



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

Excellence with Values

# 2021

**ANNUAL**  
**ACTIVITY**  
**REPORT**





Late Basant Kumar Birla and Sarala Birla

## OUR VISION

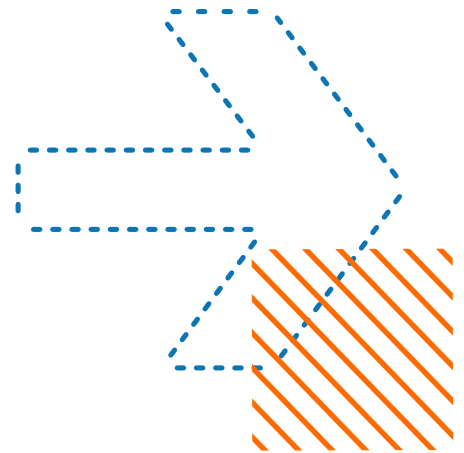
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Developing ethical leaders with entrepreneurial and global mindset striving for sustainability and inclusive growth





# Content



Board of Governors	02
Director's Desk	03
Our Annual Journey	04
Leadership Deliberations	08
Global Presence	18
Accreditation Journey	21
Our Research Odyssey	22
Our Research Projects	24
Our Publications	26
Centre for Management and Case Development	30
Faculty Development Programme	32
Centre for Business 4.0	34
Management Development Programme	35
Centre of Online Studies (COOLS)	36
Alumni	38
Entrepreneurial Initiatives & Achievements	40
Awards and Acolades	46
Admissions	48
Placements	52
Intellectual Deliberations	54
Industrial Visits	59
Industry academia connect	60
Knowledge Center	62
Sustainability and CSR Initiatives	64
Infrastructure Development & Support Services	68

# Board of Governors



**Smt. Jayashree Mohta**  
Chairperson  
BIMTECH



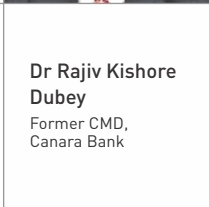
**Shri A.K. Agarwala**  
Chairman, Business  
Review Council, Aditya  
Birla Management  
Corporation, Mumbai



**Dr. Ajit Ranade**  
Group Executive President  
& Chief Economist,  
Aditya Birla Group,  
Mumbai



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



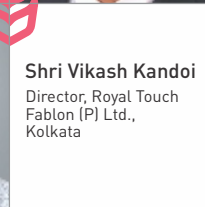
**Dr. Rajiv Kishore  
Dubey**  
Former CMD,  
Canara Bank



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



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



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



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



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



**Dr. Manosi  
Chaudhuri**  
Professor,  
BIMTECH



**BOARD OF  
GOVERNORS**

# Message from the Director's Desk



We at BIMTECH strive to nurture and groom ethical leaders with entrepreneurial and global mind-set who can make a profound and positive impact on people, companies and society at large.

The businesses today have undergone a tectonic change. Management education in the emerging global knowledge economy has become increasingly complex and is evolving continuously. During the current turbulent times, when the entire world is combatting Covid-19 pandemic, we have successfully adapted to the changing and evolving realities of the new normal.

We at BIMTECH strive to nurture and groom ethical leaders with entrepreneurial and global mind-set who can make a profound and positive impact on people, companies and society at large. We endeavour to impart and inculcate strong values among our students in our pursuit to shape and sharpen their mind by the academic rigor and efficient professional practices which are essential in today's globalised world. We are determined to provide a sound foundation of lifelong learning in our students and this continues to attract attention of all our stakeholders. Every member of the BIMTECH fraternity complements each other's efforts to synchronize and harmonize our process of growth.

The accomplishments of the Institute highlighted in this annual activity report are the outcome of the remarkable support of all the members of BIMTECH family. The different chapters of the Annual Activity Report 2021 provide details of the events, achievements, milestones achieved during the year. Our transformation journey will continue to build from what we have been achieving. We have much to be proud of and we will continue to build on this solid foundation to further excel in the coming years.

As we march into a new orbit of growth, we acknowledge that it is not enough that we only sit on our past laurels but in the future we must also create and recreate ourselves in building a learning atmosphere.

**Dr. Harivansh Chaturvedi**

# Message from the Deputy Director's Desk



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

It gives me immense pleasure to present to you the panorama of accomplishments of BIMTECH in the academic year 2020-21. Since its inception, BIMTECH has been working to nurture students who contribute actively as pioneers, innovators, creators, forerunners, discoverers, inventors, developers in the field of management technology –in India and worldwide. Striving towards excellence, we left no stone unturned to have the best resources in the institute. Implementing newer vistas of global research in education, putting in place innovative curricula and pedagogical tools, giving management education greater meaning and direction – that is way forward as we groom dynamic corporate ambassadors. It gives me immense pleasure to showcase BIMTECH's achievements of 2020-21 through this Annual Report. I am confident that it shall motivate and inspire all of us to scale newer heights.

# 34<sup>th</sup> Commencement Day

## Our Annual Journey

2021  
34<sup>th</sup> Commencement Day

Chief Guest



**Shri C P Gurnani**

Chairman & MD, Tech Mahindra

Guest-of-Honour



**Shri Ronnie Screwvala**

Co-Founder & MD, upGrad

### 34<sup>th</sup> Commencement Day

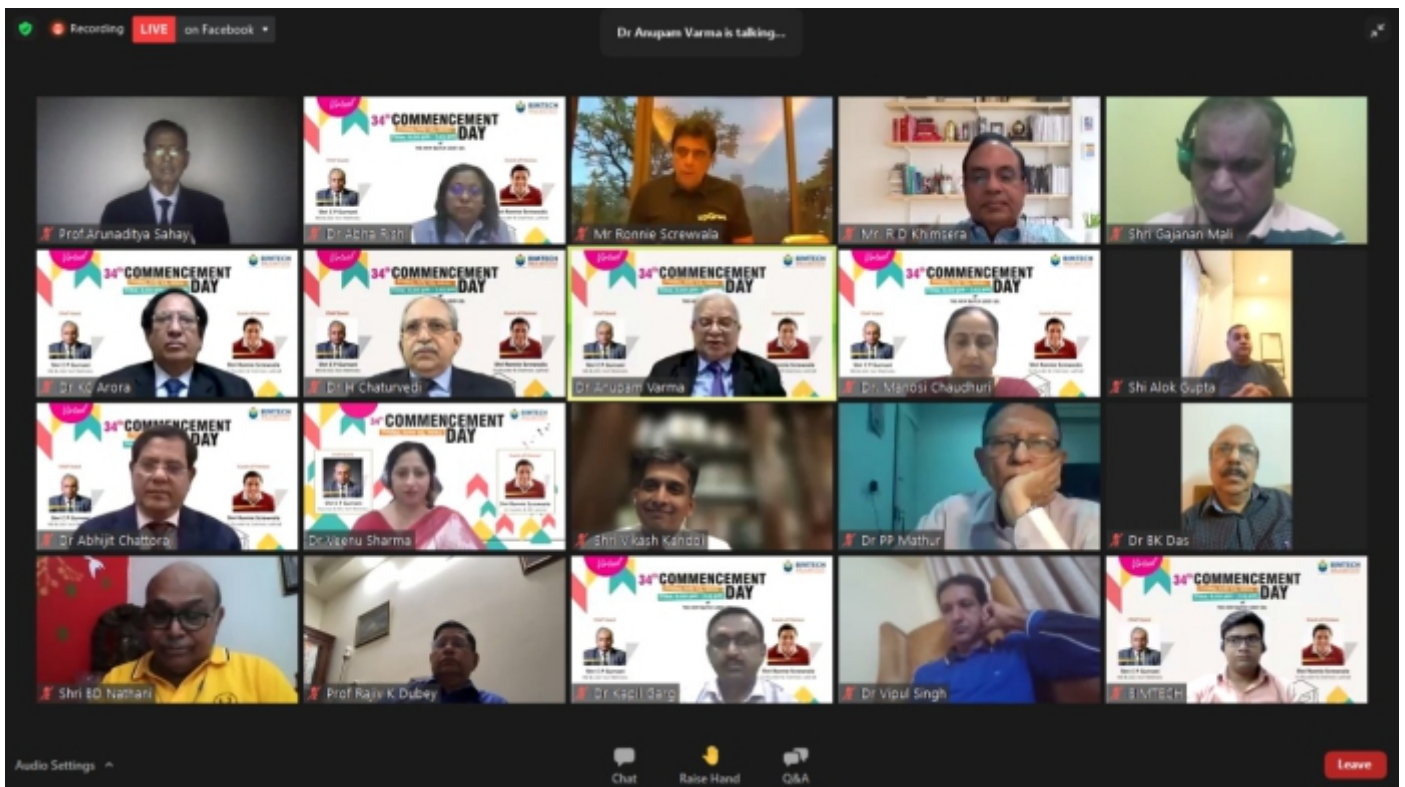
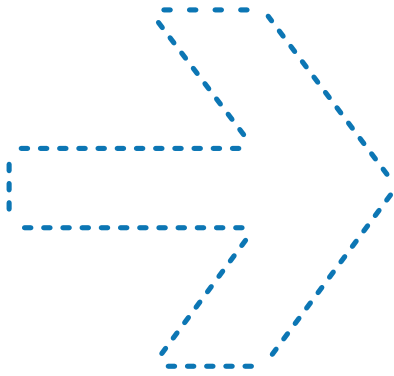
Birla Institute of Management Technology, Greater Noida welcomed the participants of the 2021-23 batch through a virtual inauguration ceremony held on July 23, 2021 via Zoom platform. 'Deeksharambh', the 34<sup>th</sup> Commencement Day marked the launch of the journey to making a successful corporate career for the batch.

