



**BIMTECH**  
BIRLA INSTITUTE  
OF MANAGEMENT TECHNOLOGY

# *COVERAGE REPORT- MARCH 2023*

*By*



# SUMMARY

- ✓ Industry stories in prominent publications; **The Print and Financial Express.**
- ✓ Authored article by **Rajeev Sharma, Centre for Corporate Relations (CCR) Assistant Professor of Operations and Decision Science, BIMTECH**, was featured on **India Today.com**. Titled, **'Here Are Top 3 hiring trends in the education sector.'**
- ✓ Authored article by **Prof. Abhijit Chatteraj, Professor & Chairperson of PGDM - (Insurance Business Management), BIMTECH** and **Mrs. Maya Pandey, Doctoral Researcher, BIMTECH**, was featured on **ET Wealth (Economic Times)**. Titled, **'Women's health issues need special attentions; Make sure your health insurance cover addresses.'**
- ✓ PR Team invited prominent publications to **'G20-DIA National Roadshow: Startup Kumbh.'** Secured 16 coverage, namely PTI, BW Disrupt, YourStory (TV), CNBC (TV), among others.
- ✓ PR Team organized RMB for Dr. H Chaturvedi with Times of India, DT Next, and Dina Malar at Chennai. DT Next featured an interaction with Dr. Chaturvedi.

**TOTAL COVERAGE- 47**  
**PRINT COVERAGRE- 6**  
**ONLINE COVERAGE- 41**

***COVERAGE INDEX***

S. No.	Date	Publication	Edition	Headline
<b>AUTHORED ARTICLE</b>				
1.	MARCH 8, 2023	ET Wealth	Online	Women's health issues need special attentions; Make sure your health insurance cover addresses these
2.	MARCH 18, 2023	India Today	Online	Here are top 3 hiring trends in the education sector

S. No.	Date	Publication	Edition	Location
<b>INDUSTRY STORY</b>				
1.	MARCH 6, 2023	The Print	Online	Management placements hit a 5-year high in 2021-22. Salaries are improving too
2.	MARCH 8, 2023	Financial Express	Online	International Women's Day 2023: Most common insurance problems faced by women in India

S. No.	Date	Publication	Edition	Headline
<b>PRESS RELAESE-Business Literature Festival</b>				
1.	MARCH 7, 2023	The Hindu	Online	Giants from the world of business literature congregate at the Third edition of BIMTECH Business Literature Festival 2023

S. No.	Date	Publication	Edition	Headline
Press Release: BIMTECH Signs MoU with The Institute of Industrial Development to Offer Different Industry-Specific Training Programs And Certificate Courses (Online)				
1.	MARCH 3, 2023	Shiksha	Online	BIMTECH, Institute of Industrial Development sign MoU to offer unique training programs & certificate courses
2.	MARCH 3, 2023	News Patrolling	Online	BIMTECH Signs MoU with The Institute of Industrial Development to Offer Different Industry-Specific Training Programs And Certificate Courses
3.	MARCH 3, 2023	Easy Shiksha	Online	BIMTECH Signs MoU with The Institute of Industrial Development to Offer Different Industry-Specific Training Programs And Certificate Courses
4.	MARCH 3, 2023	Edu Kida	Online	BBIMTECH Signs MoU with The Institute of Industrial Development to Offer Different Industry-Specific Training Programs And Certificate Courses
5.	MARCH 3, 2023	Daily Hunt	Online	BBIMTECH Signs MoU with The Institute of Industrial Development to Offer Different Industry-Specific Training Programs And Certificate Courses
6.	MARCH 4, 2023	Financial Express	Online	BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes
7.	MARCH 4, 2023	BW Education	Online	BIMTECH, Institute Of Industrial Development To Offer Training Programmes
8.	MARCH 4, 2023	Elets- Digital Learning	Online	BIMTECH signs MoU with the Institute of Industrial Development to jointly offer industry-specific training programs
9.	MARCH 4, 2023	India Education Diary	Online	BIMTECH Signs MoU With The Institute Of Industrial Development To Offer Different Industry-Specific Training Programs And Certificate Courses
10.	MARCH 4, 2023	Careers 360	Online	BIMTECH, Institute for Industrial Development to offer training, certificate courses in marketing
11.	MARCH 4, 2023	MSN	Online	BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes
12.	MARCH 4, 2023	Education Matters	Online	BIMTECH, Institute of Industrial Development to Offer Training Programmes

S. No.	Date	Publication	Edition	Headline
Press Release: BIMTECH Signs MoU with The Institute of Industrial Development to Offer Different Industry-Specific Training Programs And Certificate Courses (Online)				
13.	MARCH 4, 2023	Education Times	Online	BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes

S. No.	Date	Publication	Edition	Location
BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes (Print)				
1.	MARCH 5, 2023	Hindustan	Print	BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes
2.	MARCH 5, 2023	Dainik Jagran	Print	BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes

S. No.	Date	Publication	Edition	Headline
<b>Press Release: BIMTECH hosts orientation programme for new batch of PGDM Online (Online)</b>				
1.	MARCH 4, 2023	Newspatrolling	Online	Orientation programme for the new batch of PGDM Online at the Centre for Online Studies (COOLS), BIMTECH
2.	MARCH 4, 2023	Edu Kida	Online	BIMTECH Organises Orientation For PGDM Online
3.	MARCH 6, 2023	BW Education	Online	BIMTECH Hosts Orientation Programme For PGDM Online
4.	MARCH 6, 2023	Shiksha	Online	BIMTECH hosts orientation programme for new batch of PGDM Online
5.	MARCH 6, 2023	India Education Diary	Online	Orientation Programme For The New Batch Of PGDM Online At The Centre For Online Studies (COOLS), BIMTECH
6.	MARCH 7, 2023	Financial Express	Online	BIMTECH organises orientation programme for PGDM online at Centre for Online Studies
7.	MARCH 7, 2023	Edu Advice	Online	Orientation Programme For The New Batch Of PGDM Online At The Centre For Online Studies (COOLS), BIMTECH
8.	MARCH 7, 2023	Financial Express	Online	Orientation Programme For The New Batch Of PGDM Online At The Centre For Online Studies (COOLS), BIMTECH
9.	MARCH 9, 2023	The Hindu	Online	Orientation Programme For The New Batch Of PGDM Online At The Centre For Online Studies (COOLS), BIMTECH

S. No.	Date	Publication	Edition	Headline
<b>Press Release: Startup Kumbh (Online)</b>				
1.	MARCH 28, 2023	PTI	Online	UP govt skilling workforce in AI, IoT, blockchain: Science and Tech Minister Upadhyay
2.	MARCH 28, 2023	The Print	Online	UP govt skilling workforce in AI, IoT, blockchain: Science and Tech Minister Upadhyay
3.	MARCH 29, 2023	Business World	Online	Synergy Of Govt & Society Will Lead To Expansion Of Startup Ecosystem: Yogendra Upadhyaya
4.	MARCH 29, 2023	BW Disrupt	Online	UP To Achieve \$1 Tn Mark Soon, Sets Up Initiatives To Attract More Startups
5.	MARCH 28, 2023	India Education Diary	Online	'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya
6.	MARCH 28, 2023	Startup Story Media	Online	'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups new business and investors,' Shri Yogendra Upadhyaya   BIMTECH
7.	MARCH 28, 2023	NewsDrum	Online	'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya
8.	MARCH 28, 2023	Latestly	Online	'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya
9.	MARCH 29, 2023	News7	Online	Bimtech organized Startup Kumbh, Yogendra Upadhyay said – new environment ready in UP
10.	MARCH 29, 2023	Tricity	Online	Bimtech organized Startup Kumbh, Yogendra Upadhyay said – new environment ready in UP
11.	MARCH 29, 2023	Pari Chowk	Online	'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya



S. No.	Date	Publication	Edition	Headline
Press Release: Startup Kumbh (Print)				
1.	MARCH 29, 2023	Hindustan	Print	'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya
2.	MARCH 29, 2023	Amar Ujala	Print	'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups new business and investors,' Shri Yogendra Upadhyaya   BIMTECH
3.	MARCH 29, 2023	Dainil Jagran	Print	'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya

S. No.	Date	Publication	Edition	Headline
Press Release: Startup Kumbh (Electronic/ Digital)				
1.	MARCH 30, 2023	YourStory	Digital	Startup Kumbh
2.	APRIL 3, 2023	CNBC TV 18	Electronic	Startup Kumbh

S. No.	Date	Publication	Edition	Headline
LEADERSHIP PROFILING				
1.	MARCH 25, 2023	DT Next	Print	Women's health issues need special attentions; Make sure your health insurance cover addresses these
2.	MARCH 25, 2023	DT Next	Online	Here are top 3 hiring trends in the education sector

***AUTHORED ARTICLE***

# Women's health issues need special attentions; Make sure your health insurance cover addresses these

By Prof. Abhijit K. Chatteraj & Maya Vimal Pandey, ET CONTRIBUTORS • Last Updated: Mar 08, 2023, 10:27 AM IST

SHARE FONT SIZE SAVE

## Synopsis

A WHO report indicated that 4.7 million women died from non-communicable diseases in 2012; these deaths were more significant in low-middle-income countries. To add to these was the pandemic-COVID-19, which has added to the woes of women.

