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FROM THE DIRECTOR'S DESK



“AS I STEP INTO THE ROLE OF THE DIRECTOR AT BIMTECH, I CANNOT BE MORE HONORED AND APPRECIATIVE TO OUR BOARD OF DIRECTORS FOR THEIR CONFIDENCE SHOWN IN ME TO LEAD OUR INSTITUTE INTO THE FUTURE. TOGETHER, WE WILL CONTINUE TO EXPAND OUR ARC OF INFLUENCE IN NURTURING FUTURE LEADERSHIP”

**Dear Readers,
Greetings from BIMTECH!**

It is with great pleasure that I present this edition of the newsletter *Vrittant*. The institutional newsletter is not only a way to get the latest campus news out to you in a timely manner, but also, to stay connected and strengthen our interactions. Our faculty, students and alumni are fulfilling our mission as change agents in their respective spheres of influence; and, through this periodical, we celebrate the collective impact.

I am deeply honored to lead such a distinguished institution that holds the accreditations awarded by the three most influential National and International accreditation bodies including AACSB, NBA, and NAAC. These accolades reflect a commitment to academic excellence that I am eager to build upon. As I begin my tenure, I would like to take this opportunity to set out the initial agenda for the coming year and its activities. My goal is to further elevate BIMTECH as a center of academic excellence, innovation, and inclusivity. The aspiration is to remain a focal point for the production and dissemination of scholarly knowledge, and creation of policy-relevant research dealing with emerging global issues.

As BIMTECH prepares to move into the year ahead, we look forward to venturing into hitherto uncharted waters and creating many more unprecedented milestones. Our biggest strength remains the trust reposed in the Birla legacy and commitment to excellence in developing ethical leaders. We remain staunchly devoted to render services to our members and society at large.

The first two months of the year have been eventful and we have much exciting news to share. I extend my deep appreciation to all faculty, staff and students for their remarkable contributions to the activities and information covered in this edition. I am genuinely excited about the promising opportunities that await us on the journey towards achieving the status of a deemed university.

Here's to a future marked by continuous growth, success, and significant achievements!

Dr. Prabina Rajib
Director, BIMTECH
email: director@bimtech.ac.in



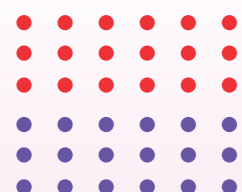
4th EDITION OF BIMTECH BUSINESS LITERATURE FESTIVAL (BBLF4)



The extravaganza- BIMTECH Business Literature Festival (BBLF4) was kicked off with great splendour on Saturday, 17th February 2024, at India Habitat Centre, New Delhi. It was graced by dignitaries like Mr. Shiv Shivakumar, Operating Partner, Advent International and Former Chairperson & Chief Executive Officer at PepsiCo and Nokia; Mr. Ravi Kant, Ex-Vice-Chairman and Managing Director, Tata Motors; Mr. R. Gopalakrishnan, Ex-Executive Director, Tata Sons Ltd; Mr. Harit Nagpal, CEO, Tata Sky; Mr. Harish Bhat, Former Brand Custodian, Tata Sons Ltd.; Dr. Prabina Rajib, Director, BIMTECH and Dr. S.S Dubey, Dean Academics.

To foster the habit of reading business literature amongst students and professionals, BBLF4 hosted acclaimed authors, editors, budding writers and esteemed journalists exhibiting the camaraderie between literary figures and some of the finest business veterans.

Mr. Shiv Shivakumar, emphasized the importance of reading books and said, "A book is our best friend." He further said, "During the COVID-19 pandemic, the average time spent reading books increased from 9 hours per week to 16 hours per week. This surge in reading indicates a latent demand for books, showcasing that people are willing to engage with education. As authors and publishers, we must recognize the potential of the book industry and work together to create high-quality, engaging content that captures the imagination and encourages people to spend more time reading". Mr. Shivakumar urged the audience to commit to reading books, emphasizing that doing so, not only educates, but also makes individuals more interested in the world.



INAUGURAL ADDRESS
Mr. Shiv Shivakumar
Operating Partner at Advent International, Gurgaon
Ex-Chairman & CEO – PepsiCo India
Ex-CEO, EM - Nokia

VALEDICTORY ADDRESS
Mr. R. Gopalakrishnan
Ex-Executive Director - Tata Sons Ltd
Ex-Vice Chairman - Hindustan Lever



The event was categorised into six intellectually engaging sessions with two panel discussions on topics of significance such as 'Strong women, Strong World' and 'Mind Matters: Nurturing Mental Wellness'. A masterclass was organized on 'Global Leadership through Poetry' with Mr. Abhay K. (Diplomat, Poet and DDG, Indian Council for Cultural Relations, New Delhi) which was organized by 'Majlis Club', the debating and theater society of BIMTECH, in collaboration with the UN Global Compact Network India.

This one-of-a-kind literature festival also witnessed an entire session on unveiling of three books straight out of the oven, namely, *Rx for Resilience* by Dr. Saroj Dubey, *Enhancing Leadership Skills Through Deeper Self Awareness* by Dr. Shivani Khetan and *NEWSPRINT to HEARTPRINTS* by Dr. Abhijit K. Chattoraj, Dr. Srinath Sridharan, and Ms. Saloni Sinha.

In the Fireside Chat, Mr. Harish Bhat, author of *Restless Lives* & Former Brand Custodian- Tata Sons, in conversation with Mr. Harit Nagpal, CEO of Tata Play, delved into a thought-provoking discussion on the book *Adapt: To Thrive, Not Just Survive*.

Mr. Harit Nagpal, CEO of Tata Sky and author of the book *Adapt*, underscored the importance of adaptability in a rapidly changing world. Mr. Harit Nagpal was in conversation with Mr. Harish Bhat, the former brand custodian of Tata Sons. He compared adaptability to the chameleon, a creature known for its ability to change color to blend into its environment, illustrating the need for individuals and organizations to be agile and responsive to the shifting landscape. He emphasized that in the modern

era, the pace of change is accelerating, with each new change occurring faster and being more significant than the last. He mentioned examples such as the COVID-19 pandemic and advancements in artificial intelligence (AI) as drivers of rapid change. The valedictory address was delivered by Mr. R. Gopalakrishnan, Ex-Executive Director, Tata Sons Ltd., Ex-Vice Chairman-Hindustan Lever, and author of *Inside the Boardroom*, who congratulated BBLF4 team for planning the event meticulously and organizing insightful interactions.

Remarking on the huge outreach of the fest, Dr. Prabina Rajib, Director, BIMTECH, said, "Witnessing the massive success of the past three editions, BIMTECH is back with its flagship literature festival to foster the habit of reading about business landscape among students and stakeholders. This niche literary celebration has brought together excelling business leaders, authors and industry experts to engage in thoughtful discussions on the latest waves in the world of business."

This Biz-Lit Fest presented a distinctive blend of business literary flavour through readings of literary works, engaging panel discussions, and hands-on workshops; which aimed to bring together like-minded individuals from academia, journalism, media, and the widespread literary community at large. The fest garnered resounding success with participation of business leaders and cognoscenti.

BBLF4

CESTOUR CONFERENCE 2024



CESTOUR BIMTECH

On 6th and 7th February, the prestigious CESTour conference was organised in collaboration with Nine Partner Universities - FH JOANNEUM University of Applied Sciences, Graz (Austria), University of Alicante, Alicante (Spain), Università di Linguee Comunicazione, IULM University, Milan (Italy), Institute of Public Enterprise, Hyderabad (India), Nirma University, Ahmedabad (India), Sabaragamuwa University of Sri Lanka, Belihuloya (Sri Lanka), UvaWellassa University, Badulla (Sri Lanka), Tribhuvan University, Kathmandu (Nepal), and Global College International, Kathmandu (Nepal).

In the spirit of international collaboration, we received a wealth of 81 insightful contributions in the form of abstracts, cases, and papers from distinguished researchers and practitioners hailing from diverse corners of the globe – Bangladesh, Sri Lanka, Nepal, Italy, Singapore, and India. The geographical diversity represented here underscores the global significance of sustainable tourism as a shared responsibility that transcends borders. As we embark on this intellectual journey, the theme of the conference, 'Navigating the Future of Sustainable Tourism'; resonates with the pressing need to weave together economic prosperity, environmental stewardship, and community well-being. From innovative case studies to thought-provoking academic papers, a wide range of ideas were received in six discussion tracks and 12 tracks for paper presentation which undoubtedly broadened perspectives and inspired meaningful action.



The event started by greeting the Keynote Speakers; Dr. Jarrkko Saarinen, University of Oulu, (Finland), Dr. Harald Friedl, FH Joanneum (Austria), and Mr. Vinod Zutshi, Industry Consultant and Advisor (India). The speakers highlighted the importance of Sustainable Tourism and its aspects emphasizing the well-being of our planet, the prosperity of our economies, and the enrichment of our communities. The highlight of the conference was the launch of CESTour promotional video and the release of the book titled Sustainable Development in South Asia Tourism: Best Practices from CESTour's Centers of Excellence.

The two-day event schedule included Technical Sessions, Case Presentations, Industry Discussion and a research workshop. The topics for these sessions revolved around Policy, People, Environment and Health associated with Sustainable Tourism.

Student participants from the partner universities participated in the Case Presentations and came up with innovative studies on initiatives working progressively towards promoting Sustainable Tourism. The Conference concluded with a Valedictory Session and awards under various categories.

KODECET PROJECT LEADS THE WAY IN SUSTAINABLE DEVELOPMENT

We have taken a significant step towards advancing the field of sustainable development through involvement in the Knowledge Development for Circular Economy Transition (KODECET) project. This Erasmus+ funded initiative by the European Union (EU) represents a collaborative effort between six higher education institutions (HEIs) aimed at addressing crucial knowledge gaps and capacity limitations in the domain of sustainability and circular economy.

The KODECET project specifically targets India and Thailand emerging markets that stand to benefit immensely from the development of a skilled workforce and accessible educational resources in circular economy practices. By leveraging digital technologies, the project strives to provide faculty and students with cost-free learning opportunities, ultimately facilitating a knowledge-driven transition towards more sustainable practices.

Participation in this prestigious initiative signifies our position as a frontrunner in India's sustainability efforts. The institute joins forces with five other HEIs: University of Jyväskylä (Finland), FH JOANNEUM (Austria), Nirma University Ahmedabad (India), Prince of Songkla University (Thailand), and Payap University (Thailand). Through this collaboration, the partner institutions aim to cultivate a well-equipped workforce by enhancing knowledge, training faculty and researchers, developing relevant courses and certifications, and establishing a digital center for resource dissemination.

The first kick-off meeting, held at Payap University (Thailand) from January 22nd to 25th, 2024, served as a platform for discussing work packages and charting the course forward. Professor Rahul Singh and Dr. Anupama Singh represented BIMTECH at this crucial gathering.