The start of the ceremony was held in traditional BIMTECH way with the Saraswati Vandana. On this auspicious occasion, the batch received wisdom and lifelong vision from the luminaries from industry. The Guest of Honor for the event was Mr. Ronnie Screwvala, Director and Chairman, UpGrad. Chief Guest on this occasion was Shri C.P Gurnani, CEO and MD, Tech Mahindra. In his address Mr. Screwvala emphasized about the changing future of work, the incredible opportunities ahead and the importance of self-conviction for the students. He advised the students to identify their passion, unlock their aspirations and ambitions and move out of the comfort zone. He spoke at length about the importance

of peer learning and finding the right mentor for each person.

Chief Guest, Shri C.P Gurnani, shared his inspiring entrepreneur manager journey and boosted the morale of the students through his encouraging words. He reiterated that our perseverance, competitive spirit and agility will determine our destiny since there are huge opportunities as the economy is opening up.

In his address, Director, Dr. H Chaturvedi welcomed the students and shared about the rich Birla legacy and ways in which the institute overcame the challenges posed by the pandemic. The Annual Reports for CMCD & CIED were formally released. The solemn occasion concluded with the vote of thanks delivered by Dr Anupam Varma, Deputy Director and Dean Academics.





# 33<sup>rd</sup> Foundation Day

## Our Annual Journey

2020  
33<sup>rd</sup> Foundation Day

Chief Guest



**Dr Rishikesh T Krishnan**  
Director, IIM Bengaluru



### 33<sup>rd</sup> Foundation Day

33<sup>rd</sup> Foundation Day of Birla Institute of Management Technology was celebrated on October 2, 2020. The day also marks the birth anniversary of the two great leaders of the country Mahatma Gandhi and Lal Bahadur Shastri. The program was conducted through online mode adhering to the social distancing norm in the new normal. The Foundation Day lectures in the Institute are delivered by eminent personalities of the country who have contributed immensely in the nation building.

The Chief Guest on this occasion was Dr. Rishikesh T Krishnan, a highly accomplished institution builder, teacher, thought leader, a writer, an educationist, and a person par excellence. In his Foundation Day address he touched upon the contemporary theme of 'Innovation and Atmanirbhar Bharat', and their relevance in everyday life including in Management Education. He emphasized that being competitive means looking after the domestic market and also to be competitive globally. Further, he highlighted that we as the citizen of this country should understand the responsibility to make

Atmanirbhar Bharat a dream come true. He concluded with a positive note that- "We are getting on the treadmill of innovation and trying to be competitive."

Director, Dr. H. Chaturvedi, in his welcome address, voiced the key points which the institute has been following all these years in the form of 'Values, Innovation & Entrepreneurship'. He emphasized about the importance of Mahatma Gandhi's principle of showing empathy towards others during these tough Covid times. At the same time, he reiterated the significance of 'Atmanirbhar Bharat' and the ways by which our institute aspires to be a step ahead.

BIMTECH has instituted 'B K Birla Distinguished Research Scholar Awards', in the memory of our visionary founder Late Shri Basant Kumarji Birla, and is presented to resident Indian research scholars active in the field of Social Sciences and Management for carrying out exemplary research. In its maiden year 2019 of the award, Shaphali Gupta, Professor, Strategic Marketing, MICA, Ahmadabad; Arpan Kar, Associate Professor, Deptt. Of Management Studies, IIT, Delhi, and Ramendra Singh,





Associate Professor. Marketing, IIM Calcutta were conferred this award for their outstanding and sustained contributions to the research and development in the field of management.

Dr. Subhanjan Sengupta was felicitated for having received the 'Best Researcher Award, for the academic year 2019 -20' and 'Jagdish N. Sheth Best Thesis Award 2019' and Dr. Amrendra Pandey for having received the first 'Best Teacher Award' for Academic Year 2019 -20. Faculty members and staff members who had completed 10 years of service with BIMTECH were felicitated for their commitment and superior service to the institute.

Dr.Sanjiva Shankar Dubey shared the details about the newly created Centre for Online Studies, launching PGDM, PGCM, and Certification Programs

online. To embark on the journey of excellence Annual Activity Report 2020 was released and the in-house research journal 'Shodhgyaan' was released.

Vote of thanks was proposed by Dr. Anupam Varma. The Foundation day celebrations concluded on a high-spirited note, keeping intact its rich legacy of traditional values and moral approach.



# HR Round Tables 2020-21

## Leadership Deliberations

BIMTECH has been organizing HR Round Tables on contemporary HR issues across various metros, in association with National HRD Network and Deloitte India as Knowledge Partner. In the course of the last 9 years, 33 such HR Round Tables have been organized, in which more than 150 HR Leaders from corporates, as well as academics, have contributed as Panelists, reaching and benefitting more than 4500 HR professionals. Taking this prestigious Round Table series forward to the 10th year, BIMTECH organised three HR Round Tables in the year 2020-21. Considering the challenges of the COVID-19 pandemic, it was decided to organise the HR Round Tables in Webinar mode on the very appropriate Theme of “Making HR effective in the Pandemic world”.

**10**  
YEARS OF  
HR ROUND  
TABLE

**33**  
HR Round  
Table

**150**  
HR LEADERS

### 34<sup>th</sup> HR Round Table on the Sub-theme “Criticality of Employee Engagement in dealing with the crisis”

In view of the health crisis, Business is facing several HR and work-related problems. It is also a great opportunity to transform. HR needs to explore this not as a threat, but as an opportunity, coming from the global health crisis for business and wake up to the fact when people now feel safe, supported and emotionally secured, while they do their job.

This Round Table was moderated by Ms. Poornima Damodaran, Sr. Director – Consulting from Deloitte. The penalist were Mr. Judhajit Das, CHRO, ICICI Prudential Life Insurance Co. Ltd.; Mr. K S Bakshi, Group Head – HR, InterGlobe Enterprises; Prof. Mala Sinha, Professor, FMS, University of Delhi; Ms. Meenakshi Davar, Director (HR), POSOCO and Mr. Tirthankar Ray Chaudhury, VP HR, Bennett Coleman and Co. Ltd. (Times Group)

### 35<sup>th</sup> HR Round Table on the Sub-theme “Strategies for Learning & Development to meet the training needs in the changing times post Covid-19”.

Corporate learning has been doing a lot in the changing times and people are going to learn in several new ways necessitated by this crisis. Most of the companies have gone through new programs, focused on Working from Home, staying healthy and dealing with high levels of anxiety and stress. There are a whole range of areas associated with remote work.

This Round Table was moderated by Mr. Pratik Mehta, Partner - Human capital Advisory Practice from Deloitte. The Panelists were Mr. Alok Sheopurkar, Executive Vice President & Head – HR, HDFC Asset Management Co. Ltd.; Mr., Dharm Rakshit, Head HR, Hero MotoCorp Ltd.; Mr. Sanjay Kumar, CHRO, APAR Industries Ltd. and Mr. Vinod Chaturvedi, CHRO- Mineral



# Leadership Deliberations

Resources & Mining, Head- Noble Ferro Alloys Business, Group Head - Employee Relations, Aditya Birla Group.

## 36<sup>th</sup> HR Round Table on the Sub-theme "Ethics and the future of work: From 'could we' to 'how should we'"

As the future of work rapidly evolves and organizations integrate people, technology, alternative workforces, and new ways of working, leaders are wrestling with an increasing range of ethical challenges. These challenges are especially pronounced at the intersection between humans and technology. In the face of increasing ethical challenges, organizations should make intentional and bold choices.

This Round Table was moderated by Dr. Badarinarayana, Director - Organization Development and Strategic Projects from Deloitte. The Panelists were Mr. Dillip Kumar Patel,

Director (HR), NTPC Ltd.; Mr. Manmohan Kalsy, Advisor HR, UB Group; Mr. Ranjan Kumar Mohapatra, Director (HR), Indian Oil Corporation; Ms. Saswati Sinha, Sr. VP and Head HR & Legal, Cheil India (Samsung Group Company); Mr. Suresh Sivanandam, Group HR Head, TVS Group and Mr. V.K. Singh, Director (Personnel), Power Grid Corporation

Each of these Round Tables were attended by around 150 Professionals, including BIMTECH alumni, faculty members, senior and middle-level HR professionals from leading organizations in industry and academia.



2020/21

# The CXO Series



## Leadership Deliberations

BIMTECH has introduced 'The CXO Series', a talk series by the top echelons of industry to help the students gain insights and perspectives from some of the leading CXOs. Top executives and business leaders from leading organizations hold interactive sessions with the students on contemporary and evolving themes to enable them to develop their leadership and business skills. The future business leaders are also showcased with topical scenarios, best practices and trends in global arena. These talks have been coordinated by Centre for Corporate Relations and Program Offices of PGDM, PGDM IB, PGDM RM and PGDM IBM.



