

Vrittant

BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

AACSB

A BIMONTHLY PUBLICATION OF

THE BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY, GREATER NOIDA, INDIA

For Private Circulation Only | Volume XXII, Issue 8, JULY 2024 | www.bimtech.ac.in

B I M T E C H N E W S L E T T E R



Startups at BIMTECH 2024



IN THE SPOTLIGHT

New Beginnings	01
PGDM-Online Immersion	03
NBA Accreditation	04
CII APDC ACCREDITATION	05
Global Engagements	07
MDP @ BIMTECH	09
Project AIDEDU	13
Project KODECET	14

EVENTS

From BIMTECH to Bangkok-Hult Prize journey	15
COGNICION-2024	16
World Environment Day	17
Joining Modi's Milestones	18
Director's Strategic Vision	19
Intl. Yoga Day Celebration	20
BetiBachaoBetiPadhao	23
FDP @ BIMTECH	24

NEW LEARNING

SIP	26
Rural Immersion	29
Learning by Doing	30

ALUMNI CORNER

Alumni Achievements	31
---------------------	----

STUDENT ZONE

CRS Updates	32
Cricket champions	33

FACULTY UPDATE

Prof. Abhijit Chatteraj Speeches	34
Book by Dr. Ruchi Arora	35
Dr. Reeti Kulshrestha-the VP of ISDRS	35
New Joinings	37

NEW BEGINNINGS

ORIENTATION PROGRAMME FOR THE 12TH E/FPM BATCH OF 2024



Dr. S M Fatah Uddin, Area Head, Marketing & Retail (On Screen) And E/FPM Scholars

On **Saturday, July 13, 2024**, BIMTECH extended a warm welcome to its 12th batch of E/FPM scholars with a comprehensive orientation program held in the MDP Hall.

The event commenced with a cordial welcome by **Ms. Rupali Singh**, Sr. Manager, and EFPM Research Scholar Batch-23. **Dr. G.N. Patel**, Chair of CRS, followed with an overview of the center, highlighting new curriculum policies and extending his best wishes to the incoming scholars. **Dr. Pankaj Priya**, Deputy Director, emphasized the significance of conducting globally relevant research, inspiring scholars to embrace opportunities and excel in their research journey.

Ms. Rupali Singh introduced the CRS coordinators, **Dr. Pooja Malik** (Assistant Professor, OB & HR), **Dr. Namrata Thapa** (Assistant Professor, Economics), and **Dr. Khanindra Das** (Assistant Professor, Economics), who provided valuable insights into the research ecosystem at BIMTECH. They highlighted the numerous opportunities available to scholars, including seminars, workshops, and programs.

A panel of distinguished alumni, **Dr. Amrendra Pandey** (Associate Professor at Kautilya School of Public Policy), **Dr. Reeti Kulshreshtha** (Assistant Professor of Sustainability & CRS at BIMTECH), and **Dr. Dairi Tiwari**

पर्यावरण

ORIENTATION PROGRAMME 24



Program Chairperson Dr. G. N. Patel (L) and Deputy Director Dr. Pankaj Priya (R)

(Assistant Professor of Financial Economics at BIMTECH), shared their research experiences, offering invaluable guidance to the new cohort. **Dr. Shreya Mishra** (Assistant Professor, OB & HR) also contributed insightful perspectives further motivating the new scholars.

The 'Interaction with Scholars' session fostered interaction among the students through sessions with current FPM and EFPM scholars. The present scholars interacted with the new batch, sharing their experiences and motivating the new cohort.

In the 'Interaction with Area Heads' session, an online interaction with Area Heads - **Dr. S.M. Fatah Uddin** (Marketing & Retail), **Dr. Pooja Mishra** (Economics), and **Dr. Somonnoy Ghosh** (Operations and Decision Science), along with an offline address by **Dr. Manosi Chaudhuri** (Professor, OB & HR), further enriched the program. The event concluded with a formal vote of thanks by Ms. Rupali Singh, followed by a convivial lunch gathering.

This orientation program successfully laid the foundation for the new E/FPM batch's academic journey, inspiring them with opportunities for growth and learning.



CAMPUS IMMERSION

A Transformative Experience for PGDM Online Learners



From May 9th to 12th, 2024, our PGDM Online learners embarked on an enriching campus immersion journey. The event commenced with a traditional Saraswati Vandana, followed by a warm welcome to all. Our Director, Dr. Prabina Rajib, Deputy Director & Dean Academics, Dr. Pankaj Priya, Registrar Dr. A V Shukla, and Prof. Manoj Pant, Vice Chairperson of COOLS (Centre for Online Studies), provided valuable insights into the program. The keynote address by Mr. Hemendu Sinha, Senior VP of LG Electronics, offered invaluable industry perspectives.

To bridge the gap between theory and practice, learners undertook an industrial visit to Sheela Foam Limited in Noida. Day two commenced with an invigorating Yoga session led by Mr. Tarun, setting a mindful tone for the day ahead. Participants enjoyed a hearty breakfast before engaging in Team Building Exercises facilitated by Dr. Itilekha Dash and Prof. Saloni Sinha. A refreshing tea break provided a moment of rejuvenation and the day concluded with a visit to the historic Red Fort accompanied by delightful snacks. The final day featured a compelling Case Study Presentation and a closing ceremony with insightful feedback and the distribution of Case Study prizes.

This immersive experience provided our online learners with a unique opportunity to network, learn from industry experts, and gain practical exposure.



CROWNING FEATHER IN BIMTECH'S CAP!!



We are happy to announce that our PGDM program received a six-year extension of the prestigious Accreditation from the National Board of Accreditation (NBA).

This significant achievement marks our third cycle of accreditation, reaffirming our commitment to excellence in management education. The NBA Accreditation is a testament to the quality and rigor of our PGDM program. It signifies that our curriculum, faculty, and learning environment are all aligned with best industry practices, ensuring our graduates are well-equipped for success in their chosen fields.

This is a significant achievement and we are incredibly proud of our faculty and staff for their dedication to excellence. We are committed to continuously innovating and improving our programs to provide our students with the best possible educational experience.



CII APDC ACCREDITATION

BIMTECH proudly announces its attainment of the esteemed CII Accredited Professional Development Centre (APDC) accreditation, a significant milestone enhancing our ability to deliver premier insurance education. This collaboration with the Chartered Insurance Institute (CII) enables us to provide exceptional learning experiences, both online and offline, tailored for CII qualifications.

Through this partnership, we are poised to empower students and professionals across India, Sri Lanka, Bangladesh, Maldives, Nepal, Bhutan, and Myanmar to forge successful careers in the insurance industry. The inauguration of this center at our campus on March 29th was honored by Mr. Sakate Khaitan, Senior Partner at Khaitan Legal Associates, London. Our Director, Dr. Prabina Rajib, and Dr. Abhijit K. Chattoraj, Chartered Insurer and Chairperson of PGDM-Insurance Business Management, expressed their joy at this accomplishment and anticipated advancing this initiative.



About the Chartered Insurance Institute (CII)

The CII is the preeminent global professional membership body for the insurance sector, representing over 82,000 members worldwide, with headquarters in London, and offices in Dubai and Hong Kong.

About APDC

The CII Accredited Professional Development Centre (APDC) status is designated to training providers outside the UK, focusing solely on delivering training towards CII qualifications. Attainment of APDC status signifies adherence to rigorous standards in teaching quality, learning materials, facilities, professionalism of tutors, management systems, and student support services. This accreditation underscores our commitment to maintaining excellence in education and training provision, recognized internationally for its high standards.





INTERVIEW

Mr. Sakate Khaitan

BIMTECH is proud to announce a significant milestone – the inauguration of the Chartered Insurance Institute (CII) Accredited Centre at our campus on March 29, 2024.

The inauguration ceremony was graced by **Mr. Sakate Khaitan, Senior Partner of Khaitan Legal Associates**. During the event, he shared valuable insights into the significance of this accreditation, emphasizing how the CII APDC accreditation enhances BIMTECH's prestige in the insurance education landscape.

As a student at BIMTECH, I, Arpita Hazra, had the privilege of interviewing **Mr. Sakate Khaitan**. Here are the questions I asked him during our enlightening discussion:

Q. How can insurers use AI and big data to price risks for things like brand reputation?

“AI and big data analytics are revolutionizing the insurance industry by enabling more accurate risk assessment and pricing. For intangible assets like brand reputation, insurers can analyze vast amounts of data from social media, news, and customer reviews to gauge public perception and potential risks. This data-driven approach allows insurers to offer more tailored and competitive premiums, ultimately benefiting both the insurer and the insured.”