Furthermore, BIMTECH's role as India's representative in this groundbreaking project is a noteworthy achievement. The Center for Social Impact at Payap University also organized a study tour that included visits to three exemplary social enterprises. These included Poopoo paper, a community business that upcycles elephant dung into paper products; Amravati Wellness, a business promoting traditional Indo-Thai wellness practices; and Free Bird Café Social Enterprise, a zero-waste establishment that supports local women-led businesses.

BIMTECH's leadership in the KODECET project exemplifies our unwavering commitment to fostering sustainable development practices. Through knowledge sharing, capacity building, and collaborative efforts, the project paves the way for a more sustainable future in India and Thailand.



2ND ANNUAL CONVOCATION FOR PGDM (ONLINE) BATCH



The Centre for Online Studies (COOLS) at BIMTECH celebrated its second annual convocation ceremony for the online batch from July 2021 to June 2023 and January 2022 to December 2023. Post-Graduate Diplomas in Management (PGDM) were conferred at the campus on January 27th, 2024. In the PGDM (online) program, featuring a male-female ratio of 7:3, 83% of learners from Cohort -2 and 63% of learners from Cohort -3 successfully met the academic standards and graduated with distinction. The AACSB-recognized PGDM (online) program has demonstrated notable progress, having admitted six cohorts totaling approximately 1000 learners over three years.

Webinar for Developing a Successful Management Career

Learning is a continuous process @ BIMTECH and all efforts are undertaken to guide young learners in development. The Centre for Online Studies recently convened a highly successful interactive webinar titled 'PGDM (online): The Foundation for Developing a Successful Management Career' on Friday, February 9, 2024. Participants were enriched with invaluable insights into the process of selecting career-specific specializations and acquiring essential skills crucial for achieving success in the field of management.



CELEBRATING 6 YEARS OF INCUBATION ECOSYSTEM @AIC-BIMTECH



In a remarkable milestone, Atal Incubation Centre @ BIMTECH recently commemorated its six-year journey in the incubation ecosystem in a distinctive manner. Established on January 20, 2018, with unwavering support from Atal Innovation Mission- NITI Aayog & BIMTECH, the host institution, AIC-BIMTECH stands as one of the pioneering incubators in India, contributing significantly to the Indian startup landscape. This year, AIC-BIMTECH chose to mark its anniversary in a unique way, reflecting not only its commitment to entrepreneurship, but also its compassion for the community. The AIC team dedicated their celebration to the elderly residents of 'Aangan Old Age Home' in Noida. Spending three meaningful hours with nearly 40 senior citizens, the team engaged in heartfelt conversations, delving into the rich tapestry of their life experiences.



Startup India celebrated the Seed Fund Scheme: a one-day physical event at AIC- BIMTECH on January 19, 2024. The vibrant campus became the venue partner for Startup India's event, in collaboration with AIC- BIMTECH, as an event was orchestrated to celebrate the Startup India Seed Fund Scheme. Gracing the occasion were special guests, including Ms. Palak Bhatia, Senior AVP Invest India, the lady behind the INR1000 crore fund to support early-stage founders; Dr. Prabina Rajib, the visionary Director of BIMTECH; and Prof (Dr.) Abha Rishi, CEO AIC-BIMTECH, the driving force behind the entrepreneurial initiatives. The presence of these esteemed individuals added gravitas to the event, underscoring the significance of the Startup India Seed Fund Scheme in fostering innovation and growth.

The event brought together over 100 stakeholders, including representatives from Startup India, esteemed institutions affiliated with the Seed Fund, startup founders, mentors, and distinguished speakers, creating an enriching platform for shared insights and collaborative learning. The day-long affair delved deep into the intricacies of the Startup India Seed Fund Scheme, with sessions dedicated to exploring due diligence, funding intricacies, and various aspects critical to the success of incubators who are running the fund.



EXPLORING ENTREPRENEURIAL HORIZONS



STUDENTS VISIT AIC-BIMTECH PARTICIPATING IN IDE BOOTCAMP BY MIC & AICTE

On January 31st, over 70 students seized the opportunity to visit AIC-BIMTECH, where they engaged in enriching dialogues with esteemed startup founders incubated, including Mr. Nirmesh Kumar of Bandiz Techno Pvt Ltd, Mr. Sanjay Dewan, Founder of Bidchemz, and Mr. KeshavJha of Bharat AI Innovation. This insightful interaction, meticulously coordinated by Mr. Abhishek Ranjan, IIC Zonal Coordinator, MOE, facilitated a profound exchange of ideas and perspectives.

This innovative IDE boot camp serves as a crucible for approximately 150 eager participants, engaged in a rigorous residential training program aimed at fostering experiential learning across multiple domains. Delving into the intricacies of design thinking, product design, ergonomics, business modeling, and enterprise planning, participants are poised to emerge as trailblazers in the realm of entrepreneurship.

In addition to the founders, Dr. Abha Rishi, CEO of AIC-BIMTECH, and team members Sanyam Dhingra and Mrunal Thakur, extended their expertise to the participants, thereby enriching their understanding of entrepreneurial dynamics.



CELEBRATING NATIONAL SCIENCE DAY | A DATE WITH AIC BIMTECH

On February 28, 2024, AIC-BIMTECH orchestrated an engaging open discussion platform titled '#Date with AIC-BIMTECH'. This initiative sought to foster an environment conducive to forging connections and collaboration among students and budding startup founders.

The event drew a diverse cohort, with over 20 students and startup founders participating in the vibrant discussions. Throughout the session, attendees shared their achievements and experiences, contributing to the cultivation of a spirit of entrepreneurship within the gathering. The discourse encompassed a wide array of topics crucial to the entrepreneurial journey, including idea generation and validation, the optimal timing for startup initiation, avenues for funding, go-to-market (GTM) strategies, and prevailing market trends.



FUNDING PROGRAMS @ AIC-BIMTECH



#fundingalert

Creditsiddhi received funding under SAMRIDH program by MeitY Startup Hub through AIC-BIMTECH

Read More - creditsiddhi.com

aicbimtech.com

AIC-BIMTECH Funded CreditSiddhi Under SAMRIDH Program By MeitY Startup Hub (MSH)

On February 29th, CreditSiddhi received funding under Samridh program by MeitY Startup Hub through AIC-BIMTECH. The objective is to redefine the credit ecosystem by creating a platform for financial institutions and enterprises to collaborate at an unparalleled scale. Credit Siddhi leverages AI and big data capabilities that enable demand aggregation, efficient loan origination, 360-degree appraisal, quick disbursement, and effective monitoring of loan portfolio. They envision an ecosystem that speeds up the process of credit for enterprises while empowering financial institutions to minimize delinquency, thus creating a positive spiral of business growth in the country.




#fundingalert

Cunomial Technologies received funding under SAMRIDH program by MeitY Startup Hub through AIC-BIMTECH

Read More - www.cunomial.com

aicbimtech.com

AIC-BIMTECH FUNDED CUNOMIAL TECHNOLOGIES UNDER SAMRIDH PROGRAM BY MEITY STARTUP HUB

Cunomial Technologies also received funding under the SAMRIDH program. The objective is to accelerate digital transformation, achieve complete automation and maximize efficiency with cloud-native digital products. Cunomial celebrates teams, hard work, and collaboration. They are not only partners with each other, but also with their clients to build best-in-class products. Cunomial aims to build a better experience for everyone by responding to demands for simple, easy to use and next generation cloud native software.



GLOBAL HARMONY UNFURLS @ CENTRE FOR INTERNATIONAL AFFAIRS

International Students embrace India's spirit on Republic Day!

In a vibrant display of cultural exchange and mutual respect, international students from seven countries joined in the Republic Day celebrations at BIMTECH adorned in traditional Indian attire. With reverence and enthusiasm, they stood proudly alongside their Indian counterparts, symbolizing unity in diversity. As part of the festivities, these international students delivered speeches on the significance of the Indian flag, expressing admiration for its rich symbolism and the values it represents. Their participation not only added a touch of global perspective to the event, but also, highlighted the inclusive ethos of BIMTECH. Through their genuine embrace of Indian culture and traditions, these students showcased the beauty of cross-cultural understanding and solidarity, fostering a deeper sense of camaraderie within the campus community.



INDIA STUDY PROGRAM 2024

12-20 February, 2024



STRONG BUSINESS, STRONGER CSR SOCIAL PROJECT (RURAL IMMERSION)



"The soul of India lives in its villages," declared Mahatma Gandhi. One, characterized by ultra-urbanization and rapid growth, stands in stark contrast to the Rural, where the essence of the nation thrives. Guided by Prof. KK Upadhyay of the Centre for Sustainability & CSR, 329 PGDM students, along with Professors and Managers, including international participants from Zimbabwe and Syria, embarked on a distinctive initiative. Their objective: to delve into the villages of Gautam Buddha Nagar, gaining insights into rural life and understanding the challenges faced by the local populace.

Organized into 10 groups, the students visited various villages, including Jamalpur, Dhoom Manikpur, Badhpura, Bisahra, Uncha Amir Pur, Piyawali Deri, Rasul Pur Dasna, Khadar Jewar, Kot, and Kalonda. They engaged with the residents, immersing themselves in the intricacies of their daily struggles. A pivotal aspect of their exploration involved interaction with Self Help Groups (SHGs) to grasp their functioning, issues, and challenges. Additionally, the students conducted one-on-one conversations with villagers and participated in community transect walks, contributing to resource mapping endeavours.

Throughout their visit, the students actively interacted with villagers, addressing crucial issues, such as, healthcare, education, livelihood, SHGs, and Water, Sanitation, and

Hygiene (WASH). Through dialogues and surveys, distinct challenges surfaced in each village, ranging from limited healthcare accessibility and educational resource inadequacies to livelihood constraints and SHG empowerment. These interactions and community engagements played a pivotal role in understanding and analysing the unique needs of each village.

This engagement not only provided students with insights into rural life, but also, nurtured the development of valuable qualities such as empathy, problem-solving skills, and creative thinking. Beyond mere identification of problems, the students actively pursued solutions. Collaborating with villagers and various livelihood groups, they generated practical and constructive ideas aimed at enhancing village life. They shared their discoveries with one another and engaged in discussions with experienced professionals from Village Square and U-Turn.

This transformative experience instilled a sense of responsibility in the students, empowering them to contribute meaningfully towards creating a better world. It represents a significant step towards building a brighter and more equitable future for all, in line with the ethos of "Leaving No One Behind" and achieving Sustainable Development Goals by 2023.



UNLOCKING DIVERSITY, IGNITING SUSTAINABILITY: BIMTECH'S INDIA STUDY PROGRAM

The 'India Study Program', a short-term immersion initiative, was organized by the Centre for International Affairs from February 11th to 20th, 2024, targeting Master's students from FH Vorarlberg, Austria, with a thematic focus on 'Diversity and Sustainable Development in India'. The program was meticulously designed to provide participants from diverse backgrounds with a comprehensive understanding of India's multifaceted approach to addressing environmental, social, and economic challenges. Through a blend of classroom sessions, interactive discussions, and insightful field visits, participants delved into the intricacies of sustainable development practices across various sectors, thereby nurturing global perspectives and fostering innovation for a better tomorrow. As executive learners from varied backgrounds converged, they established cross-cultural ties, nurturing a global outlook essential for navigating challenges. This program serves to ignite enthusiasm for sustainable development and cultural understanding, empowering future leaders to effect positive change.