## The CXO Talk Series 2020



Date	Name of the person	Designation	Topics
August 18, 2020	Mr Anil Bhasin	President, Havells India	Challenges before Consumer Technology Companies, during and Post COVID-19
August 22, 2020	Mr Sangram Sinha	IB Head, Pernord Ricard India	Consumer's trend and key behaviour shifts during COVID and possible changes in communication
August 25, 2020	Ms Kanika Kalra	Partner, Mckinsey & Company	Disruptions in Indian retail: The emergence of ecosystems
August 28, 2020	Mr Shakti Arora	CPO, RAK Ceramics	Future of Procurement- Changing Trends & Skills Future Procurement Professionals Need
August 31, 2020	Mr Rhitvik Barman	CEO, DTDC	Business Challenges in the current environment - Overview of Indian Express Logistics Industry
September 13, 2020	Mr Alfred Mandes	Head Talent Acquisition- Campus Relation, IDFC First Bank	The expectations of the industry and the challenges student's face when they join the corporate
September 25, 2020	Ms Khyathi Reddy	Senior Analyst, Gartner	Special preparatory session
September 27, 2020	Mr Varun Satia	CEO, Kraftshalla	
October 01, 2020	Mr Nitish Ashthana	CEO, Pinelabs	What leadership skills are invaluable for managers post covid era
October 05, 2020	Mr Chirag Shah	AGM-HR, Adani Ports & Special Economic Zone	Future of Work-Post COVID
October 16, 2020	Mr Subrat Kar	Co-founder & CEO, Vidooly	Challenges For Future Managers Post COVID Era
October 22, 2020	Mr Vivek Gosain	MG Motors	Digital Transformation in the Global Automotive Industry
October 23, 2020	Ms Seema Anand	Head HR, DLF	Campus Placement –A way to succeed
October 29, 2020	K R Murugesh	CEO, WNS Global	The New Normal: What to Stop, Start and Accelerate
November 05, 2020	Mr Gokulnath	Brand Success Manager, Udaan	Upskill and Reskill for Today's Retail Environment
November 06, 2020	Mr Suhail Muzaffer	Vice President, Marsh (UAE)	The Insurance Sector & How You Fit It!- Changes In the Corporate Industry & How You Fit In
December 05, 2020	Mr. Vallabh Saudagar	Sr. VP , Reliance Retail	Embracing the Digital ERA of Retail
December 02, 2020	Mr. Shalabh Saxena	Risk Advisory , Gartner	Consulting is more than giving advice
December 28, 2020	Mr. Saurabh Sharma	Head Commercial Talent Acquisition, Asia & LATAM, OLX Autos	Challenges & Opportunities for Retail post-Covid.
January 27, 2021	Mr. Ashutosh Sinha	Group - HR Head, Landmark Dubai	Navigating a career framework workshop
January 02, 2021	Mr. Aditya Aggarwal	VP, Maruti Suzuki	Role & Importance of Distribution Channels in Automobiles Industry
January 30, 2021	Mr. Vikash Gupta	Founder & MD, Three sixty	Entrepreneurship and Retail Brand Relationship.
February 05, 2021	Mr. Sujai Raina	VP - Business Head Development India, Visa	What Leadership Skills Will Be Invaluable post-COVID-19
March 27, 2021	Mr. Amit Sinha	Zonal Business Head - Retail Liabilities, IDFC First Bank	How Technology is Disrupting BFSI?

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## The CXO Talk Series 2021

Date	Name of the person	Designation	Topics
July 10, 2021	Chirag Suchak	Manager-People at Anheuser-Busch InBev	Rise of Self-Directed Learning
July 16, 2021	Mr. Shantanu Sen Gupta	Co-founder - Ozone Education, Ex Director and VP - Tech Mahindra Ozone Education	How to represent SIP with impact
July 17, 2021	Sailesh Pattnaik	Global Communications Manager Asia Pacific at Cargill	Marketing & Brand Communication during Corona virus
July 23, 2021	Ms. Priya Patenkar	Communications Head at PhonePe	Skills needed to build a career in communications & content marketing
July 24, 2021	Mr. Sameer Nagarajan	Global President, Human Resources, Cadila Pharmaceuticals Limited	A leadership Journey
July 30, 2021	Mr. Vipul Oberoi	Chief Marketing Officer - IIFL Finance	MARKETING CAMPAIGNS IN FINANCE- THE STORY OF SEEDHI BAAT – THE WHY AND THE HOW
July 30, 2021	Mr. Arindam Mukhopadhyay	VP Global Head of consulting CoE- Gartner India	The New Key Skills Required in This Challenging Time
August 3, 2021	Mr. Pankaj Rai	Senior Vice President Strategy , Wells Fargo	Careers in the Digital Era
August 7, 2021	Captain Pranav Prasoon Thakur	Head - Human Resources, Renault India	Human Resource Management & Development and hands-on experience in Project Management
August 13, 2021	Dr. Akhil Prasad.	Director, Country Counsel India and Company Secretary, Boeing India	Leadership: Importance and Required Skills
August 21, 2021	Mr Vishal Thakur	Deputy Vice President, Human Resources, Tata Capital Financial Services Limited	Taking ownership, learning the art of having conversation on various topics, respecting commitments made and ethical principles.
August 25, 2021	Mr Hitesh Kotak	CEO, Munich Re India	Reinsurance Landscape and Future Trends



**4th BIMTECH INSURANCE COLLOQUIUM (Online)**  
23rd October, 2020 (Friday)

# INSURANCE 4.0

RESILIENCE IN RISK SOCIETY

## INAUGURAL SESSION



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



**Mrs. T. L. Alamelu**  
Member (Non-Life),  
Insurance Regulatory & Development  
Authority of India (IRDAI)



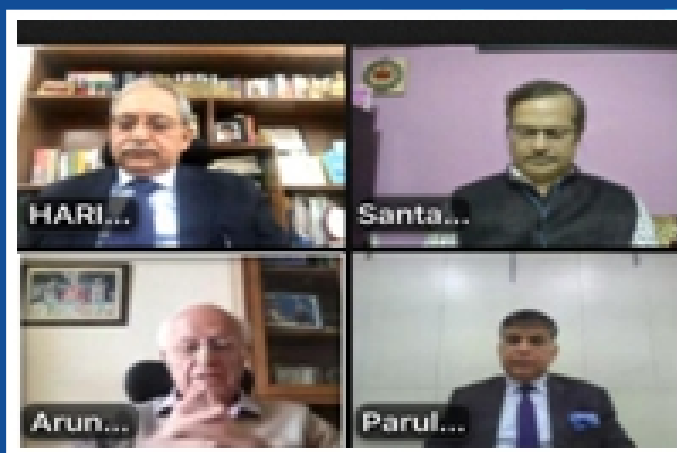
**Mr. Sakate Khaitan**  
Senior Partner-Khaitan Legal Associates,  
Member- Board of Governors, BIMTECH

Registration Link: <http://bimtech.optimizeevents.com/>

» Get Opportunity to Listen and Interact with the Thought Leaders from the Insurance Industry «

**BIMTECH INSURANCE COLLOQUIUM 2020** with the theme of “**INSURANCE 4.0 Resilience in Risk Society**” held on a virtual platform on October 23, 2020 received an overwhelming response from the viewers both from India and abroad. This was the fourth edition of this eagerly awaited annual event in the Indian Insurance industry organised by the Birla Institute of Management Technology (BIMTECH) Insurance Business Management programme.

# NATIONAL CSR SUMMIT



## National CSR Summit 2020

BIMTECH organized the 7<sup>th</sup> edition of the Annual CSR Summit in collaboration with National HRD Network and TTC on the December 18 -19, 2020. The theme for this year's Summit was: CSR Through the Pandemic and the Road Ahead. The session featured invaluable insights from industry experts, non-profits and academics.

Dr. Harivansh Chaturvedi BIMTECH, Shri ArunMaira, Former Planning Commission member, Dr Santanu Rath, NHRD Bhubaneswar Chapter President, Mr ParulSoni, Head –TTC , were amongst the Inaugural Speakers. The Summit conveners were Dr Vineeta Dutta Roy and Mr Dhananjay Singh, Director General of NHRD Network-India.

# BIMTECH Business Literature Festival 2021

## Leadership Deliberations

**BIMTECH Business Literature Festival 2021**  
Online Edition  
Saturday, February 6, 2021

**Panel Talk On**  
**Creating Unicorns**

**Powered by**  
ATAL INCUBATION CENTRE - BIMTECH

**Moderator**

**Dr. Abha Rishi**  
CEO, Atal Incubation Centre - BIMTECH

**Speakers**

**Mr. Abhijit Bhaduri**  
Author, *Dreamers and Unicorns: How Leadership, Talent and Culture are the New Growth Drivers*

**T. N Hari**  
Co-Author, *From Pony to Unicorn*

**Sanjeev Aggarwal**  
Co-Author, *From Pony to Unicorn*

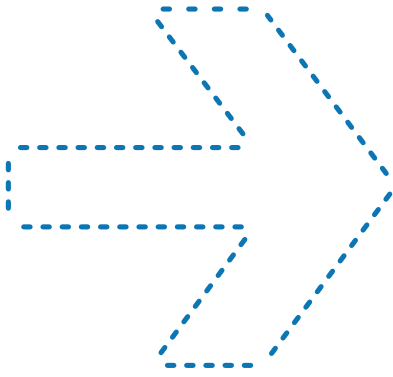
**Harpreet Singh Grover**  
Co-Author, *Let's Build a Company: A Start-up Story Minus the Bullshit*

**12:00 pm - 12:30 pm**

Register Here: [bit.ly/BIMTECHBizLitFest](https://bit.ly/BIMTECHBizLitFest)

➔ BIMTECH organized its first Business Literature Festival on February 6, 2021. The objective of the festival was to foster the habit of reading business literature amongst students and professionals. The festival was curated by the Business Communication Area of BIMTECH. It was one of the first literature festivals organized by a B-school in the country to encourage ideation through book launches, panel discussions, and conversations with renowned authors. The virtual mode of the event not only ensured the safety of all the esteemed panellists, guests and participants but also ensured a huge audience and massive participation for the event. The success of the event can be understood from the total reach of the event on Social media platforms (like





Twitter and Instagram) which was 3,69,560 and total impressions were documented to be 10,26,172.

The one-day long virtual event hosted 22 authors. Mrs. Jayashree Mohta, Chairperson, Board of Governors, BIMTECH gave the inaugural address followed by the welcome address by Dr. Harivansh Chaturvedi, Director, BIMTECH. The event proceeded with the keynote conversation of Mr. Arun Maira, Former Member of Planning Commission of India with Mr. Bharat Wakhlu, Ex-Resident Director, Tata Group on the former's book 'The Learning Factory: How the Leaders of Tata Became Nation Builders' which was powered by Penguin Random House India.

The Resilience Sagas- the second session of the day began with the brand coach and strategist Mr. Ambi Parameswaran, who threw light on his book 'Spring: Bouncing back from Rejection'. The event continued with various acclaimed authors like Mr Abhijit Bhaduri, Mr Ismail Amla, and Mr Akhil Gupta, among others. The highlight of the day was also its four master classes on 'Digital Storytelling' by Sandeep Kochhar, 'Online Podcasting' by K V Sridhar aka KV Pops, 'Ancient Indian Literature and its Impact on Management' by Atul Satya Koushik, and 'How to Get Published' by Rohit Bhargava which attracted a huge number of participants. The valedictory address was delivered by Mr. D Shiva kumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Group who is also the author of The Right Choice: Resolving 10 Career Dilemmas for Extraordinary Success.