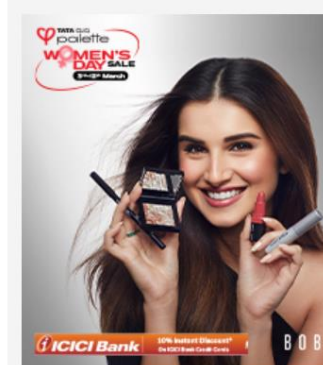


**Prof. Abhijit K. Chatteraj**

Dean (SW); Professor & Chairperson of PGDM - (Insurance Business...



**Maya Vimal Pandey**



## Latest in Tax

1 New TCS rate from July: Conditions for children...

THE ECONOMIC TIMES  
**wealth**

**Publication: ET Wealth**

**Edition: Online**

**Date: March 8, 2023**


**Source:**

<https://economictimes.indiatimes.com/wealth/insure/health-insurance/womens-health-issues-need-special-attentions-make-sure-your-health-insurance-cover-addresses-these/articleshow/98491421.cms>

India's women live longer as compared to their male counterparts. In 2019 as per World Health Statistics -2022- the life expectancy of Indian women at birth was 72.2 as against 69.5 for males. The healthy life expectancy at birth of women was 60.4 in 2019. However, the maternal mortality rate is significantly worrying for India, i.e., 145 (per 100 000 live births) as of 2017. In a nutshell, women live substantially longer with disabilities.

# Here are top 3 hiring trends in the education sector|Explained

Trends of a future callout for a more virtuous population, aware of the vulnerabilities technology is bringing to industry. Their core in understanding it, capturing it and delivering the questioning interdisciplinary solution in the eye of the storm is what makes them the recruiter's right choice. Check the top 3 hiring trends here.

**By India Today Education Desk:** In recent years, employment for B school graduates has shown positive growth and is above average across the majority of sectors. The IT, BFSI, and Consulting sectors contribute to more than half of the hiring proportion at any B school, with a notable spike in the compensation recently across the sub-continent. 

Education and employability are attached with many balances which act as a means to an end for the B School graduate in terms of returns and career growth.

Know some of the most important hiring trends that are continuing in the HR industry by Rajeev Sharma, Chairperson, Centre for Corporate Relations (CCR) Assistant Professor of Operations and Decision Science, Birla Institute of Management Technology (BIMTECH).



INDIA  
TODAY

**Publication:** India Today

**Edition:** Online

**Date:** March 18, 2023

**Source:**

<https://www.indiatoday.in/education-today/featurephilia/story/here-are-top-3-hiring-trends-in-the-education-sector-explained-2346028-2023-03-13>

***INDUSTRY STORY***

# Management placements hit a 5-year high in 2021-22. Salaries are improving too

AICTE data shows 1,20,946 students got placed in management sector in 2021-2022, after a dip in the previous year due to pandemic. Percentage of placements has also improved over the years.

KRITIKA SHARMA 6 March, 2023 10:30 am IST

**New Delhi:** After a dip during the pandemic, the number of placements in management courses surged to a five-year high in 2021-2022, according to latest data from the All India Council for Technical Education (AICTE).

The upward trend is expected to continue in 2023, going by incoming data from institutions that have released their placement reports so far.

Rajeev Sharma, faculty member, Operations and Decision Science, and chairperson of the Centre for Corporate Relations, at Birla Institute of Management Technology (BIMTECH), said there has been a constant increase in average yearly salary packages awarded during placements post-Covid.

Talking about BIMTECH's placements, he said that in the 2019-21 PGDM batch, an average increase of 16 per cent in salary packages was recorded over the 2018-20 batch. Similarly, the 2020-22 batch witnessed an 18 per cent increase in the average salary from the previous batch, while the 2021-2023 batch saw a 20 per cent hike.

# ThePrint

**Publication:** The Print

**Edition:** Online

**Date:** March 6, 2023

**Source:**

<https://theprint.in/india/education/management-placements-hit-a-5-year-high-in-2021-22-salaries-are-improving-too/1414562/>

# International Women's Day 2023: Most common insurance problems faced by women in India

*International Women's Day: It is important for women to become more aware of the need to secure their future and take steps to align their savings and financial protection accordingly, say experts*

International Women's Day 2023: The number of insurance buyers in the country has slowly but surely increased over time, but the share of women buying insurance has not increased proportionately. While this may be a reflection of the workforce demographics, according to experts, it is also perhaps true that many women still do not think of insurance as a necessity. There may be various reasons for this, and it is important to understand those and find a solution.

Maya Pandey, Doctoral Researcher at BIMTECH, says that women face some unique health issues like breast cancer, cervical cancer, and osteoporosis to name a few. However, many women are not aware of the need for regular screenings and preventive care. Also, preventive care is barely covered under insurance policies. If the screening reveals any health issue then it is termed as pre-existing disease and not covered or covered with higher premiums. So, therefore women may have pre-existing conditions that make it difficult for them to obtain insurance coverage and if the coverage is provided it would result in higher premiums



**Publication:** Financial Express  
**Edition:** Online  
**Date:** March 8, 2023  
**Source:**  
<https://www.financialexpress.com/money/insurance/international-womens-day-2023-most-common-insurance-problems-faced-by-women-in-india/3002661/>

***PRESS RELEASE-* Giants from the world of business literature  
congregate at the Third edition of BIMTECH Business  
Literature Festival 2023**



**Birla Institute of Management Technology (BIMTECH)**, in association with Penguin Random House, hosted the BIMTECH Business Literature Festival, which brought together leading business authors, industry experts, management students and business professionals to engage in thought-provoking discussions on the latest trends and developments in the world of business. The festival was inaugurated by Bhupender Yadav, Union Minister of Labour and Employment and Minister of Environment, Forest and Climate Change.



**Publication:** The Hindu

**Edition:** Online

**Date:** March 7, 2023

**Source:**

<https://www.thehindu.com/education/news-from-the-world-of-education-march-7-2023/article66590610.ece>

***PRESS RELEASE-* BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes (Online)**

# BIMTECH, Institute of Industrial Development sign MoU to offer unique training programs & certificate courses

2 mins read  Comment  Share



**Anum Ansari** 

Assistant Manager – Content

New Delhi, Updated on Mar 3, 2023 18:31 IST

*The MoU signing ceremony was attended by dignitaries from both BIMTECH and The Institute of Industrial Development. The event marked the beginning of a promising partnership between the two organizations, aimed at fostering entrepreneurship and contributing to the growth of the SMBE sector.*

Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development signed a Memorandum of Understanding (MoU) to jointly offer industry-specific training programs and certificate courses in Marketing with Specialization in Digital Marketing, Finance with Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related areas.

Institute For Industrial Development is an incubator with the Government of India, the Ministry of Micro, Small and Medium Enterprises (MSME), and the department of start-ups, an initiative by the Government of Uttar Pradesh.

One of the first programs that will be jointly offered is the Advanced Certificate in New Age Entrepreneurship. This will be carried out in the online format. Graduates from recognized universities are eligible to enroll in this program. The duration of the program is 12 weeks of live-classes and 4 weeks for capstone projects, with a total duration of four months.

The certificate program will benefit professionals with an entrepreneurial mindset to convert innovative business ideas into sustainable business plans.



**Publication: Shiksha**

**Edition: Online**

**Date: March 3, 2023**

**Source:**

<https://www.shiksha.com/news/business-management-studies-bimtech-institute-of-industrial-development-sign-mou-to-offer-unique-training-programs-certificate-courses-blogId-117447>

## BIMTECH SIGNS MOU WITH THE INSTITUTE OF INDUSTRIAL DEVELOPMENT TO OFFER DIFFERENT INDUSTRY-SPECIFIC TRAINING PROGRAMS AND CERTIFICATE COURSES

Posted by: Mahender March 3, 2023 in PR



Greater Noida, March 3, 2023: Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development today signed a Memorandum of Understanding (MoU) to jointly offer industry-specific training programs and certificate courses in Marketing with Specialization in Digital Marketing, Finance with Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related areas.

