

# Vrittant

BIMTECH  
BIRLA INSTITUTE  
OF MANAGEMENT TECHNOLOGY

AACSB

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## CONVOCATION 2022-23



TAPAN SINGHEL  
MD & CEO,  
Bajaj Allianz General Insurance

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# Mr Tapan Singhel - The Path Breaker

MD & CEO, Bajaj Allianz General Insurance Company Limited

**T**apan Singhel is an insurance industry veteran with more than three decades of experience of transforming companies with his path breaking innovations. An extremely influential, dynamic and versatile corporate leader, he began his journey as Direct Recruit with New India Assurance Co. **Tapan is the founding member of Bajaj Allianz General Insurance Company (BAGIC),** one of the biggest private sector general insurance companies in India. With 21 valuable years in BAGIC, of which 11 years as its MD & CEO, Tapan has not only transformed the company, but has also been a trendsetter in the insurance industry by always taking the first leap towards innovating to enhance the customer service standards. **Since he took the reins, the company has achieved a cumulative underwriting profit of more than ₹350 crores, grew its revenues (GWP) at a CAGR of 16% and profits (PAT) at a CAGR of more than 30%.** Having served close to 13 crore customers across the country, addressing customer worries is what drives him to ideate

and implement innovative products and services. A scientist by education, but insurer at heart he relentlessly works towards making a difference in the lives of people in whatever little way he can.

## THE NUDGE: UNSTOPPABLE TAPAN

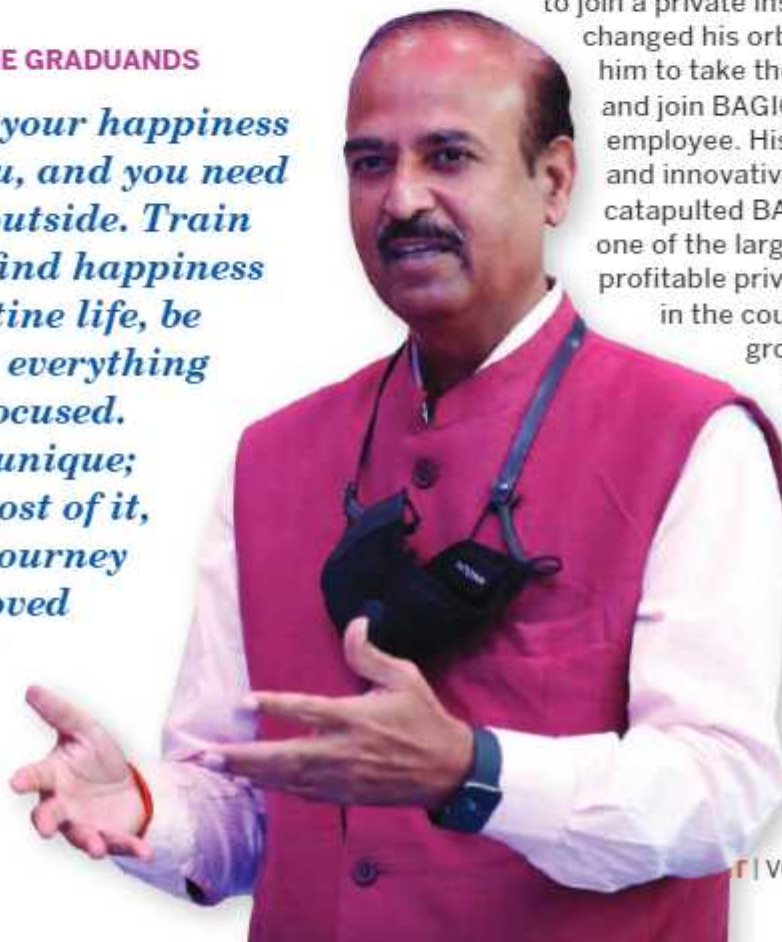
Tapan is always willing to walk the path less travelled.

A post graduate in physics from BHU, he was all set to pursue a research program abroad but as luck would have it, he happened to get hired by one of the leading public sector general insurance companies of those times. He was comfortably enjoying his work, the perks, luxury security and stability that comes with the quintessential government job. However, tides were changing and the private insurers were making inroads into the general insurance sector. Of course, many were getting lured, but few had the courage to give up stable jobs to join new entrants. A friend challenged Tapan that he could never give up the stable public sector insurers job

to join a private insurer. This nudge changed his orbit and inspired him to take the leap of faith and join BAGIC as a founding employee. His entrepreneurial and innovative ideas soon catapulted BAGIC to become one of the largest and the most profitable private general insurer in the country ensuring growth, profitability and customer-centricity. The company today stands for cutting edge innovations, industry defining initiatives, and its impeccable customer centric approach.

## MESSAGE TO THE GRADUANDS

*“The key to your happiness lies with you, and you need not seek it outside. Train yourself to find happiness in your routine life, be grateful for everything good, stay focused. Your life is unique; make the most of it, enjoy your journey with your loved ones; this is what life is all about.”*



### BAGIC-THE "NO WORD" BRAND

Throughout my career in the insurance industry, a recurring question which has puzzled me constantly is that how to become a 'No Word' Brand. Well, all the brands are good, we all want to be the best in the market and the first choice of the customer. But why is it that only a few of us get through and make a mark in a customer's mind? What is that makes a brand stick into someone's mind – a quality product, customer service, sensational advertisement, or something else.

When I look at our own company, where I have spent more than 2 decades of my career, I get the answer. I know why it is good, and probably don't need anyone to tell me this. It's because of trust. A trust which comes after having been made to feel important, valuable and special. It is the trust in a brand which makes it so significant that you don't really need a word to explain or advertise it.

– Excerpt from his blog  
*Becoming a 'No Word' Brand*



By always imbibing the principle of empathy towards customers and employees, he has been instrumental in the organization being recognized and honoured on various forums-

- 'Most Promising Business Leaders of Asia,' 22-23 by The Economic Times.
  - 'Lifetime Achievement Award' at the 25th Asia Insurance Industry Awards 2021
  - 'Personality of the Year' at Quantic's BFSI Excellence Awards 2021, India Insurance Summit & Awards 2019, 22nd Asia Insurance Industry Awards 2018 and Indian Insurance Summit 2017
  - Best CEO at Insurance Asia Awards
  - Most Promising Business Leaders of Asia 2018 by The Economic Times.
- and many more ...

### TAPAN'S 'COMMUNICATIVE LEADERSHIP'

"I am a conversationalist and love to talk about ways to make the lives of our customers more accessible, worry-free and much more comfortable. That's the dream of every single person living on this planet. In making this dream come true for the millions of Indians, I feel we must understand the unsaid words of our customers. Indeed, some might talk back to us, and some won't, but that doesn't change the rules of the game.





## TROPHIES FOR BAGIC

General Insurance Company of the Year award at the 26<sup>th</sup> Asia Insurance Industry Awards

Porter Prize Award 2019 Under *Creating Distinct Value* Category and many more...

As an insurer, I believe that we may insure our customers and their belongings, but to a greater extent, we provide them with an assurance of safety, peace and happiness."

– Excerpt from his blog  
*What to Do When Customers Say Nothing*

Tapan has emerged as a social influencer and has leveraged social media platforms creatively to connect with employees and customers with a personalised touch.

- **LinkedIn:** Tapan's profile has been featured in the LinkedIn Power Profiles India list from 2015-2018. Tapan also blogs through "My Take."

## LIFE IMPRESSIONS BEYOND THE CLASSROOMS

"I've been thinking a lot about the experiences that have had an impact on me. And one that really stands out is my time in the theatre club during my college days. It was truly a transformative experience that shaped me into the person I am today. At first, performing on stage made me nervous. But as I explored different roles in theatre, including acting, directing and stage design, I became fascinated by it. This helped me develop skills like public speaking, creative thinking, and collaboration which are essential in business. I'm grateful for the foundation I gained in these areas during my time in theatre. It's heartening to witness that theatre still remains a popular form of expression and I'm honoured to be one of the many who have been positively influenced by it."

– Excerpt from his LinkedIn post on  
*World Theatre Day*

## THE THREE DAILY HABITS

"I feel that daily habits define the kind of person you are and your perspective towards life. Some of the habits that I have inculcated in my life are:

- Staying positive in all situations
- Not missing any opportunity to do good
- And doing something unconventional everyday

## LESS IS MORE

"Growing up I remember we only got what we needed which was more towards our everyday organic functioning and learning and developing needs. ...Minimalism sometimes gets a bad name where it can be perceived as sacrificing what you desire or becoming miserly. The way I see it, the modern progressive world today has so much to offer that you will always want new things because there is something new and better out there. We also tend to get emotionally attached to things we have carried on for years which can sometimes drain us making us mentally stuck.

I am content these days when I have lesser things to worry about and can invest my time and energy in things that make me happy, make me a better human being and I can focus on making a difference to society. The more materialistic possessions we consume, the more waste we create which leads to more damage to our environment. **Less is more, for after all we want to leave behind is a legacy of good and not material possessions, for people remember us for who we are and not what we had!**

– Excerpt from his blog  
*Living a life of Minimalism*

## Board of Governors



**Smt. Jayashree Mohta**  
Chairperson, BOG-BIMTECH



**Shri A.K. Agarwala**  
Chairman, Business Review  
Council, Aditya Birla  
Management Corporation,  
Mumbai



**Dr. Ajit Ranade**  
Vice Chancellor  
Gokhale Institute of Politics  
and Economics



**Shri G.N. Bajpai**  
Ex-Chairman, SEBI and  
LIC, Mumbai



**Prof Rajiv Kishore Dubey**  
Former CMD, Canara Bank



**Shri Sakate Khaitan**  
Senior Partner, Khaitan  
Legal Associates, Mumbai



**Shri Vikash Kandoi**  
Director, Royal Touch Fablon  
(P) Ltd., Kolkata



**Dr. H. Chaturvedi**  
Director, BIMTECH



**Dr. Anupam Varma**  
Dy. Director & Dean  
(Academics) BIMTECH



**Shri Alok Gupta**  
Director, Pyramid Cyber  
Security & Forensic (P) Ltd.,  
New Delhi



**Dr. Manosi Chaudhuri**  
Professor, BIMTECH

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## Our Core Team



**Dr. Anupam Varma**  
Dy. Director &  
Dean (Academics)



**Dr. A. Sahay**  
Dean (Research)



**Dr. K.C. Arora**  
Registrar



**Dr. Abhijit K. Chattoraj**  
Dean  
(Student Welfare &  
Support Services)

## Gender Profile of Batch 2023

<b>PGDM</b> <b>146</b> Male	<b>IB</b> <b>19</b> Male	<b>IBM</b> <b>23</b> Male	<b>RM</b> <b>36</b> Male
<b>PGDM</b> <b>80</b> Female	<b>IB</b> <b>15</b> Female	<b>IBM</b> <b>28</b> Female	<b>RM</b> <b>19</b> Female