Q. How do cyber threats and climate change affect developing countries differently, and how can insurers adapt to these markets?

“Developing countries face unique challenges from cyber threats and climate change due to their varying levels of infrastructure and resilience. Cyber threats can be particularly devastating in countries with less robust cybersecurity measures, while climate change impacts can be more severe due to limited resources for disaster response. Insurers can adapt by developing customized products that address specific risks and by investing in local infrastructure to enhance resilience.”

Q. What are some proposed strategies for developing countries in the Asia-Pacific region to enhance their resilience to climate change risks, and how can governments mitigate the financial strain of climate change on public finances?

“Developing countries can enhance resilience by investing in sustainable infrastructure, promoting climate-smart agriculture, and encouraging the use of renewable energy. Governments can mitigate financial strain by creating risk-sharing mechanisms, such as public-private partnerships, and by leveraging international funding for climate adaptation projects. Additionally, insurers can play a vital role by offering products that support these initiatives and by collaborating with governments to develop comprehensive risk management strategies.”

Conducting this interview with Mr. Sakate Khaitan was an incredible learning experience. His deep understanding of the insurance industry's evolving landscape and the role of AI, big data, and emerging risks provided valuable insights that will undoubtedly benefit students academic and professional journey. The opportunity to ask questions and learn directly from an industry expert was immensely enriching.

We at BIMTECH are grateful for the time Mr. Khaitan spent with us, sharing his knowledge and perspectives. This experience has not only enhanced our understanding of the insurance sector but also inspired us to think critically about the future of risk management and resilience in developing economies.

We look forward to leveraging the insights gained from this interaction to further our education and contribute meaningfully to the insurance industry. Thank you, Mr. Khaitan, for your valuable time and wisdom.

We are grateful for the opportunity to spend time with Mr. Sakate Khaitan and learn from his extensive experience. His insights will undoubtedly shape our perspectives and drive us to pursue excellence in the field of insurance. Thank you, Mr. Khaitan, for enriching our academic journey and inspiring us to think critically about the future of the insurance industry.

GLOBAL ENGAGEMENTS



Aaditya Dubey
PGDM-International Business,
Batch 2023-25



Divyam Sharma
PGDM,
Batch 2023-25



Ishika Arora
PGDM,
Batch 2023-25



Mansha Luthra
PGDM,
Batch 2023-25



Niharika Nagpal
PGDM,
Batch 2023-25



BIMTECH Students selected for Inclusive and Immersion Experiential Learning Program at Singapore Management University

Five of our students - **Ms. Ishika Arora (PGDM)**, **Ms. Mansha Luthra (PGDM)**, **Ms. Niharika Nagpal (PGDM)**, **Mr. Divyam Sharma (PGDM)** and **Mr. Aaditya Dhanraj Dubey (PGDM – IB)**, were selected to represent BIMTECH at Singapore Management University (SMU) from 29th April – 3rd May, 2024.

During this program, our students engaged in a series of enriching activities at SMU, including course work & tackling real world challenges through a live project assigned by a company, and visits to the Singapore Stock Exchange which helped them gain valuable insights into international industry practices. Upon return, the students continued their live project work for 1.5 months and submitted their final reports and presentations virtually to the company officials.



International Student Mobility

BIMTECH has a well-established Student Exchange Program under which student mobility takes place annually. By participating in the Student Exchange Program, students gain a deeper understanding of diverse cultures, enhance language skills, foster global networks, and develop the cross-cultural competencies required to thrive in an increasingly globalized job market.

Under the Student Exchange program, we received 5 international students from NEOMA Business School, France who pursued one trimester at BIMTECH. Under outgoing mobility, 13 BIMTECH students pursued exchange program in Sydney Business School, University of Wollongong, Australia, NEOMA Business School, France and Kozminski University, Poland.

International Teaching by BIMTECH Faculty Members

Association Leonard de Vinci (ALDV) International Week 2024

The following BIMTECH faculty participated and delivered lectures at the Association Leonard de Vinci (ALDV) International Week 2024 that was held from the March 25 – 28, 2024.

Name	Topic
Prof. Dr. Pankaj Priya	Technology Interventions in Marketing
Dr. Abha Rishi	Bootstrap Marketing
Dr. Shalini Singh	Blue Ocean Strategy for Market Innovation
Dr. Itilekha Dash	People Analytics using Excel
Dr. Meera Kapoor	Business Communication
Dr. Khanindra Ch. Das	Global Business Environment
Dr. Garima Malik	Gamified Customer Engagement and Experience, Using gamification to transform the adoption of servitization to our students
Dr. Manujata Gupta	Business Communication



ADVANCING LEADERSHIP AND INNOVATION THROUGH INTERNATIONAL COLLABORATIONS @CMDC

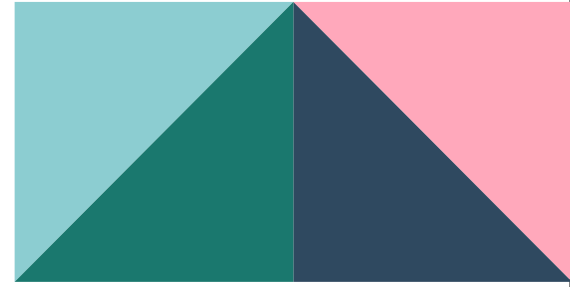
Between April and June 2024, the Centre for Management Development and Consultancy (CMDC) organized three impactful programs. Alongside corporate collaborations aimed at enhancing skills, the Centre also partnered with international education stakeholders to launch the 'Academic Leadership Programme'. This initiative was designed to bolster leadership skills at administrative and managerial levels, attracting significant international participation.



HR Innovation: The Digital Transformation

Organization: Banking, Finance and Insurance Institute, Nepal (BFIN, Nepal)

In response to the rapidly evolving digital landscape in the banking industry, a Management Development Programme titled 'HR Innovation: The Digital Transformation' was conducted from April 29th to May 3rd, 2024, for the Banking, Finance and Insurance Institute, Nepal. The programme aimed to equip professionals with essential knowledge, skills, and strategies to lead and navigate the challenges and opportunities in today's digital era. Participants gained insights into the intersection of HR and digital transformation in banking, preparing them to lead their organizations toward sustainable success. The programme was directed by Dr. Meena Bhatia, with knowledge delivery by Prof. Naveen Shrivastava, Prof. Itilekha Dash, Prof. Manoj Pandey, and Prof. Himanshi Tiwari.



EduPulse: Energizing Leadership for Tomorrow

Organization: Ministry of Education, Government of Bhutan

From May 27th to 31st, 2024, the 'EduPulse: Energizing Leadership for Tomorrow' Academic Leadership Programme was organized for the Ministry of Education, Government of Bhutan. This programme aimed to inspire District Education Officers with the passion, energy, and drive needed to lead academic institutions toward a brighter future. Through a blend of theory, practice, and experiential learning, participants acquired the knowledge, skills, and mindset necessary to navigate the complexities of modern education, foster innovation, and cultivate sustainable schools. The programme was directed by Dr. Meena Bhatia, with knowledge delivery by Mrs. Namrata Markan, Mrs. Pratima Mittal, Mrs. Abha Sadana, Prof. AV Shukla, Prof. Sunil Sangra, Prof. KK Upadhyay, Prof. Himanshi Tiwari, and Prof. Saloni Sinha.

BIMTECH was honored to host a delegation of Bhutanese District Education Officers for a week-long Academic Leadership Training programme titled 'EduPulse: Energizing Academic Leadership for Tomorrow'. From May 27th to 31st, 2024, these esteemed educators engaged in in-depth discussions and learned about innovative teaching methods, strategic management, and visionary leadership. This collaboration marks a significant milestone in cross-cultural learning and educational advancement. Our goal is to empower and inspire educational leaders to make a positive impact in their communities.

