

Vrittant

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BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

Vol. XXII | Issue 01 | July 2022



New Beginnings



Contents

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IN THE SPOTLIGHT

- 04 35th Commencement Day
- 05 PGDM-International Business Orientation Day
- 06 34th Convocation Day
- 07 Interview with
Mr. Arif Mohammad Khan,
Honorable Governor of Kerela
- 08 Social Business Day
India Country Forum

OBITUARY

- 10 In Loving Memory:
Late Prof. K. K. Sinha

EVENTS

- 12 Industry Academia
Council Meeting
- 12 On Campus Immersion
Programme
- 13 International Activities
- 15 International Conference
in Nepal
- 16 National Workshop on KOHA

NEW LEARNINGS

- 17 Faculty Development Program
“Year End Kaleidoscopic
Reflections”

INDUSTRY CONNECT

- 19 The New Age of Marketing:
Opportunities in Times of
Disruption

CSR PROGRAMME

- 21 Libraries in Prisons are
a Great Escape

STUDENTS' ZONE

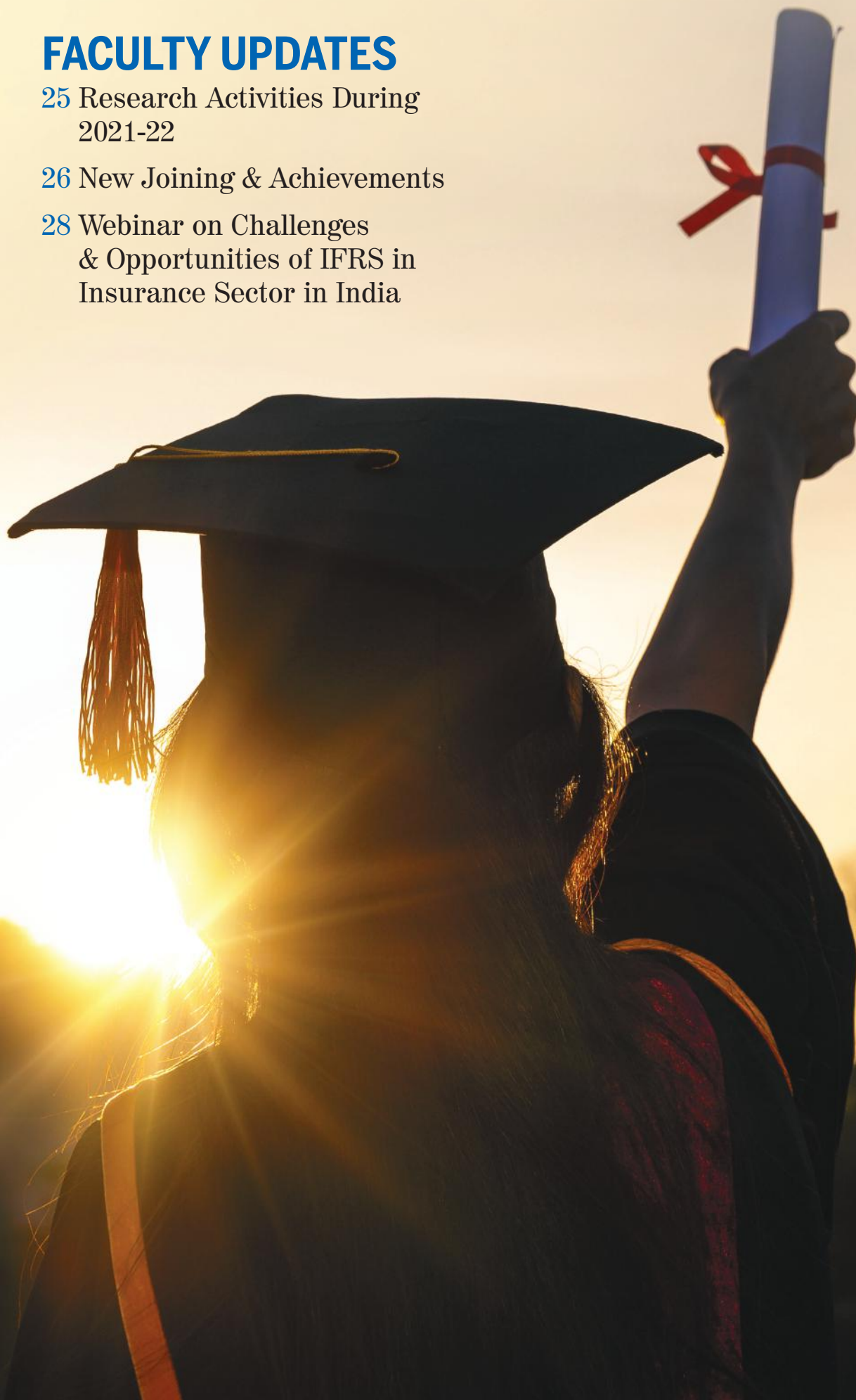
- 23 BIMTECH Welcomes
International Students
- 24 Win Over World

FACULTY UPDATES

25 Research Activities During
2021-22

26 New Joining & Achievements

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



“Immense opportunities lie ahead for the youth”

MR. AJIT RANADE, VICE-CHANCELLOR

Gokhale Institute of Politics and Economics

and the Chief Guest on the **35TH COMMENCEMENT DAY**

Ajit Ranade, Vice-Chancellor, Gokhale Institute of Politics and Economics, BIMTECH, was the chief guest of the 35th Commencement Day held on 19th June 2022.

Addressing the students, he said: “In the domain of private sector management education, BIMTECH is one of the top five colleges. You have absolutely made the right choice. You should not be worried about placements. You are from the tiny minority that will do well. Don’t let the packages discourage you. Don’t be anxious. You are from the cohort that will do very well. Bottom line is that the economy is good, however, there are fiscal challenges but we have a young demography.”

He also appreciated BIMTECH’s technology-oriented management programmes and further added, “Though the world economy is uncertain, the Indian economy is more domestically driven. We have seen 101 unicorns emerge in the country in 2021-22. In 2022-2023, triple the number is expected. And that is where the opportunity lies for our youth.”

Nearly 300 students have registered for the four PGDM programmes — core area, international business, insurance business management, and retail management.

Improving Gender Ratio

The welcome address was delivered by Harivansh Chaturvedi, Director, BIMTECH. “The new batch has 57 students, 21 per cent of the batch is from an engineering background, and 20 per cent is from science and humanity discipline. Our gender ratio in this batch has improved this time with 40 per cent women. Roughly 16 per cent of students have work experience. This is very affirmative from the diversity point of view and I would like to say that BIMTECH seriously believes in diversity.”

Guest of honour Bhavana Batra, Executive Director, Global People Programmes Leader, S&P Global, said that “In the world of work, there are possibilities and no one can say we have achieved everything, as we are rethinking what it will take to bring success. I suggest you be buoyant and be open to opportunities. But these opportunities will not come as we expect them to. No matter how beautifully constructed a strategy, maybe you need people who are bright and ready to work, I believe humans are not resources but human capital is the biggest strength of organisation.”

Some of the other dignitaries were the Ambassador of Costa Rica HE Claudio Ansorena Montero; DG-EPCH Rakesh Kumar; and Oracle Director Neeraj Naraang; and Former CMD of United India Vijay Srinivas. •





PGDM-International Business Orientation Day

IB Program conducted its programme-specific Orientation Day for students of batch 2021-23 on 20th June 2022. The corporate session on “Opportunities and Challenges for International Business Professionals” was especially important with distinguished illuminaries. The Chief Guest of the session was HE Mr Claudio Ansorena, Ambassador of the Republic of Costa Rica to India, Mr Rakesh Kumar, Director General Export promotion council for handicraft (EPCH) and Mr Neeraj Narang, Director HCM Strategy, Oracle and Ms Sofia Salas Monge Deputy head of Mission Embassy of Costa Rica in India were the guest of honour of the session.