STRONG BUSINESS, STRONGER CSR

Enabling Millennials to Confront Climate Change:
A Vibrant Dialogue Between BIMTECH and Austrian Students
Fostering Global Collaboration at Sphere India Foundation



In a collaborative endeavour, our students collaborated with students hailing from the University of Applied Sciences in Austria to convene at Sphere India Foundation for an extensive discourse. The session was meticulously structured to address pressing environmental concerns, encompassing pivotal topics such as climate change, air pollution, waste management, energy conservation, and groundwater sustainability, among others. Noteworthy insights were provided by esteemed figures including Mr. Vikrant Mahajan, the Chief Executive Officer of Sphere India, and Mr. Ram Chauhan, the Chief Executive Officer of GRK Info Services.

Under the adept facilitation of Dr. Stephanie Jones and Dr. KK Upadhyay, the discussion was enriched with diverse perspectives. Students demonstrated active engagement, contributing thoughtfully to the

discourse by presenting viewpoints and proposing solutions to the urgent issues at hand. The dialogue, characterized by scholarly interchange and intellectual rigor, underscored the paramount importance of interdisciplinary collaboration in addressing the intricate challenges facing our planet. Of particular significance was the participation of Austrian students who, prior to the dialogue, had the opportunity to explore a biodiversity park. This experience added a dimension of practical exposure to their engagement in the dialogue, further enriching their understanding of environmental issues. The concerted efforts of both institutions exemplify a commitment to academic excellence and social responsibility. By fostering cross-cultural dialogue and facilitating the exchange of knowledge, our collective aim is to make a meaningful contribution to the promotion of sustainable practices and global environmental stewardship.

STRONG BUSINESS, STRONGER CSR

BIMTECH PGDM-IBM Students'
Visit to Spark Minda Foundation



On February 2, 2024, the final-year PGDM Insurance students from Birla Institute of Management Technology (BIMTECH) embarked on a visit to the Spark Minda Foundation Saksham Center for Empowerment of People with Disabilities in Noida. Under the guidance of Mr. Praveen Karn, Head of Group CSR, the students delved into several CSR initiatives, including Saksham, Cutting and Tailoring, and the Tally Program. This visit provided a hands-on learning opportunity, enabling students to gain a firsthand experience in applying corporate social responsibility (CSR) principles.

Facilitated by Dr. KK Upadhyay and Mohd Arif Ali, the students acquired a deeper understanding of the ethical dimensions of business and the importance of championing human rights. Through direct engagement, they witnessed the positive outcomes of CSR initiatives in empowering marginalized communities and fostering inclusive development.

This visit served as a catalyst for reflection on the role of businesses in addressing societal challenges and the accountability of future corporate leaders. The students expressed gratitude for the opportunity to engage in real CSR projects and pledged to integrate these insights into their future endeavours. The experience bolstered their commitment to driving positive change and making meaningful contributions to society in their professional journeys.

In essence, the visit to Spark Minda Foundation proved to be a transformative experience, underscoring the significant role of corporate social responsibility in shaping a more just and sustainable future.

LTIMindtree's CSR Impact Assessment

The Center for Sustainability and CSR - BIMTECH have been commissioned by LTIMindtree to conduct an Impact Assessment of its CSR-backed initiatives. Following extensive fieldwork across multiple states, the assessment team from BIMTECH has diligently evaluated the positive outcomes of these projects. Providing comprehensive insights into the social and environmental effects generated by LTIMindtree's CSR initiatives.

The primary objective of this evaluation is to assess the effectiveness and sustainability of the undertaken projects, thereby offering vital feedback for subsequent strategic planning and decision-making processes. Drawing upon BIMTECH's expertise in consultancy services for sustainability and CSR, a rigorous evaluation process is ensured, reinforcing LTIMindtree's commitment to corporate responsibility and the promotion of positive social change.

DISCUSSION ON INTERIM UNION BUDGET



The Economics Area organized its yearly post-budget discussion session on 6th February, 2024. Dr. Radhika Pandey from National Institute of Public Finance and Policy and Ms. Shobha Ahuja from Confederation of Indian Industries (CII) were invited panelists. The panelists were welcomed by Dr. Prabina Rajib, Director BIMTECH, and the context for the event was set by Prof. Pooja Misra, Professor and Chair, Economics Area.

Dr. Radhika Pandey highlighted the fiscal consolidation roadmap adopted in the interim budget and indicated that long-term benefits would yield out of it. Ms. Shobha Ahuja provided an assessment of the Indian economy and highlighted that India remains a bright spot in the world economy marred by recession fears. The panelist highlighted the fiscal prudence, despite challenges posed during COVID-19, and the steps taken by government to reduce revenue expenditure and subsidies. Fiscal prudence can provide ample space to the central bank to focus on inflation reduction. The event ended with vote of thanks by Dean Academics, Prof. Sanjiva Shankar Dubey.

A-Z OF STOCK MARKETS UNVEILED @FINWIZ EVENT



A Stock Market boot camp 'Learn A- Z of stock markets' was organized by the Finance Club (FinWiz) on 16th February 2024, in collaboration with Upsurge Club. The event aimed to equip students with the fundamentals of stock market investing. Finwiz is the finance club of BIMTECH that dives into the dynamic world of finance, exploring investment strategies, dissecting market trends, and fostering a community passionate about financial literacy. The main motive of the club is to provide students with valuable industry insights, networking opportunities, and career development support in the field of finance.

In all, 140 participants registered for the event and 120 participants, both beginners and experienced of all programs of BIMTECH, benefitted from this boot camp. Mr. Himanshu Arora, Co-founder of Upsurge Club conducted the sessions that enabled the participants to understand market dynamics, analyze companies to make informed investment decisions, and to gain insights into various strategies through real-world examples. At the end of the event, a feedback form was circulated amongst the participants to gauge their learnings and engagement level. The boot camp feedback response sheet revealed impactful learning and a positive engagement level. The Finwiz club members, organizers and the club mentor Dr. Nidhi Sahore is grateful to Dr. Prabina Rajib, Director, BIMTECH, for all the support and guidance extended. The key outcomes of the event are as follows:

- **Hands-on Experience of screener for fundamental analysis.**
- **Understanding Market Patterns (through aspects of technical analysis)**
- **Insights on investment and trading decisions**



LEADERSHIP TALK

by Mr. Pavan K Varma,
Author, Diplomat and Politician



“Modern Science tells us that our civilization predated to 2000 years before 1500BC. The secret lies in the ancient Saraswati river that originated from Himalayas till Arab Mahasagar.”

Majlis-The Debating and Theatre Society is eternally conscious of creating knowledge sharing platforms to connect our Gen-Z with the rich cultural heritage of our country. To nurture global leaders with deep rooted values, Majlis organized a leadership talk by eminent author, diplomat, Member of Parliament and former ambassador-Mr. Pavan K Varma. Today, the world needs knowledge leaders, and learning from renowned visionaries is a blessing for the future corporate citizens that BIMTECH nurtures. Mr. Varma delivered a captivating and enlightening session on INDIA'S MATHEMATICAL LEGACY IN ANCIENT CIVILIZATIONS on February 14th, 2024, delving into India's profound heritage and intellectual legacy. With eloquence and passion, Mr. Kumar highlighted the essence and diversity of the Indian Knowledge System, emphasizing the importance of rediscovering and preserving India's ancient wisdom, particularly in mathematics.

Mr. Kumar's session transported the audience through time, unraveling the rich tapestry of India's intellectual heritage. From Vedic philosophies to Aryabhata's mathematical genius, he showcased India's remarkable contributions to mathematics and philosophy. He urged the audience to view India's heritage, not as static, but as a dynamic guide for addressing contemporary challenges.



“India is a young nation but an ancient civilization.”

Central to Mr. Kumar's discourse was the recognition of India's ancient civilization, which has endured through time despite encountering various paradoxes. He emphasized India's mathematical legacy, tracing its roots back to the Indus Valley Civilization and highlighting significant advancements during the classical period. Scholars like Aryabhata and Brahmagupta, inspired by celestial phenomena, revolutionized mathematical concepts, such as, the decimal system, zero, and algebra.

His articulation and extemporaneous style captivated the audience, as Mr. Gupta underscored the importance of understanding India's cultural and civilizational heritage. He debunked the theory of Aryan invasion, emphasizing that it was not an invasion but a habitation, thus reshaping historical narratives. He discussed the Rigveda and its significance, particularly mentioning the Saraswati River, which is mentioned 72 times in the Rigveda, flowing from the Himalayas to the Arabian Sea.

Highlighting the importance of the Saraswati River, Mr. Kumar emphasized its role in India's ancient civilization and the need to predate the origins of Indian civilization, by at least 2000 years before BC. He emphasized the importance of recognizing India as a young nation with an ancient civilization, where the structural framework of the nation emerged only in the 18th and 19th centuries, while its heritage and civilization date back millennia.

Mr. Kumar, said that “writing serves as a voltage stabilizer” in his life, enabling him to delve deeper into the remarkable foundations of India's great civilization. Through compassion, sustainability, and a deep reverence for India's intellectual legacy, Mr. Kumar envisioned a harmonious future guided by ancient wisdom and modern insights. His talk resonated deeply with the students and faculty; and was successful in igniting curiosity and reminding the audience of India's living heritage, which continues to shape destinies for generations to come.

The event was attended by faculty and students of BIMTECH. Mrs. Jayashree Mohta, Chairperson-BIMTECH graced the occasion virtually. Other dignitaries on the dais were Dr. Harivansh Chaturvedi, Chief Educational Advisor, Birla Global Academy of Arts, Dr. Prabina Rajib, Director, BIMTECH, Dr. K C Arora, Registrar, Dr. A Sahay, Dean Research and Prof. Saloni Sinha, Mentor-Majlis. This pre-event of BIMTECH Business Literature Festival concluded with the students and faculty of BIMTECH promising to engage more in reading about Indian Knowledge System.

STUDENT REFLECTIONS:

RASIK PRINJA

PGDM 2023-25

I personally found the session very intriguing and insightful. Being aware of ancient India's development, I could actually connect with what Sir Varma was saying. Definitely, we should have more such philosophical sessions. We can have series of such dialogues where we can learn management lessons from Ancient Indian thought, holy texts etc. Overall, it was an enriching session.

MANSI SWAROOP

PGDM IBM 2023-25

I was completely awestruck with his oratory skills. His session inspired me to hone my public speaking skills, while fostering a deeper appreciation for India's rich knowledge traditions, Emphasized importance of preparation, understanding your audience, storytelling techniques, body language, and voice modulation.

PALAK CHHATWAL

PGDM 2023-25

Interdisciplinary Connections are crucial to one's holistic development. The Indian Knowledge System often integrates multiple disciplines, blurring the boundaries between science, spirituality, art, and everyday life. This interdisciplinary approach can inspire new perspectives and innovations. Contemporary Relevance is key to be valued. One has to integrate heritage with modern ethos for a rounded approach to become thinkers. Many aspects of the Indian Knowledge System remain relevant in the modern world, offering solutions to contemporary challenges in areas such as sustainable living, holistic health practices, and social harmony.