## Centre for Research Studies

### ENROLLMENTS

<b>20</b> Recognised Guides	<b>21</b> EFPM Scholars	<b>9</b> FPM Scholars	<b>30</b> Total Scholars <small>(as on 28/3/23)</small>
<b>OUTPUT</b> <b>3</b> No. of EFPM Produced	<b>2</b> No. of FPM Produced <small>(during 2022-23)</small>	<b>7</b> PhD Thesis Under Evaluation <small>(as on 28/3/23)</small>	<b>7</b> Research Publications 2022-23 <small>(by research scholars)</small>



# Placement Report 2021-23

**BIMTECH recently concluded its placement season for the 2021-23 PGDM batches with a 100% record with placement assistance provided to all its 367 eligible students from PGDM courses.**



**367**  
Number of Students

**94**  
Number of Recruiters



**23.43 Lakh**  
Highest Salary

**11.24 Lakh**  
Average Salary

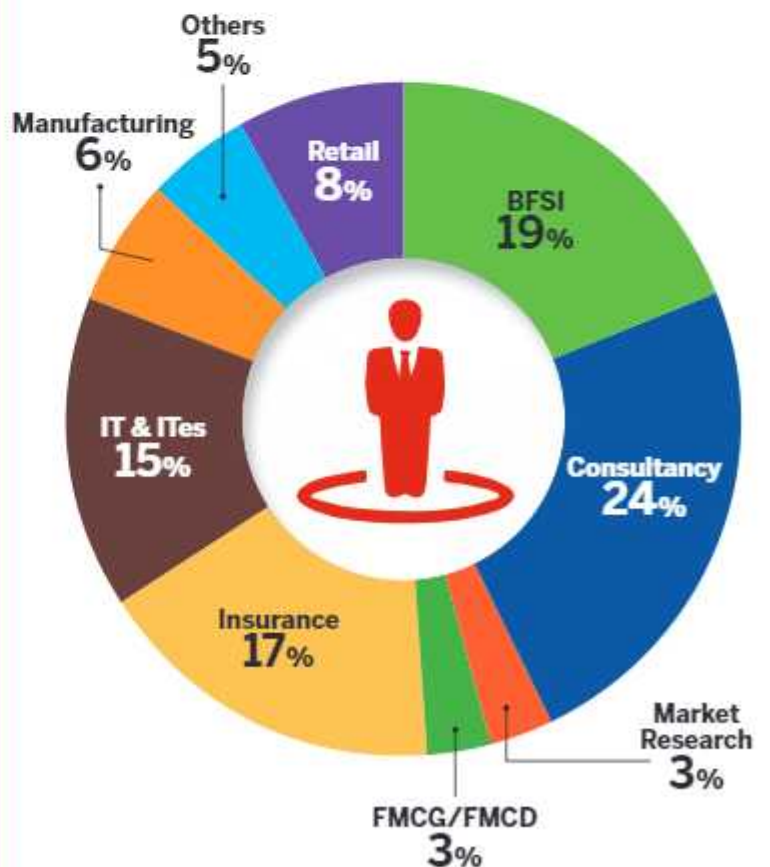


This placements season witnessed a grand success with 100% placements within 2 Months. 90+ recruiters rolled out a total of 364 offers, where around 9% of them are PPOs reflecting the trust recruiters have built with the institute over the years. The average CTC has seen a remarkable increase of nearly 20% as compared to the previous year.

Companies from various sectors like Consulting, Banking & Finance Services, FMCG & FMCD, Sales & Marketing, Retail, Insurance, Automobiles, Manufacturing, Supply Chain & Logistics, General Management, E-commerce & human resources participated in the placements drive.

During placements 2023, the students received offers from different sectors. The details on number of recruiters who participated from various sectors and the total number of students placed is given below:

### Sector Wise Offers





# Centre for International Affairs Report

## Student Exchange

10 students are currently pursuing exchange trimesters in NEOMA Business School France and Kozminski University Poland. One student in the AY 2021-22 and 8 students in the AY 2022-23 from NEOMA Business School, France pursued 2 trimesters in BIMTECH.

## Faculty Exchange

In the AY 2021-22, BIMTECH received 6 international guest faculty and in the AY 2021-22, 8 BIMTECH faculty were engaged in 11 international teaching assignments at the following institutes: FH Joanneum, Austria, Global College International, Nepal and ALDV France and Kozminski University Poland. In the AY 2022-23, 1 BIMTECH faculty was engaged in a teaching assignment under the Erasmus Staff mobility and 11 faculty delivered guest lectures remotely at De Vinci Higher Education Group (ALDV) France.

## International Grants

Dr. Nimisha Singh and Prof. Sunil Sangra received the ERASMUS Teaching Mobility Grant to teach at FH Joanneum, Austria. Prof. Meena Bhatia received for teaching in Kozminski University, Poland along with the student Ms. Dipti Narayan, PGDM – IB program.

## Global Immersion Program International Week

To prepare students for global business leadership, BIMTECH organised the International Week on 7th-11th February 2022 and 13th-17th February 2023. Experts shared insights on cross-functional, interdisciplinary and contemporary topics on varied aspects of global business. In the AY 2021-22, we had 21 guest professors from 16 universities in 10 countries. In the AY 2022-23, we had 25 guest professors from 19 universities in 14 countries (Austria, Colombia, France, Georgia, Mexico, North Macedonia, Norway, Poland, Portugal, Russia, South Africa, UAE, USA and UK).



## Diplomatic Guest Lecture Series

With changes in the global geopolitical environment, immense opportunities have emerged for conducting business internationally. BIMTECH, in line with this, started the Diplomatic Guest Lecture Series in the AY 2021-22 that offers students of the PGDM-IB program the opportunity to learn from diverse international diplomats and foreign service officers who are experts and engage in intricate dialogues and negotiations with India in order to represent their nation's interests abroad, including economic, political, social, and cultural views.

The first lecture of this series was delivered in AY 2021-22 by the Embassy of Hungary headed by His Excellency, Király András László, Ambassador of Hungary to India, accompanied by Dr. Hilda Farkas, Counselor - Science and Technology and Dr. László Makk, Counselor - Economic and Commercial Section. The second lecture was delivered in the AY 2022-23 by H.E. Claudio Ansorena Montero, Ambassador, Embassy of Costa Rica in New Delhi.

# Centre for Management Development & Consultancy (CMDC)



At BIMTECH, Centre for Management Development & Consultancy (CMDC) aims to conduct Management Development Program (MDP) in various functional areas of management to provide quality inputs to the working professionals of national and international conglomerates, government, public and private sector organizations, donor agencies and international and national NGOs.

CMDC also provides Consultancy Program for the business houses to develop professionals to increase the output and productivity of the organization. Consultancy services include strategic planning, quality

assurance, education, training and investment counselling. We provide professional advisory services to managers and leaders so that they are able to solve business-related problems and achieve organizational excellence.

During the last Academic year 2022 – 23, CMDC delivered eight MDP Programs to leading corporates in both private and public sector of India and abroad. The highlights of this years' MDP was the addition of new clientele from neighbouring countries like Nepal and Bangladesh. Around 165 participants were trained under these MDP programs.

Program Name	Organisation	Venue
Social Security for officials of EPF	BFIN, Nepal	BIMTECH Campus
Agriculture Insurance	BRAC, Bangladesh	BIMTECH Campus
Life Insurance Operations	BFIN, Nepal	Online
Refresher Course on Retail lines of Insurance	Open Program	BIMTECH Campus
Change Management	GAIL India Ltd.	On site
Refresher Course on Non-life Insurance	Open Program	BIMTECH Campus
Branding Through Storytelling	Open Program	BIMTECH Campus
Design Thinking & Innovation	GAIL India Ltd.	On site

## Updates about the Library at a Glance

### Print Resources

- Books: 89,289 (As on March 27, 2023)
- Print Periodicals: 142 (National 127, International 15)
- Newspapers: 14
- Thesis: 104

### Electronic/Digital Resources

- Online Databases: 15
- E-Books: 20,000+
- E-Journals: 5,070
- E-Magazines: 1,606
- Non-book Material (CDs /DVDs): 3,502
- Videos: 6,781
- Thesis & Dissertation: 33,841

### E-Resources

BIMTECH library is having below mentioned E-Resources:

- ACE Equity Analyser
- Atlas.ti
- The Case Centre
- CMIE – ProwessIQ
- DELNET
- EbscoHost – BSE
- EBSCO – eBook Business Collection
- E-library Platform



- Emerald e-Case Studies
- Euromonitor – Passport GMID
- Indiatat
- NDLI (National Digital Library of India)
- NPTEL
- Scopus
- Shodhganga: A Reservoir of Indian Theses
- TickerPlant Limited
- Turnitin Anti Plagiarism Software

### Managing the Service through

- KOHA LMS
- D Space – Institutional Digital Repository

## Sustainability and CSR 2021-23

- Students explored the CSR initiatives by **SRF, Schneider Electric, TERI, Sri Sathya Sai Annapoorna Trust**.
- Situation Analysis and Need Assessment of **DIZ villages** & Impact Assessment of CSR projects in Karnataka, Delhi, Dehradun & Nainital for **Epsilon Carbon Private Ltd.** were conducted.
- CSR consultation services were provided to **Sphere India**-a national coalition of humanitarian agencies in India.
- **6th edition of workshop on CSR for agricultural development**, in collaboration with the National Institute of Agriculture Extension Management called **MANAGE**, was organised on 22th & 23rd of October 2022 to render support for capacity building.
- Ten faculty members from different disciplines in Management undertook the unique Impactful-five (i5) project through the **PRME Champions workshop** conducted jointly by the PRME, Secretariat, New York and the LEGO Foundation, USA.
- **Blood Donation Drive** was organised on October 1, 2022 in collaboration with Noida Charitable Blood Bank.
- Continued activities such as life skills classes, Library for all, Vastradaan, health check-up camps for construction workers, participation in Swatch Bharat Abhiyan; along with **Vocational Training (Stitching Course)** for 54 women and adolescent girls, **Remedial classes for girls**: 44 girls from the BVK, **Basic Education for needy**: 66 Boys and Girls, **Basic computer education**: 82 students, **Adult Education for girls**: 12 girls.
- **Medical health camp** once a week with the help of Jubilant Life Science and doctors from Kailash Hospital.