Director Dr. Chaturvedi welcomed the dignitaries. Dr. Anuj Sharma gave a briefing about the International Business programme at Bimtech, highlighting the various activities of the program. The session kickstarted with Mr Neeraj Narang, Director of HCM Product Strategy, Oracle, also sharing his experiences and views on the theme of the session.

Mr Claudio Ansorena Montero highlighted the importance of Sustainable Development Goals (SDG) in his speech. He recognized that ending poverty must go hand-in-hand with strategies that build economic growth and address various social needs, including education, health, social protection, and job opportunities, while tackling climate change and environmental protection. He also threw some light on the bilateral trade between Costa Rica and India, which stands at USD 147 million, with an average annual growth of 14.7%. He added Costa Rica could be a gateway to the region for many critical sectors, including pharmaceutical and electric products. The session was well received and appreciated by the students. ●

“Compassion is one quality that lifts humanity above the level of brutes”

Birla Institute of Management Technology (BIMTECH), Greater Noida, Delhi NCR, held its 34th convocation for the 2020 batch recently. A total of 402 students graduated. The chief guest, Kerala Governor, Arif Mohammad Khan stressed the institute's credo of “Excellence with Values” and paid his respects to the Birla family for their significant contributions to the freedom struggle and the education field.

He advised the graduating students to never adopt any unscrupulous methods to pursue their ambition. “Even if one has excelled in their chosen field but does not possess a sense of compassion and empathy, they run the risk of being demoniac. They will be characterised by intellectual arrogance and coldness of the heart. Compassion is one quality that lifts humanity above the level of brutes and is an absolute necessity for civilised existence,” he said.

Valuable Lessons

BIMTECH Director, H Chaturvedi presented the annual progress report of the institute and congratulated the batch for proving their mettle. He said, “Convocation day is a landmark event in the life of passing out scholars of any institution. It is a day of hope and fulfilment and a day when students' corporate journey commences.”

The guest of honour Ajit Ranade, Vice-Chancellor, Gokhale Institute of Politics and Economics, joined the convocation virtually. Speaking from his own experience, he shared the acronym T.R.I.P as a workplace mantra for the

MR. ARIF MOHAMMAD KHAN
Honorable Governor of Kerala
and the Chief Guest on **34TH CONVOCATION DAY**



corporate life – T for teamwork, R for respect, I for integrity, and P for professionalism. He asked the budding managers to be mindful of four big trends for the days ahead. First, is the formalisation of the Indian economy; second is urbanisation which has many implications on job opportunities, especially in the services sector; third is digitisation; and fourth is decarbonisation. Alok Gupta, Board of Governors; Anupam Varma, Deputy Director; K C Arora, Registrar; and faculty members from BIMTECH, were also present.

Award Winners

The chief guest presented gold medals to students who demonstrated academic prowess and all-round excellence. Pranav Bharti was awarded the Dr. CB Gupta memorial medal for all-round best performance among male students of the PGDM programme. Muskan Sharma received the Yoshoda Jaju memorial medal for all-round best performance among female students of PGDM programme.

Aakanksha Singhal from PGDM and Vaishali Chhabra from PGDM IB bagged the Madhuri J Seth award for best academic performance among female students. Harbir Singh received the Jagdish N Sheth award for writing the best thesis. •



Interview with **Mr. Arif Mohammad Khan** Honorable Governor of Kerala

From being the President of Students Union at Aligarh Muslim University to being the Governor of Kerala you had a long political career, of which particular achievement do you have the fondest memory?

I think if I may what gave me most satisfaction was my speech in Parliament defending the Shah Bano case. When finally the government decided to reverse the judgement through a parliamentary legislation then I decided to quit, resign from the government. The kind of debate that started and ultimately it took about 30 years to set the course correct.

In India we were able to put an end to the pernicious practice, evil practice of Triple Talaq in 2019. In 2017 again when the matter was put before Supreme Court I had gone there to only watch the proceedings. I was attired in my lawyer's robe because it was easy to enter the courtroom, otherwise I do not practice regularly. The court asked me to make my suggestions. First day I spoke for 55 minutes, then the day the arguments were concluded I spoke for 45 minutes. After that the judgement came.

What I did started a debate in the Court and ultimately something which I had spoken against and taken a stand in 1986 was corrected in 2019. It was recognised, acknowledged and accepted that Triple Talaq was not only violative of the provisions of the Constitution, but it also violates and finds no sanction in the Islamic scriptures.

Recently in an interview to the Indian Express, you categorically opposed Minority Commission and you were of the opinion human rights should be strengthened, so can you shed some light on this?

This was not that I was opposing, but my view has been different. When V P Singh government was there a decision was taken to set up Minority Finance Corporation. Basically, my point was that a country which has been partitioned 75 years back, we appeared not to have learnt any lessons from that. The British government, all their constitutional measures, their administrative action, they did everything with an eye on enhancing community

consciousness among Indians. When you enhance community consciousness beyond the reasonable limits then it gives rise to communalism, hatred and separatism.

In India Constitution does not recognise any community as minority community. Constitution does not define any body as minority. Minority means that I am less than others. I won't accept that, but unfortunately some people insist that they are minority. I can't do anything about that, but at least at the government level my reasoning at that time was that this Corporation that you are setting up will not have enough resources to take care of even rickshawwallas. If you are taking this step because you are feeling that some particular section in the society are not being treated fairly. But it will make the problem worse, in the sense that if I am not treating every body fairly, you set up the Minority Finance Corporation and have sort of justified my unfair actions.

If somebody comes to me I can say for you Minority Finance Corporation has been set up, therefore, no need to come to me. So you are only institutionalising them. From that angle I think it was not a very wise decision to set up the Corporation. I did not oppose but I maintained that it was not a very wise decision to set up Minority Finance Commission. It would have been a much better course if we had strengthened the Human Rights Commission which can take care of everybody. ●

Interview by Gourav Chatterjee and Sananda Ghosh
(Editorial Conduit)



SANANDA GHOSH



GOURAV CHATTERJEE

“This reunion helps us to recharge our batteries”

PROF. MOHD. YUNUS, NOBEL LAUREATE
Founder, Yunus Social Business

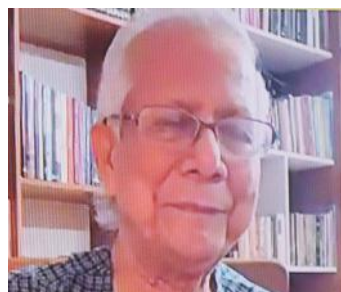
Social Business Day | India Country Forum

This year BIMTECH had the privilege to host Social Business Day- India Country forum in the campus in Greater Noida on June 28th and 29th 2022 on the theme of *“Building Sustainable Societies through Social Business.”* The event was honoured by none other than the Nobel Laureate Prof. Muhammad Yunus himself who was present online and also delivered a special address to the august gathering.



He especially mentioned in his speech that currently, “with the pandemic lurking on us, our planet, our house is on fire. But unfortunately, we are doing nothing to save it. There is no desperation in communication. And that is where we step in. We need to bring about a change. We have made our goal of Zero Carbon emission this year.”