NDPS

ADVANCING LEADERSHIP AND INNOVATION THROUGH INTERNATIONAL COLLABORATIONS @CMDC



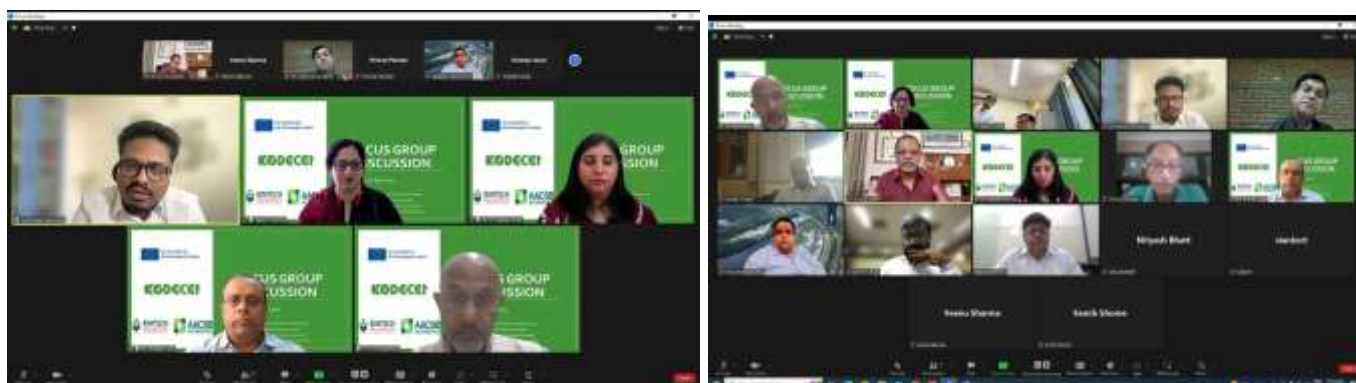
Digital Technology and Adaptive Learning in the 21st Century

Organization: Schools of Bhutan

An Academic Leadership Programme was conducted from June 5th to 9th, 2024, for Bhutanese teachers, focusing on 'Digital Technology and Adaptive Learning in the 21st Century.' This programme emphasized the impact of digital technology on teaching and learning, exploring essential digital tools and platforms to enhance student engagement and foster digital literacy while ensuring online safety. Participants delved into adaptive learning systems and smart classroom technologies, equipping educators with strategies to personalize instruction and optimize learning environments through data-driven insights. The programme was directed by Dr. Meena Bhatia, with knowledge delivery by Prof. SS Dubey, Prof. Ruchi Garg, Prof. Kapil Garg, and Ms. Archana Dubey.

Through these initiatives, BIMTECH continues to reaffirm its commitment to fostering academic excellence, leadership, and sustainable development.

GLOBAL HARMONY UNFURLS @ CENTRE FOR INTERNATIONAL AFFAIRS



On April 23, 2024, we hosted a Focus Group Discussion (FGD) as part of the Erasmus+ funded European Union (EU) project, 'Knowledge Development for Circular Economy Transition (KODECET) – Creating a Digital Centre of Excellence in Universities in Asian Emerging Markets (India and Thailand)'. This initiative, which commenced with a kick-off meeting at Payap University in Thailand from January 22-25, 2024, aims to address various facets of the circular economy transition. Professors Rahul Singh and Anupama Singh represented BIMTECH at this foundational meeting.

This FGD was meticulously structured to address six pivotal challenges: the conceptual framework of the circular economy, SWOT analysis for circular economy education, identification of major stakeholders and their responsibilities, need-gap assessment across different factors, personal and behavioral aspects for a sustainable circular economy, and common obstacles encountered in advancing circular economy initiatives.

Given the complexity and interdisciplinary nature of these challenges, the discussion necessitated the involvement of diverse stakeholders from policy development, industry, business, and academia. The KODECET team at BIMTECH, comprising Prof. KK Upadhyay, Prof. Venu Sharma, Prof. Prateek Jain, and Dr. Anupama Singh, collaborated with seven esteemed participants: Mr. Pooran Chandra Pandey, Head of the Centre of Excellence on Climate Change, South Asian University, India; Mr. Rajiv Williams, Member of the Advisory Board, NIIT Foundation; Mr. Sandeep Kumar, General Manager, Indo Count Industries Limited; Mr. KrishanInsan, Senior Manager, Directorate General of Hydrocarbons; Mr. SubhanjanSengupta, Assistant Professor, Business School, University of Eastern Finland; Mr. Nalin Bharti, Head of IPR Section and Professor of Economics, Indian Institute of Technology (IIT) Patna; and Mr. Somnath Singh, Deputy Director, UN Global Compact Network India.

During the two-and-a-half-hour session, these experts engaged in an in-depth dialogue to tackle the six challenges associated with the circular economy. The FGD concluded that the conceptual and market contexts of circular economy education are driven by the pressing need to address resource scarcity, environmental concerns, economic opportunities, and social benefits. The transition to a circular economy requires the collective efforts of businesses, governments, communities, and educational institutions to promote sustainable practices and foster a more sustainable future.

Through initiatives like KODECET, BIMTECH continues to play a crucial role in shaping the discourse on circular economy and fostering collaboration across sectors to achieve sustainable development goals.



ADVANCING TEACHING EXCELLENCE WITH EU-FUNDED AIDEDU TRAINING



Our faculty attended the EU-funded TRAIN THE TRAINER WORKSHOP under Project AIDEDU. Project AIDEDU, “Establishing Teaching and Learning Centre of Excellence for Accessible, Inclusive, and Digitised Management Education in HEIs of India and Nepal to target SDG 4, 10, and 17,” is funded by the European Union with a total grant of 719953.00 Euros.

Our institute leads work package three (WP3), i.e., capacity building for centres of excellence (COEs), and WP5 (designing COEs) for efficient implementation of a digital platform with innovative teaching and learning methods with respect to inclusive and technology-driven education.

WP3 and WP5, led by Dr. Himanshi Tiwari, Project Lead, BIMTECH, aim to train faculty of HEIs of India and Nepal for conceptualization of COE, and assessing and reviewing the ‘Integrated approach of learning’ which will lead to further formulation of strategy for COEs with regard to selected SDG indicators. BIMTECH will spearhead the preparation of a report on integrated SDG indicators of the project and on assessment of the implementation of best practices through a digital learning platform and its effect on SDGs aimed at the project.

Recently, Dr. Himanshi Tiwari and Dr. Shreya Mishra, BIMTECH, along with other partners from India and Nepal, attended a Train the Trainer Workshop for digital, inclusive, and quality

education at RIGA Technical University, Latvia, and FH Johanneum Institute of Applied Science, Graz, from June 17th to June 28th, 2024. The objectives of the workshop were to understand best teaching and learning practices from the European partner universities and imbibe the required infrastructure and facilities existing at the EU universities, which can be further implemented at the local level.

During the workshop, Deputy Vice-rector for International Engagement, RTU, Riga, Dr. Igors Tippons delivered the keynote speech on University Ecosystems & Strategies, followed by the keynote address on best practices in digital transformation in RTU by Dr. Citkovskis. There were workshops on Moodle environment configuration and knowledge monitoring through the Teleci Method and “Students Teach Teachers on Teaching, on How to Teach and Be a Good Teacher.”

FH Johanneum University of Applied Sciences at FH Johanneum, Graz, Austria, from June 24 to 28, 2024, hosted the second leg of the ‘Train the Trainer workshop’. Prof. Mag., Dr. Birgit Phillips MSc, Head of Higher Education Didactics and AI, stole the show with her session on ‘Didactical Approach and Orientation to Digitalization and Modernization of Teaching Practices’, amongst other sessions on topics like ‘Strategic management and operational planning for Centres of



Excellence', 'Drafting strategic planning documents', 'Global Business Programme at Institute of International Management & Entrepreneurship' Day 3 on June 26th, started with a site visit and networking at Karl Franz University in Graz, hosted by the Faculty of Humanities, Digital Humanities, and Digital Education department. Mag. Alice Greiner, Head of Gender & Diversity, deliberated on the gender and diversity strategies at FH Joanneum. Day 4 and 5 on 27th and 28th June included presentations on 'Integrating digital tools and innovative approaches in teaching and learning' and meetings with Teaching Award winners of 2023, Dr. DI JurgenFluch and Mag. WaltraudJelinek-Krickl, as well as a group discussion on 'Sharing Experiences in Digital Learning'. A visit to Smart Lab at FH Joanneum and guided tour at Schloss Eggenberg palace rooms served as the perfect culmination of a long and fruitful workshop.

The main objective of Project AID Edu is to reiterate the commitment of higher education institutions (HEIs) for 'Sustainable Development' by striving to facilitate accessible, inclusive, digitised quality management education in HEIs in India and Nepal. It aims at achieving partnership goals of HEIs to be more internationally recognised and competitive. It envisions training programmes for staff for better quality teaching in an inclusive environment and helps them adopt new learning methodologies like flipped classroom, blended teaching, adaptive learning, and outcome-based learning. This 'Train the Trainer workshop' at Riga, Latvia, and Graz, Austria, was a well-planned event under the aegis of Project AID Edu and will support its objectives and aims to the fullest.