PROJECT AIDedu KICKED OFF

FEBRUARY 19th-22nd



The kick-off meeting of Project AIDedu, (Accessible, Inclusive and Digitized Education), co-funded by Erasmus+ capacity building program of the European Union, scheduled from February 19th to 22nd, 2024, was successfully hosted by Global College International and Kathmandu University (KU) in Nepal.

BIMTECH is one of the key participant and beneficiaries of this multi country project having nine partners from Spain, Austria, Latvia, Nepal and India, coordinated by VESIM Mumbai. Dr. Himanshi Tiwari, Associate Professor, BIMTECH represented the institute and presented a comprehensive needs-analysis of the project for the institute. Each partner institution in the AIDedu Consortium outlined its role and contribution to the project. The collaborative efforts to enhance the quality of tertiary education through a holistic approach of capacity building of staff of Higher Education Institutions (HEIs) on selected Sustainable Development Goals (SDGs) were discussed during the meeting. The project specifically targets the accomplishment of relevant, accessible, inclusive, and digitized quality management education in HEIs in India and Nepal.

The participants Dr. Shalini Bariar, Mr. Satish Kumar, Mr. Sheshnarayan Modh, Prof. Rupert Beinhauer, Mr. Waltraud Ulli, Mr. Jelinek-Krickl, Mr. Anubhav Mishra, Dr. Om Jee Gupta, Mr. Subash Shrestha, Mr. Madhav Pandey, Ms. Divya

Nalla, Mr. Mario Guillo, etc., shared insights into best practices related to global approaches in teaching and learning. The overarching goal was to elevate the recognition and competitiveness of Higher Education Institutions (HEIs) on an international scale, with a special focus on Sustainable Development Goals (SDGs) 4, 10, and 17.

The AIDedu Project envisions the establishment of Centers of Excellence for teaching and learning, fostering collaboration to ensure that partner HEIs are better equipped to meet international standards. This initiative reflects a commitment to advancing education, promoting sustainable development, and creating a global impact through collaborative efforts.

The idea behind Project AIDedu is to enhance accessibility and inclusivity in the teaching-learning process, curriculum development and pedagogical advancement with digitized higher education. It revolves around achieving SDG 4 (Quality Education), SDG10 (Reducing Inequality) and SDG 17 (Networking for partnership goals). The esteemed partner institutes from India, Nepal and Europe, as listed below, will learn from each other's best practices and grow further through partnership with leading Indian and European universities.

SHORT NAME

VES, MUMBAI
BIMTECH, Gr. NOIDA
U A, Spain
FHJ MBH, Austria
RTU, Latvia
JIM, Lucknow
NMREC, Hyderabad
GCI, Nepal
KU, Nepal

LEGAL NAME

VIVEKANAND EDUCATION SOCIETY
BIRLA ACADEMY OF ART AND CULTURE
UNIVERSIDAD DE ALICANTE
FH JOANNEUM GESELLSCHAFT MBH
RIGAS TEHNISKA UNIVERSITATE
INTEGRAL EDUCATION SOCIETY
NALLA MALLA REDDY EDUCATION SOCIETY
GLOBAL COLLEGE INTERNATIONAL
KATHMANDU UNIVERSITY NON PROFIT MAKING COMPANY

COUNTRY

INDIA
INDIA
SPAIN
AUSTRIA
LATVIA
INDIA
INDIA
NEPAL
NEPAL



PROJECT AIDedu- LOGO Making Competition

A Logo making competition was organized under the aegis of Project AIDedu, titled 'Establishing Teaching and Learning Centre of Excellence for Accessible, Inclusive and Digitized Management Education in HEIs of India and Nepal to target SDG 4, 10 and 17. AIDedu is a research grant governed by the European Union under Erasmus+ CBHE call. BIMTECH is the Principal investigator and one of the key beneficiaries of the Project.

The objective of the project AIDedu is to increase the quality of tertiary education through a holistic capacity building of Higher Education Institutions (HEI) on targeted Sustainable Development Goals (SDG 4, 10 & 17) to facilitate the accessible, inclusive and digitized quality education in select HEIs of India and Nepal. The nine partner Institutes from India, Nepal and Europe i.e., BIMTECH, VESIM, NMREC, JIM, Kathmandu University and Global College International from Nepal, Riga Technical University, Riga, Latvia, FH Joanneum Institute of Applied Science, Graz, Austria and University of Alicante, Alicante, Spain, will learn from each other's best practices and grow further through partnership with leading Indian and European universities.

Around 145 entries were made in the competition, out of which two short listed Logos from each of the 9 partner Institutes, entered the final round and underwent a process of voting. The best Logo was judged on the criterion of appeal, connect and creativity. The members of the Project team from nine partner institutes cast their votes.

Winning Team from NMREC, Hyderabad lead by Mr. R. Harish (1st yrs /AIDS, 23B61A7252) was awarded with a Cash Prize worth INR 10,000 and a Certificate. The selected Logo as shown in the picture is now the Official logo of PROJECT AIDedu.



Reflections

BIMTECH Alumni Reunion



Orchestrating the reunion of familiar faces and the creation of new connections, BIMTECH organised the Annual Alumni Meet 'Reflections' on 24th February 2024 at the campus. This event was graced by alumni, faculty, staff and current students. The event was hosted by the alumni cell of BIMTECH under the guidance of Dr. Prabina Rajib, Director, BIMTECH who also welcomed the following distinguished guests:

- **Chief Guest - Mr. Sandeep Gautam, Group Head (HR)- CK Birla Group**
- **Guest of Honour - Ms. Peyu Gupta, Vice President- HR & IR, JSW**
- **Mr. Alok Gupta, President, Global Alumni Association of BIMTECH**

The stellar presence of esteemed luminaries created a vibrant atmosphere that allowed alumni to reestablish connections and reminisce about their shared memories.

A standout moment of this memorable evening was the 'Annual Alumni Awards' which were evaluated by the jury comprising Mr. Biju Sebastian, Head HR, Somany Tiles, and Mr. Sunil Bajaj, Partner, Ernst & Young. These awards celebrated accomplishments across various categories, including Young Alumni Achiever, Corporate Leader, Entrepreneurial Leader, and Women Achiever awards. Out of the 46 nominations received across all four categories, the winners of the Annual Alumni Awards 2023 are as follows:

- **Mr. Sandeep Sehgal, Director, Panasonic Life Solutions, recipient of the Corporate Leader Award. He is an alumnus from the batch of 2000.**
- **Mr. Mayank Sharma, Co-Founder & CEO, Epitome Hospitals and 7Med India Pvt. Ltd, was awarded the Entrepreneurial Leader Award. He is the alumnus from the batch of 2007.**

- **Ms. Saniya Agrawal, Founder and CEO, Sataara and Women Entrust was honoured with the Women Leader Award. She is the alumna from the batch of 2008.**
- **Mr. Bhanu Pathak, Influencer & Podcaster (Self Employed) and Consultant at Wipro, was the recipient of the Young Alumni Achiever Award. He is the alumnus from the batch of 2022.**

Mr. Alok Gupta, President of GAAB (Global Alumni Association of BIMTECH) addressed the audience sharing his valuable insights and extending congratulations to alumni awardees for their remarkable achievements.

Dr. Prabina Rajib, Director, BIMTECH appreciated the efforts of the alumni by offering their expertise & supporting the institute students for mentorship, summer training & final placements. She was strongly of the view that such alumni events not only provide the opportunity to strengthen the relationships, but it also helps to broaden their networks, and reignite old friendships.

The rendezvous witnessed heavy footfall of more than 1000 people including alumni, guests, faculty, staff & students. There were engaging activities such as lucky draw, basketball, hammer striker, 360-degree camera booth, DIY activities along with a pinch of cultural taste. Adding a dynamic layer to the event, the students presented a graceful dance performance that offered moments of joy.

Tickling our funny bones, the next event was conducted by Mr. Nishant Suri, the Delhi-based famous standup comedian who exclaimed his performance by touching upon the facts about college and hostel life, engrossing the audience with witty remarks and realistic situations aligned with humor.

Alumni relished their memories through the gripping and relatable tales by the comedian and enjoyed them until the mic dropped.

As the night unfolded, musical vibes echoed through the air and the stage came alive with live music by Qaafia band, filling the gathering with soulful tunes that resonated with the spirit of the event. Transitioning seamlessly into the later hours, a DJ night encapsulated the essence of a lively celebration. The beats resonated with the vibrant energy of the gathering, transforming the BIMTECH Lawn into a dance floor which concluded the event.

Preparations for the event were done under the guidance and supervision of Dr. Gagan Katiyar –Head Alumni Cell, Ms. Madhavi Sharma-Manager Alumni Cell, along with the faculty and staff members of Alumni Cell Committee. The team was on its toes to make this event successful. Alumni Student Conduit, a team of students (both from the first year & second-year programs) put their heart and soul into preparations for this event. All the Program Centres contributed and supported the alumni cell in different ways to make this event successful.

REFLECTIONS 2023, scheduled on 24th of February 2024, proved to be a resounding success. It is anticipated and hoped that the alumni cell will uphold this legacy and ensure that next year's REFLECTIONS surpasses even greater milestones.



ALUMNI REUNION

PGDIRM-2004 BATCH



On 3rd February, The Alumni Reunion of PGDIRM 2003-2004 Batch at campus was an event filled with reminiscence, gratitude, and camaraderie. The alumni were here to celebrate the 20th year of their graduating from BIMTECH.

The alumni arrived at the campus on February 2nd itself. Dr. Prabina Rajib, Director, hosted a dinner in their honour in Vikramshila leadership centre. The pre-dinner informal get-together brought back memories of the campus in Birla Vidya Niketan & the hostel life then.

On February 3rd morning the alumni enjoyed the gully cricket, cycling & other sports activities with the current students. The formal function was held at the new seminar hall on the third floor. The ambience was further enriched by the running of videos and photos featuring cherished moments from student days. Laughter and nostalgia filled the room as the images evoked fond memories of days gone by.

Dr. Gagan Katiyar, the Head of Alumni Conduit, extended a warm welcome to all present, acknowledging the significance of the occasion. Following this, Prof. Manoj K. Pandey gave a brief yet insightful presentation on BIMTECH, tracing its

evolution and highlighting its current status & contributions to the field of management education over the years. The emotional resonance of the evening was amplified with recorded video messages from alumni who couldn't be physically present. Their words of encouragement, gratitude, and nostalgia served as a reminder of the enduring connections forged during their time at BIMTECH. Five alumni, on a volunteer basis, stepped forward to share their memories, offering glimpses into the challenges, triumphs, and personal growth they experienced during their academic journey. Their anecdotes added a personal touch to the celebration, fostering a sense of unity and solidarity among the attendees.

The alumni were felicitated for their contributions, recognizing their role in shaping the legacy of BIMTECH. A recorded video message from a senior retired faculty Prof. Shyam Lal Gupta, conveyed heartfelt sentiments and pride in the achievements of the alumni.