The event was also graced by Padmashree Reema Nanavaty who was also present online to share her vast experience with SEWA Foundation. The event also witnessed the presence of distinguished dignitaries like Ms. Nazneen Sultana, Managing Director, Grameen Communications, Yunus Centre, Bangladesh, Dr. Sunil Shukla, Director, Entrepreneurship Development Institute of India, Mr. Umesh Anand, Founder, Civil Society, Dr. Urvashi Sahani, the founding President and CEO of Shef, India, and Mr. Manish Rajoria, Vice

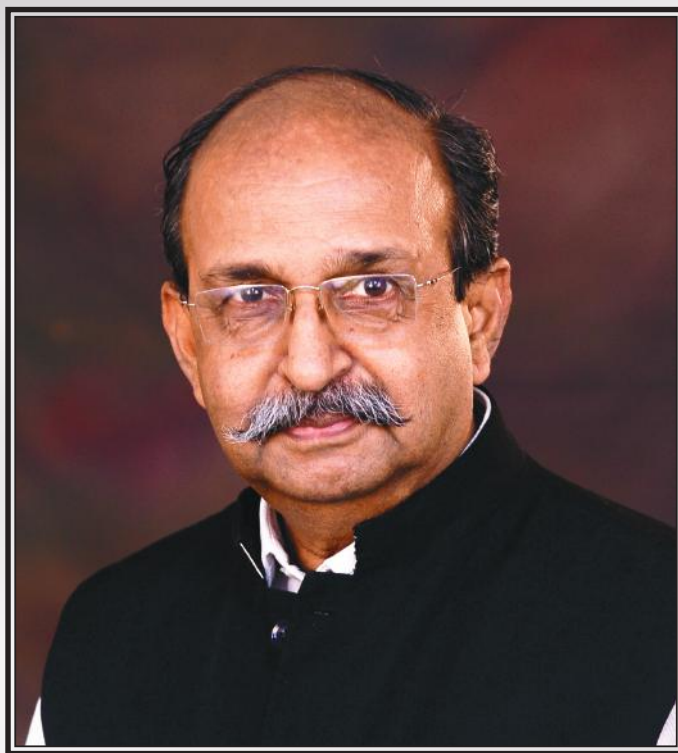


Chairman, Career Group of Institutions, Bhopal. Dr. Nisha Pandey, Chairperson of Yunus Social Business Centre, Vivekanand Education Society, Mumbai and Dr. H. Chaturvedi, Director, BIMTECH.

Dr. Sunil Shukla, Director, Entrepreneurship Development Institute of India was the Chief

Guest and in his address he complimented BIMTECH for this initiative. He stated that “being entrepreneurial is a mindset, a state of mind. We need to be entrepreneurial in everything we do. If we do that, half the battle is won”. He further shared that “there is a lot of focus on entrepreneurship now, like startups, unicorns, innovations and the like. We find such things emerging and being in news. We have 70,000 startups at present. But we don’t find any data on startups that closed down. The challenges are more for social organization”. •

In Loving Memory



LATE PROF. K. K. SINHA
(1947 - 2022)

“BIMTECH would always be indebted to you, Sir”

DR. H. CHATURVEDI

Prof. K K Sinha is no longer amidst us, but his presence is always felt at BIMTECH! Not a single day passes when we do not remember him.

I have very rich and deep memories of the last decade (2010-2022) with him when he worked at BIMTECH as a Professor in OB/HR Area and as the Dean, Executive Education.

Let me narrate our story about how we could persuade him to start a second innings in his life as an academican. In 2009/10, we were searching for an industry stalwart who could lead our efforts to strengthen our linkages with the industry. Late Kamal Singh, ex-Director General, UNGCNI & NHRDN, was very closely associated with our institute. He was guiding us to get better access to India Inc. I had a weekly review meeting with him every Saturday afternoon. Once, he suggested to me to induct Prof. K K Sinha into the institute as a Professor in OB/HR area. I had known him since 2002, when he was the Director of Human Resources at NTPC. After leaving NTPC in 2005, he joined Reliance Industries as Head (HR) in one of the group's companies at its headquarters in Mumbai. He was a top HR professional in India who was frequently invited to speak at HR conferences.

He left Reliance Industries after a few years to become Group HR Head at Jindal Steel and Power Ltd. (JSPL). He worked at JSPL until 2010, when he left due to the company's relocation to Gurgaon. At that time, he was staying in Greater Noida, where he had his house at the NTPC colony. Traveling to Gurugram from Greater Noida every day was too much for him. He was thinking about becoming a Professor at a business school. This was the apt moment for us to approach him.

After making an appointment with him, I paid him a visit in August 2010 and discussed with him our desire to invite him to join our institute's senior team. Throughout the conversation, he remained humble and candid. He graciously accepted our invitation and joined the institute on October 1, 2010.

After joining the institute, he formed a team for the Centre for Management Development & Consultancy (CMDC) and prepared a calendar of MDP programs. He could pursue the top management of NTPC, Power Grid, SAIL and NBCC to sign an MOU with BIMTECH to work together to train their employees at CMDC and other common interests.

CMDC organized 644 MDP programs that attracted over 25,000+ participants until 2022. It has significantly boosted BIMTECH's branding and industry connections. It has also aided the young faculty in their understanding of the corporate training process.

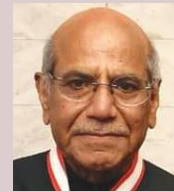
Prof. Sinha had also envisioned a very innovative program, HR Roundtables, to establish our institute's relationship with the HR fraternity across the country. 37 HR Roundtables were organized in collaboration with NHRDN, Aon Hewitt, Deloitte, NDTV Prime, and People Matters until 2022. These Roundtables were held in all major cities, including Delhi and Mumbai, Pune, Hyderabad, Bengaluru, Chennai, Kolkata and Bhubaneswar.

In total, more than 216 speakers and over 5000+ HR professionals participated in 37 HR Roundtables. Prof. K K Sinha oversaw this massive exercise. Prof. Sinha was accompanied in organizing these Roundtables by me, Dr. Manosi Chaudhuri, senior faculty, and Mr. Abhinav Kumar, Manager, CMDC. Prof. Sinha also organized three National HR Summits that focused on HR issues in the power and energy sectors. On Prof. Sinha's recommendation, we built the Vikramshila Leadership Centre in 2018, which includes first-rate corporate training facilities.

Prof. Sinha had also thought about writing his experiences of big HR reforms introduced by him in NTPC, where he was on the board as the Director of HR. The title of the book was *My Experiments with Unleashing People Power*. Prof. Sinha demonstrated his extraordinary prowess in documenting the deliberations of all HR roundtables. He collaborated with two HR leaders, Mr. S V Nathan and Mr. Ajay Soni, as co-authors. With his co-authors, he edited three books: *Manthan: Art and Science of Developing Leaders*, *Return of the Surya: The Ever Rising and Transforming Human Resource*, and *The Bahrupian Challenge: Inventing the New HR*. In addition, he has published his poems and pilgrimages under the titles of *Dalaan Me Soyi Neend*, *Aasmaan Apna Apna* and *Sundar Shiva*.

To summarize, Prof. Sinha was a wonderful human being who excelled at connecting with people who shared similar interests. He was regarded as a very successful HR Leader in the Indian HR community. He connected with all faculty, staff, and students at BIMTECH. His untimely death is a great loss for the institute and for me. I talked to him a lot at the institute or while traveling with him.

He had been through traumatic experiences prior to his death, which he was very sad about. During those times, he would always narrate the importance of BIMTECH in his life. And we used to say, "Sir, you have given so much to BIMTECH that it will always be grateful to you." ●



I am deeply grieved to hear of the untimely passing away of my dear friend Kumar Sinha. We had been friends for over 50 years and one will feel his loss deeply. I convey my sincere condolences to his bereaved family. May his soul rest in peace.

Mr. Shyam Saran
Former Foreign Secretary



So sorry to read the sad news! I convey my condolences to his family.