BIMTECH shall continue to spread its outreach of the learning by providing support for developing competency to set up centres of excellence (COEs) for teaching and learning; and for capacity building to adapt new methods of e-learning.



HULT PRIZE JOURNEY FROM BIMTECH TO BANGKOK



The journey of the team comprising Shubham Jain, Vartika Saxena, Gaurang Pradhan, Purusharth Pandey, Sushovan Choudhary in the Hult Prize 2024 competition has been marked by perseverance, innovation, and a commitment to social impact. What began as a second-place finish at the Hult Prize Foundation BIMTECH evolved into a transformative experience, culminating in participation at the prestigious Hult Prize Bangkok 2024 Summit.

Impressed by their potential, Mr. Thakur offered the team a unique opportunity to compete in the next round, leading to a dynamic reshuffle within the team. Despite challenges, including the departure of some members, the team gained invaluable expertise from new additions, Gaurang and Purusharth. Through rigorous brainstorming and strategic planning, they refined their business model, crafting a compelling narrative of social enterprise.

The announcement of their selection for the Hult Prize Bangkok 2024 Summit was met with excitement and anticipation. Balancing academic commitments, internships, and research, the team remained steadfast in their pursuit to unlock their enterprise's full potential. They express deep gratitude to their

mentors, professors, Director, and Dr. Shalini Singh for their unwavering support throughout this journey.

The Bangkok Summit proved to be a whirlwind of activity and learning. Engaging with industry stalwarts like Mr. R.D. Khimesra provided this vibrant team with valuable insights into global policies and Thai culture. Witnessing diverse teams pitch groundbreaking ideas fueled their inspiration, culminating in a passionate pitch round.

Students gained invaluable global exposure, exchanged ideas with brilliant minds from around the world, and forged connections that promise to endure. Representing India on an international platform, team experienced exponential personal and professional growth, fostering a profound sense of pride and confidence. Reflecting on their journey, the members of this team emphasized that their experience transcends competition; it embodies the spirit of effecting positive change. The lessons learned, memories made, and unwavering support received will resonate with them indefinitely, serving as a testament to their dedication and vision.

CELEBRATING EXCELLENCE: BIMTECH Crowns COGNICIOUN 2024 Quiz Champions!



COGNICIOUN 2024 was a national-level quiz competition organised by the QCB (Quiz Case BIMTECH) club. The quiz was designed to assess students' knowledge of business and technology, giving them exposure and insight into how the corporate world functions. The event was directed by Mr. Naman Jain, a well-known quizmaster. He hosted live TV and radio quizzes in India for businesses and organisations from the public and private sectors.

COGNICIOUN 2024 was held across India in 4 regional rounds (online): East, West, North, and South. Two regional winners from each zone competed in the grand finale held on April 6, 2024, at BIMTECH Campus.

This competition saw regional winners battle it out for ultimate quizzing glory. Shivam Pareek from Hansraj College Delhi took home the top prize, followed by Uday Singh from Armed Forces Medical College, Pune, securing the first runner-up position, and Yash Malik from Indian Institute of Technology, Patna, clinching the second runner-up title. A huge round of applause to all the talents who showcased their knowledge and competitive spirit!



WORLD ENVIRONMENT DAY CELEBRATION BY UFE



On June 5th, 2024, we celebrated World Environment Day with a deep understanding of interconnectedness, embodying the principle of 'Esho Funi' or Oneness of life and its environment. Under the mentorship of Dr. Reeti Kulshrestha, students from the United Friends of the Earth (UFE) Club marked the occasion with heartfelt actions at workplaces, homes, and across campus.

The day was a testament to our strong commitment to sustainability, highlighted by a campus-wide tree-planting drive. Led by faculty members like Dr. Shalini Singh and Dr. Vineeta Dutta Roy, alongside the Atal Incubation Centre- BIMTECH team and Incubatees, this joint effort not only beautified the campus but also significantly contributed to fostering a cleaner and healthier environment.

Seeing the youth's dedication to building a greener future was truly inspiring. BIMTECH continues to lead by example, urging others to join in nurturing green initiatives and striving together towards a sustainable tomorrow.



Empowering India's Technological Future

BIMTECH Joins PM Modi's Semiconductors Milestone



Our faculty, students, and research scholars had the distinguished honor of participating in Prime Minister Narendra Modi's live telecast for the foundation stone-laying ceremony of India's first semiconductor fabrication facility.

Prime Minister Modi inaugurated the Tata-Powerchip Semiconductor Manufacturing Corp's chip fabrication facility in Dholera. This historic event also included virtual opening ceremonies for the Tata OSAT unit in Morigaon, Assam, and the CG Power-Renesas outsourced assembly and test (OSAT) facility in Sanand, Gujarat. His address to the youth of the nation during this momentous occasion was truly inspiring.

Union Minister Mr. Ashwini Vaishnaw highlighted the pivotal role of the Dholera plant in serving eight major markets: high-power computing, electric vehicles, telecom, defense, consumer electronics, automotive, and power electronics. This landmark achievement underscores India's growing technological prowess, and we are immensely proud to have been part of this historic moment.

Through our active participation, BIMTECH reaffirms its commitment to advancing technological education and research, contributing to the nation's vision of becoming a global leader in semiconductor manufacturing.



Dr. Prabina Rajib

Unveils Strategic Vision for BIMTECH and Management Education in India



In a recent exclusive interview with ET Education, our esteemed Director, Dr. Prabina Rajib, shared her visionary insights on the future trajectory of management education in India. Dr. Rajib articulated her strategic priorities, emphasizing the need to adapt and innovate in a rapidly evolving educational landscape.

Firstly, she is committed to producing industry-ready graduates by equipping students with the skills and knowledge necessary to excel in the ever-evolving workplace. Recognizing the rapid pace of change in today's business environment, Dr. Rajib emphasized the importance of adapting the curriculum and pedagogical approaches to ensure students are well-prepared to meet the demands of contemporary industries.

Secondly, Dr. Rajib focused on enhancing the quality of research within management education. By fostering a culture of innovation and promoting impactful research, she aims to address critical industry challenges. This priority underscores the necessity of bridging the gap between academic inquiry and practical application, thereby contributing to the advancement of both academia and industry.

On the occasion of International Women's Day, Dr. Rajib took the opportunity to address critical issues such as gender disparity and the importance of celebrating women in the workplace. She emphasized that acknowledging and addressing gender inequality is crucial for fostering an inclusive and equitable work environment. Dr. Rajib praised the "Beti Bachao Beti Padhao" initiative, highlighting its significant role in promoting the education and empowerment of women. By supporting such initiatives and celebrating women's contributions, Dr. Rajib advocates

for a more balanced and supportive workplace where every individual's potential can be realized and valued. She highlighted how BIMTECH is one of the institutes that boasts gender parity in terms of the PGDM candidates.

Finally, Dr. Rajib is dedicated to investing in growth through the development of comprehensive management and faculty development programs. These initiatives are designed to nurture future educational leaders, ensuring that the next generation of educators is well-equipped to guide and inspire students. By prioritizing professional growth and development, Dr. Rajib aims to create a sustainable and forward-thinking educational ecosystem. In another interview with Vinay Kamath, Senior Associate Editor of The Hindu Business Line, Dr. Rajib further shared her insights on various pivotal aspects of management education. Dr. Rajib emphasized the significance of experiential learning, highlighting the importance of students acquiring practical skills alongside theoretical knowledge. She elaborated on how this dual focus is essential for preparing students to navigate the complexities of the modern business landscape.

Dr. Rajib also discussed the profound impact of the VUCA (volatile, uncertain, complex, ambiguous) world on business operations. She stressed the critical role of ethics and governance in this challenging environment, underscoring their importance in shaping resilient and responsible business leaders.

The interview encompassed a broad spectrum of topics, including BIMTECH's strategic agenda and the advantages conferred by AACSB accreditation. Dr. Rajib outlined new initiatives and curriculum updates designed to align with evolving market needs, ensuring that BIMTECH remains at the forefront of management education. She further explored how the business world is transforming and reiterated the institution's commitment to instilling robust ethical and governance principles in its students.