# THE ACHIEVERS

## Gold Medal Awarded to



**Ms. Palak Mittal**  
(Roll No. 21DM131)

**FOR SECURING OVERALL FIRST POSITION  
IN PGDM, Batch 2021-23**

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## Gold Medal Awarded to



**Ms. Arushi Jain**  
(Roll No. 21IB311)

**FOR SECURING OVERALL FIRST POSITION  
IN PGDM (IB), Batch 2021-23**

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## Gold Medal Awarded to



**Ms. Manisha Menon**  
(Roll No. 21IN624)

**FOR SECURING OVERALL FIRST POSITION  
IN PGDM (IBM), Batch 2021-23**

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## Gold Medal Awarded to



**Mr. Shreyash**  
(Roll No. 21RM956)

**FOR SECURING OVERALL FIRST POSITION  
IN PGDM (RM), Batch 2021-23**

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## Special Medal Awarded to



**Ms. Sanskriti Verma**  
(Roll No. 21IB330)

**FOR SECURING FIRST POSITION  
IN THE MARKETING SPECIALIZATION  
STREAM, PGDM (IB), Batch 2021-23**

## Special Medal Awarded to



**Mr. Manish Goel**  
(Roll No. 21DM108)

**FOR SECURING FIRST POSITION  
IN THE OPERATIONS SPECIALIZATION  
STREAM, PGDM, Batch 2021 - 23**

# THE ACHIEVERS

## Special Medal Awarded to



**Ms. Palak Mittal**  
(Roll No. 21DM131)

**FOR SECURING FIRST POSITION  
IN THE FINANCE SPECIALIZATION STREAM  
PGDM, Batch 2021-23**

---

## Special Medal Awarded to



**Ms. Rakshita Dhingra**  
(Roll No. 21DM159)

**FOR SECURING FIRST POSITION  
IN THE HR SPECIALIZATION STREAM  
PGDM, Batch 2021-23**

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## Dr. C.B. Gupta Memorial Medal - 2023 Awarded to



**Mr. Durgesh Nandan Sarkar**  
(Roll No. 21RM917)

**FOR ALL-ROUND BEST  
PERFORMANCE AMONG MALE STUDENTS  
PGDM (RM) Batch 2021-23**

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## Smt. Yashoda Jaju Memorial Medal - 2023 Awarded to



**Ms. Raichel Suseel**  
(Roll No. 21IN633)

**FOR ALL-ROUND BEST  
PERFORMANCE AMONG FEMALE STUDENTS  
PGDM (IBM) Batch 2021-23**

---

## Smt. Madhuri J Sheth Awarded to



**Ms. Palak Mittal**  
(Roll No. 21DM131)

**FOR BEST ACADEMIC PERFORMANCE  
AMONG FEMALE STUDENTS OF PGDM  
Batch 2021-23**

## Smt. Madhuri J Sheth Awarded to



**Ms. Arushi Jain**  
(Roll No. 21IB311)

**FOR BEST ACADEMIC PERFORMANCE  
AMONG FEMALE STUDENTS OF PGDM  
(International Business), Batch 2021-23**

# PGDM PGDM PGI



A Dhananjay



Aarushi Thakur



Abhash Pathak



Abhinav Gupta



Abhinav Sharma



Abhisarth Gupta



Abhishek Jakhmola



Achal Bhandari



Adarsh Sanklecha



Aditya Khemka



Aditya Manchanda



Akhil Kumar Singh



Akshay S Babu



Akshay Vijay



Akshita



Akshita Rungta



Alina Arvind Kumar



Alisha Verma



Aman Gupta



Aman Mahajan



Amit Aryan



Amit Ramadhar Yadav



Ankit Parmar



Ankita Bansal



Ankita Loomba



Ankush Khanna



Anshika



Anshul Goyal



Anshul Sisodia



Anubhab Parija



Anuj Bajpai



Anuj Goyal



Anurag Singh



Arup Panda



Arushi Gupta



Arushi Srivastava



Ashar Ahmed



Ashish Behl



Ashish Rawat



Astha Rawat



Asutosh Priyadarshan  
Mangaraj



Avarnya Dublish



Ayush Srivastava



Ayushi Srivastava



Bharath D Varma



Bhargav Sai  
Krishna Ambula



Bhavesh Makhija



Chaitanya Sharma



Charvi Gosain



Chaubey Anandvardhan  
Nagendra



Devika Marwah



Devkant Shukla



Dhananjay Rao



Dhruv



Divya Mishra



Divya Rana



Divyansh Lakpale



Divyansh Sabharwal



Eiha Gandhi



Garvesh Gupta

# PGDM PGDM PGI



Gaurav Kalra



Gaurav Patni



Gourav Chatterjee



Harikrishnan K



Harsh Keyurbhai Jhaveri



Harshit Jain



Heema Nagpal



Hitesh Sharma



Hrhythm Gupta



Ishita Bagga



Jaanvi Chowdhuary



Jagdeep Singh



Jagriti Maggo



Jahanvi Mehrotra



Jahnvi Singh



Jay Krishna



Kajal Tejwani



Kalidas Prasad



Kanha Aggarwal



Kanishk Goel



Kanishk Kumar Singh



Karan Pandey



Karthik Hemanth



Kartikay Kapoor



Kavisha Gupta



Khushboo Khandelwal



Kshitij Wadhwa



Kumar Shivam



Lakshay Seth



Madhura C Jaiswal





Mahim Sharma



Manasvani Vashisht



Manish Goel



Manonil Banik



Mansi Gupta



Manu Bhardwaj



Mausami Patel



Mayank Chauhan



Megha Jain



Megha Mathew



Mohit Gupta



Monica Verma



Muskan Bagla



Nabanita Paul



Nagendra Singh



Nakul Krishna K S



Naman Chaturvedi



Neelanshu Agarwal



Nikhil Hota



Nikita Mittal



Palak Makhija



Palak Mittal



Pankhuri Rawat



Parantap Bakshi



Parth Sinha



Pooja Singh Patel



Poulami Sandip Dey



Pragya Singh



Prakhar Agrawal



Prakhar Verma

# PGDM PGDM PGI



Pranjali Tiwari



Prashant Agrawal



Prateek Jain



Prateek Singh



Pratik Singh



Pratyush Nagar



Praveen Kumar S



Pravi Garg



Purohit Ishant Ashokbhai



Puru Singh



Pushpendra Pratap Singh



Rachit Goyal



Rachit Narayan



Rajan Aggarwal



Rajan Prasad



Rajat Aggarwal



Rajdeep Das



Rakshita Dhingra



Rakshita Tiwari



Rashi Omer



Ravi Kumar



Ravi Sharma



Rishav Kant Tiwari



Ritik Singh



Rittika Sinha



Riya Gautam



RN Shyam Sundar



Rohini Anil Kalaje



Rushali Srivastava



Rushil Saini



Sahil Athar



Sahil Bisht



Sajal Agarwal



Sakshi Gupta



Sakshi Gupta



Sanyam Arora



Sarthak Chaturvedi



Satyam Gaur



Saurabh Jain



Saurav A



Shahryar Shahid



Shashwat Pandey



Shatakshi Shikha



Shayon Das



Shefali Bansal



Shraddha Gupta



Shreejit Halder



Shreshtha Thakur



Shreya



Shreya Chakraborty



Shruti Jonnalagadda



Shubham Jadon



Shubhangi Maini



Shweta Jhajharia



Siddharth Gautam



Siddharth Sethi



Soumya Ranjan Parida



Souvik Pramanik



Stuti Shrivastava



Sunny Gulati

# PGDM PGDM PGI



Suraj Kumar



Sushmita Grewal



Sweta Gogoi



Tarun Jain



Uchita Suresh



Udhav Mittal



Vaishnavi



Vansh Karanwal



Vanshika Saxena



Vasu Kohli



Vatsal Mittal



Vishal Poduri



Vishnu Sehrawat



Vivek Goenka



Yash Agarwal



Yash Goel



Yash Johri



Yash Mishra



Yashika Goyal



Niharika Chandan



Snehal Suraj



Akhilesh Goyal



Apoorv Garg



Rizu



Rishika Jain



Sukhmani Kaur  
Sodhi



Prateek Gupta



Keshav Sunaria



Rishabh Raj



Rhythm Goel



Utsav Srivastava



Nalini Shanker



Shweta Sanghi



Preeti Mittal



Harsh Bansal



Rishabh Jain



Ritul Ailsinghani



Jai Aggarwal



Shivangi Saxena



Rishika Sharma



Mayank Kumar



Anurag Tripathi



Piyush Mahajan



Priyanshu Pundir



Saksham Dhillon

## International Business



Aayush Kumar



Abhinav Pundir



Aditi Bist



Amit Mishra



Ananta Vishain



Arpita Dash



Arushi Jain



Ashish Sharma



Deepanshu Malik



Garvit Malhotra

# PGDM PGDM PGI



Himanshu Yadav



Ishika Gupta



Kishuka Arora



Muskan Agarwal



Prabhaav Negi



Pranshi Ailani



Raman singhal



Rashi Jain



Roma Khatri



Rudraksh Arora



Sanskriti Verma



Saumya Sharma



Shahikant Kandwal



Shivani Singh



Shivanshu Sharma



Siddharth Rungta



Udit Bohra



Uppasana Baruah



Vaishnavi Sharma



Varun



Ajay Raj Singh



Harsh Kumar



Kushal Agarwal



Aryan Deep

# Insurance Business Management



Abhinav Maitreya



Aditi Gupta



Aditi Saxena



Aisha Khatun



Akash Pansare



Anjali Gupta



Anusha Gauraha



Arjun Malhotra



Vivek



Charu



Devanshi Mehra



Devanshi Sharma



Fizza Zaidi



Gaurav Gupta



Harshit Gupta



Harshita Batra



Himanshu Shekhar



Keya Kundu



Kirti Verma



Krati Santani



Manisha Menon



Navpreet Singh  
Bachhal



Neshya MaryJohn



Nimisha Rastogi



Palak Daryani

# PGDM PGDM PGI



Pavel



Pratik Kaushik



Prince Swaraj



Raichel



Raj Ratan



Reshma Maria  
Rose



Rizwan Iqbal Wani



Saket Kumar Sah



Saksham Sharma



Sakshi Yadav



Sananda Ghosh



Saransh Rathore



Satyam Sinha



Saurav Jaiswal



Shashi



Shivani Mittal



Siddharth Sridhar



Sunidhi



Sunidhi Bhatia



Tanya Sharma



Shreya



Trushti Kakra



Vipin Patel



Vivek Kumar Singh



Yash Gupta



Priyanshu Kumar



# Retail Management



Abhishek Subhash  
Dhamdhare



Akansha Bisarya



Akarsh Makheeja



Akhila Gopakumar



Anmol Tiwary



Apeksha Gujrati



Ashish Raj



Ashu Kumari



Astha Singh



Ayush Srivastava



Bharath M R



Bhavjot Singh



Durgesh Nandan  
Sarkar



Durgeshwar Singh



Erum Jameel



Gawtham C V



Gyanesh Chauhan



Harsh Dwivedi



Harshit Jain



Himanshu  
Bamoriya



Himanshu Rathod



Jay Sanjay  
Gaikwad



Kaja Jaya Krishna



Khuswant Singh  
Rohilla



Mannandeep Kaur  
Bawa

# PGDM PGDM PGI



Mansi Agarwal



Misbah Khan



Nandish Sharma



Neel Vilas  
Sahasrabuddhey



Nitin Srivastav



Pavan Sanjay Gaikwad



Prakhar Saraswat



Priyakshi Phukan



Rajdeep Singh Bali



Riya Ranjan



Rohit Mehra



Sanskriti Gupta



Santhosh RRM



Saurav Sharma



Shreya Kumar



Shreya Razdan



Shreyash



Siddhanta  
Panigrahi



Sonali Gupta



Sreehari Krishnan



Sreerag E V



Srigayathri L



Supriya S



Vaibhav Prajapati



Vaikhari Vadadkar



Zishan Ali



Abhishek Kumar



Richa Jha



Sharad Gupta



Aakanksha Ranjan



## G20 DIA Roadshow Startup Kumbh

*Strengthening the Entrepreneurship  
Ecosystem to Drive Economic Growth*

**A**tal Incubation Centre (AIC) in collaboration with the Ministry of Electronics and Information Technology (MeitY) & MeitY Startup Hub (MSH), organized 'Startup Kumbh: G20-Digital Innovation Alliance (DIA) Roadshow' on 28th March 2023 at the India Expo Mart, Greater Noida. The Roadshow is part of a broader initiative by the G20 to promote digital innovation and build a more inclusive and resilient global economy. The roadshow, which brought together leading experts and policymakers from across the innovation ecosystem of India, explored how entrepreneurship can be fostered across the varied geographies and demographic of the Indian landscape.