Prof. Jagdish N. Sheth
Padma Bhushan, Charles H. Kellstadt
Professor of Business,
Goizueta Business School,
Emory University



He was the adhesive, the Fevicol of HR professionals. An amazing man. His contribution not just to NHRDN but the community of Human Resources is immense and to several of the people that he may have touched, they would always remember him, I certainly will. *Bahrupian Challenge* will remain at heart a great journey of love and gratitude to a great soul. My deep felt condolences to his family.

Mr. SV Nathan
Partner & Chief Talent Officer,
Deloitte India

Industry Academia Council Meeting

The Centre for Online Studies (COOLS), BIMTECH organised the Industry Academia Council Meeting on 11th June, 2022 to seek opinion from the industry leaders and academicians on specifications which are more industry relevant. The programme started with a welcome address delivered by Chairperson, COOLS, Prof. S.S. Dubey. Thereafter, Prof. Manoj Pant introduced the industry participants and the BIMTECH faculty. While giving an overview of COOLS, Prof Pant highlighted the key features of online PGDM programme – its journey so far and pedagogy. While taking the discussion forward, Prof. Monika Mittal talked about the specialisations being offered, and solicited the opinion of experts on the same. ●



On Campus Immersion Programme for the PGDM (Online) Students

The Centre for Online Studies (COOLS) organised a campus immersion programme for online PGDM students of C1 and C2 batch from the 6th to the 8th of May 2022. The main purpose of this programme was to groom the overall personality of the students and make them familiar with the culture of the institution. On the first day of the programme, students met with the COOLS Team and Chairperson Prof. S.S. Dubey. Thereafter,

management games, which is a dynamic training exercise utilising a model of organisations, were held with the students participating enthusiastically.

The session was inaugurated in the post lunch session in the presence of Dr. Harivansh Chaturvedi, Director, Dr. Arunaditya Sahay and Prof. S.S. Dubey. During the inaugural session, the vision of the institute was shared with the students. ●



Student's Activities

Blogging Contest

The Kautilya Club of the Centre for Online Studies (COOLS), BIMTECH in collaboration with Media Conduit and Bloggers Alliance organised a Blogging Contest, the topic of which was 'My Vision for a Green Planet' on the occasion of World Environment Day.

Mad for Marketing

The Marketing Club of the Centre for Online Studies (COOLS), BIMTECH conducted an activity 'Mad for Marketing' on 16th June 2022. It was received well and learners showed a lot of interest in the activity.



International Activities

Diplomatic Guest Lecture Series

There is a renewed focus of the Indian government towards integration with world economy. In line with this, the Centre for International Affairs in collaboration with PGDM International Business Program, announced its first ever *Diplomatic Guest Lecture Series*.

The series kicked off with the lecture on Hungary-India relations delivered by Dr. László Makk, Counselor - Economic and Commercial Section, Envoy Extraordinary and Minister Plenipotentiary and Dr. Hilda Farkas, Counselor - Science and Technology on March 29, 2022 in New Delhi. •



Visit of Seton Hall University, USA to BIMTECH

A group of seven students accompanied by Dr. A.D. Amar, Professor of Management, Seton Hall University, USA visited BIMTECH on 29th May, 2022 for the short-term programme - *Doing Business in India*. •



BIMTECH Receives Faculty From Kozminski University, Poland Under Erasmus+ Mobility

Under the framework of the long-standing cooperation of BIMTECH with Kozminski University, Poland (accredited by AACSB, EFMD, AMBA), Prof. Dr. Jacek Tomkiewicz, Dean of the College of Finance and Economics and Dr. Blazej Podgorski, Vice Dean of the College of Finance and Economics paid a two-day visit to BIMTECH under the Erasmus+ mobility programme on 31st May and 1st June 2022.

A lecture and discussion on the topic 'Global markets in turbulent times' for faculty and research scholars was delivered by Prof. Dr. Tomkiewicz and Dr. Podgorski. ●

Faculty Achievements

Association Leonard de Vinci (ALDV) International Week

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

- Dr. Anuj Sharma
- Prof. Dr. Pankaj Priya
- Prof. Dr. Abha Rishi
- Prof. S.S. Dubey
- Dr. Nimisha Singh
- Dr. Meena Bhatia

Faculty Mobility under ERASMUS+

Dr. Nimisha Singh visited Kozminski University, Poland under the ERASMUS+ Mobility Grant for teaching from 23rd May 23 to 27th May, 2022. During her visit she delivered lectures to students enrolled in the Bachelor of Management and Artificial Intelligence course and at the seminar on 'Societal Impact of Artificial Intelligence'. ●



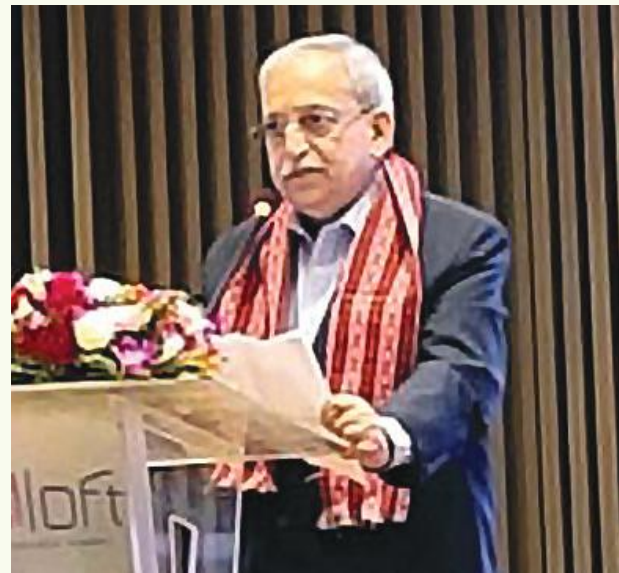
International Conference in Nepal

in Collaboration with Banking Finance and Insurance Institute of Nepal (BFIN)

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

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

Prof (Dr.) Abhijit K. Chattoraj, Dean SW&SS and Professor and Chairperson, Insurance Business Management Program, in his theme address, emphasized that the coming decade would see a change in the nature, texture, and gamut of risks. There will be an outpouring of



more risks with varied intensity. Climate change, lifestyle diseases, and technological disruptions will work in different directions to germinate risks not experienced before. Disruption will not be limited to digital-only. Disruptions in the form of harsh market conditions, demanding customers, and innovative new market players are all conspiring to transform the insurance industry.

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



National Workshop on KOHA Open Source Integrated Library Management System

The Two Days National Workshop on “KOHA”: Open Source Integrated Library Management System, was organized by the Birla Institute of Management Technology (BIMTECH) in collaboration with the Ranganathan Society for Social Welfare & Library Development and BIMTECH Foundation from June 11 & 12, 2022.