Additionally, Dr. Rajib highlighted BIMTECH's strong focus on placements and industry connections, which are crucial for the successful career trajectories of its graduates. Through these efforts, BIMTECH aims to foster a dynamic and industry-ready talent pool that can thrive in today's ever-changing business environment.

In summary, Dr. Rajib's strategic vision for management education in India is centered on producing industry-ready graduates, enhancing research quality, and investing in the growth and development of educators. Through these priorities, she seeks to shape a robust and innovative educational landscape that responds effectively to the needs of both students and industries.

INTERNATIONAL YOGA DAY CELEBRATION@BIMTECH



To provide all round development, Departments of Sports known as the Sports Conduit here, organizes several sports activities round the whole year. This year's theme, "Yoga for Women Empowerment," emphasized the transformative power of yoga for women's well-being. "Yoga is the journey of the self, through the self, to the self." – The Bhagavad Gita. The physical body is the medium for righteous acts and, therefore, we decided to celebrate and honour this day in the BIMTECH way!

To mark this occasion, our Sports Officer and renowned Yoga Instructor, Mr. Tarun Sharma, led a rejuvenating Yoga Drive for our faculty and staff. This Yoga drive offered a path to a healthier and happier life for all.

May the Yoga practice empower women and promote overall well-being!

YOGA DAY

INSPIRING JOURNEY OF Ms. SIMMI NANDA, FOUNDER OF 'BEUNIC'



Question 1: What inspired you to start an apparel brand specifically for the LGBTQ community?

S. Nanda: "Actually, this inspiration and motivation is all because of my son Ashish, his challenges and his experiences, the real life experiences he had. Because whenever he used to go for shopping in the retail shops, he was asked very weird questions. So when he asked that he wants to wear heels, he was given a very sarcastic comment.

Of course, the motivation behind this is basically my own journey with my son. Also during this journey, I came across a lot of people of LGBTQ+ community, who were actually struggling a lot because they had no resources on this matter where to shop and how to shop for such apparels online. They were sitting in their rooms making Instagram content, selling from their accounts. They didn't have resources to create websites and knew nothing about how to do branding, how to do packing, nothing! I thought, first of all, let us have a very niche category, because otherwise men's shoes are flooded in the market, so you need something niche, and I thought- Hey! let us at least roll out this idea. When I rolled it out to manufacturers, they also liked it, and then we started working on it. For a year we worked on it, made a lot of shoes, unisex shoes with heels, block heels, wedges, pointed heels and Ashish used to, you know, walk out, walk on the ramp with those shoes, so sort of the experiment was also done. Yeah, so that is how it started. Basically, it is only because of Ashish and his experiences. That was the real motivation behind this.

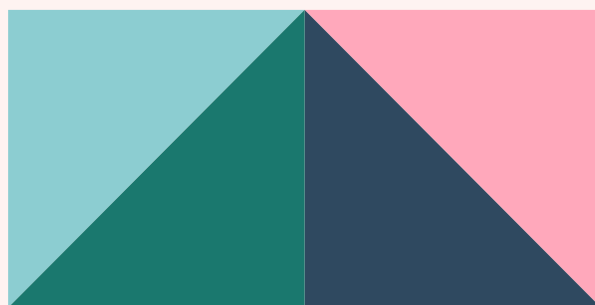
Question 2: Could you please share your personal journey and challenges you and other females faced in the entrepreneur domain and how did it lead to Shark Tank?

S. Nanda: My personal journey was a rollercoaster ride. When I came to know about Ashish, it took me almost 2 years to finally accept him. First of all, we had a lot of drama and I sort of stopped talking to him. I blocked him on all my social media. When his friends came up to me and they said, "Aunty, Ashish needs you," I slowly started talking to him. My elder Son used to send me articles, videos, and used to tell me this is all normal. Gradually, you know, I learned. Unlearning and new learnings was a big process and I realised this is very normal. I had a lot of myths and lot of apprehensions, but those got cleared. Then I gave a speech, "Coming Out of the Closet". So, that was the first time I sensitised myself completely and overcame all the negative thoughts, as in what would happen to him, at his job and all. But over time, he was very successful, and now he's working with Google in talent acquisition. It was a fantastic journey because both of us grew together. He grew in the organisation and I grew as a mother and you know as the founder of BEUNIC. This idea of BEUNIC- we didn't know how it would work out. We also applied to the first Shark Tank, but they didn't call us. the second time we applied, we got a call and, this



Beunic





time, we got selected. They called us to Mumbai and around 4-5 days later we went and had the shooting. It was a fantastic experience. And we didn't know if that would be relayed or not, as we did not accept the investment. Piyush offered but we did not accept. The best part was all 4 of the sharks on the show liked it and took pictures with us and said that we were doing a fantastic job. But they said that work on it a little more as the idea is not yet investible. They asked us to develop it more and come back. Overall, we got validation that this is a good idea. It can be investible, but the only thing was it needed some more work. This way we got some marketing as well. Shark Tank was good PR.

Question 3: How does your brand support the LGBTQ entrepreneurs? If you can elaborate on that, how exactly it works?

S. Nanda: First of all, the validation comes through Ashish. He selects through his network what range we want on our website, the quirky types, the rainbow colours, bright shades. He does the selection through his network and then the application comes in and, thereafter, the documentations are done. After which, we upload all the products on the website and then their marketing is done and we sell.

Question 4: So basically you have your own product line, and you have a product line that is getting in?

S. Nanda: Yes, as a brand be unique. Also, we have our own products and we also sell the products that are created by others. Suppose they have given us their costing, we add per margin and we sell it on the website.

Question 5: Okay, any of the success stories of any entrepreneurs that you would like to share?

S. Nanda: So recently, 12 entrepreneurs were selected for WPP in Mumbai. WPP is a huge group and it was the first time that they got the chance to interact with the WPP employees. It was a fantastic experience and as we wrapped up they all came out and they were like, "Simmi Ma'am, this was a wonderful experience." They got to understand, they got to see how it works, how to talk and sell, how PR works and how selling works. And these were the pop-up stores we put up in June.

Question 6: Why don't you throw light on the B2B segment of the business?

S. Nanda: So, B2B, you know, corporates now are getting more into DEI, under which they are supposed to hire people from LGBTQ, veterans, PWD and women after sabbatical. Under that initiative, a lot of companies have approached us and we are hiring from the community into these corporates.



BETI BACHAO BETI PADHAO



We hosted a significant workshop focusing on assessing the impact of the BetiBachaoBetiPadhao (BBBP) scheme. Held on March 18th, 2024, the event featured Professor Jandhyala, former Vice Chancellor of the National Institute of Educational Planning and Administration (NIEPA), as a distinguished guest.

The workshop marked the culmination of a short-term research project titled 'A Comparative Assessment of the Impact of the BetiBachaoBetiPadhao Scheme in Gender-Critical Districts of Telangana and Uttar Pradesh'. This research meticulously examined various demographic factors influencing awareness and attitudes towards gender discrimination in these states.

The key findings emphasized the positive strides made by the BBBP scheme since its inception in 2015, particularly in improving sex ratios and enhancing gender enrollment in education. These advancements were recognized as significant steps towards women's empowerment and contributing to India's overall developmental goals. Nonetheless, the workshop aimed to identify strategies to further amplify the scheme's impact.

The event witnessed enthusiastic participation and lively discussions, underscoring the relevance and urgency of the topic. The insightful suggestions put forth during the discourse underscored a collective commitment to advancing gender equality and empowering women in India.

Organized by the Kautilya School of Public Policy in collaboration with the Indian Council of Social Sciences Research (ICSSR), the workshop was chaired by Dr. Amrendra Pandey (FRM) and attended by prominent figures, such as Mr. Prithish Anand and Mr. Vishnu Sivarudran Pillai, PhD.



UNLEASHING THE POWER OF ECONOMETRICS WITH R

Organized by Centre for Faculty Development

ECONOMETRICS WORKSHOP USING R
Date: 8-10 May 2024

OUR INSTRUCTORS

Dr. Wasim Ahmad
Associate Professor,
Department of
Economic Sciences,
IIT Kanpur.

Dr. Pooja Misra
Area Chair, Economics
Area, BIMTECH

Dr. Khanindra Ch. Das
Faculty (Economics Area)
BIMTECH

Dr. Smruti Ranjan Sahoo
IIFT Delhi

Dr. Namrata Thapa
Faculty (Economics Area)
BIMTECH

Organized by
Centre for Faculty Development
Venue: MDP Hall, BIMTECH

Scan QR Code

The Centre for Faculty Development hosted a comprehensive econometrics workshop from May 8th to 10th, 2024, at the campus. This three-day intensive program delved into the core concepts of econometrics and their practical applications using the R programming language.