Chief Guest Shri Yogendra Upadhyay, Minister of Electronics & Information Technology, Government of Uttar Pradesh, stated that the government's focus on startups incubators, accelerators, and investors is a positive step towards creating a thriving startup ecosystem in the state and we can expect to see more initiatives and schemes aimed at promoting their growth in the future."

The event witnessed a registration of over 1000 individuals, 400 start-ups, 100 investors, and over 30 eminent speakers such as Dr. Chintan Vaishnav, Mission Director, Atal Innovation Mission, Shri Akash Tripathi, IAS, Joint Secretary, MeitY, Mr. Jeet Vijay, CEO, MeitY Startup Hub, Mr. Ayush Gupta - Director (HR) GAIL and Mr. Girdhari Lal - Director (Public Policy)- E&Y, Mr. Abhishek Tiwari, Associate Director, Advisory - KPMG India and speakers from the embassies, Dr. Hilda Farkas (Hungary) and Mr. Soumen Mondal (Canada), who explored potential cross country trade and investments. •



# BIMTECH Business Literature Festival 2023



*“The only way to educate oneself is by making books a life companion”*

**N**ot every day one gets to soak in inspiring and insightful dialogues with the luminaries of business, literary and academic world. Business Communication Area made this confluence a reality by organising its third edition of BIMTECH Business Literature Festival (BBLF 2023) at the campus lawns with aplomb on February 10-11, 2023. These red letter days at BIMTECH are etched in the minds of more than 500 attendees ranging from Gen Z to octogenarians, business students to business gurus, authors to publishers as the most intellectually stimulating event of the year.

On February 10, the two-day literary extravaganza was inaugurated by the Chief Guest Shri Bhupender Yadav, Union Minister of Labour and Employment and Minister of Environment, Forest and Climate Change. As a co-author of the book *'The Rise of the BJP: The Making of the World's Largest Political Party'*, he reiterated the importance of literature in shaping modern business practices. Touching upon practical-based learning, he stated that self-realization and self-experience (often by ways of imagination) are very central to a writer's success. He further elaborated that a writer should have an imprint of his personality in his work and should work with a bout of rational impulse. He laid emphasis on becoming more aware of our Indian Knowledge System and appealed to the "restless", "transactional" and "distracted" youth to align their synergies and awakened them by saying, He also urged the youth to consider politics as a career path and serve as a change maker and contribute valuably in nation building. He commended the institute's

effort of promoting reading and writing of literature through a platform like BBLF.

"Books play a key role in developing business modules. In today's date, most bestselling books on personality development as well as books of different course curriculum stress on inner wisdom and personal journey. It leads to the topic of mindfulness. Mindfulness is all about being aware of different components of life and, in my opinion, the best book on mindfulness is Yoga Sutra. The first Sutra "Atha Yoga Anushasanam", talks about refining one's attitude while adopting the practice of yoga. The second Sutra "Yoga Chitta Vritti Nirodah", refers to everything moving through the space of the heart and says that distractions are of five types. The management of all these stages of emotions is what yoga is about."

The Valedictory Address was delivered on February 11 by **Mr. Bharat Wakhlu, Founder President -The Wakhlu Advisory TWA, Co-Founder of Resilient Leadership & Change Master and Ex-Tata Administrative Services and Bestselling Author.** He presented anecdotes from his book 'Tata's Leadership Experiment' which examined the vision behind TAS and its success in creating leaders who embody TATA values similar to the ethos of Birlas. He urged all to read the Tata and Birla philosophy of nurturing leaders who demonstrate high integrity and national commitment.

**Dr. Harivansh Chaturvedi, Director, BIMTECH,** who was the inspiration behind curating this first ever business literature festival by a B-school in India, encouraged everyone to learn through success and failure stories of the authors who

***We cannot manifest outer success unless we have inner peace. Management is not just about climbing the ladder of success, but it's about navigating through relationships patiently.***

*Shri Bhupender Yadav  
Chief Guest, Union Minister of Labour and Employment and Minister of Environment, Forest and Climate Change*

had led business houses for decades. He stated that the festival had successfully created a model of learning going beyond textbooks and case-studies in B-schools. BBLF 2023 showcased new releases during **book unveiling** featuring authors like **PKD Nambiar, Ankit Jhamb** and **Prof. Bharat H. Desai** who unveiled their books *You, Too, can be a brand*, *The Most Negative Book of Positivity* and *Envisioning Our Environmental Future* respectively.

The festival hosted panel discussions featuring authors such as **Mr. R. N. Bhaskar**, author of *Gautam Adani: Reimagining Business in India and the World*, **Mr. Harish Bhat**, author of four books, most notably, *TATA Stories & TATA Log*, **Mr. Kiran Karnik**, author of *Decisive Decade* and **Mr. Hardayal Singh**, **Mr. Pattabhi Ram** author of *The Tech Phoenix*, **Mr. Biju P.R.** author of *We are Products: How AI invades our life*, **Mr. Neeraj Kapoor**, author of *Stuck-up to Startup*, **Ms. Rupangi Sharma**, author of *Young Indian Innovators, Entrepreneurs and*





*Change-makers.* **Mr. Parmesh Shahani**, author of *Queeristan: LGBTQ Inclusion in the Indian Workplace*. These interlocutions were moderated by experts- **Ms. Suruchi Maitra**, Co-Founder of Artha School of Entrepreneurship, **Dr. Vikram Dutt**, Expert, Core Committee, Rehabilitation Council of India, GOI, **Mr. Mohit Gupta** from FROB (Friends of Books) community.

The **GLOBAL AUTHORS' LOUNGE**, a segment which is an International Authors' Space, was moderated by **Ms. Mimi Nicklin**, author of *'Softening the Edge'*. The three panelists **Mr. John Aguilar**, author of *Methods to Greatness: Unlocking and Testing the Secrets of Asia's Billionaires, Legends, and Icons*, **Ms. Christine Amour-Levar**, author of *Wild Wisdom* and **Ms.**

**Nandini Vijayaraghvan** author of *Unfinished Business* delved deeper into the importance of empathetic influence in modern business and how emotional intelligence can be used to influence and connect with people on a deeper level.

Two informative **Masterclasses** were conducted by **Ms. Radhika Marwah**, **Executive Editor of Penguin Random House**, who motivated the crowd on **'Write that book! A masterclass on writing and publishing'**, and the second one on **'Happily Insured: Guide to Understanding Insurance and Leading a Stress-free Life'** by author **Mr. Kapil Mehta**, **Co-Founder at SecureNow Insurance Broker**. A **Haiku Writing workshop** was also organised by **Café Haiku magazine**.

BBLF 2023 turned out to be a fantastic getaway filled with fun and fiesta where bibliophiles also enjoyed a mini book fair, art and food stalls, puppet show, author signings, selfie booth during the two days. Students from several business schools across India participated and won cash prizes in Haiku writing, Book Review-Open Mic and Busi-Con contests. Curated mindfully with leading publishers like Penguin Random House India, Harper Collins India, Rupa Publications and partners Kunzum Books, Frob and Bloggers Alliance it proved to be an unforgettable extravaganza where books took the centre stage! ●



# International Week

*“Let your words be few, and your exposures many”*

**T**o prepare students for global business leadership and to add international flavour to classroom learning, Centre for International Affairs organised the International Week of Global Immersion Program from 13th – 17th February, 2023 in virtual mode on the theme Geopolitical challenges and the future of Business for First year students of all PGDM programs. This program endeavoured to bring together international experts/ academicians to deliver lectures to students on how organizations across the world are responding to geopolitical crises and economy changes.



With 25 guest professors from 19 universities in 14 countries (Austria, Colombia, France, Georgia, Mexico, North Macedonia, Norway, Poland, Portugal, Russia, South Africa, UAE, USA and UK), BIMTECH students received a truly international experience. Lectures were delivered on topics ranging from International Business, Innovation and Creativity, Luxury Marketing, Digital Consumer Culture, Strategic Communication, Data Analytics, ESG and Sustainability, Mergers and Acquisitions, etc. The lectures included interactive group discussions and activities. Students stated that the guest professors, being from different parts of the world, helped them gain a whole new perspective on various topics. The guest faculty had a wonderful experience engaging with the students. The International Week added diversity and international flavour to the classroom teaching, provided a platform for BIMTECH faculty members to network with the guest faculty for future engagements and enhanced the international visibility of BIMTECH. After all, experience and exposure is all that counts! ●





# 12th International Conference of Management Cases 2022

**B**IMTECH inaugurated the 12th International Conference of Management Cases (ICMC) in collaboration with the University of Eastern Finland and University of South Florida as 2022 drew to an end. Conducted in online mode, the conference took place over four days, keeping in mind the different time zones of the presenters.

ICMC invites stimulating original, unpublished, research/teaching cases, based on primary and/or secondary data, field studies. Each teaching case must show strong linkage to a theory, concept, framework, or model, while a research case should show theoretical considerations. It aims at international relevance and encourages authors from all over the world to participate.

The first day of the conference witnessed enthusiastic participation from all the delegates including the Keynote speakers, Prof. Anna Heikkinen, from Tampere University, Finland and Prof. Carin-Isabel Knoop, Executive Director, Case Research & Writing Group, Harvard Business School who gave insightful speeches on the topics Three approaches to sustainability in a circular economy and Mental Health in business classrooms respectively.

## MEET THE EDITOR

The second day of the conference started with the first ever 'Meet the Editor' Session. Editors of four reputed Case Journals shared details of their journals, expectations and tips for the case authors to keep in mind to avoid rejection. Dr. LiQun WEI, Editor-in-Chief of Asian Case Research Journal, Dr. Michael Goldman, Editor-in-Chief of Emerging Markets Case Studies, Dr. Eric Dolansky, Editor-in-Chief, The Case Research Journal and Dr. Ajoy K Dey, Editor-in-Chief of South Asian Journal of Business and Management Cases, agreed to give their valuable time in this Meet the Editor Session to around 50 participants from different parts of the world.

## DOCTORAL COLLOQUIUM

This year we also introduced Doctoral Colloquium where four doctoral students from different management institutes from India shared their thesis topic. They got valuable feedback from renowned professors Mathew Mullarkey, PhD Director, DBA, Muma College of Business, University of South Florida, John Varlaro, PhD, Professor of Management Providence Campus Johnson & Wales University, USA and Ajoy K. Dey, D.Phil, Chairperson-



Centre of Management Case Development, Birla Institute of Management Technology.