Institute For Industrial Development is an incubator with the Government of India, Ministry of Micro, Small and Medium Enterprises (MSME), and the department of start-ups, an initiative by the Government of Uttar Pradesh.

One of the first programs that will be jointly offered is the Advanced Certificate in New Age Entrepreneurship. This will be carried out in the online format. Graduates from recognized universities are eligible to enroll in this program. The duration of the program is 12 weeks of live-classes and 4 weeks for capstone projects, with a total duration of four months.

The certificate program will benefit professionals with an entrepreneurial mindset to convert innovative business ideas into sustainable business plans.

**Publication:** News Patrolling

**Edition:** Online

**Date:** March 3, 2023

**Source:**

<https://newspatrolling.com/bimtech-signs-mou-with-the-institute-of-industrial-development-to-offer-different-industry-specific-training-programs-and-certificate-courses/>

# BIMTECH Signs MoU with The Institute of Industrial Development to Offer Different Industry-Specific Training Programs And Certificate Courses

By **Nidhi Sharma** - March 3, 2023

👁 166



**Greater Noida, March 3, 2023:** Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development today signed a Memorandum of Understanding (MoU) to jointly offer industry-specific training programs and certificate courses in Marketing with Specialization in Digital Marketing, Finance with Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related areas.

Institute For Industrial Development is an incubator with the Government of India, Ministry of Micro, Small and Medium Enterprises (MSME), and the department of start-ups, an initiative by the Government of Uttar Pradesh.

One of the first programs that will be jointly offered is the Advanced Certificate in New Age Entrepreneurship. This will be carried out in the online format. Graduates from recognized universities are eligible to enroll in this program. The duration of the program is 12 weeks of live-classes and 4 weeks for capstone projects, with a total duration of four months.

**Publication:** Easy Shiksha  
**Edition:** Online  
**Date:** March 3, 2023  
**Source:**  
<https://news.easyshiksha.com/bimtech-signs-mou-with-the-institute-of-industrial-development-to-offer-different-industry-specific-training-programs-and-certificate-courses/>

# BIMTECH Ink Pacts With Institute of Industrial Development To Offer Certificate Courses



EduKida Desk - March 3, 2023



Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development on Friday signed a Memorandum of Understanding (MoU) to jointly offer industry-specific training programs and certificate courses in Marketing with Specialization in Digital Marketing, Finance with Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related areas.



**Publication:** Edu Kida

**Edition:** Online

**Date:** March 3, 2023

**Source:**

<https://www.edukida.in/trending/bimtech-ink-pacts-with-institute-of-industrial-development-to-offer-certificate-courses/>



# BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes

*Individuals who have graduated from accredited universities are eligible to participate in the programme, which lasts for four months, including 12 weeks of live classes and four weeks allocated for capstone projects.*

Written by [FE Education](#)

March 4, 2023 17:00 IST



Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development signed a Memorandum of Understanding (MoU) to collaborate on providing industry-specific training programmes and certification courses in various fields such as Marketing with a specialisation in Digital Marketing, Finance with a specialisation in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain and Logistics Management, and other relevant areas, according to an official release.

**Publication:** Financial Express  
**Edition:** Online  
**Date:** March 4, 2023  
**Source:**  
<https://www.financialexpress.com/education-2/bimtech-partners-with-institute-of-industrial-development-to-offer-industry-specific-training-programmes/2999389/>

# BIMTECH, Institute Of Industrial Development To Offer Training Programmes

*The duration of the programme is 12 weeks of live-classes and 4 weeks for capstone projects, with a total duration of four months*

Birla Institute of Management Technology (BIMTECH) and the Institute of Industrial Development today signed a Memorandum of Understanding (MoU) to jointly offer industry-specific training programmes and certificate courses in Marketing with Specialisation in Digital Marketing, Finance with Specialisation in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management and related areas.

Institute For Industrial Development is an incubator with the Government of India, Ministry of Micro, Small and Medium Enterprises (MSME) and the department of start-ups, an initiative by the Government of Uttar Pradesh.

One of the first programmes that will be jointly offered is the Advanced Certificate in New Age Entrepreneurship. This will be carried out in the online format. Graduates from recognised universities are eligible to enroll in this programme. The duration of the programme is 12 weeks of live-classes and 4 weeks for capstone projects, with a total duration of four months.

The certificate programme will benefit professionals with an entrepreneurial mindset to convert innovative business ideas into sustainable business plans.

The logo for BW EDUCATION features the letters 'BW' in red, 'EDUCATION' in blue, and a blue graduation cap icon integrated into the letter 'A'.

**Publication: BW Education**

**Edition: Online**

**Date: March 4, 2023**

**Source:**

<http://bweducation.businessworld.in/article/BIMTECH-Institute-Of-Industrial-Development-To-Offer-Training-Programmes/04-03-2023-467745/>



# BIMTECH signs MoU with the Institute of Industrial Development to jointly offer industry-specific training programs



elets  
**DL**  
digitalLEARNING

**Publication:** Elets Digital Learning  
**Edition:** Online  
**Date:** March 4, 2023  
**Source:**  
<https://digitalllearning.eletsonline.com/2023/03/bimtech-signs-mou-with-the-institute-of-industrial-development-to-jointly-offer-industry-specific-training-programs/>

In order to jointly provide industry-specific training programmes and certificate courses in Marketing with a Specialization in Digital Marketing, Finance with a Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related fields, Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development signed a Memorandum of Understanding (MoU).



## NATIONAL NEWS

## BIMTECH Signs MoU With The Institute Of Industrial Development To Offer Different Industry-Specific Training Programs And Certificate Courses

Greater Noida: Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development today signed a Memorandum of Understanding (MoU) to jointly offer industry-specific training programs and certificate courses in Marketing with Specialization in Digital Marketing, Finance with Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related areas.

  
EducationDiary.com

**Publication:** India Education Diary

**Edition:** Online

**Date:** March 4, 2023

**Source:**

<https://indiaeducationdiary.in/bimtech-signs-mou-with-the-institute-of-industrial-development-to-offer-different-industry-specific-training-programs-and-certificate-courses/>

# BIMTECH, Institute for Industrial Development to offer training, certificate courses in marketing



Agreement signing between BIMTECH, IID

CAREERS360

**Publication:** Careers 360  
**Edition:** Online  
**Date:** March 4, 2023  
**Source:**  
<https://news.careers360.com/bimtech-institute-for-industrial-development-offer-training-programmes-certificate-courses-in-marketing>

Vagisha Kaushik | Mar 4, 2023 - 5:26 p.m. IST

Share Via   

**NEW DELHI:** Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development today signed an agreement to jointly offer industry-specific training programmes and certificate courses in marketing with specialization in digital marketing, finance with specialization in FinTech, BFSI, risk management, digital transformation, entrepreneurship, supply chain and logistics management, and related areas.



## BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes

Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development signed a Memorandum of Understanding (MoU) to collaborate on providing industry-specific training programmes and certification courses in various fields such as Marketing with a specialisation in Digital Marketing, Finance with a specialisation in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain and Logistics Management, and other relevant areas, according to an official release.



**Publication:** MSN

**Edition:** Online

**Date:** March 4, 2023

**Source:** <https://www.msn.com/en-in/money/topstories/bimtech-partners-with-institute-of-industrial-development-to-offer-industry-specific-training-programmes/ar-AA18ddK5>

## BIMTECH Signs MoU with The Institute of Industrial Development to Offer Different Industry-Specific Training Programs And Certificate Courses

6d



Greater Noida, March 3, 2023: Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development today signed a Memorandum of Understanding (MoU) to jointly offer industry-specific training programs and certificate courses in Marketing with Specialization in Digital Marketing, Finance with Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related areas.



**Publication:** Dailyhunt

**Edition:** Online

**Date:** March 4, 2023

**Source:**

<https://m.dailyhunt.in/news/india/english/newspatrolling-epaper-newspatr/bimtech+signs+mou+with+the+institute+of+industrial+development+to+offer+different+industry+specific+training+programs+and+certificate+courses-newsid-n476982192?listname=newspaperLanding&topic=homepage&index=8&topicIndex=0&mode=pwa>

# BIMTECH, Institute of Industrial Development to Offer Training Programmes

Birla Institute of Management Technology (BIMTECH) and the Institute of Industrial Development today signed a Memorandum of Understanding (MoU) to jointly offer industry-specific training programmes and certificate courses in Marketing with Specialisation in Digital Marketing, Finance with Specialisation in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management and related areas.