He reemphasized that "a successful career is not a straight line, ... [but] where one is often faced with difficult choices that one must overcome." He concluded by giving excellent career advice to the students of the institute. The event concluded with a vote of thanks by Dr. Anupam Varma, Deputy Dean, BIMTECH.



### Inaugural Session



Keynote address  
**Mr Arun Maira**  
Former Member of  
Planning commission of India

**Book Launch**  
**The Learning Factory**  
How the Leaders of TATA Became Nation Builders

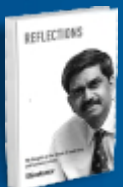


### Valedictory Session



Valedictory address  
**Mr Shiv Shivakumar**  
Group Executive President,  
Corporate Strategy at  
Aditya Birla Group

**Book Launch**  
**REFLECTIONS: My Thoughts on the future of leadership and business in India**



### Book Unveiling

**The New Normal: Challenges of Managing Business, Social and Ecological Systems in the Post COVID-19 Era**

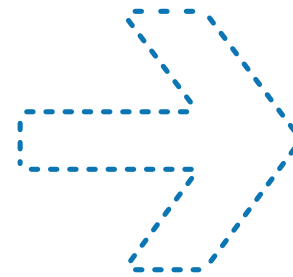
**The New Normal: Reinventing Professional Life and Familial Bonding in the Post COVID-19 Era**

by Dr H Chaturvedi and Dr A K Dey



# Annual Retail Summit

## Leadership Deliberations



➔ The 6th Annual Retail Summit 2020, organized by Retail Management program, BIMTECH, Greater Noida supported by Retailers Association of India (RAI), was held on December 11, 2020. Keeping the ongoing pandemic in mind, the summit was held online on a zoom platform in the form of a webinar.

The summit was graced with the presence of our Honorable keynote speaker Dr. Raj Sethuraman, Editor-in-chief: Journal of Retailing, Harold Simmons Chair in Marketing, Professor at Southern Methodist University, Texas, USA. Dr. Sethuraman spoke about multiple technological advancements in the retail industry by citing the theories of Moore's Law and his own Raj's law.

The first panel discussion on "Implementing Technological Interventions in Retail – Challenges and Opportunities" was moderated by Mr. Ajay Aggarwal (Retail, E-commerce, Entrepreneur Advisor and Mentor) were the panelists, Mr. Harshendra Maheshwari (Vice President – Max India), Mr. Prasenjit Ghosh (Vice President – Retail IT, Reliance Retail), Mr. Dharmendra Khanna from SSIPL, Mr. Shishir Gupta (Head Omnichannel-Arvind Fashions) spoke about how brands reacted due to the challenges during the pandemic, the impact of Grocery segment in the retail industry, how Covid 19 disrupted the companies growth and what measures are the companies taking to overcome and adapt to the new normal.

Then comes the most awaited final round of Mindfizz a quiz competition conducted by Club RETAILIA where there were more than 515 registrations for the quiz and 165 participants were short listed for the final round. This quiz was held on the Dare2compete Platform followed by a lunch break.

Post lunch, the second panel discussion on "Growing Importance of E-commerce in post covid era" took a great start with the introduction of our panelists by Dr. Veenu Sharma, Program Coordinator of PGDM Retail Management. This session was moderated by Siju Narayan, General Manager- APAC & ME Loyalty JuggernautInc, whereas the panel consisted of L. Sundarraj, Chief Merchandising Officer at Reliance Retail, and Vishal Aggarwal, Chief Business Head at Big Basket. This discussion revolved around the business reengineering process that took place due to the prevailing pandemic situation. Focusing on how business people on the ground tackled the challenges posed by COVID by making necessary changes in the working process.

Dr. Pankaj Priya announced the winners and runners of the MindFizz quiz competition where Rs 10,000 and Rs 5000 were announced respectively. He also announced the winners of the Q&A competition where E-vouchers worth Rs 1000 each was given. He delivered his vote of thanks to the panelists and all the attendees and concluded the Annual Retail Summit 2020.



### Insurtech Leadership Talk Series

Under the ongoing partnership of mutual support, BIMTECH & IIA are running a series of Leadership Talk. Under this series, CEOs of the leading # Insurtech ventures are interacting with industry stakeholder & the students on the working of the Insurtech eco-system in general & working of their company in particular.

So far three such talks have been arranged:

Name of the Guest	Company	Date of lecture
Mr. Ratnakar Shetty, Founder & Managing Director	Exegesis Infotech India Pvt Ltd	May 7, 2021
Mr. Mayank Gupta, COO & Co-Founder	Solvly Tech Solutions Pvt Ltd ( Zopper)	July 10, 2021
Mr. Amit Naik, CEO & Co-Founder	MetaMorphosys Technologies	September 4, 2021



### Webinar - InsureTech Leadership Talk Series

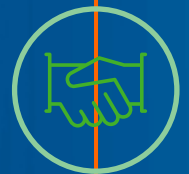
Birla Institute of Management Technology (BIMTECH) hosted Mr. Mayank Gupta, COO and Co-Founder Zopper to deliver the third edition InsureTech Leadership Talk Series in association with India Insurtech Association. An essential part of the discussion was the increasing impact and use of Technology in Insurance. Zopper is a technology & services provider that enables businesses to create various products & services to engage and retain their customers.

### BIMTECH Academic Tie-up with India Affiliate of Institute of Risk Management (UK)

An MoU was signed with India Affiliate of Institute of Risk Management (UK) in February 2021, whereby BIMTECH will educate its students and alumni members about IRM's global qualifications through seminars, workshops, and social media platforms as a parallel career goal path towards a professional qualification in Enterprise Risk Management. IRM India, grants exemption from IRM's Level 1 examination to all BIMTECH students and alumni members who would pass the BIMTECH course Risk Management (PIN -2103 formerly INS- 201).

### Tie up with The India Insurtech Association

February 25, 2021: Birla Institute of Management Technology(BIMTECH) and India Insurtech Association (IIA), announced a tie-up to collaborate on matters of mutual interests relating to the Insurance & Insurtech industry. Prof. (Dr.) Harivansh Chaturvedi, Director, BIMTECH, and Mr. Prerak Sethi, Co-Founder of India Insurtech Association (IIA) signed an agreement to this effect at BIMTECH campus. The two well-known entities have joined hands to help build a strong Insurtech ecosystem in India.



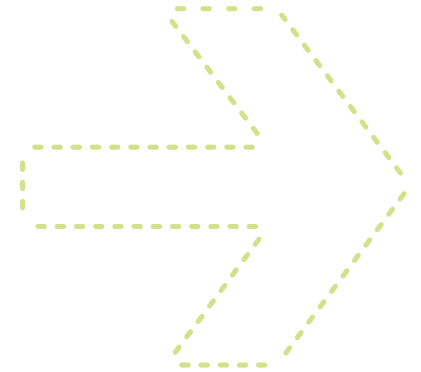
### Participation of Dr. Abhijit Chatteraj, Chairperson and Dean, PGDM (IBM) in an International Webinar

A distinguished panel of insurance and personal finance leaders from across the world gathered to participate in an International Webinar titled

'Supporting the Commonwealth's development priorities: An ambitious manifesto from the insurance profession' on Wednesday, June 23, 2021. The webinar was organized by the Commonwealth Enterprise and Investment Council (CWEIC) in partnership with the Chartered Insurance Institute (CII) and the Commonwealth Insurance Forum (CIF). Prof (Dr) Abhijit Chatteraj, Dean (SWSS), Professor & Chairperson - Insurance Business Management Program, BIMTECH was one of the panel speakers in the international webinar.

# Global Presence

Centre for International Affairs



BIMTECH has several programs that provide an international experience to its students and faculty members through unique learning opportunities. The world of international education was disrupted due to the COVID-19 pandemic and the international programs that are offered by BIMTECH were also hampered due to restrictions on mobility. However, this also led us to think out of the box and develop innovative programs to enhance student learning experiences. With the support of our partner universities, CIA was able to successfully carry out some of the programs which has been a great learning experience for everyone.



- **Online Exchange Students – Incoming**  
Due to the suspension in international travel, for the first time, the **ONLINE EXCHANGE PROGRAM** was introduced, which provided an opportunity for a virtual exchange trimester at BIMTECH for international students from partner institutes. 6 students from NEOMA Business School, France were enrolled for trimester III in BIMTECH's Online Exchange Program. The program was conducted online from 3rd week of January until the end of April, 2021. The program began with an orientation session followed by virtual classes, online projects and assignments which required the students to work in virtual teams and group presentations and ended with the end term examination.





## Virtual Projects

Students have always been at the focal point of BIMTECH's Internationalization policy. To enrich their international experience, the students were given an opportunity to participate in Virtual Research Projects.

### a) Thomas Jefferson University, USA

A group of 51 students from Thomas Jefferson University, USA and BIMTECH were engaged in an online collaborative project competition for 3 months from February – April 2021, where the students were divided into 6 virtual teams, each having students from both institutions. The students were expected to develop an operational business plan. The teams faced challenges at various fronts such as working in different time zones, understanding different market mechanisms and cross cultural understanding. On the final day the teams presented the operational Business Plan to the panel members appointed by Thomas Jefferson University, USA. The winning team has been awarded a cash prize of USD 1000.

### b) Ace the Case Global Business Challenge

It is a prestigious business competition collaboratively held by University of Washington Michael G. Foster School of Business, University of Maryland Robert H. Smith School of Business and Florida International University's Center for International Business Education and Research.

This year, the competition was held from February 19-March 5, 2021 and hosted nine teams, from eight universities, across USA, Spain, France and India. BIMTECH was the only business school participating from India represented by five students. Teams were given the task of formulating a strategy for a 3D printing service company Aloy3d in Mexico, to help the company recover from a significant reduction in revenue caused by the COVID-19 pandemic. BIMTECH students proved their mettle with fierce intellect and gained a valuable international experience. They were awarded certificates of participation by the organisers.