### TECHNICAL SESSIONS AND FORUM FOR COLLECTIVE WISDOM

This year, 59 cases collectively written by about 139 authors were presented over two days (3rd and 4th December 2022) in 11 concurrent technical sessions. Each technical session was chaired by two reputed case writers who gave constructive feedback to the presenters' cases. The conference was attended by 25 delegates from 9 countries. The largest contingent of 9 delegates participated from Finland. Overall more than 100 delegates attended the four-day virtual conference.

Of the cases presented, 12 were selected for the Forum for collective wisdom, a unique technical session for the cases that are ranked as either good or excellent by the reviewers. This session enriches the discussion and is in a round table format. Feedback is captured in advance of other presenters in the same session. Due to its unique features it benefits the authors, and hence, is highly appreciated by the delegates.

### CONFERENCE BOOKS

Out of the cases presented, a total of 39 full cases and 15 abstracts were included in the two volumes published by Bloomsbury Publishers. One of the books titled Case Studies on Entrepreneurial Ecosystem, Sustainable Business and Stakeholder Dynamics included 20 cases and 19 abstracts by 60 authors. The second book titled Management Strategies Human Resource and Marketing Dimension included 19 cases and 6 abstracts.

At the end of the books, the summaries of Summer Internship Projects of the 10 finalists of the BIMTECH Summer Internship Competition for Second Year Management students from across India and Compact Cases of the 10 finalists of the BIMTECH Compact Case Competition for First Year Management Students from across India were also included.

### 4TH CASE MASTER DEVELOPMENT WORKSHOP

CMCD also organized the 4th Case Master Development Workshop at the interval of two weeks. The first workshop was conducted on the 10th of December 2022, with Prof. Anna Heikkinen, Faculty of Management and Business, Tampere University, Finland as a resource



person. The topic was Qualitative Methods in Case Study Research.

The key takeaways from the workshop were:

- Main approaches to qualitative case study research
- Data Generation and Analysis Methods

The second workshop was conducted on the 17th of December, 2022 with Prof. Carin-Isabel Knoop, Executive Director, Case Research & Writing Group, Harvard Business School. The topic was Bringing Human Back in Case Studies.

The key takeaways from the workshop were:

- Identifying Biases in describing protagonist and selecting sources
- Hallmarks of Inclusive Language and how this may present in different areas of the world

Each of the 90 minutes workshop was attended by around 25 participants that included both national and international ICMC delegates and BIMTECH faculty. •



# MOU with Middlesex University, Dubai Signed for International Exchange



BIMTECH and Middlesex University, Dubai signed an MOU to establish a collaborative partnership on 15th February 2023. The signing ceremony was held at the premises of BIMTECH in the presence of Dr. Cedwyn Fernandes, Pro Vice-Chancellor & Director, Middlesex University Dubai and Dr. Harivansh Chaturvedi, Director, Dr. Anupam Varma, Deputy Director, Dr. K.C. Arora, Registrar, Centre for International Affairs and faculty members of BIMTECH. The MOU represents a significant milestone for both universities, as it provides a platform for collaboration and exchange of knowledge in various domains. •

## Institute of Finance Management, Tanzania

Prof. Josephat Lotto, Rector, Prof. Tadeo Andrew Satta, Professor Emeritus and Dr. Bernard Mnzava, Senior Lecturer and Head Admissions, IFM Tanzania visited BIMTECH on 6th March 2023. The visit involved the extension of the MOU and a detailed discussion about the collaborative activities that will be undertaken jointly by IFM Tanzania and BIMTECH under the framework of the MOU. •



## BIMTECH is the Study Destination for Students from Bangladesh

BIMTECH participated in the 'Indian Higher Education Meet 2023' held in Bangladesh from 18th – 22nd March 2023, represented by Ms. Pragyan Patnaik from the Centre for International Affairs. Top public and private institutions from India in NIRF Top 100 or with NAAC  $\geq 3.26$ , Institutes of Eminence and Institutes of National Importance participated in the education fair. The event was jointly inaugurated by Dr. Dipu Moni, Hon'ble Minister of Education, Bangladesh and H.E. Mr. Pranay Varma, High Commissioner of India in Dhaka. The event was also graced by the Deputy Minister of Education of Bangladesh. BIMTECH was presented and promoted as a study destination in several colleges and universities in Bangladesh. •

## Atal Incubation Centre Celebrated 5<sup>th</sup> Anniversary of 'Masti Ki Paathshala'

**A**tal Incubation Centre (AIC) has carved its place among top incubators by helping hundreds of start-ups catalyse their ventures to the next level. Dr. Harivansh Chaturvedi (Director, BIMTECH) said as he complimented AIC- BIMTECH on their fifth anniversary. AIC-BIMTECH believes that entrepreneurship and startups create an impact on many lives, and can be an effective means of addressing societal issues, poverty reduction, creating jobs, and fostering sustainable development. Since beginning its operations in 2018, the centre has encouraged entrepreneurial ecosystem by alchemizing an idea into a viable business through assistance in acquiring productive resources. These efforts are made to strengthen regional and national economic health, which can be seen in the fact that the incubatees of AIC BIMTECH created around 2000 jobs.

On the occasion of its 5th anniversary, the AIC-BIMTECH team spent their day with the underprivileged communities of children and ladies from the neighbouring slums. 'Masti Ki Paathshala- the BIMTECH Foundation (MKP-BF) helped the team to celebrate the day by organizing a Community Development Program. The recycling process as a micro-enterprise was one of the topics of discussion, wherein the team demonstrated ways and means to convert trash into wealth. Mentoring was provided to the women who are already engaged in the microbusinesses. More than 50 kids participated in the painting competition, and they were no less than Pablo Picasso! The top five arts and



***More than 270 plus startups, and ₹500 million funds raised, Startups with 147 corporate and academic partners supported, and 54 mentors, nationally and internationally.***

handmade bags crafted by the ladies were further auctioned, which was also attended by dignitaries from Yes Bank, Amit Hakoo (EVP Yes Bank), Kapil Malhotra (Executive Vice President), Nalin Haldawani (Manager Ecosystem Banking). The event marked its valedictory ceremony through lunch and a musical performance by the AIC-Team. •



### **We Learn by Example**

On March 9th, a virtual session on 'Breaking Barriers: Empowering Women Entrepreneurs to Overcome Challenges and Succeed in Business' was held, featuring four successful women entrepreneurs who have overcome the challenges that women often face in business. The session witnessed many attendees who learned from the experiences and expertise of the guest speakers- Ms. Garima Seth, Ms. Smita Mishra, Ms. Swati Bhargava, and Ms. Vandana Tolani, who shared practical advice and actionable insights to help women overcome obstacles and achieve success in their careers and businesses. •

# BIMTECH Hosts Convocation For the First Batch of PGDM Online

**T**he trailblazing PGDM Online program, offered by Centre for Online Studies (COOLS) in collaboration with the technology partner upGrad, witnessed its convocation ceremony for the Class of 2023 conducted in a hybrid mode. 75 percent of the learners enrolled in the programme were awarded degrees. Late Sarla Birla Award was conferred upon Sanghamitra Sahoo (DM21A085) and Late B.K Birla award was conferred upon Prashant Nair (DM21A183).

The Chief Guest of the occasion **Mr. Arvind Gupta, Head of Digital India Foundation** said that we need to change 'Bharat' using digital technology and enumerated five major themes for the growth of India i.e. Technology, Talent, Trade, Tourism, and Textiles. Dr. Harivansh Chaturvedi, Director, BIMTECH commented, "We are excited to celebrate the achievements of our PGDM graduates. They have worked hard to earn this degree and we are confident that they will make significant contributions to the business world and bring pride to their alma mater."

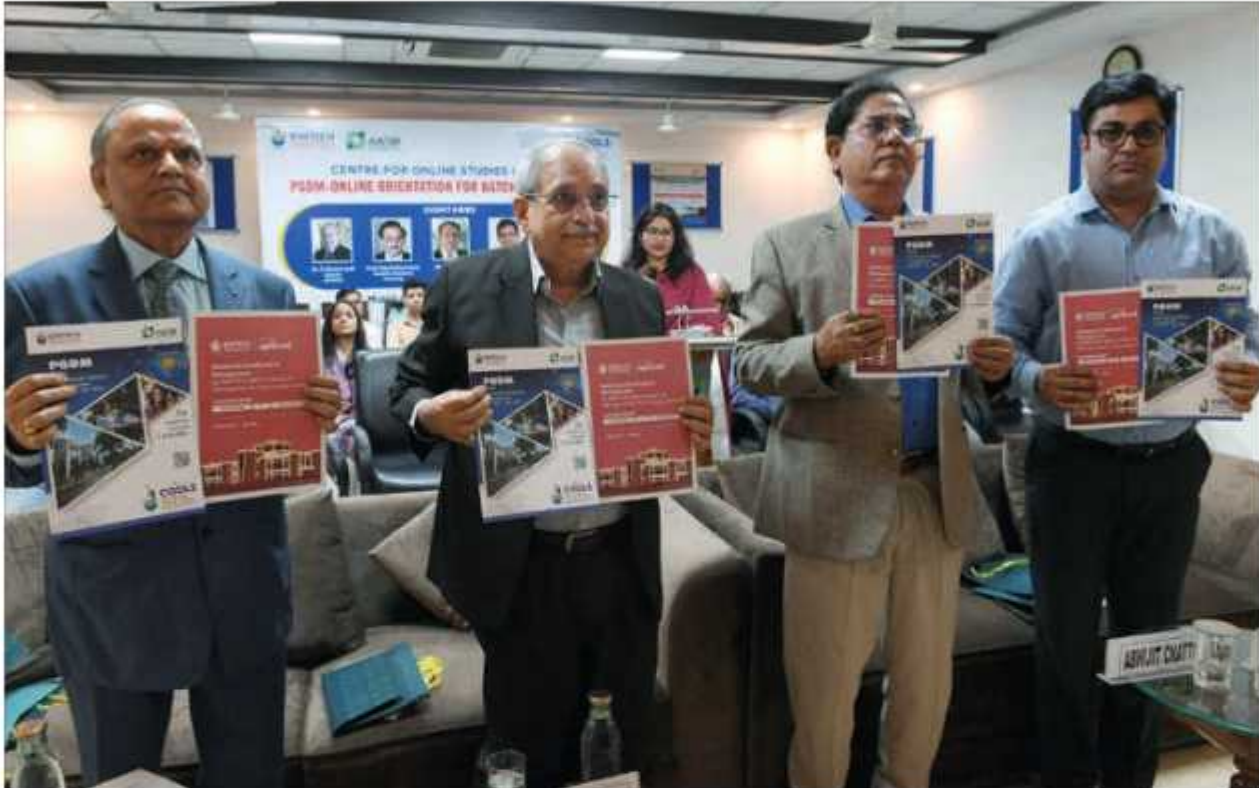
The guest of honour for the event Mr. Ankur Dhawan, President UpGrad Abroad highlighted three key points: (a) It is perfectly fine to say I do not know (b) Don't evaluate your life based on the opinion of others (c) Have fun in the present moment and live it to the full.