Institute For Industrial Development is an incubator with the Government of India, Ministry of Micro, Small and Medium Enterprises (MSME) and the department of start-ups, an initiative by the **Government of Uttar Pradesh**.

One of the first programmes that will be jointly offered is the **Advanced Certificate in New Age Entrepreneurship**. This will be carried out in the online format. Graduates from recognised universities are eligible to enroll in this programme. The duration of the programme is 12 weeks of live-classes and 4 weeks for capstone projects, with a total duration of four months.



**Publication: Education Matters**

**Edition:** Online

**Date:** March 4, 2023

**Source:**

<https://edumatters.in/2023/03/bimtech-institute-of-industrial-development-to-offer-training-programmes/>





Latest

## BIMTECH Signs MoU with The Institute of Industrial Development to Offer Different Industry-Specific Training Programs And Certificate Courses

**Greater Noida, March 04, 2023:** Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development today signed a Memorandum of Understanding (MoU) to jointly offer industry-specific training programs and certificate courses in Marketing with Specialization in Digital Marketing, Finance with Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related areas.

Institute For Industrial Development is an incubator with the Government of India, Ministry of Micro, Small and Medium Enterprises (MSME), and the department of start-ups, an initiative by the Government of Uttar Pradesh.

**Publication:** Education Times

**Edition:** Online

**Date:** March 4, 2023

**Source:**

<https://theeducationtimes.in/bimtech-signs-mou-with-the-institute-of-industrial-development-to-offer-different-industry-specific-training-programs-and-certificate-courses/>

***PRESS RELEASE-* BIMTECH partners with Institute of Industrial Development to offer industry-specific training programmes (Print)**



# ऑनलाइन शिक्षा से सहायता मिली: डॉ. चतुर्वेदी

ग्रेटर नोएडा, संवाददाता। ग्रेटर नोएडा स्थित बिरला इंस्टीट्यूट ऑफ मैनेजमेंट स्टडीज में शनिवार को पीजीडीएम ऑनलाइन के पांचवें बैच के लिए ओरिएंटेशन प्रोग्राम का आयोजन किया। इस मौके पर बिमटेक के निदेशक डॉ. हरिवंश चतुर्वेदी ने कहा कि कोविड के दौरान और बाद में ऑनलाइन शिक्षा ने युवा छात्रों को सक्षम सहायता प्रदान की है, जो अपनी शिक्षा जारी रखने के लिए स्कूलों और विश्वविद्यालयों में पढ़ रहे हैं।

2021 में आयोजित अखिल भारतीय उच्च शिक्षा सर्वेक्षण की हालिया रिपोर्ट के अनुसार 1000 से अधिक विश्वविद्यालय और 45000 कॉलेज



ग्रैनो स्थित बिमटेक में निदेशक डॉ. हरिवंश चतुर्वेदी और औद्योगिक विकास संस्थान के निदेशक कमल भोला शनिवार को कार्यक्रम में मौजूद रहे। • हिन्दुस्तान

शामिल थे, जिनमें से वर्तमान में चार करोड़ छात्र मुक्त विश्वविद्यालयों और ऑनलाइन शिक्षा में शामिल हैं। प्रोफेसर एस एस दुबे ने छात्रों को पाठ्यक्रम और कार्यक्रम के पूरा होने पर उपलब्ध विभिन्न करियर के

अवसरों से परिचित कराया। उन्होंने छात्रों से प्रतिस्पर्धी माहौल में सफल होने के लिए जीतने की मानसिकता विकसित करने का आग्रह किया। सदर्न मेथोडिस्ट यूनिवर्सिटी के प्रोफेसर राज सेथुरमन ने कहा कि जुनून, दृढ़ता, धैर्य और योजना जीवन के आवश्यक हैं। जीवन के उतार-चढ़ाव को नेविगेट करने में मदद की है और मुझे अपने चुने हुए क्षेत्र में सफलता प्राप्त करने की अनुमति दी है।

कार्यक्रम में सदर्न मेथोडिस्ट यूनिवर्सिटी के प्रोफेसर राज सेथुरमन, सतीश झा, उद्यमी वरुण गर्ग, अपग्रेड में लर्निंग एक्सपीरियंस के अध्यक्ष परीक्षित शामिल हुए।

## हिन्दुस्तान

तस्वीरों को वाशिए नया नजरिया

**Publication: Hindustan**  
**Edition: Online**  
**Date: March 5, 2023**



# दैनिक जागरण

## बिमटेक कालेज ने किया करार

जासं, ग्रेटर नोएडा: नालेज पार्क स्थित बिमटेक कालेज ने विभिन्न उद्योग-विशिष्ट प्रशिक्षण कार्यक्रमों व प्रमाणपत्र पाठ्यक्रमों के लिए औद्योगिक विकास संस्थान संग करार किया है। बिमटेक के निदेशक डा. हरिवंश चतुर्वेदी ने कहा कि भारत के दो प्रमुख संस्थान आज की सबसे महत्वपूर्ण समस्याओं में से एक बेरोजगारी को हल करने के लिए एक साथ आए हैं।

**Publication: Dainik Jagran**  
**Edition: Online**  
**Date: March 5, 2023**

## ORIENTATION PROGRAMME FOR THE NEW BATCH OF PGDM ONLINE AT THE CENTRE FOR ONLINE STUDIES (COOLS), BIMTECH

Posted by: Mahender March 4, 2023 in PR



GREATER NOIDA / March 4, 2023: Birla Institute of Management Technology, today organized an orientation programme for the 5th batch of PGDM Online at the Centre for Online Studies (COOLS). The programme aims to equip students with the necessary corporate expectations, communication, and digital skills required to succeed in their academic journey.

The orientation programme saw an overwhelming response, with several students from different parts of the country joining online.

The Online PGDM programme at BIMTECH stands out for its exceptional network of distinguished alumni, who have graduated from the institute. These accomplished alumni have made a mark in their respective industries and are an integral part of the BIMTECH community. They serve as a valuable resource for the current students by sharing their experiences and insights, which are instrumental in shaping the students' future careers. BIMTECH takes immense pride in the achievements of its alumni and strives to foster a strong sense of camaraderie and support among them and the students.

Some of the dignitaries who presided over the event were Dr. H Chaturvedi, Director of BIMTECH, Prof. Raj Sethuraman from Southern Methodist University, Mr. Satish Jha, Entrepreneur, Mr. Varun Garg, President of Learning Experience at upGrad, Mr. Parikshit Markanday, Chief Partnership and Growth Officer, TimesPro, and Prof. S S Dubey, Chairperson, COOLS, BIMTECH.



**Publication:** News Patrolling

**Edition:** Online

**Date:** March 4, 2023

**Source:**

<https://newspatrolling.com/orientation-programme-for-the-new-batch-of-pgdm-online-at-the-centre-for-online-studies-cools-bimtech/>

HIGHER EDUCATION

# BIMTECH Organises Orientation For PGDM Online



EduKida Desk · March 4, 2023



**Birla Institute of Management Technology**, today organized an orientation programme for the 5th batch of PGDM Online at the Centre for Online Studies (COOLS). The programme aims to equip students with the necessary corporate expectations, communication, and digital skills required to succeed in their academic journey.

The orientation programme saw an overwhelming response, with several students from different parts of the country joining online.

**Publication: Edu Kida****Edition:** Online**Date:** March 4, 2023**Source:**

<https://www.edukida.in/amp/higher-education/bimtech-organises-orientation-for-pgdm-online/>

# BIMTECH Hosts Orientation Programme For PGDM Online

*The distinguished guests at the event, inspired the students to explore different opportunities and industrial learning*

Birla Institute of Management Technology, on Saturday organised an orientation programme for the 5th batch of PGDM Online at the Centre for Online Studies (COOLS). The programme aims to equip students with corporate expectations, communication and digital skills.

The orientation programme saw students from different parts of the country joining online.

Some of the dignitaries who presided over the event were Dr H Chaturvedi, Director, BIMTECH; Prof Raj Sethuraman, Southern Methodist University; Satish Jha, Entrepreneur; Varun Garg, President - Learning Experience, upGrad; Parikshit Markanday, Chief Partnership and Growth Officer, TimesPro and Prof S S Dubey, Chairperson, COOLS, BIMTECH.