Participants, including 40 individuals comprising faculty, research scholars, and industry professionals from renowned institutions like IIT Delhi, IIT Roorkee, and ISBM Raipur, benefited from expert-led sessions and hands-on exercises. The focus was to demonstrate applied econometric model-building skills that are backed by fundamental concepts of econometrics. The workshop aimed to enhance participants' ability to build and interpret econometric models for robust empirical research.

The workshop spanned 3 days comprising morning and afternoon sessions. Each session was three hours long. The sessions simultaneously dealt with the concepts behind the econometric techniques listed below and hands-on applications of empirical model using R.

Distinguished faculty members, including Dr. Wasim Ahmad, Associate Professor in the Department of Economic Sciences at IIT Kanpur and Dr. Smruti Ranjan Sahoo from IIFT Delhi, shared their expertise. The workshop covered a wide range of econometric techniques, supported by practical demonstrations using R.

With a strong emphasis on applied learning, participants gained proficiency in using econometrics to analyze complex data and draw meaningful insights. The workshop fostered a collaborative learning environment, enabling participants to network and exchange knowledge. It was useful for participants aiming to hone empirical research and data analytics skills; and equipped the participants with tools and insights of applied econometrics and enhanced their ability to perform empirical analysis effectively.



MASTERING DATA ANALYSIS WITH SPSS, AMOS, AND SMARTPLS

The Department of Marketing successfully conducted a three-day Faculty Development Program (FDP) on 'Advanced Data Analysis Using SPSS, AMOS, and SmartPLS' from May 3rd to 5th, 2024. This intensive workshop aimed to equip participants with the skills to effectively analyze complex data and build robust research models. Structural Equation Modeling (SEM), a powerful statistical technique, is widely used in social sciences research. It allows a researcher to test complex models with multiple pathways, model latent variables with multiple indicators, investigate mediation and moderation in a systematic way and adjust for measurement error in predictor variables.

The FDP provided participants with a comprehensive understanding of SEM and its implementation to develop and test complex multivariable models using industry-standard software like SPSS, AMOS, and SmartPLS.

Distinguished faculty members, including Dr. Pradeep Kumar, Dr. S. M. Fatah Uddin, Dr. Garima Malik, Dr. Pratibha Singh, and Dr. Jamini Ranjan Meher, delivered insightful sessions. The program featured a special guest lecture by Prof. James Gaskin from Brigham Young University, USA, who shared his expertise in advanced SmartPLS techniques.

The FDP covered a wide range of topics, including Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), mediation and moderation analysis, and Importance-Performance Map Analysis (IPMA). Participants had the opportunity to gain hands-on experience through practical exercises and case studies.

A total of 31 participants, including faculty members, research scholars, and industry professionals from prestigious institutions like IIT Roorkee, NIIT, and NIT Karnataka, benefited from the FDP. 12 faculty members from BIMTECH also participated.



SIP SUMMER INTERNSHIP PROGRAM 2024

Summer Internship Project (SIP) is an integral part of the PGDM academic curriculum and its satisfactory completion is a mandatory requirement for the respective diploma to be awarded by BIMTECH. SIP offers students the opportunity to gain exposure to a company's working environment, interact with professionals, and widen the horizons of their understanding of a company context and sensitize them to the business realities.

The internships reflect BIMTECH's commitment to providing practical learning experiences that prepare students for impactful roles in the global business landscape. As such, our students undertook internship assignments at assigned organizations for integrating the knowledge and skills acquired through the course work.

"This internship proved invaluable in my professional development, offering me insights and growth opportunities within one of the world's leading professional services firms- KPMG India in the role of Deal Advisory & Strategy intern. I gained expertise in auditing, consulting, and advisory services during my tenure and I look forward to applying these skills in my future career endeavors."

Aaditya Dubey, PGDM-International Business



Additionally, fellow students **Yashika Goyal** and **Yukti Vishwakarma** undertook internships with Finvoyc, a digital lending platform specializing in export finance, MSME finance, supply chain finance, and healthcare finance. Their internship focused on supporting MSME exporters, particularly by raising awareness about collateral-free financing options backed by insurance. This initiative aimed to facilitate and boost international export activities for these businesses. Yashika and Yukti significantly contributed to developing Finvoyc's international trade finance segment, positioning the company as a strategic ally for exporters. Their efforts equipped exporters with essential financial resources and support, enabling them to thrive in the competitive global market.

“Walking into a new workplace is always daunting. And that’s exactly how my first day was. I was a little nervous and was treading lightly everywhere. My manager came in an hour later and saved me though. I was made at home and introduced to everyone. From learning people skills in a corporate setting to learning the most complex marketing of all- social media coupled with consumer behaviour, I was given the opportunity to make it my own and unleash my creativity. Exactly the environment I thrive in. BIMTECH truly gave me an opportunity like no other. I can happily say, my summer internship was a success.”-

Praveer Deva, PGDM program, Intern at Cars24



Muskan Goel of PGDM program interned with the strategy team at Safexpress and delved into ESG (Environmental, Social, and Governance) from a logistics and supply chain perspective, learning how sustainability is transitioning from a choice to a regulatory necessity.

“This internship provided invaluable insights into corporate culture, teamwork, and the importance of diverse perspectives. As a PGDM student specializing in operations, I gained a deeper understanding of working on operational, tactical, and strategic levels, especially in integrating ESG principles. One of the highlights was working on an Excel dashboard, which boosted my confidence in using essential tools.”

-Muskan Goel, PGDM program

“I had the opportunity to intern at MARSH India Insurance Brokers Private Limited, the world’s largest insurance broking firm, in May-June 2024. As part of the Financial and Professional Liabilities Team based in Gurugram, I focused specifically on cyber insurance, a niche segment with significant growth potential in India’s cybersecurity market. My internship provided hands-on experience, including attending several client meetings alongside my supportive senior colleagues, who ensured I learned the company’s operations from the ground up. I also conducted interviews with underwriters from leading insurance companies, aiding Marsh in identifying untapped sectors and understanding the market’s cyber insurance limits. I had the privilege of interviewing the National Head of Cyber Forensics at Arete, one of India’s top forensic firms, and the National Claims Head at Puri Crawford, a leading claims management firm. These interactions enriched my understanding of the industry’s intricacies.”

-Nishank Jain, PGDM program



SIP SUMMER INTERNSHIP PROGRAM 2024



"During my internship at Digit Insurance in the Business Process Department with in the Life Claim steam in Bengaluru, I had the unique opportunity to delve into the details of their claims management process and free look period handling. This experience provided me with valuable insights into the financial aspects of insurance operations. Throughout my internship, I was exposed to Digit Insurance's Agile work environment, witnessing firsthand how Scrum methodologies drive innovation and responsiveness in insurance product development. This experience not only enhanced my understanding of insurance operations but also provided valuable insights into how modern financial institutions leverage technology and collaborative workflows to stay competitive." - **Anjali Srivastava, PGDM-IBM**

"One of the key highlights of my experience was participating in a CPM (Contractors' Plant and Machinery) claim survey, where I gained hands-on insights into the practical aspects of claim assessment. Additionally, I developed a thorough understanding of risk engineer reports, which are crucial for evaluating potential risks and making informed decisions. Working with the company's specialized software, I enhanced my technical skills and efficiency in processing claims. I was also involved in the Fire Insurance claims process, from initial assessment and investigation to final settlement. This hands-on experience allowed me to thoroughly understand the intricacies of handling claims. This internship was a significant learning experience that provided me with the skills and insights I needed to succeed in the insurance sector."

- **Pushendra Jain, PGDM-IBM**



RURAL IMMERSION

on 12th April 2024



The PGDM-Retail Management program students embarked on a transformative rural immersion journey to JK Paper Ltd. in Gajraula, Amroha, U.P. on April 12, 2024. This experiential visit, organized as part of their Responsible Business course, aimed to deepen their understanding of corporate social responsibility (CSR) and sustainability practices.

Under the guidance of Dr. Reeti Kulshrestha and accompanied by faculty members, the students explored various facets of JK Paper Ltd.'s operations. They visited the JK Dairy Plant (Umang Dairy) and engaged with the Women Farmer Producer Organization (FPO), as well as visited rural banks, fish farming setups, poultry farms, and multilayered integrated farming initiatives in Gajraula and Amroha.