On BIMTECH's aim to technify the learning experience, Professor SS Dubey, Chairperson, COOLS, BIMTECH remarked, "We use online tools for quizzes and case studies and are also planning to introduce the first-ever metaverse learning experience in India by using virtual reality (VR) headsets and gamification for an immersive experience. This is to give online learners a feel of the campus and the classroom environment." •



# Orientation Programme

## For the Fifth Batch of PGDM Online



**C**OOLS, BIMTECH organized the orientation programme on 4th of March 2023 which saw an overwhelming response with several students from different parts of the country joining online.

Some of the dignitaries who presided over the event were Prof. Raj Sethuraman from Southern Methodist University, Mr. Satish Jha, Entrepreneur, Mr. Varun Garg, President of Learning Experience at upGrad, Mr. Parikshit Markanday, Chief Partnership and Growth Officer, TimesPro, Dr. H. Chaturvedi, Director of BIMTECH and Prof. S.S. Dubey, Chairperson, COOLS, BIMTECH. Addressing on the occasion Dr. Harivansh Chaturvedi, said, "During and after the Covid19, online education has provided able support to the young students, who are studying in schools and universities to continue their education."

Prof. S. S. Dubey, Chairperson, COOLS, BIMTECH, introduced the students to the curriculum and the various career opportunities available after the programme. Mr. Satish Jha emphasized the importance of

***“Passion, Perseverance, Patience, and Planning are the essential 4Ps of life that can pave the way for the other two Ps - Peace and Prosperity.”***

*Prof. Raj Sethuraman,  
Southern Methodist University, USA*

learning and developing skillset according to the industry.

COOLS, in collaboration with UpGrad, has taken another initiative to Launch Advanced Certificate in Management for freshers and professionals looking to accelerate their careers by upskilling themselves in core areas of management and deep-diving into a specific domain of their choice.

The distinguished guests inspired the students to explore different opportunities and industrial learning, concluding the event with a vote of thanks and wishing the students the very best for their upcoming academic journey. •

# Always Striving, Always Stepping Ahead! MOU Signed with IID-Lucknow by COOLS

**B**IMTECH signed a Memorandum of Understanding (MOU) with The Institute of Industrial Development on 3rd March 2023 to offer industry-specific training programs and certificate courses in Marketing with Specialization in Digital Marketing, Finance with Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related areas.

The certificate program will benefit professionals with an entrepreneurial mindset to convert innovative business ideas into sustainable business plans. Graduates from recognized universities are eligible to enroll in this program. The duration of the program is four months.

On the occasion, Dr. Harivansh Chaturvedi, Director of BIMTECH, said, "Two premier institutions of India have come together to resolve one of the most significant problems of today – unemployment. BIMTECH as a business school has been providing excellent education on entrepreneurship and startups for many years. IID, on the other hand, has a track record of making around 1300 modules on the broader topic of entrepreneurship. They have the resources and mentors who can help entrepreneurs with a plan and a path. I would like to complement the efforts of IID co-founder, Mr. Mukesh Shukla."

Mr. Kamal Bhola, Director, The Institute of Industrial Development, further added, "With the help of BIMTECH, we can reach out to a vast section of the youth. Entrepreneurship certification is the need of the hour and



producing capable leaders is essential to sustain business growth."

The event marked the beginning of a promising partnership between the two organizations aimed at fostering entrepreneurship and contributing to the growth of the SMBE sector. ●

## Virtual Immersion for PGDM Online Learners

Centre for Online Studies (COOLS) organized the Virtual Immersion on 8th January 2023 for all the batches of PGDM online. It was well attended by 62 learners. The main purpose of this program was to groom the overall personality of students and make them familiar with the culture of the institution. The Chairperson, COOLS, Prof S. S. Dubey shared his thoughts with the learners. Thereafter, some online management games were organized for the learners to develop their management skills and their self-awareness in a safe environment. Learners thoroughly enjoyed the session. ●

# Veteran BJP Leader Sushil Kumar Modi Speaks on 'Union Budget 2023'

**S**hri Sushil Kumar Modi, Member of Parliament and former Deputy Chief Minister of Bihar, was present at the campus on 11th February 2023 for a discussion on the Union Budget for 2023, organized by Economics Area & Eco Chambers at BIMTECH.

Mr. Modi elucidated on the futuristic focus of the budget, the different bifurcations, and importance of the conjecture of the digital innovation with the growth of the country. He explained that the global macroeconomic environment has provided a unique backdrop and context for the budget. Punctuated by Russia-Ukraine conflict, inflation across US and Europe, and mounting sovereign debts globally, India has continued to be a bright spot. He shared that infrastructure focus for a 2.5 multiplier effect, green energy generation with green credit, simplified tax regimes and bridging the digital divide are the focus of this pragmatic budget.

He focused on major allocation of budget for infrastructure (₹45 lakh crores-highest outlay in the budget since the independence of India) and railways (2.4 lakh crore). He mentioned that around 1275 stations will be revamped, also by end of August 2026 bullet trains will be in function. Lauding the bullet train to commence between Ahmedabad and Mumbai, he said that India continues to be focused on sustainability by using hydrogen energy by the year 2026 for the project.

Now, the simplified new Income tax scheme has made a significant change by increasing the exemption limit from 5 lakh to 7 lakh and this will cover more than 1 cr of the population. He mentioned the Presumptive Tax scheme where the limit was increased from ₹50 lakh to 75 lakh for individuals; for small businesses the



limit is now 3 cr and the tax to be paid is on 8% of ₹3 cr i.e., ₹24 lakh.

He discussed how India is growing at a very significant pace and is able to create an impact all around the world by stating about digital transformation which includes Jan Dhan Yojana (Mobile and Aadhaar linking). Giving a new face to Direct Benefit Transfer (DBT), Indian government transferred money to ₹20 cr people during COVID-19 pandemic. In conclusion, he referred to the Union Budget 2023 as a budget for all, citing the inclusive growth for every section of society. The discussion concluded with optimism since the projection of growth rate places India as the 3rd largest economy leaving behind Japan and Germany by the year 2027. ●



## SMRITI '23

*“There are no goodbyes for us. Wherever you are, you will always be in our hearts.”*

Farewells bring alive a lot of happy memories. The Cultural Conduit (CULCO) organized Farewell: SMRITI '23 for the outgoing class of 2021-23 in the college campus on 25th February 2023. As the sun set on the evening, the BIMTECH lawn was illuminated by a hundred lights, a thousand grins and a million memories. This convivial event was organized to allow the beloved seniors to reminisce and reflect on their PGDM journey as they prepare to take the next steps of change. A memories' wall was set up and adorned with the photographs of all the seniors and their beautiful memories in the college with their friends, who turned into their family within their short stay of two years in the campus. The Title Battles and the performances were the evening's major attractions. The titles were Shaitan Khopdi, Most Photogenic Face, Best Defaulter, Masoom Chehra, Dumble Burnble, Chugli Chachi, Gyani Baba, Miss. & Mr. Perfect, and the much awaited Student of the Year. The entertaining evening was capped off with a burst of energy provided by a DJ night bringing immense pleasure to all.

The team's unity, hard work, and dedication, combined with the students' support and enthusiasm, resulted in a fantastic event that marked the start of a new adventure for the 2021-23 class. ●





# Reflections 2022

## Annual Alumni Meet

### Celebrating India's Diversity

It is not our differences that divide us. It is our inability to recognize, accept, and celebrate those differences. Reflections 2022 organised by Alumni cell on 26th November celebrated the rich tapestry of distinctions and provided a platform to the alumni to reconnect and relive memories.

BIMTECH cherished 35 years of legacy as more than 340 alumni came together to recollect time spent at the institute. The occasion commenced with a plethora of activities, including unity cultural photo booth, dhol, long man, matki dance, bhangra, kachhi ghodi, kalbelia, bioscope, puppet show; and games which delivered flashbacks to competitive B-school classroom. Dressed in traditional garb, alumni leaders shared their corporate journeys, culture and guided juniors.

The ceremony witnessed inspiring speeches by the Chief Guest, Mr. Yuvaraj Srivastava, CHRO at MakeMyTrip and Mr. Alok Gupta, President of The Global Alumni Association of BIMTECH (GAAB).

The Alumni Award Ceremony bestowed awards in four categories out of 44 nominations, which unveiled achievements of the alumni:

- 'The Young Alumni Achiever' award was given to Mr. Kushal Abrol, who is currently working in Google UK
- 'The Corporate Leader' award was given to Mr. Naveen Gupta from BFSI landscape.
- 'The Entrepreneurial Leader' award was given to Ms. Manya Jha, founder and CEO of Morphedo, Constum, and Tronano, a IOT and AI based company.
- 'The Woman Achiever' award was given to Ms. Garima Saklecha, who is Vice president and startup team lead-North



India at HSBC and Dr. Pallavi Seth, who is currently serving at Amity University, Noida.

This was followed by an entertaining cultural night by famous Smith Dance Group. Mr. Rajat Chauhan, the Delhi-based Comedian, tickled audience's funny bones touching upon the facts about college and hostel life.

The strongest of friendships are forged over food, in between snatching tiffin boxes of friends and hiding travel bags of a roommate returning from home. Food unites us all and the epic night presented diverse cuisines and sundry flavours from different states of the country-puchka, Dhokla, Podi Idly and Vada, Momos, Dal, Bati, and Churma, and Sarson ka Saag. The event culminated as DJ SANDY made the crowd groove to his beats and converted the campus grounds into a concert arena.

Kudos to the Alumni cell comprising Dr. Gagan Katiyar-Head, Ms. Madhavi Sharma-Manager, and Alumni student conduit, for bringing this event alive. Many young alumni joined the event with their parents which served as a proud moment for them as well as the institute.

They shared how BIMTECH has been instrumental in changing their lives and imbibing longstanding values in them.

REFLECTIONS 2022 was a

resounding success and we hope to continue the legacy next year too! ●

# The YSBC Story The Social Heart!

**Y**SBC, Bimtech was launched with Prof. Sahay as Chairperson and Dr. Reeti Kulshrestha as the Member Secretary, with a vision of spreading awareness on social business in society and the mission to educate people about social business, build a social business community of researchers, practitioners, and academicians and to nurture social values among the youth.

YSBC BIMTECH organized its social business idea competition 'SocioBizz' in collaboration with Strategic Management Forum (SMF). A total of 185 teams registrations were received to compete for prize money of 45,000 (INR). To bear the title of Best Social Business Idea, the teams had to get through 2 rigorous rounds testing their mettle on awareness of the business world and understanding of the entrepreneurial mindset. The shortlisted participants were asked to take interviews with entrepreneurs in social business. After the completion of this round, the top 8 teams were selected for the finale which was conducted offline at the campus.