Further messages from Prof. (Dr.) Abhijit K. Chattoraj, the current Dean-SWSS, and Dr. A. Sahay, the Dean of Research, highlighted the institute's on-going dedication to fostering and bolstering its alumni community, underscoring a commitment that endures. Dr. H. Chaturvedi, the Ex-Director, in his key note address shared the challenges in launching an insurance-specific course then & also running the institute back in the day with limited space & resources.

The event took a poetic turn with a short poem presented by the current Dean-Academics, Prof. S. S. Dubey, encapsulating the essence of the reunion and the enduring bond between the institute and its alumni. A poignant moment came with an address by Mr. Sagar Sanyal, a well-respected industry professional & a faculty for the batch in 2003-04, reminiscing about time spent together and expressing pride in alumni's accomplishments.

The alumni on their part honoured the faculty members, the core organising team members & Mr. Inderbhan, the attendant who has been with BIMTECH since then.

The celebration concluded with a heartfelt vote of thanks delivered by a representative of the alumni, expressing gratitude for the reunion and the memories shared. Prof. Manoj K. Pandey, instrumental in assembling alumni from across the country, extended his appreciation to all involved, marking the end of a memorable and meaningful celebration.



In essence, the Alumni Reunion Celebration for the PGDIRM 2003-2004 Batch at BIMTECH was a testament to the enduring spirit of camaraderie, gratitude, and mutual support that defines the BIMTECH community. As the alumni departed, they carried with them, not only cherished memories, but also a renewed sense of connection and pride in their alma mater.

Mr. Mannit Kakkar, Ms. Gurleen Kaur & Ms. Vaishali Agarwal, student representatives from alumni conduit played host for the guests, under the guidance of Ms. Madhavi, the Manager, Alumni Conduit. Ms. Anjaly Srivastava, a current student of Insurance course was the Master of Ceremony & excelled in her role.



OMNIGLOTZZ 6.0

by PGDM-IB 2023-25 Batch



It's said that "different cultures make the world go round." Being a student of PGDM- International Business, it is imperative for students to understand the critical nuances of different cultures in the world. Learning a foreign language is also an integral part of the curriculum, hence, it was time for students to display their knowledge of these foreign languages through various activities. PGDM-IB program conducted the sixth edition of its cross cultural event 'Omniglotzz 6.0'.

'OMNIGLOTZZ' is a fest to inculcate cross cultural sensitivity amongst budding managers. During this 'learning by doing' activity, students perform various acts in the foreign languages they are learning. It is a festival to enhance cross-cultural chemistry amongst students, and is designed to inculcate competitiveness, research mind-set, collaborative spirit and cross-cultural intelligence. Students showcase their skills in two foreign languages, which is a part of their curriculum, through various performances in German and French Languages

After welcoming the guests, the experiential learning co-curricular competition, which provided students a platform to develop deeper understanding about the differences in cultural beliefs, food preferences, ways of living and languages, began. Jury members for the competition were experts in their fields with rich experience in cross culture domains. We had the distinct privilege of hosting the following as jury:

1. Mr. Stephane Amalir, Director, Alliance Francaise
2. Ms. Simran Dhingra, Head of International Cooperation, Konrad-Adenauer-Stiftung, Germany
3. Dr. Vandana Dubey, CO-Founder, KORHR
4. Dr. K Pugazhendhi, Asst. Professor, French, JNU

First half of the event was full of activities from students learning German Language, including German songs, poetry recital and role plays. Students brought different characters to life and were completely immersed in their parts. The second half included an international pitching event named 'Mosaic Cultures Communication

Challenge'. Student teams representing different countries pitched their product in front of Indian Investor/Shark (Judge), explaining their company, product, heritage and cultural background, business plan and model. French language learning students also presented phenomenal performances in events, like role plays, presentations, group dance, acting and poem narrations.

These events help students hone their intercultural communication, presentation and negotiation skills. The event went on flawlessly with efforts put in by student members of Cosmopolitan Club and it was one of the best opportunities for the students to not only exhibit their skills and strengthen their knowledge, but also to get insights from the learned Jury.



IGNITING POSITIVE CHANGE

E-Cell Hosts Hult Prize Event



In the dynamic landscape of global academia, the Hult Prize stands as a beacon, often hailed as the "Nobel Prize for Students". Since its inception in 2009, this transformative competition has burgeoned into a worldwide phenomenon, encouraging young minds to emerge as social entrepreneurs catalysing positive change and crafting innovative solutions for pressing social and environmental issues. With a staggering \$1 million seed capital prize each year, the Hult Prize empowers the winning team to launch impactful social enterprises. At the helm of this inspiring movement is the E-cell team at BIMTECH, led by the visionary trio of Dr. Shalini Singh, Mr. Sanyam Dhingra, and Mr. Mrunal Thakur. Motivated by a deep commitment to fostering social entrepreneurship, their endeavour extended beyond the confines of BIMTECH, aspiring to create a collaborative platform that transcends university boundaries.

On the illustrious day of February 25, 2024, BIMTECH transformed into a vibrant nexus of intellectual exchange as it hosted the Hult Prize Competition. This event, drawing participants from prestigious institutions like IIFT, IMI, SRCC, and more, became a melting pot of diverse minds united by a common purpose –

addressing the United Nations' 17 Sustainable Development Goals.

Esteemed judges, including Dr. Shalini Singh, Mr. Sanyam Dhingra, and Mr. Mrunal Thakur, lent their discerning eyes to evaluate not only the innovative solutions presented, but also the passion and commitment emanating from the young and dynamic presenters. More than just a competition, this program evolved into a crucible of innovation, a testament to the indomitable power of young minds to envision and actively contribute to a better future. It catalysed a spirit of collaboration among students from varied backgrounds, fostering camaraderie and a shared dedication to making a positive impact.

As the echoes of this transformative event fade into memory, one enduring truth stands clear – the capable hands of these emerging social entrepreneurs carry the promise of a brighter, more sustainable future. The Hult Prize at BIMTECH not only emboldens the spirit of innovation, but also underscores the potential for positive change that resides within the next generation of leaders and change-makers.

EXPLORING RETAIL REALMS & CRAFTING CAREERS: CHRONICLES OF ON-JOB TRAINING IN RM PROGRAM



The On-job Training (OJT) of PGDM Retail Management Program (2023-25 batch) took place from 8th January 2024 to 7th February 2024 in the Delhi-NCR region.

The OJT is a part of the RM program and bridges the gap between theory and practice to make the students future ready. This year the OJT entailed 62 students, 9 different brands, 26 retail stores, 31 days on the shop floor. Brands like Arrow, Flying Machine, Lifestyle, Shoppers Stop, Reliance Smart Bazaar, Pantaloons, Reliance Smart, U S Polo, and U S Polo Kids partnered with BIMTECH to provide this training. Our retail students withstood the hands-on learning rigour of the shop floor and the challenges of working in real-time retail ecosystem. The students' performance assessment was through store evaluation, presence in the store, faculty mentor's store visit, the report submitted, and, last but not the least, the rigorous OJT viva by external industry experts. The students have emerged wiser, more grounded and confident on the subjects post the on-job training. They are ready to take on the world in their stride.

The On-job training (OJT) odyssey of Retail Management program students their deep dive into the retail realm, wherein they learn the ropes of retail in action much beyond shelves and sales. The OJT is an integral part of the RM program curriculum which allows students to transform from retail novices to retail navigating professionals, apply theoretical concepts into practice; and imparts students with much-needed exposure and gain insights into how an actual store operates. Beyond the daily

tasks, the store became a hub for building connections. The fast-paced environment, coupled with the mentorship and camaraderie, turns the one-month stint into a transformative experience.

The student experiences of one month in retail's chaotic symphony are delineated as follows:

1. In the busy aisles of Reliance Smart Bazaar, Beta 1, Greater Noida. I started a month-long learning and development exercise. One day leads to another, and never a dull moment from switching from the challenges and opportunities of company understanding of customer relationship management to that of consumer behavior

-Aakarsh Gupta

2. The store unfolded like a treasure trove of retail wisdom, and I eagerly dived into its offerings. My training traversed through various roles, each unveiling a different facet of the retail world. From the artistry of visual merchandising to the precision demanded by the cashier's desk, I embraced the challenges with enthusiasm. The customer service desk became a stage for problem-solving, where I learned to navigate the delicate balance between customer satisfaction and operational efficiency. As the days unfolded, I found myself amidst a symphony of customer interactions. It was a dynamic environment where every interaction contributed to my learning journey

-Akshay Kumar Garg



3. My On-Job Training was more than just folding clothes, organizing the racks, or learning about the store's operations; it was about learning the art of being calm and composed under pressure, navigating challenging customers, and the power of empathy in conflict resolution- **Alisha Jameel**
4. Metro Miles and Merch Marvels: A Beginner's Bite of the Apparel Industry; All in all, I would like to say that the past month was a journey of amazing experiences, learning and fun. And I'm pretty sure I will be visiting my workplace once a month to keep in touch with the store and buy discounted merchandise using the greatest power I gained EMPLOYEE DISCOUNT-**Gokul Pradeep Menon**
5. As I navigated the labyrinth of aisles and racks, I had the privilege of learning from seasoned salespersons whose stories painted a vivid picture of dedication, resilience, and passion for their craft. They juggled multiple tasks during peak hours, maintained a positive attitude in the face of challenges, and approached each customer interaction with unwavering enthusiasm. Their experiences served as a guiding light, illuminating the path ahead and offering invaluable insights into the nuances of retail- **Harsh Singh**
6. As I stepped out into the bustling corridors of the Mall of India, I couldn't help but smile, knowing that my time as an intern at Reliance Smart Bazaar had been an unforgettable chapter in my life's story. And who knows? Perhaps one day, I'll return to these aisles, not as an intern, but as a seasoned professional, ready to make my mark on the world of retail. From Shelves to Smiles: A Story of OJT at Reliance Smart Bazaar-**Kushangi Mittal**
7. Reflecting on my month-long training at Reliance Smart Bazaar, I am grateful for the invaluable experiences and lessons learned. From gaining a holistic understanding of store operations to delving into e-commerce backend processes and honing my skills in team management and customer service, it was truly an eye-opening journey- **Naman Bharuka**
8. This was a unique experience for me because I learned so much during this period, especially about Customer Behaviour and their buying pattern. I was fortunate enough to experience billing and bagging during rush hour of sales. I learned from senior managers how to handle critical situations on the floor-**Sanjana Nag**
9. Reflecting on my time at Reliance Smart Bazaar, I realized that beneath the surface of mundane tasks lay a complex ecosystem of security, customer service, and managerial intricacies. Each day presented new challenges and revelations, reinforcing the notion that the world of retail management is as dynamic as it is unpredictable- **Shashank Sourabh**
10. In this month-long journey, I learned how merchandise arrives from distribution centers and how it is updated. Additionally, my exposure to billing and account processes within the store provided invaluable insights into the financial backbone of retail operations and that interests me more. Retail, in its essence, is about human connection. It's about understanding needs, solving problems, and creating moments of delight. And in that, I found my passion- **Nilesh Dwivedi**
11. From seasoned floor staff to passionate department managers, I learned the art of navigating intricate company concerns while maintaining customer satisfaction. Whispers of inventory gaps became opportunities to learn how they strategically adjusted displays to minimize customer disappointment. Frustrations with brand negotiations translated into insights on how they leveraged exclusive offers and private label products to remain competitive. Speaking of private labels, this became my personal retail rabbit hole. Witnessing the birth of "Stop" products, from concept to shelf, unveiled the intricate dance between quality control, budget constraints, and customer preferences. It was a fascinating lesson in brand building, where I saw how Shoppers Stop carved its own niche in the market.