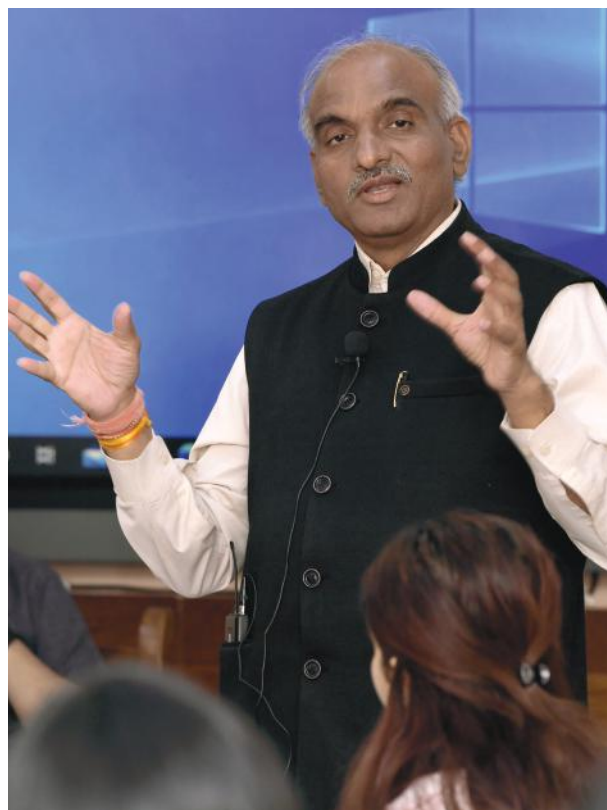
The purpose of this workshop was to provide training with adequate practical knowledge to library professionals which will enable them to initiate for modernization of their libraries using Open Source Library Automation Software: Koha. The workshop focused on the use and application of Koha tools and techniques.

The Two days National Workshop was attended by 37 participants from 10 different states of India, and they belonged to various organizations, Institutes, Universities, Colleges, and Schools, thus forming a heterogeneous group. •





Dr. Arvind Sahay, Professor, IIM Ahmedabad



Dr. Bhimaraya Metri, Director, IIM Nagpur

Faculty Development Program “Year End Kaleidoscopic Reflections”

The Centre for Faculty Development Program conducted “Year End Kaleidoscopic Reflections” a three day FDP from 4-6 May 2022. The thought was to have a program that would encourage faculty to benefit from contemporary books by highly credible authors from a very diverse range of disciplines in Business & Society such as Learning, Economic Potential, Artificial Intelligence, Branding and Neuroscience, Work from

Anywhere, Sustainability, Communications, Self-development and The Digital Future. The FDP was co-created by the Director of BIMTECH, Dr. H. Chaturvedi, along with a host of faculty members and The Centre for Faculty Development.

Dr. Bhimaraya Metri, Director IIM Nagpur was the Chief Guest and set the context for the program with his inaugural address. The program was delivered by faculty members of BIMTECH as per the following structure:

Day - 1

No.	Book	Presenters
1	Adam Grant; <i>Think Again: The Power of Knowing What you Don't Know</i> ; 2021	Profs. A.K. Dey & Rahul Singh
2	Naushad Forbes; <i>The Struggle and the Promise: Restoring India's Potential</i> ; 2021	Profs. Pooja Mishra & Monika Jain
3	Kai-Fu Lee; <i>AI Superpowers: China, Silicon Valley and The New World Order</i> ; 2018	Prof. Nimisha Singh



Day - 2

No.	Book	Presenters
4	Fred Dust; <i>Making Conversation: Seven Essential Elements of Meaningful Communication</i> ; 2020	Profs. Saloni Sinha and Meera Kapoor
5	Tsedal Neeley; <i>Remote Work Revolution: Succeeding From Anywhere</i> ; 2021	Profs. Manosi Chaudhury and Shreya Mishra
6	Paul Polman & Andrew Winston; <i>Net Positive: How Courageous Companies Thrive by Giving More Than They Take</i> ; 2021	Profs. K.K. Upadhyay and Reeti Kulshreshta

Day - 3

No.	Book	Presenters
7	Ravi Venkatesan; <i>What the Heck Do I Do with My Life</i> ; 2022	Prof. Dhruva Chak
8	Nandan Nilekani and Tarun Bhojwani; <i>The Art of Bitfulness: Keeping Calm in the Digital World</i> ; 2022	Profs. Somonnoy Ghosh and Pratik Priyadarshi
9	Arvind Sahay; <i>Brands and the Brain: How to Use Neuroscience to Create Impactful Brands</i> ; 2022	Profs. Veenu Sharma and Daitri Tiwary (Interview with the author)

About 50 Faculty Members and Research Scholars participated on each of the 3 days. The overall response has been overwhelmingly positive with a request to make this a regular activity at BIMTECH in the years to come. Several presenters conducted engaging team activities and exercises

in the context of the book that they presented. The concluding session was a discussion on the book “Brands and the Brain: How to Use Neuroscience to Create Impactful Brands”. The author, Dr. Arvind Sahay, Professor, IIM Ahmedabad graced the session to discuss his book. ●

The New Age of Marketing: Opportunities in Times of Disruption

May we live in interesting times, goes a Chinese saying. Indeed, there's never been a tougher, and yet a more exciting time to be in marketing than today. New technologies, new trends, and new customer behaviors are transforming industry like never before, and creating huge opportunities for today's new-age marketers. And yes, COVID has changed the discourse.

The pre-pandemic priorities for CMOs will continue, probably with more vigour: brand building, rethinking customer experience, driving digital transformation, and nurturing corporate culture. But in the aftermath of COVID, the goal posts have expanded: rethinking effective marketing strategies because of slashed budgets, managing remote or hybrid workforces, connecting with communities, and taking care of employees.

Business lockdown over the past year-and-a-half has given us much to think about, especially in the realm of social restrictions, political tensions, and racial conflicts. We are now more socially conscious, more value oriented, and more aware of our impact on the world. This impact will unravel, and marketing will be at the centre of a new business paradigm.

A Time to Rethink and Reinvent

In these unprecedented times, we have to redefine the classical approaches to marketing, especially as we strive to be successful in the digital era. The future of marketing will be about challenging convention, leading innovation, and shaping culture. And the focus will be on embedding a holistic marketing strategy by 'marrying the art and science of marketing.'

Clearly, the elements of content, design, and technology as pillars of marketing will be reinforced, a strategy worked out really well by Linda Boff, General Electric CMO. She singularly led GE's transformation from a 135-year-old company to a 'Silicon Valley start-up,' as she put it. Under her stewardship, GE refashioned its business vision through innovative content, digital marketing, and new media partnerships.



SARIKA NAIK
Chief Marketing Officer,
Capgemini, India



This is also the time where CMOs will have to reinvent their business purpose and express their values more clearly. Mastercard CMO Raja Rajamannar is a good example. He set up a \$250 million fund to help small businesses survive the pandemic. With his purpose-driven efforts, he defined how brands should respond to the crisis, claiming “there’s a time to sell ... and a time to serve.”

Digitech at the Forefront

As attention shifts to business enablement, companies will deploy new marketing tools for brand enhancement, advertising, and portfolio management, with their utility cutting across both B2B and B2C sectors. Virtual events and AR will be part of every marketer’s arsenal. For companies that haven’t done it already, this is the time to invest in next-gen tools in AI, automation, and robotics.

As the fourth industrial revolution transforms marketing, enterprises will be led by Intelligent Industry, taking advantage of the data available and leveraged by new-age technologies like AI, ML, IoT, and Edge Computing. In a digital and connected ecosystem, Martech will be a critical business enabler; according to chiefmartec, there are today 8,000 MarTech solutions in the market, more than 5000% growth over the past decade. Their role will only rise further!

As we enter the ‘next normal’ – a digitally integrated world that eliminates technological siloes and physical barriers – client engagement will go ‘phygital,’ CX will go virtual, and business will be real. A case in point is Procter & Gamble; by launching a new platform where people meet virtually as ‘avatars,’ and by accelerating omnichannel customer experience through gamification, the company actually did more business during the pandemic.

Going Beyond Traditional Business

It will be incumbent to bring in new talent and

leadership in specialized areas. The hiring of analytically competent, data-driven marketing specialists will become par for the course. Agility will be key; companies should set up agile performance loops to help break down silos and prepare employees better to address any future business volatility.