The experience left a profound impact on the students, offering them firsthand insights into rural innovation, development, and women's empowerment initiatives thriving in Indian villages. The seamless coordination and support extended by the JK team, notably Mr. Praveen Shukla and Mr. Manoj, throughout the visit were deeply appreciated.

Special acknowledgments were extended to Prof. Pradeep Kumar for his presence and to Saikrushna Bharati and Ajab Singh for their invaluable facilitation. The students expressed gratitude to Dr. Prabina Rajib, Director of BIMTECH, for her unwavering guidance, and Dr. Pankaj Priya for his continual support and

The warmth and hospitality of the local farmers and rural women further enriched the students' learning journey. They generously shared their experiences, indigenous knowledge, and the challenges they have overcome on their path to empowerment, with the backing of JK Paper Ltd.

Overall, the visit proved to be a deeply satisfying and enriching experience for the students and the entire BIMTECH team, unveiling the progressive and innovative facets of rural India in partnership with JK Paper Ltd.

LEARNING BY DOING:

Visual Merchandising Comes Alive at BIMTECH!



"Tell me and I forget, teach me and I may remember, involve me and I learn." - Benjamin Franklin.

This quote perfectly embodies the spirit of our recent Visual Merchandising event, organized by the Retail Management Program under the guidance of Dr. Shweta Saini. First-year students took center stage, showcasing their creative vision by building replica window displays inspired by real retail stores. It was a culmination of months of hard work and learning. Students embarked on a journey: Conceptualizing eye-catching displays, Problem-solving logistical challenges, and Executing their designs into tangible models.

This experiential learning event allowed students to bridge the gap between theory and practice. They applied classroom knowledge to real-world scenarios, gaining a deeper understanding of the subject. Beyond the technical skills showcased in the models, what truly impressed everyone was the: Critical thinking employed during the design process; Collaboration between students; Resilience displayed throughout the project.

Huge congratulations to all participating students! Your dedication and passion for visual merchandising were truly inspiring!



BIMTECH CRICKET TEAM SCORES A WINNING SIX!!

The roar of the crowd and the thrill of victory! We're ecstatic to share that our cricket team emerged CHAMPIONS at the recent Lal Bahadur Shastri Institute of Management sports tournament.

This win is a shining example of dedication, relentless practice, and phenomenal teamwork of our students. They displayed true sportsmanship on the field, bringing immense pride to BIMTECH.

We also congratulate teams from, Lal Bahadur Shastri Institute of Management, Delhi, SOIL Institute of Management, Shri Ram College of Commerce, Management Development Institute, Gurgaon, Great Lakes Institute of Management, FORE School of Management, New Delhi, for participating in this tournament and making this event a success.

May this win inspire us all to reach for even greater heights in the future!



DR. ABHIJIT K. CHATTORAJ SPEAKS AT 'ABHIKARTA MANTHAN'

Our esteemed faculty member, **Dr. Abhijit K. Chatteraj** - Chartered Insurer, DEAN SW&SS, Prof & Chairperson CII-APDC, BIMTECH, was one of the speakers at 'Abhikarta Manthan', an insurance event organized by the Confederation of General Insurance Agents Associations of India, on Saturday, June 1st, 2024.

Dr. Chatteraj's talk focused on 'Individual Agent & Technology', a topic crucial for navigating the evolving insurance landscape. This was a great opportunity for insurance agents to gain insights on leveraging technology to enhance their practice and stay ahead of the curve.

Confederation of General Insurance Agents Associations of India
ABHIKARTA MANTHAN
 Individual Agent & Technology
 Saturday, 1st June 2024, 9-45 am to 1-00 pm
 WhatsApp: 90080 02555

Dr. Abhijit K. Chatteraj
 Dean, BIMTECH
 "Individual Agent & Technology"

Dr. Rajeev Kumar
 Chief Technology Officer, National Insurance
 "Technology Modernization approach for Legacy Insurance"

Dr. Shivam
 Chief Digital Officer, AIG (Asia Pacific Region)
 Insurance
 "Use of Technology by Agents"

Dr. Vikram Bhardwaj
 Social Media expert
 "Marketing through Social Media"

Dr. Abhijit K. Chatteraj also joined the distinguished line-up of speakers at the ET Now Swadesh event, 'Insurance MahaKumbh-Beema Jaruri Hai', on April 6th, 2024, in Mumbai. Dr. Chatteraj shared insights on two crucial topics: "Embracing New Age Technology in the Insurance Industry" and "Future of Insurance."

6 अप्रैल, सुबह 10 बजे से लगातार

www.etnowswadesh.com
 +91-9136934058

@ETNowSwadesh

ALUMNI ACHIEVEMENTS

BIMTECH Alumni Shine in Leadership Roles at Munich Re and SBI General Insurance



We celebrate the appointment of Ms. Surbhi Goel as CEO of Munich Re India Branch

We are thrilled to announce that **Surbhi Goel**, an esteemed alumna of BIMTECH, has been appointed as the CEO of Munich Re India Branch, effective October 2024. Surbhi Goel, currently the Managing Director & Head of Property & Casualty for Southeast Asia at Munich Re, will now take on this prestigious role, marking a significant milestone in her illustrious career. She graduated from the PGDIRM program in 2002 and her career trajectory spans key roles in leading insurance companies such as ICICI Lombard General Insurance Company Limited, HDFC ERGO General Insurance, and Munich Re. At every stage, she has demonstrated unparalleled dedication and excellence, paving the way for her latest achievement. In her new capacity as CEO, Surbhi will lead Munich Re's expansion and operations in the Indian market.

We extend our heartfelt congratulations to Surbhi Goel and look forward to witnessing her future accomplishments.

BIMTECH congratulates Mr. Nainoor Desai on his appointment as Business Head Corporate at SBI General Insurance

We are delighted to extend our heartfelt congratulations to Mr. Nainoor Desai, an esteemed alumnus of BIMTECH, on his well-deserved appointment as the business head-corporate at SBI General Insurance. Mr. Desai, a distinguished graduate of the PGDBM program (2003-2005 batch), has achieved yet another milestone in his illustrious career as an Insurance industry veteran, wherein he has accumulated extensive experience and expertise having worked with some of the leading names in the insurance industry, including ICICI Lombard, Reliance General Insurance, Bharti AXA General Insurance, and Liberty General Insurance. As he steps into his new role at SBI General Insurance, Mr. Desai brings with him a wealth of knowledge and a proven track record of success.

We at BIMTECH are proud of his accomplishments and are confident that he will continue to excel and inspire.



CRS UPDATE

Conferences/workshops attended by the research scholars:

Abishek Gupta- FPM (2023 Batch) attended the following workshops:

i) Advanced Econometrics Workshop using STATA, 1-5 July 2024 (IIT Indore)

Resource person: Dr. Kausik Chaudhuri, Leeds University Business School UK

ii) Econometrics Workshop using R, 8-10 May 2024 (BIMTECH)

Resource person: Dr. Wasim Ahmad, IIT Kanpur

Riya Bindra-FPM (2021 Batch) attended a conference (online mode) and presented a paper titled 'Revisiting the fiscal deficit-interest rate linkage: A Quantile ARDL approach' at the Management Education and Research Colloquium (MERC), May 31–2 June, 2024.

Publications of the research scholars

i) Riya Bindra - FPM (2021 batch) published a paper titled 'Revisiting the interest rate-investment nexus in India: fresh perspective from non-parametric analysis'

Journal details: Journal of Economic Studies

DOI: <https://doi.org/10.1108/JES-12-2023-0736>

Authors: Riya Bindra, Amrendra Pandey, Pooja Misra and Jagdish Shettigar

Date of publication: June 11, 2024.

Journal category: ABDC-B, SCOPUS Q1

ii) Anil Kumar Verma - EFPM (2019 batch) published a paper titled 'Digital Finance and MSME Performance in India: Evidence from World Bank Enterprise Survey Data'

Journal details: Journal of Economic Studies

DOI: 10.1108/JES-12-2023-0744 (awaiting activation)

Authors: Anil Verma, Khanindra Ch. Das, Pooja Misra

Journal category: ABDC-B, SCOPUS Q1

iii) Vikas Gupta – EFPM (2020 batch) published a paper titled 'Mapping Three Decades of Relationship between Ethical Leadership & employee-CSR: A Bibliometric Analysis and Future Research Agenda'

Journal details: European Economic Letters (EEL), 14(2), 218–240.