WORKSHOP: RIGOR AND RELEVANCE IN ACADEMIC PAPER DEVELOPMENT



The Centre for Research Studies (CRS) organized a one-day workshop on 'Rigor and Relevance in Academic Paper Development' on Saturday December 9, 2023. The workshop was conducted by Dr. Atul Parvatiyar, Professor of practice, Marketing and Supply Chain Management, Rawls College of business, Texas Tech University and Dr. Ankit Anand, Assistant Professor, Marketing, Rawls College of business, Texas Tech University.

The workshop began with ceremonial welcome of the resource persons by the research scholars of BIMTECH. Pre-lunch sessions were conducted by Dr. Parvatiyar in which he spoke at length about conceptualization, topic selection, theoretical and conceptual models used in research papers, etc. He also touched upon fundamental aspects of research, such as, ontology and epistemology, which are often misunderstood by the researchers. The session ended with questions and answers.

Post-lunch sessions were conducted by Dr. Ankit Anand, who explored the concept of endogeneity in regression models and how to reduce it. He also talked about 'quasi experimental research' and related it with public policy, citing that researchers must have an interest in giving back to the society through their work; and, therefore, must explore the idea of public policy research where quasi-experimental methods are a good fit. Dr. Anand also

discussed bringing rigor in research paper. During the Q&A session, he satisfied the queries of the participants at length. The workshop came to an end with a formal vote of thanks to the resource persons for sharing their time and knowledge with the participants. A few faculty members were also present in the workshop as participants.

Viva-Voce Examination held

Viva-voce Examination of BIMTECH's CRS research scholar, Ms. Shruti Batrawas held on 25th November 2023. Dr. Rojers Joseph of IIM-Ranchi was the External Examiner at the Viva-voce.

Ms. Shruti successfully faced the viva-voce and was awarded the title of Fellow in Management. We congratulate Ms. Shruti and wish her success in her future endeavours.

RURAL IMMERSION PROGRAM

PGDM-IB Program Batch 2023-25



To increase students' awareness and gain hands-on experience and insights, the students of PGDM-IB batch 2023-25 got a glimpse of various CSR interventions of Dabur India Limited in Ghaziabad, Uttar Pradesh.

They got to witness the transformation of a local village pond by Dabur India Limited and even participated in a plantation drive at the development site.

They were also taken on a tour of the villages in the district to interact with the beneficiaries of various CSR interventions like Self-Help Groups (SHGs), computer literacy program, and vocational training, to name a few.

The itinerary included:

Site 1: Visit to Dabur Water Conservation Project to understand the Pond Renovation work at Dasna undertaken by Dabur India.

Site 2: Visit to Dabur's NGO – 'Sundesh' Site wherein students met Dabur's team consisting of Field Staff and Sundesh's staff members.

The team addressed and interacted with the students and then they visited the 'Project Village'.

Here the students were exposed to: Village Self-Help Groups, Education interventions and Skill Development Centre of Dabur. PGDM-IB students were able to relate to efforts of Dabur CSR activities around three core areas, i.e. education, women empowerment and sustainable environmental initiatives. Students visited self-help groups promoting women entrepreneurship, aided schools and community initiatives such as organic farms, supported by Dabur.

While public sector undertakings previously did CSR on a voluntary basis, India's Companies Act of 2013 made it mandatory for certain companies. This legislation applies to companies exceeding specific financial thresholds: turnover of Rs. 1000 crore, net worth of Rs. 500 crore, or net profit of Rs. 5 Crore. These companies are required to form a dedicated CSR committee or board, mandated by SEBI to report on their CSR activities. This committee plays a key role in determining the budget, projects, and implementation of CSR initiatives for the following year. It also monitors progress and ensures compliance with regulations. The Board of Directors (BOD) is responsible for implementing the CSR committee's plans and decisions. A minimum of 2% of the company's average net profit for the preceding three years, as calculated according to Companies Act Section 18, must be allocated to CSR activities.

The students had a great full day visit and they understood that CSR initiatives ensure a meaningful and sustainable contribution to society. They interacted with ladies from Self Help Groups and NGOs, and saw all the facilities.

VISIT TO INLAND CONTAINER DEPOT, TUGLAKABAD BY PGDM-IB STUDENTS



Students of PGDM-International Business (Batch 2023-25) visited and interacted with officials of ICD Tuglakabad, New Delhi. ICD Tuglakabad (ICD Tkd), is considered one of the busiest dry ports in India, handling container traffic for the country's northern hinterland. ICD serves as a dry port and a key logistics hub in the northern region, providing connectivity between domestic and global supply chains.

The Container Corporation of India Ltd (CONCOR), a Public Sector Undertaking, is entrusted with the management of this ICD. CONCOR, not only oversees the ICD Tuglakabad, but also functions as the rail carrier for import and export containers, facilitating seamless transportation between the ICD and the Gateway Ports of Mumbai, NhavaSheva, and Chennai. Within the Customs area, there are two dedicated covered sheds—one for handling imports and the other for exports. This comprehensive infrastructure ensures efficient and organized handling of goods, further solidifying ICD Tuglakabad's position as a key player in the logistics and trade network of the region.

Students were divided into groups and taken to the whole facility by CONCOR and Customs officials, including export and import warehouses and railway siding. ICD Tkd is connected to the railway with four railway lines network for seamless transportation of goods. The Customs officials explained the purpose of the customs seal which is placed at the bottom of containers and first checked by custom members and then containers are let in.

VISIT



Some key points noted by students from the visit:

- The facility includes two dedicated warehouses: one for import and one for export goods. Containers arriving at the ICD are either stored in these warehouses or directly transported out
- The facility is not owned privately, but there are rental charges on basis of space per square feet or on basis of slabs
- When the container is kept in warehouse for more days, storage charges are borne by both importer and exporter
- Custom House Agent is responsible for filing all the documents. They act as a liaison between the importer/exporter and the customs authorities, ensuring that all necessary documentation is in order and that goods are properly classified and valued.
- Notably, the process at ICD Tuglakabad is known for its efficiency, typically taking a maximum of 4-5 hours to complete.
- The key licenses that are required are export-import license, packing list and shipping bill. Bill of entry is required in case of imports and shipping bill is required in case of exports
- The most commonly imported items in ICD Tuglakabad is auto parts, garments and some pharma items
- The facility also incorporates random checks on goods upon arrival at the warehouse
- Importer is provided duty benefits by government on basis of whether goods, on which benefit is claimed, are also covered under government notification. This is done by checking the bill of entry; and if duty is claimed wrongly by importer they face penalties related to it or even legal actions

- Some of the goods which come are not claimed by anyone and are blacklisted. Auction is conducted for such goods to recover the cost for customs. Goods which cannot be auctioned, for example, perishable goods like food, are disposed or destroyed. The cost of destruction is usually borne by the importer and in some cases by the custom department.

Despite the busy and hectic atmosphere, the visit to the dry port proved to be a crucial and insightful learning experience for our PGDM-IB program. Visit to Dry port is a crucial part of PGDM-IB journey and helps to grasp first-hand the various operations involved at an ICD. CONCOR and Custom officers gave our students first-hand experience from the time of entry of goods to ICD, filing first documents on IceGate, examination of goods at the warehouse, Container stuffing and sealing by Customs, final Let Export (LEO) and then loading of ISO containers on railway rakes meant for final exports from a seaport at JNPT, Mumbai or Mundra or Pipavav, Gujarat.

‘PROSE PRODIGY’-A BOOK REVIEW AND NARRATION CONTEST

(held as a PRE-EVENT OF BIMTECH BUSINESS LITERATURE FEST 2024)

On February 12th, 2024, Majlis, The Debating and Theatre Society, orchestrated an engaging online pre-event contest of BIMTECH Business Literature Festival 2024 named ‘Prose Prodigy’. This riveting book review and narration competition witnessed nine enthusiastic finalists from various business schools with diverse academic backgrounds. The contestants shared profound insights and management lessons learned from popular fiction and non-fiction such as *Rich Dad Poor Dad*, *Atomic Habits*, *Can't Hurt Me*, *Psychology of Money* and many such renowned works.

Ms. Kriti Jain from Jaipuria School of Business, Ghaziabad emerged as the winner, while Mr. Shawn P. Cyril from Amity University, Noida and Mr. Bichitro Sarkar from BIMTECH, Greater Noida secured the first and second runner-up positions respectively.

The winners received cash prizes and certificates during BIMTECH Business Literature Festival 2024 at Habitat Centre, New Delhi. Mr. Abhay K, Deputy Director General of Indian Council for Cultural Relations (ICCR), who is an acclaimed author, poet and diplomat presented the winners with cash prizes, certificates and autographed copies of his newly released anthology REMAINS- Poems from St. Petersburg.

The contestants were appreciative of the format of the contest and opined that it made them more curious and intent readers. Majlis was successful in creating a competition supporting the Sustainable Development Goal 4 - "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all."



WINNER Ms Kriti Jain
Jaipuria Business School, Ghaziabad receiving prize from
Mr Abhay K, DDG-ICCR, New Delhi.



1st RUNNER-UP Mr Shawn P Cyril
Amity University, Noida
receiving prize from Mr Abhay K, DDG-ICCR, New Delhi.



2nd RUNNER-UP Mr Bichitro Sarkar BIMTECH, Gr Noida,
receiving prize from
Mr Abhay K, DDG-ICCR, New Delhi.

NURTURING COMPASSIONATE AND HUMANE MANAGERS THROUGH POETRY

A Reflection on Mr. Abhay K's Masterclass during BIMTECH Business Literature Festival 2024



Majlis-The Debating and Theatre Society of BIMTECH, in collaboration with SDG Outreach Partner, United Nations-Global Compact Network India (UN-GCNI), organized a masterclass on GLOBAL LEADERSHIP THROUGH POETRY during the BIMTECH Business Literature Festival 2024 on 17th February 2024 at India Habitat Centre, New Delhi. Through its various initiatives based on art, theatre and literature, Majlis continuously strives to support the targets of Education Sustainable Development Goal (SDG 4) of Quality Education and lifelong learning.

The insightful session was delivered by Mr. Abhay K, an eminent author, diplomat, ambassador to various countries and presently Deputy Director General of Indian Council for Cultural Relations, New Delhi. Through his various poetic compositions like *Earth Anthem* and several anthologies published while serving as an ambassador to various countries, he focuses on global issues like climate change, environmental pollution, bio diversity loss and several other grand challenges. During his session with the Gen Z, he reiterated the need for urgent action to regenerate the cosmos. He intrigued everyone with his insights on how poetry can enhance leadership communication and compassion for the universe and all its entities.

