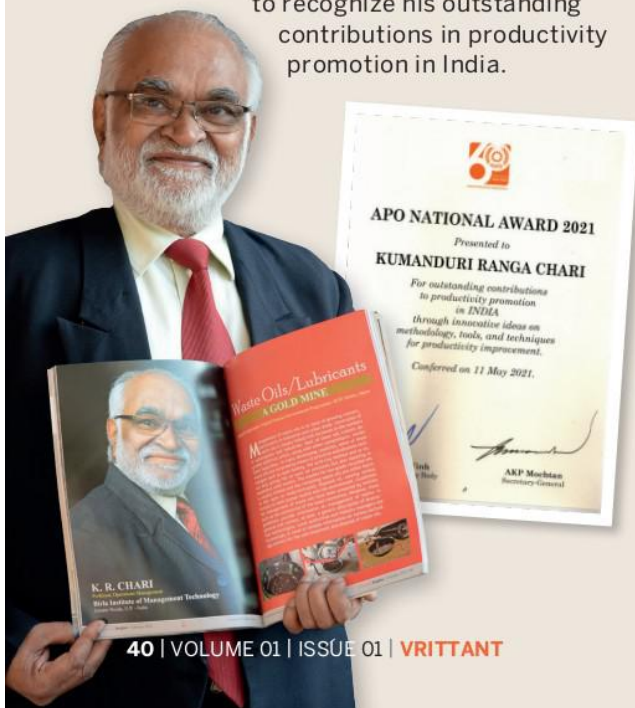
The project granted by CRT has following objectives

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

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

PROF. CHARI KUMANDURI

Former Dean and Professor was awarded APO National Award 2021 by Asian Productivity Organization to recognize his outstanding contributions in productivity promotion in India.



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KHANINDRA CH. DAS

While the publication of peer reviewed research paper is considered to be an important milestone in teaching cum research profession, the relevance and the impact of such research are validated by citation of the published papers, among others. In the month of August 2021, citation of peer reviewed research papers published by Dr. Khanindra Ch. Das has crossed 200 as per Google Scholar. He has received more than 50 citations in 2021 (Jan-Aug) itself. Dr. Khanindra Ch. Das is assistant professor of Economics at BIMTECH. In less than three years of his association with BIMTECH, he has published six peer reviewed papers in international journals that are listed in ABDC/WoS/Scopus. These journals (and the associated impact factor) include International Journal of Emerging Markets (IF: 2.488), Resources Policy (IF: 5.634), Singapore Economic Review (IF: 1.184), The Australian Economic Review (0.747), Journal of Global Information Technology Management (3.519), and Journal of Asian Economics (2.159).





DR. MEENA BHATIA

She joined as the **Member of Editorial Board** in "**Journal of General Management Research**" published by Symbiosis Centre for Management Studies (SCMS), Noida.

- Invited as an external expert and judge in the Doctoral Symposium "GEARS Symposium 2021" by GITAM University, Bengaluru. It was a 3 day symposium, where selected scholars showcased their research work, and received guidance from the experts.
- Attended Seminar conducted by Harvard Business Publishing on



"Teaching in Online and Hybrid Classes: Key Elements for Success".

Publications

- Mulenga M and Bhatia M (in press). "Predictive Ability of Operating Cash Flow and Earnings on Future Cash Flow of NSE-Listed Firms" in Afro-Asian Journal of Finance and Accounting, Inderscience Publishers.
- Bhatia M (in press). "Use of Information sources, annual reports and other corporate announcements: The case of large and small investors of India" in Afro-Asian Journal of Finance and Accounting, Inderscience Publishers.

New Faculty

DR. K.K. UPADHYAY

He has joined as **Professor (Adjunct) and Chairperson of CSR**. He is a widely respected and seasoned development professional, with over four decades of experience across government, not-for-profits, academia and corporate. He has pioneered several innovative and outstanding social enterprises - Safal, Aapni Yojana, Bastar Integrated Development Program and Health of the Urban Poor.



An alumnus of GB Pant University of Agriculture & Technology, and Institute of Rural Management, Anand (IRMA), Dr. Upadhyay has been a pivotal part of the CSR journey in India as a thought leader, practitioner, and former head of the FICCI-Aditya Birla CSR Centre for Excellence. An expert with Indian Institute of Corporate Affairs, on board of several non-profits including National Trust, National Population Stabilisation Fund, UN Global Compact, DNR Foundation and International Institute of Goat Management has contributed to the sector through several publications and research studies for USAID, UNIFEM and IIED London.

As a part of his individual social responsibility, he also works closely with the student community and with corporates as a motivational speaker, trainer and coach. In recognition of the positive impact on society through his innovative and sustainable CSR practices, He has been conferred titles like Thought Leader, CSR Leader of India, Mahatma and the CSR Trainer of The Year 2020.