BW EDUCATION

**Publication:** BW Education

**Edition:** Online

**Date:** March 6, 2023

**Source:**

<http://bweduction.businessworld.in/article/BIMTECH-Hosts-Orientation-Programme-For-PGDM-Online-/06-03-2023-467865/>



## BIMTECH hosts orientation programme for new batch of PGDM Online

3 mins read [Comment](#) [Share](#)



**Anum Ansari** 

Assistant Manager – Content

New Delhi, Updated on Mar 6, 2023 16:54 IST

*The programme aims to equip students with the necessary corporate expectations, communication, and digital skills required to succeed in their academic journey.*



Birla Institute of Management Technology (BIMTECH) conducted an orientation programme for the 5th batch of PGDM Online at the Centre for Online Studies (COOLS). The programme aims to equip students with the necessary corporate expectations, communication, and digital skills required to succeed in their academic journey. The orientation programme saw an overwhelming response, with several students from different parts of the country joining online.

Some of the dignitaries who presided over the event were Dr H Chaturvedi, Director of BIMTECH, Professor Raj Sethuraman from Southern Methodist University, Satish Jha, Entrepreneur, Varun Garg, President of Learning Experience at upGrad, Parikshit Markanday, Chief Partnership and Growth Officer, TimesPro, and Professor S S Dubey, Chairperson, COOLS, BIMTECH.



**Publication:** Shiksha

**Edition:** Online

**Date:** March 6, 2023

**Source:**

<https://www.shiksha.com/news/business-management-studies-bimtech-hosts-orientation-programme-for-new-batch-of-pgdm-online-blogId-117609>

# Orientation Programme For The New Batch Of PGDM Online At The Centre For Online Studies (COOLS), BIMTECH

By India Education Diary ... — On Mar 6, 2023



GREATER NOIDA : Birla Institute of Management Technology, today organized an orientation programme for the 5th batch of PGDM Online at the Centre for Online Studies (COOLS). The programme aims to equip students with the necessary corporate expectations, communication, and digital skills required to succeed in their academic journey.

The orientation programme saw an overwhelming response, with several students from different parts of the country joining online.

The Online PGDM programme at BIMTECH stands out for its exceptional network of distinguished alumni, who have graduated from the institute. These accomplished alumni have made a mark in their respective industries and are an integral part of the BIMTECH community. They serve as a valuable resource for the current students by sharing their experiences and insights, which are instrumental in shaping the students' future careers. BIMTECH takes immense pride in the achievements of its alumni and strives to foster a strong sense of camaraderie and support among them and the students.

**Publication:** India Education Diary  
**Edition:** Online  
**Date:** March 6, 2023  
**Source:**  
<https://indiaeducationdiary.in/orientation-programme-for-the-new-batch-of-pgdm-online-at-the-centre-for-online-studies-cools-bimtech/>

# BIMTECH organises orientation programme for PGDM online at Centre for Online Studies



The programme aims to provide students with digital skills, and knowledge of corporate expectations.

Birla Institute of Management Technology, organised an orientation programme for the 5th batch of PGDM Online at the Centre for Online Studies (COOLS). The programme aims to provide students with the essential communication, digital skills, and knowledge of corporate expectations necessary to excel in their academic pursuits, according to an official release.

**FINANCIAL EXPRESS**  
Read to Lead

**Publication:** Financial Express  
**Edition:** Online  
**Date:** March 7, 2023  
**Source:**  
<https://www.financialexpress.com/education-2/bimtech-organises-orientation-programme-for-pgdm-online-at-centre-for-online-studies/3001084/>



# Orientation programme for the new batch of PGDM Online at the Centre for Online Studies (COOLS), BIMTECH

The orientation programme saw an overwhelming response, with several students from different parts of the country joining online.

By : EduAdvice | © 2023-03-07 05:20:31



**BIMTECH**  
**BIRLA INSTITUTE**  
**OF MANAGEMENT TECHNOLOGY**

**GREATER NOIDA :Birla Institute of Management Technology** today organized an orientation programme for the 5th batch of PGDM Online at the Centre for Online Studies (COOLS). The programme aims to equip students with the necessary corporate expectations, communication, and digital skills required to succeed in their academic journey.

The orientation programme saw an overwhelming response, with several students from different parts of the country joining online.

The Online PGDM programme at BIMTECH stands out for its exceptional network of distinguished alumni, who have graduated from the institute. These accomplished alumni have made a mark in their respective industries and are an integral part of the BIMTECH community. They serve as a valuable resource for the current students by sharing their experiences and insights, which are instrumental in shaping the students' future careers. BIMTECH takes immense pride in the achievements of its alumni and strives to foster a strong sense of camaraderie and support among them and the students.



**Publication:** Edu Advice  
**Edition:** Online  
**Date:** March 7, 2023  
**Source:**  
<https://eduadvice.in/educational-news-details/orientation-programme-for-the-new-batch-of-pgdm-online-at-the-centre-for-online-studies-cools-bimtech/4273>

# BIMTECH organises orientation programme for PGDM online at Centre for Online Studies

*The programme aims to provide students with the essential communication, digital skills, and knowledge of corporate expectations necessary to excel in their academic pursuits.*



The programme aims to provide students with digital skills, and knowledge of corporate expectations.

Birla Institute of Management Technology, organised an orientation programme for the 5th batch of PGDM Online at the Centre for Online Studies (COOLS). The programme aims to provide students with the essential communication, digital skills, and knowledge of corporate expectations necessary to excel in their academic pursuits, according to an official release.

## FINANCIAL EXPRESS

**Publication:** Financial Express  
**Edition:** Online  
**Date:** March 7, 2023  
**Source:** <https://www.financialexpress.com/education-2/bimtech-organises-orientation-programme-for-pgdm-online-at-centre-for-online-studies/3001084/>

## News from the world of education - March 9, 2023



**Birla Institute of Management Technology** organised an orientation programme for the fifth batch of PGDM Online at the Centre for Online Studies (COOLS). The programme saw students from different parts of the country joining online.

**Publication:** The Hindu  
**Edition:** Online  
**Date:** March 9, 2023  
**Source:** <https://www.thehindu.com/education/news-from-the-world-of-education-march-9-2023/article66598635.ece>

***PRESS RELEASE- 'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya  
(Online)***

# UP govt skilling workforce in AI, IoT, blockchain: Science and Tech Minister Upadhyay

Updated: Mar 28 2023 10:15PM

Noida, Mar 28 (PTI) Uttar Pradesh minister Yogendra Upadhyay on Tuesday said the state has more than 9,000 registered start-ups and the government has introduced various programmes to make the workforce skilled, especially in artificial intelligence (AI), internet of things (IoT) and blockchain.

Upadhyay, the minister for higher education, science and technology, electronics and information technology, said Uttar Pradesh is marching towards a USD 1 trillion economy by creating a perfect ecosystem for start-ups, new businesses and investors.

He said this while speaking at "G20-DIA National Roadshow: Startup Kumbh" held at the Birla Institute of Management Technology (BIMTECH) and Atal Incubation Centre in Greater Noida in collaboration with the Union Ministry of Electronics and Information Technology (MeitY) and the Meity Startup Hub (MSH).

**PRESS TRUST OF INDIA**

**Publication: PTI**

**Edition: Online**

**Date: March 28, 2023**

**Source:**<https://www.ptinews.com/news/north/up-govt-skilling-workforce-in-ai-iot-blockchain-science-and-tech-minister-upadhyay/540239.html>



# UP govt skilling workforce in AI, IoT, blockchain: Science and Tech Minister Upadhyay

PTI 28 March, 2023 11:05 pm IST



Text Size: **A-** **A+**

Noida, Mar 28 (PTI) Uttar Pradesh minister Yogendra Upadhyay on Tuesday said the state has more than 9,000 registered start-ups and the government has introduced various programmes to make the workforce skilled, especially in artificial intelligence (AI), internet of things (IoT) and blockchain.



Upadhyay, the minister for higher education, science and technology, electronics and information technology, said Uttar Pradesh is marching towards a USD 1 trillion economy by creating a perfect ecosystem for start-ups, new businesses and investors.

He said this while speaking at “G20-DIA National Roadshow: Startup Kumbh” held at the Birla Institute of Management Technology (BIMTECH) and Atal Incubation Centre in Greater Noida in collaboration with the Union Ministry of Electronics and Information Technology (MeitY) and the Meity Startup Hub (MSH).

# ThePrint

**Publication:** The Print

**Edition:** Online

**Date:** March 28, 2023

**Source:** <https://theprint.in/india/up-govt-skilling-workforce-in-ai-iot-blockchain-science-and-tech-minister-upadhyay-2/1479945/>

# Synergy Of Govt & Society Will Lead To Expansion Of Startup Ecosystem: Yogendra Upadhyaya

Like

Entrepreneurial activities are gearing up across the country, and the right handholding of these startups can help the Indian economy to grow to 3 trillion



The Ministry of Electronics and Information Technology (MeitY) and MeitY Startup Hub (MSH), in collaboration with Atal Incubation Centre – BIMTECH (AIC-BIMTECH) and Birla Institute of Management Technology (BIMTECH), organised the Startup Kumbh G20-Digital Innovation Alliance on Tuesday. The event witnessed the conglomeration of different startups across the country.