## MOUs SIGNED:

### AUSTRIA

FH Vorarlberg University of Applied Sciences

### GEORGIA

Caucasus University

### POLAND

University of Warsaw

### SOUTH KOREA

School of Business, Yonsei University

### SOUTH KOREA

Sol Bridge University

### USA

The Washington Centre

### MEXICO

University of Regiomontana

### UNITED KINGDOM

Oxford Brookes University



## ONLINE TEACHING

The De Vinci International Week 2021 for the Vinci Group: EMLV (Business School), ESILV (Graduate School of Engineering) and IIM (Digital School) was held virtually from March 29 - April 2, 2021, where BIMTECH faculty were invited to give lectures to students from the three schools. BIMTECH faculty members enlisted for online integrated teaching are as follows.

- **Dr. Anuj Sharma**- International Business & Policy
- **Dr. Nimisha Singh** – Information Technology
- **Dr. Veenu Sharma**- Retail Management Program



### Virtual Participation In Conferences & Webinars By BIMTECH Faculty

BIMTECH leadership and faculty members have been contributing to the Higher Education in India, and are broadly representing in international conferences and seminars.

- Dr. H Chaturvedi attended the 2021 EFMD Conference for Deans and Directors as a panellist for the session “Societal impact during COVID-19” held on February 4, 2021.
- Dr. H Chaturvedi was invited as a speaker for AACSB ICAM conference for the session “Redesigning the future of Experiential Learning” on April 7, 2021.
- AACSB Conference: BIMTECH participated in the 2021 AP and EMEA Accreditation Conference by AACSB held from June 1 – 4, 2021. This was a unique opportunity to connect with other business school leaders, accreditation experts and quality assurance managers and explore the AACSB accreditation standards while gaining insights into the ongoing trends.

### Conferences attended by faculty

- Times Higher Education India Universities Forum 2021 – 10<sup>th</sup> – February 11, 2021
- 12<sup>th</sup> Global Peter Drucker Forum - 28<sup>th</sup> – 30<sup>th</sup> October, 2020
- 2020 Online EFMD Annual Conference: August 31 – September 2, 2020
- 50th Annual Meeting of the World Economic Forum (WEF), Switzerland: January 21-24, 2020

### Guest Lectures, Seminars, Workshops by International Faculty

- **LITHUANIA:** Dr. Aiste Ptakauske, Award-winning Content Creator and Educator, Ethnic Kitchens - Session on Business Communication
- **USA:** Dr. D K Malhotra from Thomas Jefferson University- Taught a module of International Finance.
- **USA:** Dr. Deepak Khazanchi - Session on ethics in information systems
- **NORTH MACEDONIA:** Dr. Violeta Cvetkoska from Methodius University in Skopje, Faculty of Economics - conducted online classes to PGDM Students (DEA, Marketing Analytics, Retail Analytics and Insurance Analytics – Quantitative Analysis

### Online Educational Fairs:

#### a) Virtual Study Overseas Fair

The Centre for International Affairs along with the student members actively participated in the ‘Virtual Study Overseas Fair’, organised by Sydney Business School, University of Wollongong, Australia. The students made a video presentation to showcase BIMTECH at the Virtual Study Overseas Fair. Around 35 institutes/ universities participated in the virtual fair with BIMTECH as the only Business School from India.

#### b) 2020 Online Study Abroad Fair

BIMTECH students participated in the 2020 ONLINE STUDY ABROAD FAIR by Leonard De Vinci University’s School of Business. There were 57 Exhibitors who participated in the fair with BIMTECH as the only leading Business School representation from India.

#### c) Virtual Choose France Tour 2021 by Embassy of France, India

BIMTECH students from all the Business Management programs were invited to attend the “Virtual Choose France Tour 2021”, hosted by Embassy of France, India together with Campus France from February 26-27, 2021. The students had the opportunity to meet the university representatives of French universities, who were there to help them gain insight into their university curriculum, and share information regarding scholarship opportunities to study in France. This event offered the students and their parents the opportunity to e-meet various French Institutions- including the leading Business Schools of France.

### INTERNATIONAL GRANTS

ERASMUS+ International Credit Mobility Grant with Kozminski University, Poland, received by Dr. Nimisha Singh to teach at Kozminski University.



# BIMTECH's Accreditation Journey



## National Accreditations

### ➤ National Board of Accreditation (NBA)

All the four Postgraduate programmes, namely, PGDM, PGDM (IB), PGDM (RM) and PGDM (IBM) are accredited by the National Board of Accreditation (NBA). NBA is the highest national accrediting agency under the Ministry of HRD, is an autonomous body, with the objective of Assurance of Quality and Relevance of Education, through the mechanism of accreditation of programs offered by the institutions. The process, parameters and criteria for accreditation are in line with the best international practices and oriented to assess the outcomes of the programme. The programmes are also recognised by AIU that makes the PGDM diploma equivalent to MBA awarded by universities

### ➤ National Assessment & Accreditation Council (NAAC)

BIMTECH is accredited by the National Assessment and Accreditation Council (NAAC) with A+ grade. Very few in India has got this grade. NAAC is an autonomous body established by the University Grants Commission (UGC) of India to assess and accredit institutions of higher education in the country. BIMTECH is accredited till 2022 by NBA.

## International Accreditations and label

### ➤ Association to Advance Collegiate Schools of Business (AACSB)

BIMTECH started the AACSB accreditation journey in the 2015. AACSB is one of the premiere international accrediting agencies. AACSB's mission is to foster engagement, accelerate innovation, and amplify impact in business education. International accreditation is a rigorous and complex process; it takes 4 to 5 years to get an institute accredited.

In November 2019, BIMTECH received the positive intimation from AACSB, International, advising the institute to submit the final Self-evaluation Report after they recorded BIMTECH's progress over the period. The Peer Review Team is likely to visit BIMTECH during 2020-21; the last step to get the honor of AACSB accreditation.

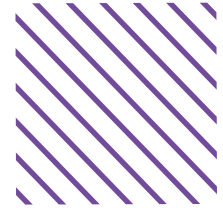
BIMTECH has submitted the Self Evaluation Report in the month of June 2021. The Peer Review Team visit is expected in the month of October/ November 2021.

### ➤ Business School Impact System (BSIS) Label from EFMD

The French Foundation for Management Education (FNEGE) jointly with European Foundation of Management Development (EFMD) bestowed on BIMTECH the Business School Impact System (BSIS) Label for successful completion of the BSIS Impact process and for on-going commitment to creating and increasing the impact in June 2019. The EFMD is one of the top international accreditation bodies. BSIS is the first comprehensive impact assessment tool for business schools that helps to demonstrate their impact upon its local environment – city or region.

### Category 1 Graded Autonomy

In recognition to its evolution as a quality institution of reckoning, the All India Council for Technical Education in India, recently granted Category 1 Graded Autonomy to BIMTECH. It recognizes the need to create an enabling environment whereby Standalone Institutions can become institutions of Global excellence. Autonomy is pivotal in promoting and Institutionalizing excellence in higher education and the regulatory framework needs to facilitate better performing institutes.



# Our Research Odyssey

## Centre for Research Studies

### 👉 Doctoral Programmes

A total of 10 research scholars were admitted to the E/FPM doctoral level programmes this year. At the beginning of the year there were 42 doctoral students registered with the centre, out of which 5 were registered as Ph. D. and 37 were registered as E/FPM scholars. Two scholars submitted their thesis and seven scholars were awarded the doctoral degrees.

The table below presents a snapshot of the enrollment status with the Center for Research Studies.

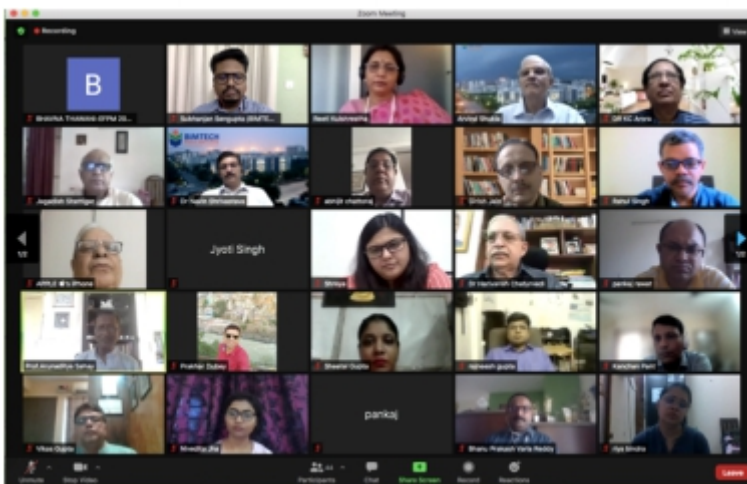
Doctoral Programmes	Ongoing	Awarded
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#### Ph.D. in Affiliated Universities

Mohanlal Sukhadia University, Udaipur	03	01
Thesis submitted (during 2020-21)	02	----

#### Fellow Programmes Affiliated from AICTE

FPM Programme (BIMTECH)	11	----
Thesis submitted (during 2020-21)	----	----
EFPM Programme (BIMTECH)	26	02
<b>Grand Total (Ph.D. +E/FPM)</b>	<b>42</b>	<b>03</b>