By acknowledging the various threats to humanity, Mr. Abhay K made the audience think about the root causes of these threats. He added that people's greed and selfishness are the main cause of environmental impact on the world. He highlighted the potential of poetry as a tool to express vision and promote unity. Poetry, with its metaphors, proverbs, and sayings, allows leaders to

convey complex concepts in a practical and effective way. By writing narratives, leaders can make their ideas memorable and effective, thus fostering understanding and relationships among their followers.

His leadership mantra "Give more, take less" emphasized the meaning of poetic expression in intercultural inclusive communication. He successfully made the audience introspect on their roles as cultural ambassadors and changemakers who must stand for global solidarity and humanity's collective responsibility to preserve the planet for future generations. He emphasized the importance of poetry in promoting cultural sensitivity and inclusion. By calling for unity and values which transcends geographic boundaries, poetry maintains cultural divisions yet encourages respect and appreciative perspectives towards the others.

The masterclass was attended by more than 80 young minds from seven nationalities and several others from corporate and academia who left deeply impacted by the powerful, and persuasive session—a clarion call for action and environmental stewardship. The incorporation of poetry into cultural communication has been praised for its ability to stimulate thought and encourage meaningful change while embracing diversity and ethnic identities. The best way to develop cross-cultural sensitivity is through reading literature from that world. As we move towards an increasingly uncertain future, incorporating poetry into leadership discourse provides a beacon of hope and inspiration for a sustainable world as it helps in nurturing compassionate and humane managers with a global and change maker mindset.



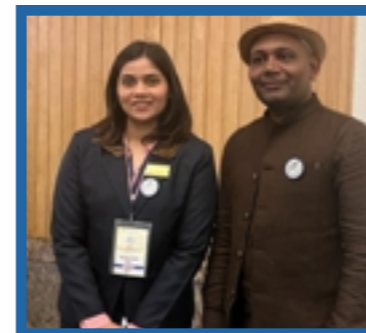
REFLECTIONS



"I was never born, I didn't die." - Abhay K.

I had the privilege of attending a masterclass led by the renowned poet, Abhay K. It was an exploration of the profound connection between poetry and leadership. Abhay K's magnetic approach ignited our curiosity, urging us to delve into the transformative essence of poetry. We discovered that poetry, like a universal language, bridges cultural gaps, fostering empathy and understanding. As the masterclass unfolded, it became evident that poetry isn't confined to verses; it's a strategic tool for inclusive leadership.

Akshat Mishra PGDM 2023-25 (Executive Member-Majlis)



"Whatever be our individual, social or other interests, we should not forget that we have only one cosmic home, Earth." - Abhay K

Earth is our only home in the known universe. The masterclass by Abhay K wasn't just about leadership; it was about rediscovering the beating heart within, the wellspring of compassion that bridges divide and fosters a more just and sustainable world. The masterclass showed how poetry and leadership can work together to understand different cultures better. It taught us that using poetry can help leaders connect with people and solve big problems like climate change, pollution, and losing different kinds of plants and animals. The class also stressed the importance of making strong connections with others and talking openly to build better relationships for a healthier planet.

Karishma Gupta, PGDM 2023-25 (Executive Member-Majlis)



"There is no greater joy than the joy of creating something" - Abhay K.

I was fortunate to have participated in a masterclass led by Abhay K, delving into the intersection of global leadership and poetry. The session offered valuable insights into how poetry serves as a catalyst for cross-cultural understanding and effective communication in a global context. Abhay K's engaging approach encouraged participants to explore the transformative power of poetry in fostering empathy, creativity, and cultural sensitivity. Through thought-provoking discussions, we examined our own leadership styles and discovered how poetry can enhance our ability to connect with diverse audiences on a deeper level. Overall, the masterclass was a stimulating journey that underscored the significance of incorporating poetry into leadership practices to cultivate inclusive and impactful leadership in today's interconnected world.

Arsh Ansari, PGDM 2023-25 (Executive Member-Majlis)

SMRITI'24



The Farewell Party held on the evening of February 13th at the BIMTECH lawn was a memorable event, imbued with a blend of joy and nostalgia as the senior batch prepared to bid adieu to their Alma Mater. The atmosphere was meticulously curated by the CULCO juniors, who adorned the venue with enchanting decorations, evoking emotions of happiness and fond reminiscence.

Commencing at 6:30 PM, the festivities kickstarted with the melodious tunes of the Music Society, setting a harmonious tone for the evening. Akshat, with his witty stand-up comedy, elicited hearty laughter from the gathering, adding a dose of humor to the sentimental occasion. The Footloose dance society then took center stage, captivating the audience with their electrifying moves, infusing the air with energy and enthusiasm.

Rahul and Manas, the charismatic hosts of the event, made a grand entrance on bikes, engaging the seniors with

insightful questions about their journey at BIMTECH over two years. The presence of our Director, Dr. Prabina Rajib and esteemed faculty members such as, Dr. Manosi Chaudhuri, Ms. Rupali, Prof. Daitri Tiwari, and Mr. Sachin added warmth and significance to the occasion.

The highlight of the evening was the title ceremony, where seniors were bestowed with titles like "Mr. Well-Groomed," "ShaitanKhopdi," "Mr./Ms. Perfect," and "Mr./Ms. All-Rounder," eliciting cheers and applause from the audience. Senior Vijay's heartfelt speech moved everyone, serving as a poignant reminder of the cherished memories shared throughout their MBA journey.

As the night progressed, CULCO members delivered an energetic dance performance, further igniting the festive spirit. The DJ took control, and soon the dance floor was alive with vibrant movements as attendees danced their hearts out, reveling in the camaraderie and joy of the moment.

The celebrations came to an end, but a bittersweet feeling lingered in the air, marking the conclusion of a significant chapter in the lives of the outgoing batch. With both sorrow and happiness, they embraced the inevitable transition, bidding farewell to their MBA journey with a promise of new beginnings and lifelong memories.



STUDENT ACHIEVEMENTS



Manvi Sharma, Nilesh Jotwani and Aastha Gupta from PGDM-IB Program secured the First runner position in Helios organized by the XLRI Jamshedpur. They excelled in not just one, but three rigorous rounds, including: Online quiz, Case Study Analysis and Final Presentation. Their success stands out from a competing pool of 540+ participants from some of the top B-schools in the country. In the end, their dedication and hard work paid off.



Triumph at FORE: The Idea Alchemists Prevail!

It is with immense pride that we share the exhilarating news of Yashika Goyal's team victory in the case study competition held at FORE School of Management. The team called 'Idea Alchemists' comprised Yashika Goyal, Ishani Singh, Rasik Prinja, and Syed Mohteshim Ali, who emerged victorious, showcasing the combined strength of diverse perspectives and collaborative spirit. The competition presented a complex business challenge, demanding a thorough analysis, innovative solutions, and a compelling presentation. Our team delved deep into the case, leveraging individual strengths and academic backgrounds to develop a well-rounded strategy and craft a comprehensive solution that impressed the judging panel. This win is a testament to the dedication, talent, and collaborative spirit of the Idea Alchemists, and a source of immense pride for us. It serves as a reminder that teamwork, combined with individual strength, can lead to exceptional achievements.



Manvi Sharma, Aaditya Dhanraj Dubey, Dereck Jacob, Arunojya Vatsa, PGDM-IB, participated in British Parliamentary Debate in Ludhiana organized by Ludhiana Management Association and AIMA.

Participating as a dynamic team, they navigated time-bound research on various Geo-Political issues, honing critical thinking and communication skills. A total of 45 teams participated in the tournament.

The competition was a crucible of great learning experiences, pushing us to explore diverse perspectives and articulate compelling arguments. Beyond the podium, the event was a nexus for networking with other brilliant individuals passionate about global affairs. Connecting with like-minded participants was not only intellectually stimulating but also opened doors to future collaborations and friendships. Our students proudly secured a spot in the top 16, a testament to their hard work and collaborative spirit. Cheers to the spirit of debate and the invaluable lessons it imparts!

STUDENT ACHIEVEMENTS



Neer Soni (23IB448) and Prakash Jha (23IB452) got an incredible opportunity to participate in the Arbitrage International Trade Competition organized by the Indian Institute of Foreign Trade (IIFT), New Delhi. Topic was "Navigating Container Imbalance - A Freight Forwarder's Challenge". They navigated through intense competition, progressing from 565 teams in the first round to 80 teams in the second round, and finally reaching the top 8 teams in the final round, where competitors hailed from all corners of India.

Participating in Arbitrage was not just a competition, but a profound learning experience. It allowed students to hone skills, expand knowledge, and forge connections with talented individuals from diverse backgrounds.



Neer Soni was also a part of the PRME Global Students (PGS) Social Media Team, an initiative linked to the UN Global Compact. PRME Global Students: PGS is a global network for student organizations, fostering collaboration and collective learning on responsible management education and sustainable development, aligned with the UN's Sustainable Development Goals (SDGs). It provides a platform for students to connect, share ideas, and drive positive change within their institutions and beyond. His role in the PGS social media Team allowed Neer to learn about responsible business practices, to collaborate with a cross-cultural team, develop international coordination skills, and contribute to a larger cause.



Disha Gupta, Priya Bansal and Ritik Soni from PGDM IBsecured the 2nd position in a case study competition name "ArthaYatra" organized by IIM Bodhgaya. The competition consisted of 3 rounds- Quiz, Case Study Submission and presentation spanning various domains of economics, finance, and business. Despite intense competition, they persevered and secured a commendable position, laying the foundation for the subsequent rounds. The Case Study Submission round presented a real-world business problem, challenging teams to analyze, strategize, and propose innovative solutions. With meticulous research, insightful analysis, and collaborative effort, our team crafted a comprehensive strategy that addressed the intricacies of the case while demonstrating critical thinking and problem-solving abilities.

STUDENT ACHIEVEMENTS



Isha Srivastava and Shubhra Singh were adjudged the runner-up in the prestigious 'Pitch inferno Competition' organized by the esteemed SCIT (Symbiosis Centre for Information Technology). The competition, a formidable trifecta comprising a rigorous quiz, an intense case study submission, and a compelling presentation, provided a platform for showcasing talents, knowledge, and innovative thinking. The success of these students reflects their commitment to excellence and ability to thrive under pressure. Well done!

BASANT PANCHAMI

Bringing Forth Wisdom & Happiness



The Cultural Conduit, under the mentorship of Dr. Manosi Chaudhuri, celebrated Basant Panchami on 14th February 2024 in the Activity Plaza. Basant Panchami, also celebrated as Saraswati Puja in honour of the Hindu Goddess Maa Saraswati, is a festival that marks the preparation for the arrival of spring. An idol of Maa Saraswati was placed in the decorated Activity Plaza. Our college student, Reet Chakraborty began performing the Puja at 8:30 am with the support of Pritam Saha, Koustav, Arpita Dutta (Batch 2022-24) and Aparajita, Kaushiki, Arnab Saha and Arunava Mandal (Batch 2023-25). Fruits, sweets and Bhog were offered to the Goddess. The faculty and students, including international students, were present in the Activity Plaza for the Pooja. Saraswati Vandana and devotional hymns were sung by Nilesh Jotwani followed by Prasad distribution. May we be blessed with creativity and success in all endeavours!