**BW BUSINESSWORLD**

**Publication:** Business World  
**Edition:** Online  
**Date:** March 29, 2023  
**Source:** <https://www.businessworld.in/article/Synergy-Of-Govt-Society-Will-Lead-To-Expansion-Of-Startup-Ecosystem-Yogendra-Upadhyaya/29-03-2023-470921/>

# UP To Achieve \$1 Tn Mark Soon, Sets Up Initiatives To Attract More Startups

*Digital Mission and Startup India have made India a giant among the nations. "Government has established 60 incubators and accelerators in 23 districts that will provide startups mentoring and networking," UP Minister Yogendra Upadhyaya said*

The G-20-Digital Innovation Alliance (G20-DIA) has been launched by the Ministry of Electronics and Information Technology to recognise and support innovators that have digital solutions for global impact. The entire initiative will culminate in August 2023 with a Grand Summit in Bangalore, where 174 selected startups and investors will participate.

Harivansh Chaturvedi, Director BIMTECH, said, "Atal Incubation Centre BIMTECH under the leadership of Abha Rishi, CEO, AIC BIMTECH has taken the work of guiding startups to different parts of India in the last four years. It is a matter of prestige that India is holding the G20 Presidency and it is applaudable how the government of India and Uttar Pradesh has related it to build the startup culture in the country. India under NITI Aayog is catching up with the international startup wave and with G20, it will reach greater heights."

"UP will achieve USD 1 trillion economy soon. The government is setting up new initiatives to attract more entrepreneurs and startups. To offer a better ecosystem and to give UP a new vision, the government has established 60 incubators and accelerators in 23 districts," Yogendra Upadhyaya, Minister of Electronics & Information Technology, Minister of Science & Technology, and Minister of Higher Education, Government of Uttar Pradesh said.

There are presently more than 9,000 registered startups in UP, this figure is increasing repeatedly, and more aspiring entrepreneurs are taking part in this. The UP government, under the leadership of Yogi Adityanath has introduced various programmes to make the workforce skilled, especially in artificial intelligence, blockchain and much more.

**BW DISRUPT**  
ENTREPRENEURS' DISRUPT

**Publication: BW Disrupt**  
**Edition: Online**  
**Date: March 29, 2023**  
**Source:**<https://bwdisrupt.businessworld.in/article/UP-To-Achieve-1-Tn-Mark-Soon-Sets-Up-Initiatives-To-Attract-More-Startups-/29-03-2023-470969/>



'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya



india  
EducationDiary.com

**Publication:** BW Disrupt  
**Edition:** Online  
**Date:** March 28, 2023  
**Source:** <https://indiaeducationdiary.in/up-is-progressing-toward-1-trillion-economy-by-creating-the-perfect-ecosystem-for-start-ups-new-business-and-investors-yogendra-upadhyaya/amp/>

By India Education Diary Bureau Admin on March 28, 2023

**Greater Noida :** Birla Institute of Management Technology (BIMTECH) and Atal Incubation Centre – BIMTECH (AIC-BIMTECH) in collaboration with the Ministry of Electronics and Information Technology (MeitY) and Meity

# 'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups new business and investors,' Shri Yogendra Upadhyaya | BIMTECH

By StartupStory | March 28, 2023



StartupStory™

**Publication:** Startup Story  
**Edition:** Online  
**Date:** March 28, 2023  
**Source:** <https://startupstorymedia.com/insights-up-is-progressing-toward-1-trillion-economy-by-creating-the-perfect-ecosystem-for-start-ups-new-business-and-investors-shri-yogendra-upadhyaya/>

**Greater Noida / 28<sup>th</sup> March 2023:** [Birla Institute of Management Technology \(BIMTECH\)](#) and Atal Incubation Centre – [BIMTECH](#) (AIC-BIMTECH) in collaboration with the Ministry of Electronics and Information Technology (MeitY) and Meity Startup Hub (MSH), on March 28, 2023, organized 'G20-DIA National Roadshow: Startup Kumbh' at India Expo Centre & Mart, Greater Noida. It witnessed the presence of 50 investors, 100 start-ups, 20 speakers and 10 pitching sessions.

# Greater Noida: Bimtech organized Startup Kumbh, Yogendra Upadhyay said – new environment ready in UP

NEWS7NOIDA | BIMTECH organizes Startup Kumbh – 60 Incubators and Accelerators set up for startup ecosystem: Yogendra Upadhyay Greater Noida News : Birla Institute of Management Technology (BIMTECH) and Atal Incubation Center in collaboration with the Ministry of Electronics and Information Technology on Tuesday launched the G-20 National Road Initiative at the India Expomart and Center in Greater Noida. Organized the show Startup Kumbh. It was attended by 50 investors, 100 startups and 20 speakers. Start Kumbh was inaugurated on Tuesday by Yogendra Upadhyay, Minister of Electronics and Information Technology, Science and Technology and Higher Education in the Government of Uttar Pradesh. Dr. Harivansh Chaturvedi, Director, BIMTEC, Chintan Vaishnav, Director, Atal Innovation Mission, NITI Aayog, Jeet Vijay and Akash Tripathi were prominently present on the occasion. UP government creates new ecosystem for startups: Upadhyay to inaugurate the program Yogendra Upadhyay, minister in the state government, said, "The G-20 Digital Innovation Alliance has been launched by the Ministry of Electronics and Information Technology to recognize and support innovation. This body has digital solutions for global impact. This year There will be a Grand Summit in Bangalore in the month of August where 174 selected start-ups and investors will participate. He informed that the government is taking new initiatives to attract more entrepreneurs and startups. To establish a better startup ecosystem and make UP a To give a new vision, the government



**Publication: News 7**

**Edition: Online**

**Date: March 29, 2023**

**Source:**<https://news7noida.com/greater-noida-bimtech-organized-startup-kumbh-yogendra-upadhyay-said-new-environment-ready-in-up/>



## ग्रेटर नोएडा : बिमटेक ने स्टार्टअप कुंभ का आयोजन किया, योगेंद्र उपाध्याय बोले- यूपी में नया परिवेश तैयार

ग्रेटर नोएडा | Mar 29, 2023 09:54 | Pankaj Parashar |

Follow us on  



[Google News](#)



- स्टार्टअप पारिस्थितिकी तंत्र के लिए 60 इनक्यूबेटर और एक्सीलेटर स्थापित किए : योगेंद्र उपाध्याय

- बिमटेक की अगुवाई में ग्रेटर नोएडा के इंडिया एक्सपोमार्ट में स्टार्टअप कुंभ का हुआ आयोजन

- पूरे देश से आए कई स्टार्ट दिग्गजों ने लिया कार्यक्रम में हिस्सा, जी-20 देशों स्टार्टअप्स भी शामिल हुए

**Greater Noida News :** ग्रेटर नोएडा के इंडिया एक्सपोमार्ट एंड सेंटर में मंगलवार को इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी मंत्रालय के सहयोग से बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) और अटल इन्क्यूबेशन सेंटर ने जी-20 नेशनल रोड शो स्टार्टअप कुंभ' का आयोजन किया। इसमें 50 निवेशकों, 100 स्टार्टअप और 20 वक्ताओं ने हिस्सा लिया। मंगलवार को स्टार्ट कुंभ का उद्घाटन उत्तर प्रदेश सरकार में इलेक्ट्रॉनिक्स और सूचना

 **TRICITY TODAY**

**Publication:** Tricity Today  
**Edition:** Online  
**Date:** March 29, 2023  
**Source:** <https://tricitytoday.com/greater-noida/bimtech-organizes-startup-kumbh-in-greater-noida-39097.html>

# UP govt skilling workforce in AI, IoT, blockchain: Science and Tech Minister Upadhyay

NewsDrum Desk

28 Mar 2023



Noida, Mar 28 (PTI) Uttar Pradesh minister Yogendra Upadhyay on Tuesday said the state has more than 9,000 registered start-ups and the government has introduced various programmes to make the workforce skilled, especially in artificial intelligence (AI), internet of things (IoT) and blockchain.

He said this while speaking at "G20-DIA National Roadshow: Startup Kumbh" held at the Birla Institute of Management Technology (BIMTECH) and Atal Incubation Centre in Greater Noida in collaboration with the Union Ministry of Electronics and Information Technology (MeitY) and the Meity Startup Hub (MSH).