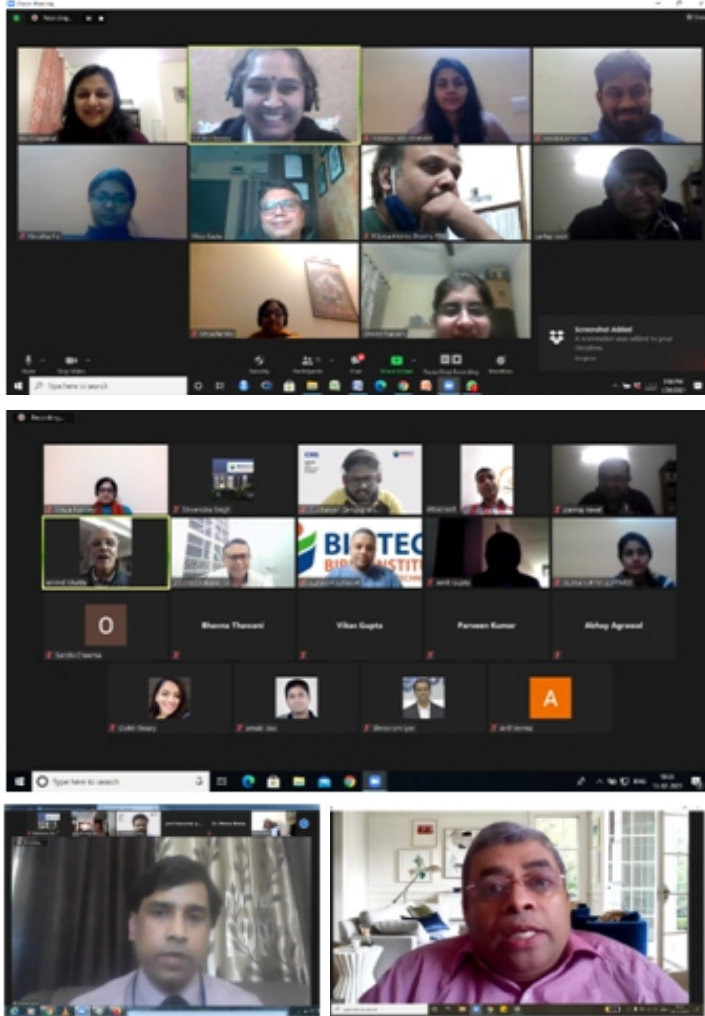


### Orientation Program of FPM/ EFPM Scholars batch 2020.

The Orientation Programme for the 2021 batch of Fellow/Executive Fellow Programme in Management at the Birla Institute of Management Technology (BIMTECH), was held on online platform on Saturday, July 10, 2021, between 11 am – 1:30 pm in the august presence of the Director, Dean (Research), Chairperson(Centre for Research) and Coordinator (E/FPM Programme), along with the Research Scholars and Alumni.





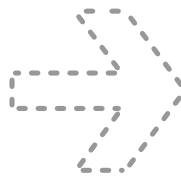


**Ph.D.'s Degree Awarded during the year:**

1. Dr. Harbir Singh was awarded Fellow in Management under the guidance of Dr. A. K. Dey and Dr. A. Sahay by BIMTECH. The title of his thesis being "Exploring Competitive Advantage and Communication Dimension of Patient Engagement for Multi-Specialty Hospitals"
2. Dr. Subhamay Chatterjee was awarded Fellow in Management under the guidance of Dr. H. Chaturvedi and Dr. A. K. Dey by BIMTECH. The title of his thesis being "Mentoring, Personality and Individual level outcomes - a study on Indian Millennials on the job"
3. Dr. Nitin Mohan was awarded Ph. D. Degree in Management under the guidance of Dr. Shri Prakash by Mohanlal Sukhadia University, Udaipur. The title of his thesis title being "Inter-Generational Transfer of Inequalities of Education among Households of Different Economic Groups: A Study of District G. B. Nagar (UP)"

The following scholars have submitted their thesis for the award of Ph.D./FPM Degree in Management:

Name	Guide	University
Aditya Kumar Gupta	Dr. A.K. Dey	MLS University
Parul Bajaj	Dr. Anuj Sharma	MLS University



**Details of Workshops conducted by CRS during the year:**

Name of the Workshop	Resource Person	Dates
3rd R Workshop	Prof. Amarnath Bose and Prof. Amrendra Pandey, BIMTECH	29-30 Aug- 20
Identifying a Phenomenon of Interest	Prof. (Dr.) Sanjay Singh Gaur, Clinical Professor of Marketing, NYU, School of Professional Studies, New York University.	01-Nov-20
PhD Dairy	Dr. Ruchi Agarwal, Sr. Researcher, India School of Business (ISB), Gachibowli, Hyderabad	30-Jan-21
Writing An Effective Thesis Proposal	Dr. A. V. Shukla, BIMTECH	10-Feb-21
Crafting Useful and Publishable Management Research	Dr. Probir Kr. Banerjee	13-Feb-21
Problematizing and Theorizing in Management Research	Prof. Hanna Lehtimaki, Professor University of Eastern Finland, Kuopio campus, Business School, Innovation management, Finland	13-Mar-21



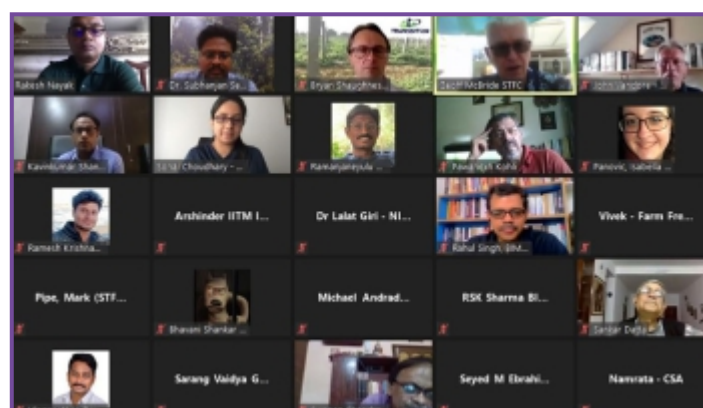
# Our Research Projects

## Project TRANSITION - An Indo-UK Research Project with BIMTECH as an Academic Partner

In 2019, BIMTECH became part of a major multi-disciplinary and multi-partner 2-year scientific research project – TRANSITION- funded by a research grant from the Science and Technology Facilities Council (STFC), UK, and GCRF (Global Challenges Research Fund), UK. BIMTECH faculty who are co-investigators in this project are Dr. Subhanjan Sen Gupta, Dr. Rahul Singh and Mr. Satya Krishna Sharma. Other national academic partners are IIT Madras, NIT Goa, and Jadavpur University. Industry partners are Centre for Sustainable Agriculture Hyderabad, Go4Fresh, Farm Fresh Handpicked, and Linde Gas India. The UK partners are University of Sheffield Management School, STFC Hartree Centre, STFC ASTeC, and IBM Research. The project Directors are Dr. Bryan Shaughnessy at STFC and Dr. Sonal Choudhry at Sheffield.

The TRANSITION (TRANSforming Cold Food Chains in India through Space Science and TechNologies) team consists of space scientists, material engineers, thermal engineers, data scientists, and social scientists in business and public policy. The objective has been to identify food loss and waste (FLW) in upstream and midstream agri-produce supply chain, ideate indigenous low-cost cold storage and data solutions, and come up with business model, financing and policy recommendations, for minimizing FLW from farm to retail.

The research project team has finalized the business model, financing and policy recommendations. Field visits to Hyderabad region, and interviews of key individuals from the agriculture sector, with expertise in perishable produce and leafy greens, have been completed. Critical analysis of interview data, field observations and interactions, state of the art literature, and continuous understanding of the ongoing technological R&D, is leading to specific outcomes for the project. Considering the pandemic, an extension has been received till December 2021.



## Panel Talk under the aegis of RAINBOW Centre On the theme 'Women at Work: Status Quo & Way Forward'

On April 9, 2021, RAINBOW Centre BIMTECH organised a Panel Talk on the theme, "Women at Work: Status Quo and Way Forward". The panel included corporate experts, HR practitioners and academicians who elaborated on leadership, professional skill development and actionable strategies aimed to strengthen women's participation and leadership in work life. The panellists were: Dr. Maj. Rupinder Kaur, a leadership coach, an inclusion proponent and a military veteran; Ms. Kanak Suri leads gender diversity and parenting support programs at IBM India; Ms. BhavnaBatra, Director - Global Talent and India Region Talent Lead, at IHS Markit and Dr. Himanshi Tiwari, Faculty OB, HRM, Diversity & Inclusion and Head RAINBOW Centre at BIMTECH was the fourth panellist. The Talk was well attended by academicians, educators, policymakers, practitioners, budding HR managers and students.

The Centre will soon start working in its office at VIKRAMSHILA Leadership Centre, BIMTECH Gr. NOIDA.

# research

## RAINBOW Project

Project RAINBOW (Realizing Aspirations, Interests and Brilliance of young Women) is the multi country project envisioned by BIMTECH, Project RAINBOW, involving three Institutes of repute, **FH Joanneum Austria, University of Jyväskylä Finland and INCOMA Spain along with two Indian Universities; NIRMA University Gujarat and SPSU Udaipur**, cofounded by Erasmus + Program of the European Union. The project has completed its second year. Due to Covid 19 Pandemic, an extension of 9 months has been granted. The project will now conclude in August 2022.



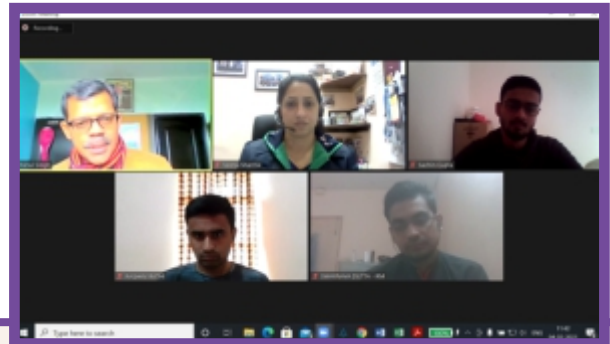
'RAINBOW Centre for Women Career Counselling & Guidance' officially launched on the eve of International Women Day on March 6, 2020, at our Greater Noida campus, recently completed a 50 hrs long, **Train the Trainer Program** for its staff along with the staff of SPSU, Udaipur & IMNU, NIRMA University, Ahmedabad. 15 RAINBOW Centre staff of all three partner have undergone a rigorous capacity building exercise from August to October 2020.

Trainers included **Prof. Rupert Beinhauer** from FHJ Austria, **Candela Valcárcel, Erica Romero, Monica Muriel and Juan Guerrero** from INCOMA, Spain, **Anna-Maija Lämsä; Minna Liikanen and Tommi Auvinen**, from JSBE, JYU, Finland conducted all the sessions in an interactive and participative manner.