DR. SHREYA MISHRA

She has joined as an **Assistant Professor**, has completed her Doctoral in 2019 on Workplace Bullying, which was awarded the Jagdish Sheth Best Thesis Award 2020. She is also the **Assistant Editor** of the *South Asian Journal of Business and Management Cases*, SAGE (Scopus and ABS). A recipient of Young Scholar Award and Sage Best Paper Award at the International Conference of Management Cases, she is also a reviewer in many reputed management journals. Her research interests include - Workplace Bullying, Inequality, Power, Identity and Intersectionality etc. She is a Co-Track Chair at NACRA Conference 2021, and was extensively involved in creating awareness about the Qualitative Case Research through workshops and webinars as the Core Member of Centre of Management Case Development at BIMTECH.



ASHISH MADAN

He has joined as a **Subject Matter Expert** in COOLS, has done his B.E. (Computer Science) and MBA (Information Technology). He is currently pursuing Ph.D (Management) from Amity University. He has over 25 years of experience in the IT Industry, has worked with organizations like TCS, Birlasoft, HCL and Tech Mahindra. His hobbies include traveling, fiction reading and binge-watching.



Faculty Updates

PRATIBHA SINGH

She has joined as an **Academic Associate** in the **Marketing and Retail area**. She is a B.com alumna of Lady Sri Ram College for Women, University of Delhi and pursued her masters in Finance and Marketing as her specialization. She has been a full-time researcher at GGS Indraprastha University working in the area of social media advertising.

Holder of the nationally renowned NET-JRF scholarship accredited by UGC, her research interest lies in e-commerce, ICT adoption and mobile app marketing. She has published in several journals of international repute including



top-ranked journals in the esteemed ABDC 'A' category. Her previous researches have featured in journals such as the International Journal of Human-Computer Interaction, International Journal of Information Management, International Journal of Business and Globalization and others.

She has presented her research endeavors at numerous International Conferences including The 13th MAC 2018 at Czech Technical University, Future of Learning Conference at IIM Bangalore, Biennial Conference of the Indian Academy of Management at IIM Tiruchirappalli and PAN IIT Management Conference at IIT Roorkee.

INDERJEET KAUR

She has joined as an **Academic Associate**. She is a doctoral scholar from Indian Institute of Management Rohtak in the area of Management Information Systems. Her doctoral dissertation focuses on the antecedents and consequences of the use of online health communities by chronic health condition patients. She has published research in reputed journals such as Journal of Enterprise



Information Management, Journal of Global Information Management (JGIM), Decision, European Journal of Information Systems (EJIS), and American Business Review. She has presented her work at some of the reputed international conferences of Information Systems area such as the International Conference on

Information Systems (ICIS), and Americas Conference on Information Systems (AMCIS).





BIMTECH's Performance in National Institute Ranking Framework (NIRF- 2021)

The Ministry of Education, Government of India announced the much awaited NIRF ranking on 9th September, 2021. Our institute participated in the Management stream and was ranked 44th among all the participating institutions. This is an improvement on last year's ranking of 47. The parameters of the ranking are as follows:

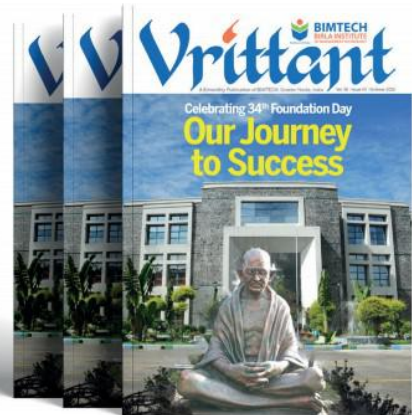
- Teaching learning and Resources (Weightage, 30%)
- Research and Professional Practice (Weightage, 30%)
- Graduation Outcome (Weightage, 20%)
- Outreach and Inclusiveness (Weightage, 10%)
- Perception (Weightage, 10%)

Year Wise BIMTECH Ranking





DR. SHRADHA KABRA
Editor-*Vrittant*
Assistant Professor
(Business Communication)



Student Editorial Board

PURU SINGH

A shy person at first, I do funny random things once I get comfortable. I am an avid reader of autobiographies and self-help books where I lose myself and can be anyone. Music also helps me connect with my soul. My love for writing has brought me to Editorial and my passion for success to BIMTECH. "Everything you want is on the other side of fear" is the mantra of my life.



SHIVANI SINGH

I go back and forth between wanting to be very elementary and maddingly complex. There is a mixture of anarchy and discipline in the way I work. The creativity is in the choices I make. You would find me looking for ways to appreciate Life around me. I am here to learn from absolutely amazing people of *Vrittant*.



SUSHMITA GREWAL

From driving tractors to travelling the world. Have an expertise in lame jokes and fluent in sarcasm. You will either find me to be the life of party or reading Keigo Higashino in the corner.