DOI: <https://doi.org/10.52783/eel.v14i2.1315>

Authors: Vikas Gupta, Mohd Akbar, Navin Shrivastava, Amrendra Pandey

Journal category: ABDC- C

iv) Shailee Singh-FPM (2018 batch) published a paper titled 'Modelling the determinants for sustainable smart city through interpretive structure modelling and analytic hierarchy process'

Journal details: Computational Urban Science, 4(1)

DOI: <https://doi.org/10.1007/s43762-024-00125-1>

Authors: Shailee Singh & V. Kumar

Journal category: SCOPUS

Corporate Finance with Modeling- Book by Dr.Ruchi Arora



Dr. Ruchi Arora, our faculty from the Finance Area, has co-authored a comprehensive textbook titled **Corporate Finance with Modeling** along with Prof. Rishi Mehra who is presently the CEO of 'Corporate Partners' and Finance Rishikul, and Senior Consultant at DEA-AJNIFM Research program, Ministry of Finance, Govt. of India. The book is designed for students pursuing various Commerce, Management and Finance Courses.

The authors, drawing upon their extensive experience in teaching, training, research, and consulting for both Indian and multinational companies, have skilfully combined their creative writing abilities to provide a simplistic and lucid description. The book extensively includes a wide range of examples, exercises, and financial models that are based on their teaching methodologies. Key highlights of the book are simplified concepts supported with real-life applications, relevant case studies from around the world and incorporation of the latest industry trends, regulations, and best practices.

ELECTED VICE PRESIDENT OF THE INTERNATIONAL SUSTAINABLE DEVELOPMENT RESEARCH SOCIETY (ISDRS)



Dr. Reeti Kulshrestha has been unanimously elected as the 'Vice-President' of the International Sustainable Development Research Society (ISDRS) Executive Board becoming the **first Asian to be honored with the position**.

ISDRS is a global network of sustainable development professionals that links researchers in academia and implementation practice from all continents to each other. ISDRS believes that accomplishing the urgent and far-reaching changes which are needed in our single-planet-society to achieve a fair and clean sustainable society, requires worldwide close collaboration and maximum exchange of knowledge, experiences, best practices and critical reviews. It provides a wide platform with a community of 2800+ society members and followers.



Dr. Reeti Kulshrestha attended the 30th ISDRS conference 2024 on the theme, 'Linking Futures of Mountain and Ocean: Rescuing the SDGs 2030 for Sustainable Livelihood' in Kathmandu from 10th June to 14th June 2024, where the announcement was made. The conference was also attended by the Honorable Deputy Prime Minister of Nepal Mr. Narayan Kaji Shrestha, and Vice Chancellor of Mid-West University, Dr. Dhruba Kumar Gautam among other high ranked officials of Nepal.

She was also invited as a panelist for two panel discussions with other esteemed professors and practitioners around the world. It included:

Panel Discussion on Climate Change and Sustainability

- Keynote Presentation: Prof. Dr. Klaus Hubacek, University of Groningen, Netherlands Panelists:
- Dr. Rajendra KC, Ministry of Forests and Environment, Nepal
- Prof. Dr. Reeti Kulshrestha, Birla Institute of Management Technology (BIMTECH), India
- Prof. Dr. Qijing Liu, Beijing Forestry University, China

The Role of Universities in Solving Sustainability Challenges

- Moderator: Prof. Gyula Zilahy, Corvinus University, Budapest Panelists:
- Prof. Malin Gawell, Sodertorn University, Stockholm, Sweden
- Prof. Reeti Kulshrestha, BIMTECH, India
- Prof. Simon Lockrey PhD, RMIT University, Australia
- Prof. Bart Van Hoof, School of Management, Universidad de los Andes, Colombia
- Prof. Carlton Waterhouse, Howard Law School. USA

She is immensely grateful to BIMTECH Director, Prof. Prabina Rajib for her constant support and encouragement, and Birla Institute of Management Technology (BIMTECH). She also expresses her gratitude to all the ISDRS board members including Prof. Peter Dobers, Prof. Sjors Witjes, Prof. Gyula Zilahy, Dr Sebastian Thomas, Prof. Olga Cam, Prof. Simon Lockrey, Prof. Katarzyna Cichos, Prof. Marc Wolfram, Prof. Prajal Pradhan, Prof. Roberta Salomone, Prof. Alex Franklin, Prof. Waqas Mazhar, Dr. Charlotte Mummery, and Prof. A. Sahay, Ex Professor and former Dean, Research, BIMTECH who introduced and mentored her into ISDRS.

NEW JOINING



Dr. Ram Mohan Dhara has joined as Associate Professor of Practice in Marketing and Retail. He is a seasoned professional in consumer insights, and brings over 20 years of experience in Marketing Research and Business Analytics across diverse regions including India, the Middle East, Southeast Asia, and the USA. Transitioning from corporate roles with Nielsen, Kantar, and WNS, he recently served as a Faculty at IMT Ghaziabad. His expertise spans various sectors such as Consumer Packaged Goods (CPG), Media, and Telecom, where he has contributed to the development of prominent brands, innovative products, and successful campaigns.

Professor Dhara's teaching focus lies in business analytics, data science, and marketing research, with a particular research interest in behavioural pricing. He is a Fellow in Management from IIM Raipur, an MBA in Marketing from Lucknow University, and an M.Sc. in Physics from Delhi University. Additionally, he is a certified Six-Sigma Black Belt from the Indian Statistical Institute, Delhi, and holds professional certifications in R, Python, SAS, Google Analytics, Google Data Studio, Tableau, and Microsoft Power BI.



Mr. Akarshan Srivastava has joined as an Adjunct Faculty. He is a distinguished corporate trainer with an impressive portfolio of work spanning over 50 brands across India, including prominent names like BHEL and E&Y. He continues to consult these organizations for their learning and development needs, leveraging his extensive expertise and innovative training methods. He holds a Leadership Certificate from the prestigious Indian Institute of Management (IIM) Ahmedabad and a Post Graduate Diploma in Management (Insurance) from BIMTECH.

His professional journey includes roles such as Business Analyst with Accenture, Underwriter with TATA AIG, and Training Lead (North) with Next Education. These diverse experiences have equipped him with a deep understanding of various industries and their unique training requirements.

In addition to his corporate training prowess, Akarshan is a published author of the book *The Placid Mindset* which showcases his insights into personal and professional development. He is also a producer and host of a podcast with Amar Ujala, where he shares his knowledge and engages with a broader audience on topics related to leadership, mindset, and corporate success.

Akarshan Srivastava's contributions to the field of corporate training and development, coupled with his academic credentials and diverse professional experiences, make him a sought-after expert and thought leader in the industry.



Mr. Umar Farooq has joined as an Assistant Professor of Economics and International Business. He has previously worked as a Teaching and Research Assistant at the Management Development Institute Gurgaon, one of India's AACSB-accredited business schools.

As an ardent researcher, he has published his work in globally acknowledged and reputable journals such as Elsevier, Springer, and Taylor & Francis (Routledge). His research interests encompass environmental economics and policy. He is passionate about teaching and learning economics and econometric models.

Dr. Farooq has also passed the UGC-NET and JK-SET level examinations and received a gold medal as the top student in the MA Economics program at the University of Kashmir.



Ms. Nishtha Ranjan has joined as an Academic Associate. She has previously worked as an Assistant Professor-II at Amity University Noida.

She has published her work in SCOPUS, ABDC, and Web of Science-indexed journals. She is passionate about teaching and learning actuarial science and insurance. She has taken various sessions on the e-Vidya Channel through the National Institute of Open Schooling (NIOS).

She also has corporate experience of around 5 years in actuarial valuations at Mercer Consulting India Private Limited (Noida). She was awarded for her exceptional work on a Canadian pension valuation. She has cleared NINE papers of actuarial science from the Institute of Actuaries of India (IAI), Mumbai, and the Institute and Faculty of Actuaries (IFoA), London.



Editorial Board
Dr. Meera Kapoor
Editor-Vrittant

Student Editorial Board
Ishani Singh, Alisha Jameel,
Apoorva Dublish,
Divyansh Saxena
Photography
Joginder Kumar

BIMTECH - Birla Institute of Management Technology

Plot No. 5, Knowledge Park 2, NCR,
Greater Noida, Uttar Pradesh 201306
Tel: +91-120-6843000-10
www.bimtech.ac.in