Post-pandemic, we see a rethink within organisations on questions of diversity and inclusion. Marketers will have to go into overdrive to understand what kind of people to select, what form of training to provide to support one another, and what is genuinely needed to promote diversity. This is in response to the way issues of diversity and inclusion are affecting the workplace.

Marketing has to lead real and genuine change in business – and be ready to take risks.

Apart from reputation, Nike risked its business when it waded into the anti-racism movement with a reworked message: ‘For Once, Don’t Do It,’ a deviation from its powerful “Just Do It” logo. It had a huge impact on social integration through the use of a marketing message. And yes, it’s a given that it will positively impact your business too.



Dawn of Neo-Marketing

Going ahead, marketers will have to assume greater responsibilities in driving innovation, building capabilities, and taking responsibility for growth. With emerging technologies as the new frontier, CMOs will be tasked with more than just marketing. They have to cater to today’s consumers who are digitally savvy, and seeking brands that are sustainable and purpose-driven.

As we consider the opportunities of the future, we are also in danger of reaching a point of innovation maturity in marketing, especially as the novelty factor wears down. Therefore, CMOs will have to constantly rethink and re-strategize business. And in an era where societal goals and business goals are intersecting, this is well and truly a watershed moment for marketing! ●

Libraries in Prisons are a Great Escape

Experiment by BIMTECH has many takers now

Kavita Charanji, New Delhi | Published: June 28, 2022

When a senior IT professional found himself behind bars in Noida jail for two years, he was in abject despair. It was books that gave him solace, he says, during that dark phase of his life.

"I was appointed caretaker of the prison's library, and prisoners would approach me for book recommendations. I singled out books based on their interests, which mostly included motivational literature," he recalls.

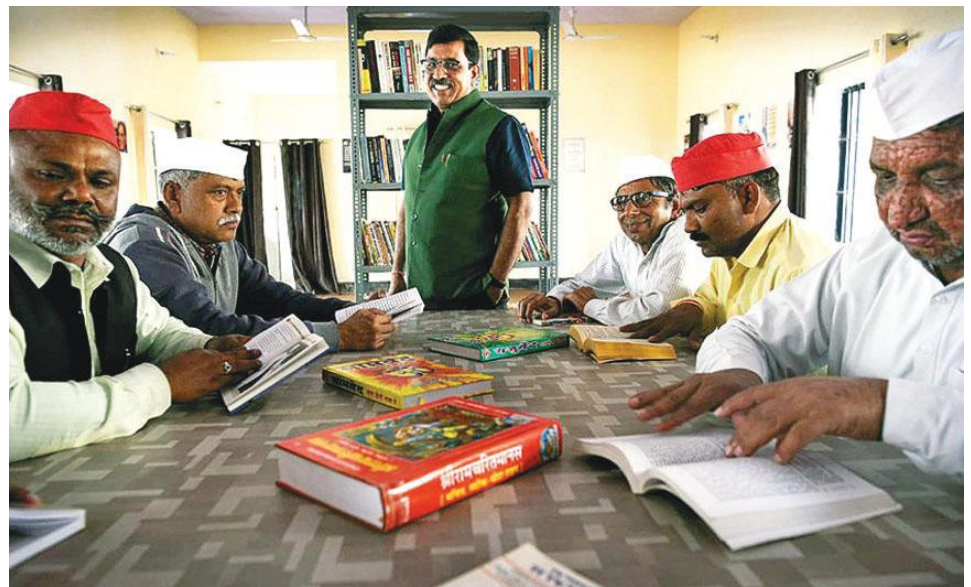
A voracious reader of spiritual books, he used his time in jail to read the *Ramcharitmanas*. He also read the novels of Munshi Premchand and Bhagwati Charan Verma besides drama and poetry.

"Books helped alleviate my personal challenges, tension and depression. Religious literature sets a prisoner on a spiritual path and the wrongs committed can then be seen in a new perspective," he says.

The library at Noida jail is one of 14 libraries set up in 12 prisons across Uttar Pradesh and Madhya Pradesh by the Ranganathan Society for Social Welfare and Library Development (RSSWLD), a non-profit organisation supported by the Birla Institute of Management Technology (BIMTECH) under its CSR programme.

"Prisoners fall prey to negative thoughts and their conversations with other inmates are similarly negative. The environment is hostile, and they are away from their families and society. There is slim chance of shaking loose from black thoughts or feelings. But books act as therapy," says Dr. Rishi Tiwari, founder-secretary, RSSWLD, head librarian of BIMTECH and CEO of the BIMTECH Foundation.

The rehabilitation process for the IT professional, for instance, was very painful. But



the RSSWLD team counselled him and gave him the strength to face society again. Before being in prison he used to work as a software engineer in an MNC. He has now joined another company.

The libraries set up by RSSWLD in Uttar Pradesh have proven to be so successful that requests for similar facilities have come from jail authorities in Rajasthan, Uttarakhand and Haryana. Two libraries for women prisoners have been set up in Gautam Buddha Nagar and Gwalior jails. A toy library has also been established in Gautam Buddha Nagar jail for the children of women prisoners.

"Jails are a microcosm of our society. The main objective of setting up jail libraries is to offer some hope to inmates that they can reform their life and start a new chapter after completing their term in prison," says Dr. Harivansh Chaturvedi, BIMTECH's compassionate director.

Jail inmates are mostly from poor, backward, oppressed tribal communities and minorities, he says. There have been instances of suicides and violence behind the foreboding walls of prisons because little effort goes into reforming prisoners.

A former prisoner in Gautam Buddha Nagar's district jail recalls that the prison's library was a

haven of peace for her. A former HR manager, she read a variety of motivational books that pulled her out of the depths of despair into which she had sunk. She also went through biographies of freedom fighters like Subhas Chandra Bose.

"Conversations with other women inmates always turned negative as we were all steeped in negativity. The library diverted our minds from our misery. It helped us realise that life was not over, that the future could be positive." Guided into the mainstream by RSSWLD, who she discovered through an online search, is now a project consultant.

Tiwari has steered RSSWLD from the time it was set up in 2009. He was mentored by Dr. Chaturvedi. Students at BIMTECH are encouraged to be socially conscious citizens. Community outreach by students, faculty and staff began with the opening of rural libraries in villages near its campus in Greater Noida. However, the 14 libraries proved unsustainable because villagers were simply not interested in reading books.

Then in 2012, a report appeared in *The Hindu* in its Chennai edition about district jails in Tamil Nadu that roped in prisoners to cook food which could be sold in cities near the jails. Inspired by the report, RSSWLD too decided to come up with ideas that would give inmates a second chance in life. Tiwari met the jail superintendent of Ghaziabad Jail, Dr. Viresh Raj Sharma, and told him about RSSWLD's rural libraries. Sharma was interested in having a library in Dasna Jail in Ghaziabad. Dr. Chaturvedi supported the idea though some faculty members were skeptical about an academic institution venturing into a prison.

The first BIMTECH library was set up in Dasna Jail in 2012. After analysing a survey to determine the literary tastes of inmates, RSSWLD bought books of eminent authors like Premchand, Mahadevi Verma, Mannu Bhandari, Mrinal Pande and many others. The Dasna Jail venture, RSSWLD's largest project, now has a 'beautiful library' of some 4,000 books, says Tiwari.

As word about the library spread, the Lucknow Jail authorities approached RSSWLD to set up a similar facility. The libraries are stocked with Hindi books authored by Premchand, Sarat Chandra Chattopadhyay and other eminent names. Many prisoners like to read books on subjects like

competitive exams, religion, motivational works, legal advisories, skill development and vocational education. "The prison libraries are better than any public library," says Tiwari with pride.