GOURAV CHATTERJEE

In my leisure time I love to indulge in "Origami", paper modelling and cooking. These activities constantly help me bring out my creative side along with a focused mind for increasing my patience quotient. I love thinking out of the box and doing things differently from the general crowd. All my experiences, interactions and perception of situations throughout these years has made me distinctive and stand out as a person.



SHREYASH

As a kid, I used to use electronic devices for more than just entertainment. Dismantling them and learning how different components work when put together. This childhood fascination of learning, turned into a passion of creating things from scratch. I followed the same by becoming a software engineer. I find pleasure in traveling and communicating with people. I seek the same from Editorial conduit.



UPPASANA BARUAH

I have always been fascinated by Shakespeare and gourmet chocolates. A little poised, I like doing things thoughtfully. I have a huge penchant for glossy magazines. I fancy art and, Anna Wintour will always be my idol. I am Uppasana Baruah, a 21 year old working for *Vrittant*.



*“Education is the most
powerful weapon you can
use to change the world.”*

- Nelson Mandela



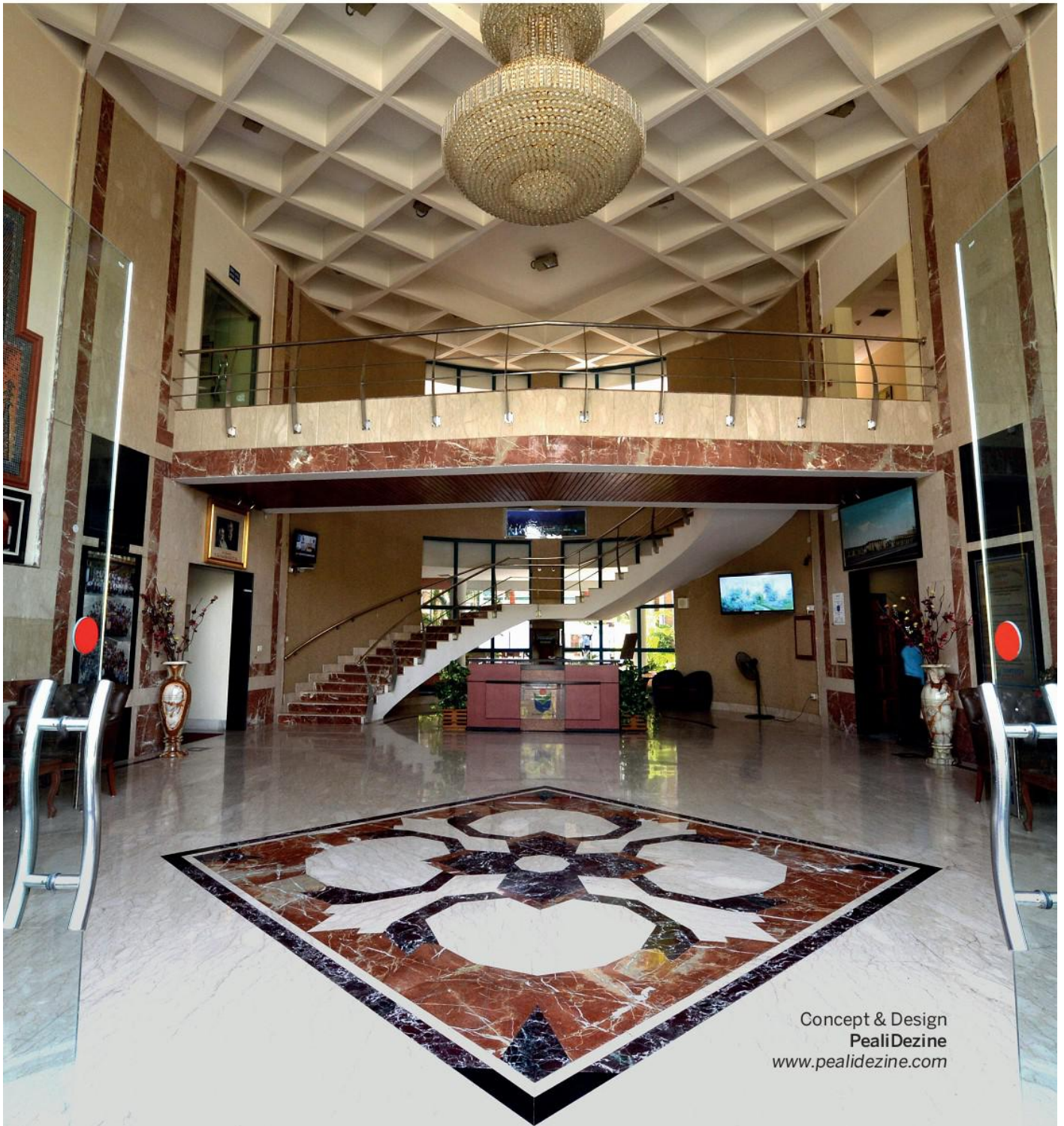
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Uttar Pradesh - 201306

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Concept & Design
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