## Centers of Excellence in sustainable tourism to boost economic development and enhance university-business cooperation in Southern Area/CESTour.

Objective of the Project: The project aims to build the concept of Sustainable Tourism in India, Nepal, and Sri Lanka with a view of enhanced industry-academia collaboration & robust infrastructural and scholastic support to the industry.

- Analysis of the current status of the tourism industry and identification of sustainable tourism efforts in India, Nepal, and Sri Lanka.
- Capacity building of experts on sustainable tourism and sustainable tourism development through attractive training creation and implementation.
- Technical development of the centers of excellence for sustainable tourism in each of the 7 HEIs in India, Nepal, and Sri Lanka.
- Implementation and operation of 7 centers of excellence for sustainable tourism.
- Development of cooperation HEI-Company and students learning experience by developing innovative sustainable tourism case studies.
- Development of collaboration network among EU and Asian HEIs



**Partners of the project:** 10 higher education institutions from 6 countries are involved in the project directly. BIMTECH faculty who are co-investigators in this project are Dr. Rahul Singh, Dr. Veenu Sharma and Dr. Abha Rishi. Other academic partners from India are the Institute of Public Enterprise and NIRMA University, from Nepal are Tribhuvan University and Global College International, from Sri Lanka are Sabaragamuwa and UvaWellassa. Three other partnering countries are Austria, Spain and Italy.

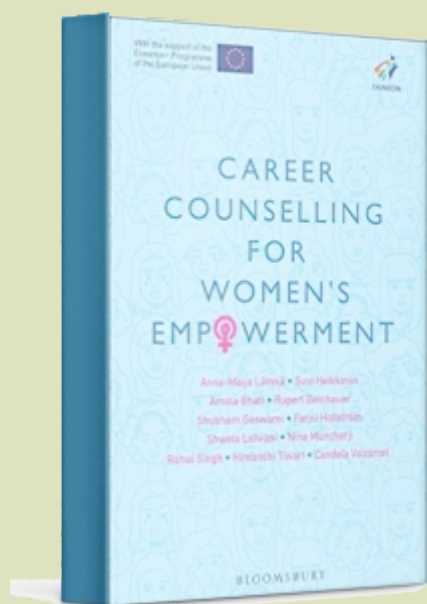
**Current Status of the Project:** BIMTECH is the Work Package 1 Leader and has played an active role in collaborating with the other academic and industry partners to come up with a focus group discussion on the recent developments, best practices, related stakeholders, industry experts opinions, and the opportunities and challenges in the way of its successful implementation. Currently, we are in the stage of submitting Status- Quo report of Work package 1.

# Our Publications

## The New Normal- Books of Impact of COVID-19

As the pandemic hit, lives and businesses were disrupted, to the extent that people have to develop new ways of living and doing business. Given the drastic shift, BIMTECH came out with two books which captured this shift from social, personal and educational and business perspective. One of the two books titled, *The New Normal: Challenges of Managing Business, Social and Ecological Systems, In the Post COVID-19 Era*, includes 27 articles, spread under five themes. The ISBN number of this books is. The second book titled *The New Normal: Reinventing Professional Life and Familial Bonding, In the Post COVID-19 Era*, include 23 articles, again spread under five themes. Both the Books were published by Bloomsbury Publishers and their ISBN numbers are 978-93-54350-79-5 and 978-93-54350-80-1, respectively.

In total there are 97 authors who have contributed in the book from 12 countries. The editors of these books are Dr. H Chaturvedi, Dr. A K Dey and the Sub-editors are Dr. Nimisha Singh and Dr. Shreya Mishra.



## CAREER COUNSELLING FOR WOMEN'S EMPOWERMENT

The purpose of this book is to address the need to support young women's career counselling especially in the field of higher education in India but also elsewhere. The book gives information, theories and facts of the topic as well as principles, ideas and means how to advance women's careers with the help of counselling and guidance. Gender-sensitive career counselling can advance women's equality and participation in the labor market. The book introduces a comprehensive career counselling model called the Rainbow Career Platter and various practical examples and cases from India and Europe. In line with the Sustainable Development Goals by the United Nations the handbook stresses that gender equality is a fundamental human right, and a basis for a peaceful, prosperous and

### Authors' for career counseling for women's empowerment:

- Anna-Maija Lamsa, University of Jyväskylä
- Suvi Heikkinen, University of Jyväskylä
- Amola Bhatt, Nirma University.
- Rupert Beinhauer, Fachhochschule
- Shubham Goswami, Sir Padampat Singhania University
- Fanni Hollström
- Shweta Lalwani, Sir Padampat Singhania University
- Nina Muncherji, Nirma University
- Rahul Singh, BIMTECH
- Himanshi Tiwari, BIMTECH

## The Bahrupian Challenge: Inventing The New HR

The Book "The Bahrupian Challenge: Inventing the New HR" edited by Prof. KK Sinha, Dean – Executive Education, BIMTECH and Mr. SV Nathan, Partner and Chief Talent Officer, Deloitte & National President, National HRD Network and published by Bloomsbury India, was launched online on July 15, 2021 by Chief Guest Dr. TV Rao, Chairman, TVRLS, Former Professor, IIM (A), in the presence of Dr. Arvind N Agrawal, Accredited Executive Coach and HR Consultant, Former President and Chief Executive of Corporate, Development and Group HR, Member of Management Board of RPG Enterprises and Mr. Krish Shankar, EVP and Group Head- HR, Infosys, Former National President, NHRDN.

Business wants HR which is versatile, multifaceted ethical, and courageous, to deal with all the variety of roles coming before it endlessly. HR role has been expanding over a period of time and it is not just a role alone, it is about being human and help in building a human organization continuously developing skill, knowledge and commitment to make an effective delivery of Business.

HR with increasing variety of roles coming over its shoulder with flux of time has to be ready to meet the expectation of Business. It virtually acts and takes up this challenge as a Bahrupian character playing multiple roles, each unique, giving their best and play out their part with panache. The commitment and passion are visible and never a let up. The Bahrupia is a meta role. The meta role bundles the ethical living process.

We can take learnings from the Upnishadic Vedanta for keeping HR connected for the sake of values and ethics and creating a culture in the organisation where these sustain. HR's attempts should be to align itself with the deep needs of values and ethics and not let it drift away any further. HR therefore has a big responsibility to keep working on this and help in achieving a quality of life to establishing an ethical culture at place of work and Business. It is suggested to link Vedanta based principles of ethics and its culture, for development of HR in building a greater human society, more civilised, value based, more humane and more purposeful for delivering Business which is so much required for the growth of society.

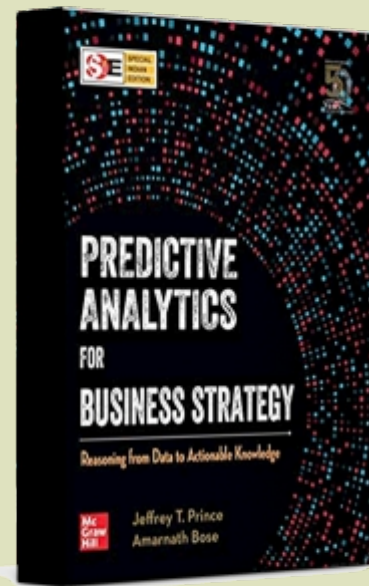


## Management and IT Consultancy in Digital Age: Text and Cases

Written by Prof. Sanjiva Shankar Dubey, this book is the revised edition of the book published in 2010 and is enriched with case studies and content relevant to the digital age. The book is aimed at students as well as professionals who want to undertake a career as a management consultant and would be eager to know the concepts, processes and best practices of this wonderful and enchanting profession. Please note that Management consultancy is specialization agnostic.

## Predictive Analytics for Business Strategy: Reasoning from Data to Actionable Knowledge”.

Dr. Amarnath Bose co-authored an adaptation of this book, published by McGraw Hill Education (India). This book by Prof. Jeffrey Prince, Professor of Business Economics & Public Policy at Indiana University’s Kelley School of Business, (the main author), and Dr. Amarnath Bose, Professor of Decision Sciences at BIMTECH, covers some fundamental statistical techniques used in predictive analytics. The book will facilitate a deep understanding of how data can inform strategy. In this adaptation, he has authored an appendix “Analytics in Action using R”. This section is a fully hands-on, data based walk through some of the important concepts and techniques covered in this book. It complements the coverage of the book and provides a software based approach to predictive analytics.



# our



## BIMTECH Business Perspectives

BIMTECH Business Perspectives (BP), a Bi-Annual Journal, provides a platform to scholars, researchers, practicing managers and academia to present their views, research findings and share their experiences. Unpublished Papers, based on recent research and analysis of changes in management practices, policies and their configurations are solicited from authors. A section on Book reviews, notes, cases, memoranda, and communications for comments, opinions etc. are kept open for frank exchange of views and free debate. All research papers go through a double-blind peer review process before getting a place for publication in the journal.

Collaboration is the key to success. Last year BP reached a milestone, as BIMTECH entered into a Memorandum of Agreement with reputed SAGE Publications for complete production management of BP. This collaboration not only increased the quality of production but also enhanced the brand reputation and acceptability of the journal among peer group. We are looking for an enriching and fruitful experience with SAGE in the long term.

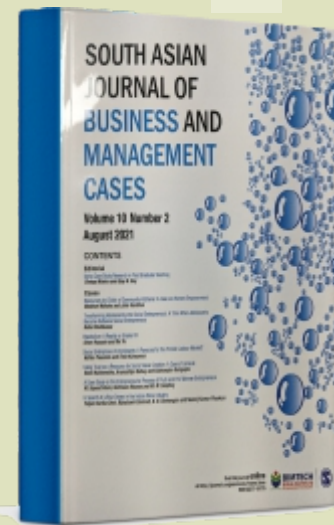
The board also has undertaken a deep initiative to index the journal at the reputed database and indexing services. The journal is already listed and indexed into UlrichWeb, J-Gate, Google Scholar, and India Citation Index. It is our endeavour to list/index the journal in UGC and Scopus in the forthcoming years.