Even mentally disturbed inmates of jails find refuge in the libraries. Tiwari recalls how, on a visit to Meerut Jail, he came across a prisoner who looked decidedly abnormal. The caretaker of the library, a convict serving a life term for murder, informed him that the inmate was suffering from severe depression. In desperation, he would bang his head against the prison walls and get beaten by other inmates who didn't know how to control him. The jail authorities sent him to the library. Though illiterate, he got fascinated by volumes of the Ramayana and would sit silently, gazing at the pictorial depictions of Ram and Sita. He routinely appeared in the library as soon as it opened at 9 a.m. Slowly, he opened up and asked the caretaker to explain the Ramayana to him. "He's become hooked to the library and is much calmer," says Tiwari.

The success of the libraries depends on the commitment of the jail administration to prison reform. Dr. Sharad Kulshrestha, former IG Prisons, Uttar Pradesh, now based in Lucknow, was particularly supportive of RSSWLD and encouraged Tiwari to establish more libraries in the state.

In a telephonic interview, he pointed out that RSSWLD provided clear direction to the prison libraries which earlier lacked a connect with inmates. "When RSSWLD did a survey, many prisoners said that they wanted a wider selection beyond just religious books. They asked for motivational literature, detective novels, and poetry. Books were bought according to the tastes of prisoners. They were also trained to maintain and run the libraries," says Kulshrestha.

The libraries have had a salutary effect on prisoners. Fewer prisoners repeat crimes on release, and fewer cases of suicide and violent infighting are reported, says Kulshrestha. Some inmates have improved literacy levels. But, he says, there is still much ground to cover. Many overburdened jail officials do not view libraries as a priority. Besides, prisoners are reluctant to share any information about themselves or enter into any kind of dialogue with outsiders in the belief that it may be used against them in the course of any legal process. ●

Story on BIMTECH CSR Endeavors
Published in CIVIL SOCIETY



BIMTECH Welcomes International Students

From Nepal in its Full-Time PGDM Program

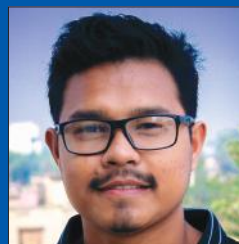
BIMTECH which is home to students from all parts of India gladly welcomed international students from Nepal for its full time flagship PGDM program. On being asked about their experience at BIMTECH, Ms. Rishika Gupta says, "BIMTECH is one of the best PGDM institutions. My first day at BIMTECH was wonderful, the institute provides good infrastructure and facilities to the students.

Through the three days' orientation programme I came to know about the curriculum, faculty, placements, conduits, club, and the various amazing thing that college has to offer us." Mr. Yubraj Chaudhury says, "I place a deep sense of gratitude to the entire BIMTECH family for organizing the commencement day event followed by orientation and immersion Program. It feels like a home away from home, I see tremendous opportunities to learn and grow here. I met plenty of people coming out from different places with unique culture and experiences, so all in all, it's been great to be here. Looking forward to having wonderful journey ahead."

BIMTECH wishes them success in their academic endeavours! ●



RISHIKA GUPTA



YUBRAJ



Win Over World

The team Centre for Corporate Relations (CCR) BIMTECH welcomed the Batch of 2022-24 with a day packed with Management and Simulation games WOW (Win Over World) planned for the students to give them a glimpse of learning that lies beyond the boundaries of classroom.

Based on Experiential Learning, the entire work-shop was planned to let the participants' first experience, then reflect, conceptualize and finally also share the areas where they might apply these learnings.

Morning of July 2, 2022, started high on energy with 400 plus students engulfing the campus with war-cries of their respective slogans during group formation. While Team People Labs sensed obvious curiosity in the beginning, the students definitely looked energized by the end of Ice Breaking Session. As the students proceeded in the activities, they appeared to be growing familiar with what to expect next and hence more into the performance. Majority of students displayed a sense of healthy competition and maturity.

Activities such as Sponge Game, Spider Web, Tallest Tower, walking on Sticks, BIMTECH's Symphony etc. which were tiring yet highly enjoyed by the students. The ease demonstrated by the students in trust fall definitely pointed towards requisite amount of trust among themselves, which we are sure-will only increase in coming times. The trainers observed a definite improvement in their performance towards the end which indicated that they were receptive towards and absorbing the learning from the processes that they were experiencing. The overall attitude of the students came out as positive.

Also, the excitement and optimism in the students for their coming two years in BIMTECH was well reflected in the disciplined, welcoming and head on approach with which they went through the day. The fact that our interaction with the students had come to an end for the day but NOT their energy was witnessed when during the concluding session too, they were full of enthusiasm and were craving for more. The day ended with team People Labs felicitating outstanding performers who displayed great managerial skills throughout the workshop.

We expect to see some outstanding performers and young leaders in the future from this batch. We wish all the very best to the batch of 2022-24 for their journey in BIMTECH. •



Research Activities During 2021-22



Faculty Name	Title of Paper/Article	Name of the Journal	Date of Publication	Journal ABDC Ranking
Amarnath Bose	Consistency re-evaluation in analytic hierarchy process based on simulated consistent matrices	Journal of Multi-criteria Decision Analysis	10/05/2022	B
Archana Shrivastava	Understanding Intra-Group Response Biases in Culturally Diverse Teams	International Journal of Intercultural Relations	21/04/2022	A
Khanindra Ch. Das	Exchange Rate Volatility and Financial Stress: Evidence from Developing Asia	Journal of Emerging Market Finance	06/03/2022	B
Meena Bhatia	Annual reports and company announcements utility for investment decisions: An Indian study	International Journal of Business Excellence	20/05/2022	Scopus/ Web of Science
Pankaj Priya	Product bundling for 'Efficient' vs 'Non-Efficient' Customers: Market Basket Analysis employing Genetic Algorithm	The International Review of Retail Distribution and Consumer Research	30/04/2022	B
Pratibha Singh	Drivers of satisfaction and usage continuance in e-grocery retailing: a collaborative design supported perspective	Journal of Research in Interactive Marketing	15/03/2022	B
S.M. FatahUddin	Socio-Environmental Considerations and Organic Food Consumption: An Empirical Investigation of the Attitude of Indian Consumers	Food Quality and Preference	09/04/2022	A
Shradha Kabra	Licious's Response to the COVID-19 Pandemic: A Step Towards Crisis Communication?	FIIB Business Review	14/03/2022	Scopus/ Web of Science
Veenu Sharma	Correlating Millennial Focused Customer Loyalty Programs with Experiential Retail	Journal of Positive Psychology and Wellbeing	11/03/2022	Scopus/ Web of Science

New Joining

DR. ASHISH KUMAR

Dr. Ashish Kumar has joined BIMTECH as an Assistant Professor. He is a finance and strategy professional having ~25 years of diverse experience in Managing Consulting and Research engagements, Client and Team Management, Teaching and Research, and Academic and Institution Administration.

He has managed strategy, financial and operational consulting engagements to help Indian and global companies/brands define India's entry or growth strategy and performance assessment and improvement. His consulting expertise is in defining corporate strategy and



growth plan, preparing commercial and financial feasibility studies, conducting financial due diligence and analysis, managing and evaluating operations performance, and developing business and industry research reports.

Ashish's teaching and research interest lie in corporate finance, PPP and infrastructure finance, firm performance, strategic growth and alliances, behavioural finance, and bibliometric analysis. His research is published in leading global journals listed in ABDC list, and Scopus indexed. He has also published case studies in finance and strategy domains published in journals and Sage Business Cases.

DR. MAHAK SHARMA

Dr. Mahak Sharma has joined BIMTECH as an Assistant Professor. She is a fellow of the National Institute of Industrial Engineering (NITIE), India. She holds a Master in Technology and a Bachelor in Technology in Computer Science and Engineering and graduated with Honors. She is also a recipient of POMS Honorable Mention for research work. She has more than four years of international and two years of national industry experience.