"Uttar Pradesh will become a USD 1 trillion economy soon. Considering this, the government is setting up new initiatives to attract more entrepreneurs and start-ups. To offer a better start-up ecosystem and give Uttar Pradesh a new vision, the government has established 60 incubators and accelerators in 23 districts that will provide the start-ups with mentoring, networking and more such resources that are very important in their success," Upadhyay said.



**Publication:** News Drum  
**Edition:** Online  
**Date:** March 28, 2023  
**Source:** <https://www.newsdrum.in/national/up-govt-skilling-workforce-in-ai-iot-blockchain-science-and-tech-minister-upadhyay>

# India News | UP Govt Skilling Workforce in AI, IoT, Blockchain: Science and Tech Minister Upadhyay

*Get latest articles and stories on India at LatestLY. Uttar Pradesh minister Yogendra Upadhyay on Tuesday said the state has more than 9,000 registered start-ups and the government has introduced various programmes to make the workforce skilled, especially in artificial intelligence (AI), internet of things (IoT) and blockchain.*

Upadhyay, the minister for higher education, science and technology, electronics and information technology, said Uttar Pradesh is marching towards a USD 1 trillion economy by creating a perfect ecosystem for start-ups, new businesses and investors.

**Also Read | [Electricity Amendment Bill 2022 Not To Impact Agriculture Sector, Says Power Minister RK Singh.](#)**

He said this while speaking at "G20-DIA National Roadshow: Startup Kumbh" held at the Birla Institute of Management Technology (BIMTECH) and Atal Incubation Centre in Greater Noida in collaboration with the Union Ministry of Electronics and Information Technology (MeitY) and the Meity Startup Hub (MSH).

**LATESTLY**

**Publication:** Latestly

**Edition:** Online

**Date:** March 28, 2023

**Source:**<https://www.latestly.com/agency-news/india-news-up-govt-skilling-workforce-in-ai-iot-blockchain-science-and-tech-minister-upadhyay-5004175.html>

## योगी जी की सरकार में गुंडे मवाली निर्द्वंद नहीं घूम सकते: योगेंद्र उपाध्याय, इलेक्ट्रॉनिक्स एवं आईटी मंत्री, यूपी



**ग्रेटर नोएडा (29 मार्च 2023):** मंगलवार 28 मार्च को ग्रेटर नोएडा के प्रसिद्ध संस्थान बिमटेक द्वारा "स्टार्टअप कुंभ" का आयोजन किया गया। स्टार्टअप कुंभ में मुख्य अतिथि के रूप में उत्तर प्रदेश सरकार के इलेक्ट्रॉनिक्स एंड आईटी मंत्री योगेंद्र उपाध्याय उपस्थित रहे।



आईटी मंत्री उपाध्याय ने मीडिया से मुखातिब होते हुए कहा कि "समाज को भी साथ खड़ा होना चाहिए क्योंकि जब समाज और सरकार जब मिलेंगी तो निश्चित रूप से क्रांतिकारी परिवर्तन आएंगे।" भारत द्वारा G20 की अध्यक्षता करने को लेकर उन्होंने कहा कि "यह हम सबके लिए गर्व की बात है। इसमें 20 सदस्य देश हैं और 9 देश, कुल 29 देश भाग ले रहे हैं जिनके पास 65 फीसदी इकोनॉमिक पावर है और उससे भी अधिक जनसंख्या है। तो उसका नेतृत्व यदि हमारे नेता कर रहे हैं और उसकी अध्यक्षता हमारा देश कर रहा है तो ये हम सबके लिए गर्व की बात है। विकास को लेकर जब चर्चा होगी और मंथन होगा तो देश को एक नई दिशा मिलेगी।"



***PRESS RELEASE- 'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya  
(Print)***

# स्टार्टअप कुंभ में 50 निवेशकों ने हिस्सा लिया

ग्रेटर नोएडा, संवाददाता। ग्रेटर नोएडा के इंडिया एक्सपो मार्ट एंड सेंटर में इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी मंत्रालय के सहयोग से बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी और अटल इनक्यूबेशन सेंटर ने जी-20 नेशनल रोड शो 'स्टार्टअप कुंभ' का आयोजन किया। इसमें 50 निवेशकों, 100 स्टार्टअप, 20 वक्ताओं ने हिस्सा लिया।

प्रदेश सरकार में मंत्री योगेन्द्र उपाध्याय ने कहा कि जी 20 डिजिटल इनोवेशन एलायंस को इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी मंत्रालय द्वारा नवप्रवर्तन को पहचानने और समर्थन करने के लिए लॉन्च किया है, जिनके पास वैश्विक प्रभाव के लिए डिजिटल समाधान हैं।

उन्होंने बताया कि सरकार अधिक



ग्रेटर नोएडा के एक्सपो मार्ट में जी-20 नेशनल रोड शो 'स्टार्टअप कुंभ' का मंगलवार को उद्घाटन करते प्रदेश के इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी मंत्री योगेन्द्र उपाध्याय (बाएं) और बिमटेक के निदेशक डॉ. हरिवंश चतुर्वेदी। • हिन्दुस्तान

उद्यमियों और स्टार्टअप को आकर्षित करने के लिए नई पहल कर रही है। बेहतर स्टार्टअप पारिस्थितिकी तंत्र की

पेशकश करने और यूपी को एक नई दृष्टि देने के लिए सरकार ने 23 जिलों में 60 इनक्यूबेटर और एक्सीलेटर

स्थापित किए हैं। इसके माध्यम से स्टार्टअप को सलाह, नेटवर्किंग और ऐसे अन्य संसाधन प्रदान किया जा सकेगा, साथ ही उनकी सफलता में बहुत महत्वपूर्ण भूमिका निभाएंगे। योगी आदित्यनाथ के नेतृत्व में यूपी सरकार ने कार्यबल को कुशल बनाने के लिए विभिन्न कार्यक्रम शुरू किए हैं।

बिमटेक के निदेशक डॉ हरिवंश चतुर्वेदी ने कहा कि अटल इनक्यूबेशन सेंटर ने पिछले चार वर्षों में भारत के विभिन्न हिस्सों में स्टार्ट-अप का मार्गदर्शन करने का काम किया है। यह प्रतिष्ठा की बात है कि भारत जी 20 की अध्यक्षता कर रहा है।

मंगलवार को स्टार्ट कुंभ में नीति आयोग में अटल इनोवेशन मिशन के निदेशक चितन वैष्णव, जीत विजय, आकाश त्रिपाठी मौजूद रहे।

**Publication: Hindustan**  
**Edition: Print**  
**Date: March 29, 2023**  
**Delhi**

## उत्तर प्रदेश बन रहा नवाचार का केंद्र : योगेंद्र

जासं, ग्रेटर नोएडा: अटल इन्व्यूबेशन सेंटर बिमटेक और इलेक्ट्रानिक्स एवं सूचना प्रौद्योगिकी मंत्रालय के स्टार्टअप हब ने मिलकर मंगलवार को इंडिया एक्सपो सेंटर एंड मार्ट में स्टार्टअप कुंभ जी20-डीआइए नेशनल रोड शो का आयोजन किया। इसमें देशभर से 200 के करीब स्टार्टअप ने हिस्सा लिया। मुख्य अतिथि सूचना प्रौद्योगिकी मंत्री उत्तर प्रदेश योगेंद्र उपाध्याय ने स्टार्टअप कुंभ का उद्घाटन किया। इस मौके पर सूचना प्रौद्योगिकी मंत्रालय के संयुक्त सचिव आकाश त्रिपाठी, उत्तर प्रदेश इलेक्ट्रानिक्स कार्पोरेशन लिमिटेड के सीईओ अक्षय त्रिपाठी, नीति आयोग में अटल इनोवेशन मिशन के मिशन डायरेक्टर डा. चिंतन वैष्णव, स्टार्टअप हब के सीईओ जीत विजय मौजूद थे।

योगेंद्र उपाध्याय ने इस कुंभ में स्टार्टअप के स्किल का अध्ययन, मनन, चिंतन व मंथन होगा। इस मंथन से जो अमृत निकलेगा, उससे



इंडिया एक्सपो सेंटर एंड मार्ट में आयोजित स्टार्टअप कुंभ का शुभारंभ करते कैबिनेट मंत्री योगेंद्र उपाध्याय • जागरण