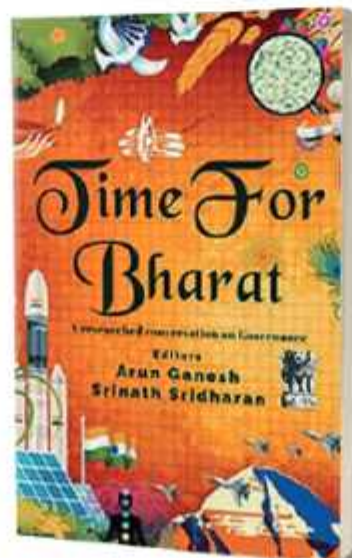
The jury comprised Mr. Sanjeev Kumar, Member of Harvard Business Review Advisory Council, Ms. Rina Sinha, who has worked with World Health Organization (WHO), the UN agency for health and Mrs. Debika Goswami with around 15 years of experience in leading various rural development programs. The top 8 teams hailing from premium institutes like Jamnalal Bajaj Institute of Management, Mumbai, FORE School of Management, Delhi, Great Lakes Institute of Management Gurgaon, BIMTECH, Greater Noida, IIT Delhi, and IITM Delhi, competed against each other presenting outstanding and innovative social business ideas. The winners of the SocioBizz competition were the HR Catapults team from Jamnalal Bajaj Institute of Management, Mumbai while the second and third prize winners were from BIMTECH, Greater Noida. The event ended amidst positivity and a kindled hope for a more social world of business. ●





## Book Unveiling at BIMTECH

Our board member **Shri Sakate Khaitan** visited BIMTECH campus recently accompanied by **Shri Arun Agarwal**, former CEO, Author and Thought Leader, and **Shri Srinath Sridharan**, Strategic Counsel to several Boards, CEOs and Investors and an eminent media columnist. They held a talk wherein they unveiled the new book **'Time for Bharat' - A researched conversation on Governance**. The book presents an integrated world view to transform Bharat into a human powerhouse such that it becomes a beacon to the world again through robust governance. Put together by a group of 19 authors from various disciplines, and curated and edited by Mr. Arun Ganesh and Mr. Srinath Sridharan. Dr Abhijit Chattoraj, Professor and Dean (SW&SS) at BIMTECH, has also authored a chapter in the book with Dr. Nishant Jain, Programme Director with Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ).



### DEPUTY-CHAIRMAN RAJYA SABHA- SHRI HARIVANSH JI'S BOOK LAUNCH

Shri Harivansh Narayan Singh ji, visited BIMTECH on December 30, 2022 for launch of three books. He shared many interesting anecdotes from each of his books, and emphasised leadership qualities and good governance along with relevance of Gandhian model of business as opposed to aping of the west. He further divulged that he discusses the lives of renowned leaders in *'Path ke Prakash Punj'*. *'Kalash'* contains his

personal experiences with people, such as Mr. Achyut Patwardhan Prof. Krishnanath, and Mr. Jaya Prakash Narayan. Similarly, the book highlights the experiences of people with extraordinary abilities including Ramakrishna Paramhans, Maharishi Arvind among others. He apprised that his book *'Kailash Mansarover'*, deals with his journey to the serene place. ●

# Management Development Programmes at Campus

The Centre for Management Development & Consultancy (CMDC), engaged in conducting short term training programs has started its activities even to the neighbouring SAARC & Gulf countries. Five MDPs were organised for organisations from India and abroad:

## Life Insurance Operations

A two days' MDP on Life Insurance Operations was organised in collaboration with Banking Finance and Insurance Institute of Nepal (BFIN), from 23-24 December 2022 in online mode for executives from Insurance companies in Nepal. The MDP broadly covered global life insurance scenario & prospects, life insurance principles, risk and claim management. Prof. Manoj Pandey and Prof. Pratik Priyadarshi from BIMTECH along with two other guest faculty delivered this MDP. A total of 24 participants of middle and senior level from five different organisations attended this MDP. •



## Refresher Course on Retail Lines of Insurance

Three days' MDP 'Refresher Course on Retail Lines of Insurance' commenced on 8th January 2023, at the campus. It was inaugurated by Prof. (Dr.) Abhijit Chatteraj, Dean (SWSS), BIMTECH, in the presence of Prof. Manoj K. Pandey, Chairperson (CMDC) and Prof. Pratik Priyadarshi, the Program Director. 26 residential participants from Insurance professionals' body Financial Professionals' Round Table (FPRT) attended this MDP which received acclaim and accolades for being exhaustive and engaging. •



## Change Management

The program was organised for two days from 11 – 12 January 2023 for the executives of GAIL. Prof. Sunil Sangra, Professor of Strategy, Innovation and Entrepreneurship, delivered the sessions which included inputs on how to set the stage for successful change management, transformational leadership, Kotter's 8-Step change model and how to make change happen. A total of 20 participants of GM, DGM and Chief Manager level attended this training program. •



## Refresher Course on Non-life Insurance

BIMTECH organized a residential training program "Refresher Course on Non-life Insurance" on 20th February 2023 to 1st March 2023 in Greater Noida campus. The participants were given inputs on The Conceptual Framework, Insurance Terminology, The Insurance Contract, The Insurance Market, Bangladesh Insurance Regulations, Miscellaneous Insurance (Agriculture), Fire Insurance- UW, Claims Rating and Premium, Marine Insurance - UW, Rating and Premium, Marine Insurance - Claims, Clauses, Investment & Accounting, Agriculture Insurance, Miscellaneous Insurance, Regulations of Insurance Business and Changing the Insurance Landscape - Tech disruptions. Dr.

Abhijit. K. Chattoraj, Prof. Manoj K. Pandey. (Program Director), Prof. Pratik Priyadarshi, Prof. Manoj Pareek from BIMTECH and Mr. Samiran Lahiri, Mr. Bhupinder Mehta and Ms. Nima Megeji as invited Guest Faculty delivered this training program. The classroom training was concluded with Valedictory address from Dr. Harivansh. Chaturvedi, Director, BIMTECH, on 28th February 2023. After the completion of the program the participants were taken to Agra for Tajmahal and Agra Fort visit which was their first time experience of these historical monuments. Participants were from middle level management from Green Delta Insurance Company, Bangladesh. ●

## Branding Through Storytelling

BIMTECH organised a training programme on 'Branding through Storytelling' on January 30-31, 2023. This was an open programme on a residential and non-residential basis. The programme covered important aspects of storytelling, like the fundamentals of storytelling, crafting an effective story and its impact on brand building. Dr. Amit Nagpal, a business storyteller, and Prof. Saloni Sinha from BIMTECH delivered this training program attended by five senior executives of Damodar Valley Corporation (DVC) and seven other participants from the media, digital marketing, and business school backgrounds. The participants were very appreciative, especially for the uniqueness of the programme pedagogy. Mr. Arijit Kundu and



Mr. Sanjay Priyadarshi were awarded the most engaging participants, and Mr. Sanjay Priyadarshi and Mr. Anshuman Srivastava were awarded the The Best Storytellers. The programme was concluded with a valedictory address from Dr. Harivansh Chaturvedi, Director, BIMTECH. ●

# All Hail the PRME Champions!

We are elated that our institute was selected as a Principles for Responsible Management Education (PRME) Champion 2023. The PRME is a United Nations platform that promotes Responsible Management Education, and its Champions programme is a privileged engagement awarded to institutions with a proven track record of commitment to its core principles. It promotes and connects management educators, researchers and strategy developers from business schools globally as a Community of practice.

The mission of the PRME Champions group is to contribute to thought and action leadership on responsible management education in the context of the United Nations sustainable development agenda. In addition,



the purpose of the Champions is to serve the broader PRME community through this leadership opportunity.

Ten faculty members from different disciplines in Management were nominated to undertake the unique Impactful-five (i5) project through a workshop conducted jointly by the PRME Secretariat, New York and the LEGO Foundation, USA.

The workshop's first session was conducted on the 6th of March 2023 and will be followed by its concluding session on the 6th of April. Nearly 100 participants from disparate nooks and corners of the globe attended the workshop and discovered how to incorporate the signature i5-framework in their individual educator practice. ●





## Qualitative Research Methods and Application Workshop

A workshop on Qualitative Research Methods and Application was conducted by the Centre for Research Studies, BIMTECH on 4th and 5th of March 2023. The renowned expert in qualitative research methods Dr. Anil Behal, CEO of ORGDYNE Training & Consulting, LLC, Philadelphia, USA kindly agreed to conduct the sessions in this workshop. The intensive workshop aimed to provide fresh insights into the nuances of qualitative research methods which emphasized on phenomenology and grounded theory. The participants from academia, industry and research scholars were sensitized to the qualitative research methods. The two-day workshop provided a comprehensive description of several topics encompassing phenomenology, grounded theory, reliability and validity, etc. Dr. Behal also explained the pillars of Interpretative Phenomenological Analysis (IPA) alongside its execution and interpretation. He concluded with the review of doctoral dissertation on phenomenology and provided his feedback to improvise.

Overall, the workshop was fruitful and the participants were able to gain an in-depth understanding on qualitative research methods with an emphasis on phenomenology and grounded theory. The positive feedback of the participants indicated the productivity of the workshop. This success sketches the future avenues for organizing such workshops in the overall benefit of the academic community in general and BIMTECH in particular. ●

# Mumbai Port & Industrial Visit of PGDM-IB



PGDM-IB students explored the port of Mumbai along with Dr. Monika Jain, Course Co-ordinator and Ms. Rupali Singh, Sr. Manager.

They visited the plant of Balmer Lawrie, Taloja, Mumbai, a leading Indian conglomerate, and learned about different aspects of the company's history, operations, structure, safety norms from the company's representatives Mr. Kamlesh Kumar Lader Plant Head, Mr. Subhash T Agawane, Manager HR. Students got a first-hand look at the production process and an opportunity to interact with the workers and managers.

Next stop was Jawaharlal Nehru Port Trust (JNPT) Nhava Sheva Gateway Terminal (NSIGT), one of the largest ports in India. The students gained insights into the brisk business and timely consignment shifts. Students learnt about cargo handling, container stacking, and transportation challenges and visited the three main departments of the port: the engineering department, the simulator, and the heart of the port- the control room.

The CEO shed light on logistical inefficiencies, including investing in infrastructure and technology, improving coordination with stakeholders, and developing contingency plans. The visit also helped the students appreciate the critical role played by ports in facilitating global trade. Thereafter, the



students went to Alibaug where they partook in management games and educational activities. They also visited 'The Imagica Theme Park' and Gateway of India and explored the iconic old-world charm architecture with the Taj Hotel and alike, modern high rises, cultural and traditional structures. The trip enhanced classroom learning, sparked curiosity and enabled students to develop skills and knowledge. ●



# Reminisce'23

## Ahmedabad Alumni Chapter Meet 2023

Creating an engaged alumni network is crucial for an institution's success and that is what BIMTECH proffers- staying connected with our most loyal supporters and our best ambassadors. The Ahmedabad Chapter Meet held on the 11th March 2023 was attended by thirteen Alumni based out of Ahmedabad & Baroda. A few alumni were also accompanied by their spouse & children. The event was organized at Hotel Fairfield by Marriott based at Ahmedabad. The members were informed of the activities of GAAB and the members of the GAAB society followed by a briefing on the engagement activities of the alumni cell of BIMTECH. It was decided that the alumni will plan and conduct at least one CSR activity at Ahmedabad in the academic year 2023-24 and at least two events that may help them further network with the corporate leaders. A milestone of the meet was the creation of a distress fund for Alumni where contributions from the alumni community could be mobilized to help the fellow alumnus in case of an emergency.