Her research interest lies in the impact of technology on society, sustainable solutions, Management of Technology, Technology Forecasting, Technology Adoption, and Diffusion.

She has publications in various journals and conferences of high repute including IEEE Transactions on Engineering Management, Technological Forecasting & Social Change, International Journal of Logistics Management, Journal of Enterprise Management, and Journal of Cleaner Production to name a few.

She is an Editorial Review Board Member in IEEE Transactions on Engineering Management & Frontiers in Sustainability.

She is also a Program Committee Member of TEMSCON 2022 (<https://2022.europe.temscon.org/>) and the 3rd Symposium on Circular Economy and Sustainability (<https://circulareconomy2050.eu/>). She is a Member of the Research Advisory Committee at Portland State University.



DR. MRINALINI SRIVASTAVA

Dr. Mrinalini Srivastava has joined BIMTECH as an Assistant Professor.

Her research interests are in the area of Neurofinance, Behavioural Finance and Financial Management. She has done her PhD in the field of Neurofinance from University School of Management Studies, Guru Gobind Singh Indraprastha University in collaboration with All India Institute of Medical Sciences, New Delhi.

She has used fMRI neuroimaging technique during her PhD with the aim of mapping the brain regions responsible for financial decision-making. She had been a visiting doctoral fellow at Technische Universität, Dresden, Germany as part of the project titled "Plasticity Options for Financial Decision-Making- Theory and Experimental Evidence" under DAAD, Germany. She has presented at BrownBag Seminar of the Economics Department (together with ifo Dresden, Niederlassung Dresden, Germany) on the topic "Neuroscience and Financial Decision-Making" at Dresden, Germany.

She is a keen researcher with publication in journals of international repute.

Here at BIMTECH, she aims to uptake research in interdisciplinary areas of Neurofinance and Behavioural Finance.



New Joining

DR. POONAM VYAS

Dr. Poonam Vyas has joined BIMTECH as Assistant Professor. She is a Post-Doctoral Fellow from the Indian Council of Social Science Research (ICSSR), New Delhi. She has completed her Ph.D. from Birla Institute of Technology and Science (BITS), Pilani. A Master's in English Literature from the University of Rajasthan. She has been awarded Project Fellowship of the University Grant Commission (UGC) to work on UGC sponsored Major Research Project.



She is an avid researcher and has been working in the fields of Applied Linguistics, Sociolinguistics, Pedagogy, and the use of ICT in teaching and learning. Dr. Vyas has more than 13 years of experience in teaching, research, and training. She has served as a faculty and researcher for the institutes like BITS, Pilani, Malaviya National Institute of Technology (MNIT), Jaipur and Indian Institute of Information Technology (IIIT), Kota, and JK Lakshmipat University (JKLU), Jaipur. Among several academic assignments, Dr. Vyas has handled Centre for Communication, University publications: quarterly newsletter and annual report at JKLU, Jaipur.

She has conducted training and workshops for various academic institutions and industries like Hindustan Zinc LTD., Udaipur, Rajasthan, Bharat Aluminum Company LTD., Korba, Madhya Pradesh, etc. She has delivered talks and lectures at several workshops on Effective Communication, Academic Writing, Soft Skills, and Social Media Communication. Dr. Vyas has published 13 research papers in peer-reviewed national and international journals: the areas include 'ICT in Teaching and Learning', 'Non-Verbal Communication', 'Sociolinguistics', 'Intercultural Communication', and 'Public Speaking Anxiety'. Her two recent research papers have been published in reputed Scopus indexed journals like Taylor & Francis and The Electronic Journal of Teaching English as a Second Language in Q1 and Q2 Categories. She has also presented 26 papers at national and international conferences and seminars.

DR. PRATIBHA SINGH

Dr. Pratibha Singh has joined BIMTECH as an Assistant Professor. She is a B.com alumna of Lady Sri Ram College for Women, University of Delhi. She pursued her masters with Finance and Marketing as her specialisation from University of Delhi. She has been a full-time researcher at GGS Indraprastha University working in the area of social network advertising. As a holder of the nationally renowned NET-JRF scholarship accredited by UGC, her research interest lies in the domain of social media marketing, 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, International Journal of Human-Computer Interaction, International Journal of Information Management, International Journal of Business and Globalization, International Journal of Technology Marketing and others. She has also presented her research endeavours 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.



DR. RASHMI RASTOGI

Dr. Rashmi Rastogi, Assistant Professor at BIMTECH, has more than 10 years of working experience. She likes to work at micro level to find out the new challenges and solutions of problems. She has worked on multiple topics in the areas of international trade, foreign direct investment, Environment and Development. She has worked extensively in many research projects in various reputed research organizations. She has worked on projects sponsored by National and international organizations such as Ministry of Commerce, Competition Commission of India, UNCTAD Virtual Institute.



New Joining

DR. REETI KULSHRESTHA

Dr. Reeti Kulshrestha has joined as an Assistant Professor (Strategy, Innovation, Entrepreneurship & CSR). She is PhD in Social Entrepreneurship and a gold medalist in her post graduation. She is keen on narratives and lived experiences. Her research interest lies in social entrepreneurship.



identity research, gender studies, ethnicity studies, social sustainability, and sustainable societies.

She has published 18 research articles including Scopus and ABDC listed journals during her Ph.D. journey.

She is an avid reader and a practicing buddhist.

Achievements

PROF. PRATIK PRIYADARSHI

Prof. Pratik Priyadarshi was hosted by All India Raio, FM-Rainbow on 18th May, 2022. He responded to the queries & questions on Personal Lines of Non-Life Insurance from live audience as also question posed by RJ-Ms. Priyanka Verma.



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

On 6th May 2022, BIMTECH, in collaboration with the P.H.D. Chamber of Commerce and Industry and Insurance Foundation of India, conducted a webinar on 'Challenges & Opportunities of IFRS in Insurance Sector in India.' Mr. Shrenik Baid, Partner, Accounting Services, Deloitte, made an incisive presentation on 'Let us understand IFRS as read with India AS in insurance sector in India.' Mr. Simon Shau Ming Dai, Partner Actuarial, Deloitte Hong Kong, shared his insightful views on how



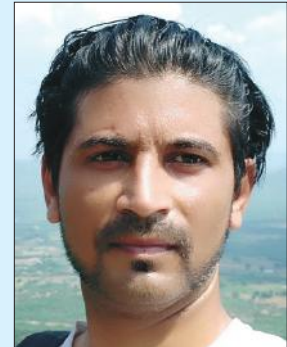
the introduction of IFRS benefitted insurance companies worldwide. Ms. B. Padmaja, D.G.M. – F&E Department (Life), IRDAI, succinctly presented the Regulator perspective. CA C.S. Nanda, Co-Chair of BFSI Committee, Institute of Chartered Accountants of India, was very forthright in sharing the viewpoints of the ICAI.

Prof. Manoj Pandey, Associate Professor, BIMTECH, was an invaluable participant in the successful webinar. ●



An Avid Photographer amidst our Staff

Mr. Prince Kumar joined BIMTECH in 2004 and is presently working as Manager in the Examination Department. Apart from being a dedicated employee, he is also widely known in the institute for his passion for photography. He is an adventure-seeking and impulsive biker who has covered the length and breadth of the county on his bike. He loves to be in the center of natural environments that are surrounded with snow-capped mountains, cascading waterfalls, etc. He loves to meet new people, know and understand their culture, exchange pleasantries with fellow travelers and befriend them for life.



MR. PRINCE KUMAR
Manager, Examination
Department