समाज का कल्याण होगा। प्रधानमंत्री नरेन्द्र मोदी के नेतृत्व में आज देश विश्व में हर क्षेत्र में नए कीर्तिमान लिख रहा है। देश जी20 की अध्यक्षता कर रहा है। आज उत्तर प्रदेश का नजरिया देश ही नहीं बल्कि विदेश में भी बदला है। मुख्यमंत्री योगी आदित्यनाथ ने आइटी नीति लागू की, जिससे कि प्रदेश आइटी हब बन सके। हाल के वर्षों में स्टार्टअप और इन्वेस्टर्स में बढ़ोतरी हुई है। स्टार्टअप को विकसित और विस्तृत होने के लिए 23 जिलों में इन्व्यूबेटर

बनाए जा रहे हैं। आठ सेंटर फार एक्सीलेंस प्रस्तावित हैं। पूरा विश्वास है कि मुख्यमंत्री के नेतृत्व में प्रदेश नवाचार का केंद्र बनेगा। एआइसी बिमटेक की सीईओ डा. आभा रिषि ने बताया कि कुंभ में देशभर से 200 के करीब स्टार्टअप हिस्सा ले रहे हैं। 100 के करीब इन्वेस्टर्स इन स्टार्टअप का अध्ययन कर उन्हें फंड मुहैया कराएंगे। जाने-माने स्टार्टअप अपग्रेड के अध्यक्ष अंकुर धवन, पालिसीबाजार के अध्यक्ष राजीव कुमार गुप्ता, फ्लूडवेंचर्स के फाउंडर पार्टनर अमित सिंघल, आफबिजनेस के को-फाउंडर नितिन जैन, मैप माई इंडिया के सीईओ-ईडी रोहन वर्मा से युवा एंटरप्रेन्योर्स ने चर्चा की और उन्हें स्टार्टअप को आगे बढ़ाने में प्रेरित किया। बिमटेक के डायरेक्टर डा. हरिवंश चतुर्वेदी, हंगरी के दूतावास में काउंसलर डा. हिल्डा फार्कस, केपीएमजी इंडिया में निदेशक सलाहकार अभिषेक तिवारी आदि मौजूद रहे।

**Publication: Dainik Jagran**  
**Edition: Print**  
**Date: March 29, 2023**  
**Delhi**

# प्रदेश 80 हजार करोड़ अर्थव्यवस्था की ओर अग्रसर



इंडिया एक्सपो मार्ट में स्टार्टअप कुंभ में आर प्रदेश के विज्ञान एवं सूचना प्रौद्योगिकी मंत्री।

## माई सिटी रिपोर्टर

ग्रेटर नोएडा। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट, अटल इंक्यूबेशन सेंटर और इलेक्ट्रॉनिक्स एवं आईटी मंत्रालय की ओर से इंडिया एक्सपो सेंटर एंड मार्ट में मंगलवार को जी-20 डिजिटल इनोवेशन एलायंस नेशनल रोड शो-स्टार्टअप कुंभ का आयोजन किया गया।

इसका शुभारंभ करते हुए प्रदेश के उच्च शिक्षा एवं इलेक्ट्रॉनिक्स एवं आईटी मंत्री योगेंद्र उपाध्याय ने कहा कि स्टार्टअप, नए व्यवसाय और भारी तादात में आ रहे निवेशकों के लिए सही माहौल बनाकर उत्तर प्रदेश 1 ट्रिलियन डॉलर इकोनॉमी (80 हजार करोड़ रुपये अर्थव्यवस्था)

## ■ अटल इंक्यूबेशन सेंटर ने स्टार्टअप का किया मार्गदर्शन

बिमटेक के निदेशक डॉ. हरिवंश चतुर्वेदी ने कहा कि एआईसी बिमटेक के सीईओ प्रोफेसर आभा ऋषि के नेतृत्व में अटल इंक्यूबेशन सेंटर बिमटेक ने चार वर्षों में देश में स्टार्ट-अप का मार्गदर्शन करने का कार्य किया है।

की ओर अग्रसर है। स्टार्टअप कुंभ के दौरान 50 निवेशकों, 100 स्टार्ट-अप, 20 वक्ताओं और 10 सत्रों का आयोजन किया गया।

विज्ञान और सूचना प्रौद्योगिकी मंत्री ने कहा कि सरकार अधिक से अधिक उद्यमियों और स्टार्ट-अप को आकर्षित करने के लिए पहल कर रही

## देशभर से चयनित होंगे 174 स्टार्टअप

जी-20-डीआईए की ओर से पूरे भारत में स्टार्टअप को लेकर क्षेत्रीय स्तर पर बैठकें और रोड शो आयोजित किए जाने हैं। ग्रेटर नोएडा में हुआ स्टार्टअप कुंभ उनमें से एक है। इसका समापन अगस्त 2023 में बेंगलूरु में एक ग्रैंड समिट के साथ होगा।

है। बेहतर स्टार्ट-अप पारिस्थितिकी तंत्र बनाने के लिए प्रदेश सरकार ने 23 जिलों में 60 इनक्यूबेटर और एक्सीलेटर स्थापित किए हैं। यह सभी इंक्यूबेटर और एक्सीलेटर सभी स्टार्ट-अप को सलाह, नेटवर्किंग और अन्य संसाधन प्रदान करेंगे। इससे बड़े निवेश का रास्ता खुलेगा।

**Publication: Amar Ujala**  
**Edition: Print**  
**Date: March 29, 2023**  
**Delhi**

***PRESS RELEASE- 'UP is progressing toward \$ 1 trillion economy by creating the perfect ecosystem for start-ups, new business and investors,' Yogendra Upadhyaya  
(Electronic/ Digital)***



# YOURSTORY

**Publication:** YourStory

**Edition:** Digital

**Date:** March 30, 2023

**Delhi**

**Source:**

<https://www.youtube.com/watch?v=ag-S0zywi9k>





'Hope To Bring Startups Under One Roof From All G20 Nations'



**Publication: CNBC TV18**

**Edition: Electronic**

**Date: April 3, 2023**

**Delhi**

**Source:**

<https://twitter.com/CNBCTV18News/status/1642886216738537473?s=20>

*RBM With Dr. H Chaturvedi  
(Print and Online)*

# Vocational education should begin from schools, says former AICTE director

**CHENNAI:** The quality of the education given to the underprivileged in the country is poor and rarely one or two students from an underprivileged economic background get admission in IITs and IIMs, said Dr Harivansh Chaturvedi, Former Director of All India Council for Technical Education (AICTE), and an Alternate President of Education Promotion Society for India (EPSI), on Friday.

Talking to *DT Next* on the sidelines of a national conference of Universities and Colleges organised by the Educa-

tion Promotion Society for India in Chennai, Chaturvedi said the Tamil Nadu state tops in the Gross Enrolment Ratio (GER) with 52 per cent. He also praised the Tamil Nadu government and the former chief ministers of the

**Harish Chaturvedi said the quality of education given to underprivileged in the country is poor and rarely students from that class make it to IITs and IIMs**

state for this high-stand reach in the education sector.

Emphasising the need for transformative higher education through coordinated efforts of all stakeholders, he urged Higher Education In-

stitutions to have a global outlook.

“Vocational subjects should have been taught in schools. So that the students can select their careers after schooling. Degrees without knowledge have no value in

the market. The union and state governments should ease the norms for providing educational loans. In India, only 10% to 12% of students get educational loans. The government has to provide scholarships to at least 20%

of students and loans to at least 25% of students. The imbalance in the economy reflects education. In addition to the Medical colleges, engineering and art colleges also get donations from the students,” he said.

The former AICTE director added that since 2012, the traditional subjects like Civil, Mechanical, EEE, and ECE goes down and there is zero enrolments in these courses.

“AICTE has allowed HEIs to start various new courses related to computer science. This will help the HEIs to survive. It has been reported that more than 70% of employees working in the service sector include IT, ITeS,” he claimed.



Publication: DT Next  
Edition: Print  
Date: March 25, 2023  
Chennai





## Vocational edu should begin from schools, says former AICTE dir

*Emphasising the need for transformative higher education through coordinated efforts of all stakeholders, he urged Higher Education Institutions to have a global outlook.*



Representative image

Dt Next Bureau

Published on : 25 Mar, 2023, 4:56 am



**CHENNAI:** The quality of the education given to underprivileged in the country is poor and rarely two students from an underprivileged economic background get admission in IITs and IIMs, said Dr Harivanch Chaturvedi, Former Director of All India



Publication: DT Next

Edition: Online

Date: March 25, 2023

Chennai

Source:

<https://www.dtnext.in/tamilnadu/2023/03/24/vocational-education-should-begin-from-schools-says-former-aicte-director>



***THANK YOU***