In addition to the same, the alumni introduced themselves to the other members and also shared their memories of BIMTECH.



The members were acquainted with the recently released book "Beyond the Beaten Path" which showcased 20 success stories of BIMTECH alumni entrepreneurs. A few complimentary copies were also presented to some alumni by Dr. Gagan Katiyar, Chairperson, Alumni Cell who is also the lead author of the book. The event concluded with the felicitation of a few senior alumni and the chapter convenor Mr. Abhas Kandya. The attendees also networked over dinner and vowed to increase their interaction & engagement with BIMTECH. ●





### Chennai Alumni Chapter Meet 2023

Chennai Alumni Chapter Meet was organized on 25th February 2023 at Park Plaza Hotel, Chennai. As usual, registrations were done to record presence which also reminded the alumni of marking their attendance during the college days. A "throwback questionnaire" was administered which was about 'Life at BIMTECH'. An ice breaking session followed which was conducted by Alumni Conduit executive members who called upon alumni from the batch 2000-2005 to share their experience. The executives further updated all on the developments at BIMTECH over the past years to apprise the alumni of the achievements of their alma mater.

What made the evening more entertaining was the Rapid fire round where crisp, smart, witty and interesting questions were asked that led the audience to reminisce old memories from almost two decades back and bask in the lighter moments. This was followed by a briefing by Dr. Gagan Katiyar, Chairperson, Alumni Cell.

Chennai chapter meet convener, Mr. V. Varun was presented with a memento as a token of appreciation. Alumni who graced this occasion with their spouse and the most interactive alumni were also presented with gifts. This was followed by dinner and a commitment to be more productive in the coming year. ●

### Hyderabad Alumni Chapter Meet 2023

On a sizzling Saturday evening, 56 spirited Hyderabad-based alumni graced the meet at E-Galleria Mall, along with their spouses and children. They shared their experiences and caught up with the lives of their peers. The alumni gave their inputs on the 4 events to be conducted jointly by GAAB, BIMTECH Alumni Cell & members of the Mumbai alumni Chapter. Prof. K. R. Chari., former Dean (Students



Welfare) BIMTECH, was also facilitated on this day for his service to the institute. The Book on alumni entrepreneurs by Dr Gagan Katiyar titled Beyond the Beaten Path was also shared with the alumni who received it graciously. The highlight of the meet was the intriguing discussions that took place and the presence of very senior alumni who took time out to meet and greet their peers from the alma mater. ●

## Uttarayan '23

'Winter Food Festival' and 'Khichdi Daan'

Cultural Conduit (CULCO) celebrated Uttarayan '23- a fusion of the festivals of Lohri, Bihu, Makar Sankranti and Pongal, on Friday, 13th January, 2023. As the Sun moves from the southern hemisphere on the day of 'Uttarayan' in the Hindu calendar, festivals are dedicated to the solar deity, Surya (Sun), to mark a new beginning. Uttarayan is known as Lohri in North India, Makar Sankranti in Central India, Karnataka and Andhra Pradesh, Magh Bihu in Assam and other North Eastern states, and Pongal in Tamil Nadu.

The Activity Plaza was decorated with mango leaves, flags and kites for the vibrant celebration. Bright lights flooded the environment with spiritual positivity and fervour. The evening began with a marvellous drum performance. As students offered their prayers to Lord Ganesh, Bharatanatyam was performed to celebrate and observe the festival of Pongal. This was followed by games and musical dance performance from



different states-Garba from Gujarat, dance on a Bengali song penned by Gurudev Rabindranath Tagore, Bihu dance, and the Bhangra and Giddha performance, which set the stage for Lohri celebration. Everyone circumambulated the bonfire three times, giving offerings of popcorns, peanuts, etc. Students danced to the beats of the dhol as prasad was distributed.

**Food Conduit** continued its legacy of organising the **Winter Food Festival** and serving delicious delicacies from Uttar Pradesh, Punjab, Rajasthan and Jammu & Kashmir to celebrate the cultural diversity of Indian cuisines, thereby, promoting the spirit of '**Ek Bharat Shreshtha Bharat**'. As per Hindu Mythology, it is believed that whatever you offer during the Uttarayan period is returned to you in multiples. All of BIMTECH contributed in the noble deed of donating 163 kgs of Khichdi and Rs. 11,472 which got distributed to the needy. This event showcased how BIMTECH truly upholds '**Excellence with Values**'. •



# Basant Panchami & Republic Day Celebrations

The Cultural Conduit (CULCO) of Birla Institute of Management Technology, under the mentorship of Dr. Manosi Chaudhuri, celebrated Basant Panchami and Republic Day on Thursday, 26th January 2023 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 season. An idol of Maa Saraswati was placed in the decorated Activity Plaza. Our students, Sayan Mukherjee and Kaustav Bandhopadhyay, began performing the Puja at 8:30 am. Fruits, sweets and Bhog-prasadam were offered to the Goddess and thereafter to the faculty and students in attendance. Saraswati Vandana and devotional hymns sung by the choir elevated and enthused the ambience.

Basant Panchami observance was followed by the Republic Day celebrations, which started with the hoisting of the National Flag by our Director, Dr. Harivansh Chaturvedi who delivered the Republic Day speech. The celebrations included renditions of popular patriotic songs by Ms. Harshita Dubey and two more performances by the choir. Ms. Kriti Jain, executive member of Cultural Conduit, delivered a very zealous speech on the occasion. ●



# VIKRAY '23



**C**lub Retailia at BIMTECH was established as a venue for retail simulation entailing application of what is learned in the classroom to real-world situations. VIKRAY, the flagship event of club Retailia was conducted on 3rd March 2023 under the direction of Dr. Gagan Katiyar, Chairperson and Dr. Meera Kapoor, faculty mentor and program coordinator. The event featured a range of competitions, activities and games for everyone to enjoy. The highlight of the event was the 'VIKRETA OF THE YEAR' competition

where 8 participating teams showcased their skills and talent to stand out. Eventually, Eeshaan Jain, Anamika Gupta and Nitesh Shah emerged as the 'Vikreta of the Year' and won the coveted first prize. The event was enriched by the involvement of judges Mr. Kailash Agrawal, Retail President at Haldiram Ethnic Foods Pvt Ltd Mr. Sachindra Mohan, Cluster lead, Dalmia Bharat Group- Hippo Stores. Students also set up food stalls providing a variety of scrumptious food options to add to gaiety galore. •

## Talk on 'Surety Bond' A New Product in the Indian Insurance Market



Club INMOS hosted **Mr. Manik Nehra, Head-Reinsurance, Property Large Risks, Marine and Surety, Bajaj Allianz General Insurance Co. Ltd** on January 6th, 2023.

The event saw the presence of Prof.(Dr.) Abhijit Chatteraj and Prof. Pratik Priyadarshi, Mentor of the Club INMOS. Prof. Manoj Kumar Pandey was the interlocutor for the talk with Mr. Nehra. The talk bred insights into operation of surety bond as an insurance product which would help in growth of infrastructure for the long term. •



# Workshop on Teaching Case Writing

**B**IMTECH conducted a Workshop on Teaching Case writing for research scholars and academicians at IMS Noida. The workshop was attended by more than 100 participants in a hybrid mode. Faculty from Lingaya's Vidyapeeth, Delhi University, Galgotias University, Lloyd Business school, and Chandigarh University partook and benefitted from the workshop. Within the purview were topics such as- what is a teaching case, kind of teaching cases, different approaches to teaching cases, and the significance of teaching cases using Bloom's Taxonomy. The endeavour also emphasized how important it is to improve students' problem-solving and decision-making abilities, and the relevance of teaching cases that include course material. Participants were commissioned to draft a dilemma, case objectives, and assignment questions based on a shared example. Each participant actively



participated in the discussion and presented different approaches to developing case studies. Centre for Management Case Development, International Conference on Management Cases, and South Asian Journal of Business and Management Cases were also the centre of attraction throughout the session. •

## Faculty Achievements



### Participation in International Seminar

Prof. (Dr.) Abhijit Chattoraj, Chartered Insurer, Chairperson, Insurance Business Management Programme and Dean (SWSS), BIMTECH was a panelist and a speaker at International Health Insurance Forum, 2023, South Asia event held at Singapore from 8th February to 10th, February, 2023. He was invited to speak on the topic 'Healthcare for the Elderly' and also participated in the panel session on the topic. •

## New Joining

### DR PRADEEP KUMAR



Dr Pradeep Kumar has joined as Asst. Professor (Research Track). He has completed his Ph.D. (Marketing) and Exe. PGDM from IIM Ranchi. He is Post-graduate in Computer Science (MCA) and Management (MBA). Besides, he holds a PG Diploma in hospital and healthcare management from NIHF (Govt. of India).

He has 04 years of Post Ph.D. teaching experience and 09 Years of Government sector experience (Pre Ph.D.) by way of working with Jharkhand government/AIIMS, New Delhi. He has been associated with WHO/UNICEF under various projects. He established the first Telemedicine

network in Jharkhand State under ISRO project. He was also selected as the research analyst for Brain Mapping project of former Indian Cricket captain MS Dhoni. Dr. Pradeep Kumar has received the best research paper awards from IIM Lucknow (2018) and IIM Ahmedabad (2020). He is the recipient of the Outstanding Reviewer Award (2022) from Journal of Asia Business Studies (Emerald/ABDC Listed Journal).

His research interests are Artificial intelligence (AI), service flexibility, cognitive engagement, customer experience, marketing/healthcare analytics and neuromarketing. Dr. Pradeep Kumar has published one research paper in A\* category, 05 papers in A category, and 05 papers in B category. •

# Our Chief Guests Through The Years



**MR. T V MOHANDAS PAI**  
Chairperson, MGES Pvt. Ltd.  
26th Convocation, 2012-2014



**MR. RUPINDER SINGH SODHI**  
M.D. Amul  
27th Convocation, 2013-2015



**SHRI R C BHARGAVA**  
Chairman, Maruti Suzuki India Ltd.  
28th Convocation, 2014-2016



**SHRI HEMANT KANORIA**  
Chairman & M.D, SREI I F Ltd.  
29th Convocation, 2015-2017



**SHRI M VENKAIAH NAIDU**  
Hon'ble Vice President of India, Govt. of India  
30th Convocation, 2016-2018



**DR. RAJIV KUMAR**  
Vice Chairman, Niti Aayog, Govt. of India  
31st Convocation, 2017-2019



**SHRI GANESHI LAL**  
Hon'ble Governor, Odisha  
32nd Convocation, 2018-2020



**SHRI BHARGAV DASGUPTA**  
MD & CEO, ICICI Lombard General Insurance Co. Ltd.  
33rd Convocation, 2019-2021



**SHRI ARIF MOHAMMED KHAN**  
Hon'ble Governor, Kerala  
34th Convocation, 2020-2022



*“Books are a uniquely  
portable magic.”*

- Stephen King



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