75th REPUBLIC DAY CELEBRATION AT BIMTECH



The institute successfully organized Republic Day Celebrations on 26th January 2024. To commemorate the 75th Republic Day, the Cultural Conduit organized the function under the able guidance of its mentor, Dr. Manosi Chaudhuri. The event was graced by faculty, staff, and students alike.

The celebration commenced with Flag hoisting by the Director of the Institute, Dr. Prabina Rajib. It was a remarkable moment to behold, as everyone sang the National anthem in chorus. The proceedings ensued with the Director's Address, during which she extended her heartfelt felicitations to all attendees on the auspicious occasion. She imparted words of inspiration, encouraging everyone to persist in their endeavors to elevate BIMTECH to new heights.

Our esteemed Chief Educational Advisor, Dr. Harivansh Chaturvedi, honored the occasion with his distinguished presence and delivered an enlightening address to the gathered audience. With profound wisdom, he spoke about significance of our Constitution and elucidated our collective responsibility as citizens of this great nation. Drawing inspiration from the stalwarts of the Indian Freedom Movement, Dr. Chaturvedi imparted invaluable insights, enriching the spirit of patriotism and dedication among all present.

The Music Society of BIMTECH presented a patriotic-songs performance that imparted energy and warmth to the cold, winter morning. The touching songs made the hearts of all in attendance swell with love and pride for the country.

This was followed by a speech from a student-VyomGupta who elaborated upon the significance of Republic Day and the rationale behind the celebrations. His speech summarized the transformative journey of India since the time of independence. It mapped the reasons for the existence of our constitution and its present role, and showed the road-map of India's future as well.

The event also witnessed the presence of numerous international students who were experiencing the Indian Republic Day celebrations for the first time. Clad in traditional Indian attire, they enthusiastically participated in the festivities. Among them, Mr. Chikomborero Gwande and Ms. Shamilla Takudzwa shared their insights on the Indian Republic Day and discussed the symbolism behind the colors of the Indian flag.

Towards the end, Prof. S S Dubey, Dean – Academics, recited his poem that expressed his love for the country and it garnered a thunderous applause from the audience. The anchors, Anisheel Sharma and Vaidehi Agnihotri, skillfully orchestrated the proceedings, ensuring a smooth flow of events.



UTTARAYAN 2024 A Celebration of Unity and Diversity

As the sun's rays inch closer to the Tropic of Capricorn, marking the end of winter and the dawn of longer days, India bursts into joyous revelry, celebrating the festival of Uttarayan. This year, we hosted a vibrant event to commemorate this special occasion which encompassed performances, games, and a bonfire, reflecting the rich tapestry of Indian culture.

The event began with a prayer to Lord Ganesha, seeking blessings to ensure a joyful and smooth celebration. Ms. Saryu's heartfelt performance of Ganesh Vandana established an ideal ambience for the evening. Her soulful rendition also evoked anticipation for the upcoming Ayodhya celebrations, infusing the air with excitement.

Shruti and Vaibhav, the dynamic hosts, then took the audience on a tour across India, showcasing the rich tapestry of winter harvest festivals celebrated throughout the country. From the fiery beats of Lohri in the North to the graceful Bihu of Assam, each performance was a kaleidoscope of colours, costumes, and rhythms. A semi-classical dance performance by our vibrant South Indian girls from the southern states of India added another splendid layer of diversity, showcasing the rich cultural diversity of our country. Riya Singh Jhala and Mansi Bajpai's energetic performance continued to enthrall the audience with their blend of classical and western dance.

Laughter and cheers filled the air as students enthusiastically participated in games like "Moongfali Halal", "Popcorn KaKamaal", "Patang Baimisal" and "Jamal Kuddu" testing their skills and adding a touch of playful competition to the evening. The winners of the games - Harsh Mishra, Priyanshi Jain, and Divyanshi

Agarwal, SahilVerma, and Ganesh Tolambiya respectively - were celebrated for their achievements.

Moving eastward, Mitravrinda Manish captivated the audience with a vibrant folk dance from Bengal, while Vaidehi Agnihotri transported everyone to the verdant hills of Assam with her Bihu performance. Gwande Chikomborero, an international student and a member of the cultural conduit, showcased the exuberance of Bhangra, adding a global flavor to the festivities. The participation of other international students further emphasized the universality of joy and celebration.

No BIMTECH event is complete without a CULco performance, and this one did not disappoint. The energetic steps and infectious enthusiasm of the dancers had everyone tapping their feet and swaying to the music.

As the embers of the bonfire crackled in the courtyard, Shruti shared fascinating insights about Lohri, the Punjabi festival of fire and good wishes. The flames, symbolizing the warmth of the approaching sun and the triumph of light over darkness, brought everyone together in a moment of shared joy and anticipation. The evening culminated in a cultural music night, where soulful melodies filled the air, leaving everyone with a lingering sense of unity and celebration.

'Uttarayan 2024' at BIMTECH was not just a festival; it was a vibrant tapestry woven with the threads of tradition, diversity, and shared joy. It was a reminder that even as we celebrate our unique cultures, the spirit of unity binds us together, making India the beautiful and vibrant mosaic it is.

KHICHDI DAAN

A Celebration of Generosity



Uttarayan, celebrated annually as Makar Sankranti, is a festival that signifies the transition of the sun into the Northern Hemisphere. We took this opportunity to not only revel in the festivities, but also, spread the joy of giving through a philanthropic initiative called 'Khichdi Daan'. The primary aim of Khichdi Daan was to contribute to charitable causes, aligning with the spirit of Uttarayan. Beyond the traditional festivities, we sought to make a positive impact on the lives of the underprivileged by providing sustenance in the form of nutritious and wholesome khichdi.

Tradition of Khichdi on Uttarayan

Khichdi is a yummy and comforting dish that becomes extra special during Uttarayan. It's not just about the tasty food, but also about something even more important. Sharing and giving khichdi during this time is like extending a caring hand to everyone around. At BIMTECH, we do this because it helps us feel like a big family. It's not just about the food; it's about making sure everyone feels cared for and joyous. So, when we share khichdi, it's like saying, "Hey, we're all in this together, and we want everyone to be happy and well-fed." It's a way of spreading joy and creating a community where everyone supports each other.

Event Execution

On January 15, 2024, the Food Conduit at BIMTECH initiated the Khichdi Daan event by first collecting funds, setting the stage for a thoughtful initiative to share the festive spirit with those who needed it most. A substantial

amount of ₹12,296 was collected through generous contributions from our professors, students, staff and supporters, showing the community's spirit and compassion. These collected funds were then utilized to procure quality ingredients for khichdi, emphasizing our commitment to delivering a nutritious and wholesome meal. The event went on with the distribution of raw khichdi to the internal housekeeping staff, guards, and gardeners of BIMTECH, recognizing their invaluable contributions to the campus community. Following these internal distributions, Khichdi Daan expanded its impact by reaching outside areas surrounding our college, ensuring that our charitable efforts reached beyond our immediate community.

Acknowledgment

We extend our heartfelt gratitude to everyone who participated in making 'Khichdi Daan' a resounding success. The contributions have not only made a positive impact on the lives of our community members, but have also fostered a culture of compassion and support. In conclusion, Khichdi Daan on Uttarayan 2024 exemplified BIMTECH's and Food Conduit's commitment to social responsibility and its belief in caring for others as a big, happy family. The tradition of khichdi during Uttarayan serves as a reminder of the joy of giving, and through such initiatives, we aim to continue spreading happiness and building a stronger, more compassionate community.

CENTRE FOR FACULTY DEVELOPMENT

Eight faculty members completed or started faculty development programs at leading institutions, such as, IIM Calcutta, The Case Centre (UK), CHRMP (Mercer, mettl), and IIM Kozhikode. These include FDPs on the Case Method, Human Resources Management and Advanced Data Analytics. The duration of these programs varies from 12 to 120 hours, indicating diverse learning experiences and a continued dedication to professional growth within the institution.

External FDPs attended by Faculty Members Jan 2024- Feb 2024

Name of the Faculty	FDP/ Workshop	Mode	Name of the Course/ Certificate	Certified By	Duration of Course (hours)	Duration of Course (days)
GaganKatiyar	Workshop	Offline	10th Case method Workshop on Developing India-Based Cases in the post-covidChatGPT era	IIM Calcutta	12	12
Pratibha Singh	Workshop	Online	Successful Case Teaching	Case Centre	18	18
Jamini Ranjan Mehar	FDP	Online	Generative AI in HR	Certified human resource management professional (CHRMP)	18	18
S M Fatahuddin Pankaj Priya Pooja Malik Manosi Chaudhuri Manoj Kumar Pant	FDP	Online	Advanced data analytics for research and teaching: Harnessing the power of R, Python and Tableau	IIM Kozhikode	120	120



FACULTY UPDATE



Dr. Prabina Rajib has joined as the Director at the Birla Institute of Management Technology. Her academic journey began with a Ph.D. in Finance from IIT Kharagpur. In addition to her teaching responsibilities, Dr. Rajib has showcased exemplary leadership in various administrative capacities at IIT Kharagpur. Notably, she has held positions such as Chairperson Placement and Dean VGSOM, IIT Kharagpur, Chairperson (POSH).

Her dedication to academic mentorship is evident in her supervision of 11 doctoral candidates, one of whom was honored with the National Stock Exchange (NSE) award for the best thesis in Financial Economics in 2019.

Dr. Rajib has made significant contributions to the academic community through her overseas teaching assignments at AIT Bangkok, Purdue University (West Lafayette, Indiana, USA), and Curtin Business School, Perth, Australia. Her research endeavors are reflected in the publication of four books and numerous research papers in high-ranking listed journals. In addition to her academic pursuits, Dr. Rajib actively engages with the broader public through her writings. She regularly contributes articles to newspapers, sharing her insights and knowledge with a wider audience.

Recognized for her academic excellence, Dr. Rajib received the prestigious Fulbright Fellowship in 1999. In 2022, she was honored with the Best Case Study Award, showcasing her continued commitment to advancing knowledge in her field.



Dr. Namrata Thapa has joined as an Assistant Professor of Economics. She holds a Ph.D. in Economics from the Centre for Development Studies (CDS), Trivandrum. Before joining BIMTECH, she held key roles at the Institute of Economic Growth, Delhi, initially as a junior consultant and, later, as a senior research analyst. Her broad research interests include Development Economics, Innovation Studies, Agriculture and Rural Development, and Gender Economics.

Her teaching interests include microeconomics, macroeconomics, economic development and policy, economics of technological change and business environment, and institutional economics. She has published in peer-reviewed academic journals and edited volumes and presented her research work at conferences in India and abroad.