The academic year 2021-22 is marked with fresh developments for BP. A new editor has been appointed to improve the journal standards and to expand the contributor/author/reviewer base.

## South Asian Journal of Business Management Cases (SAJBMC)

Since early 2020 we had successfully published cases with strong theory linkage. However, the fact that citations increase when cases contribute to current knowledge, led the team to strategically shift the journal's aim and scope from only theory-linked teaching cases journal to case study research. This shift was decided in late 2019. Apart from this shift the journal's submission and review process have also shifted from e-mail transactions to sytem driven process called Sage Track.

With these strategic changes, SAJBMC the quality of cases in SAJBMC has increased to the extent that it got listed in ABS journal quality. Additionally, the downloads of the first 6 months of 2021 which was 30837 surpassed the total downloads of 2020 which was 27702.



# publications



## Conference Proceedings of ICMC 2020

Out of the presented cases in 10th ICMC 2020, 52 cases were published in two books by Bloomsbury Publishers. One of the books was titled Developing Resilience in Disruptive Times: Insights from Strategic Management, the ISBN number for the same was - 978-93-90358-58-8. The second book is titled Sustainable Entrepreneurship: Innovation and Transformation, and the ISBN number for the same is 978-93-90513-84-0



# INTERNATIONAL CONFERENCE ON MANAGEMENT CASES (ICMC) 2020

**80**  
DELEGATES  
FROM  
FOREIGN  
COUNTRY

**09**  
COUNTRIES

**180**  
AUTHORS

## Centre for Management and Case Development

BIMTECH Centre for Management and Case Development (CMCD) takes several initiatives to promote case writing among faculty and scholars. The prime focus of CMCD is to create and sustain an environment in which faculty and scholars are motivated to teach, write and publish cases. The activities undertaken by the Centre include International Conference of Management Cases (ICMC), Case Workshops, Publishing of South Asian Journal of Business Management Cases (SAJBMC), and Case Analysis Competition. The details of these activities undertaken in the academic year 2020-2021 are described hereafter.



### Keynote Speaker



**Prof. Arja Ropo**

Professor (Emerita) of Management and Organization in the Faculty of Management and Business, Tampere University, Finland



**Olivia (Mandy) O'Neill**

Ph.D., an Associate Professor of Management at the George Mason University School of Business and Senior Scientist

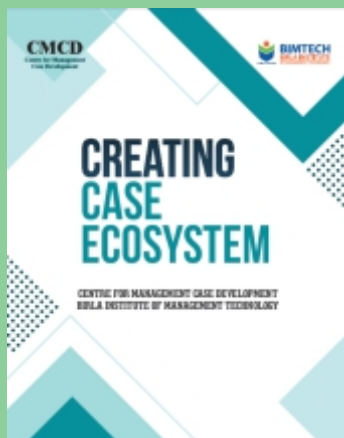
On the December 4, 2020, BIMTECH, Birla Institute of Management Technology, Greater Noida (NCR), India, in collaboration with the University of Eastern Finland and University of South Florida, inaugurated the International Conference of Management Cases (ICMC). This was the tenth year that ICMC has been organized at BIMTECH. As it is an unprecedented period, this year the conference was conducted in online mode, on the Zoom platform. Hence, instead of the usual two days, the conference was scheduled for three days, keeping in mind the different time zones of the presenters.

ICMC invites stimulating original, unpublished, research/teaching cases, case studies, based on primary and/or secondary data, field studies, empirical data, or significant experience of learning in various facets of management. Each case must show strong linkage to a concept, framework, or model. ICMC aims at international relevance and encourages authors

from all over the world to participate and share their experiences on a platform created for academicians, practitioners, consultants, research scholars, and students of management studies.

This year, 60 cases collectively written by 180 authors were presented over two days (December 5-6, 2020). The conference was attended by 80 delegates from 9 foreign countries. The largest contingent of 12 delegates participated from the USA. Overall 120 delegates attended the three-day virtual conference. The event started by greeting the Keynote speakers, Prof. Arja Ropo, Professor (Emerita) of Management and Organization in the Faculty of Management and Business, Tampere University, Finland, and Olivia (Mandy) O'Neill, Ph.D., an Associate Professor of Management at the George Mason University School of Business and Senior Scientist at the university's Center for the Advancement of Well-Being.





Sixty cases were presented and discussed in 12 concurrent technical sessions spread over two days. Each technical session was chaired by two reputed case writers who gave constructive feedback to the presenters' cases.

Of the cases presented 16 were selected in the Forum for collective wisdom. This is a unique technical session for the cases that were ranked as either good or excellent by the reviewers. This session enriches the discussion and is in a round table format and 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.

### **BIMTECH Second Case Master Workshop**

The 2nd BIMTECH Case Master Development Workshop was scheduled on the December 11-12, 2020 which

was the subsequent week of ICMC. Due to the limitations posed by the pandemic the workshops were organized on a virtual platform for one-and-a-half-hour only.

Arja Ropo, Professor emerita, Tampere University, Finland was the resource person for the first workshop held on 11th December 2020 on the topic 'Narrative and Visual Methods in Studying Leadership and Organizational Cases'. It was attended by 29 participants.

Olivia (Mandy) O'Neill, Associate Professor of Management at the George Mason University School of Business, was the resource person for the second workshop held on 12 December 2020 on the topic 'Diagnosing and Changing Emotional Culture'. It was attended by 25 participants.

### **Case Analysis Competition**

Ever since 2012, to develop analytical and decision-making skills in students,

BIMTECH Centre for Management Case Development (CMCD) has been organizing the Case Analysis Competition. This year, to hail the unrelenting human spirit in the current COVID-19 crisis, for the first time CMCD conducted the competition virtually and included judges from the institutions outside BIMTECH.

We got a wonderful response from across the country. Total 373 teams from 1st year and 160 teams from the second year registered and participated actively. Attractive cash prizes of 10000/- and 8000/- rupees along with the certificate of merit were given to the teams scoring first and second positions in the competition.

### **Completion of 10 Year of CMCD**

Apart from its regular annual activity, in the year 2020, CMCD also completed its 10th anniversary. On this occasion, the team came out with a booklet titled "Creating a Case Ecosystem", showcasing its journey and evolution.

# Enhancing Intellectual Capital

Centre for Faculty Development



**265**  
TRAINING DAYS

**08**  
FDPS

**18**  
FACULTY NOMINATED FOR EXTERNAL FDPS



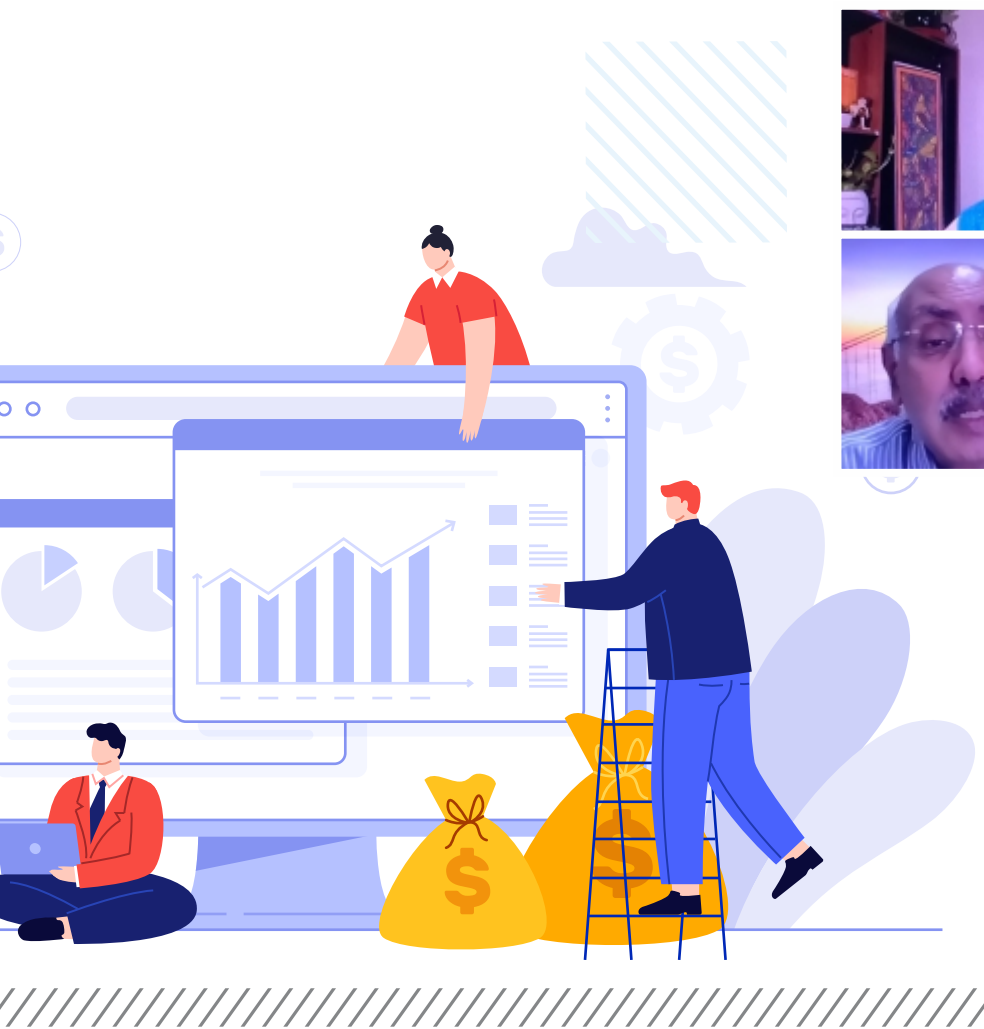
The activities of the Centre for Faculty Development were severely hampered during this academic year owing to the pandemic sweeping through the country, as elsewhere in the world. However, we were able to smoothly effect a shift to the online mode through Zoom and other online platforms and continue with our activities, though not on the same scale. Other reasons for a reduction in scale of our activities was the fact that Faculty Development Programmes offered across the country had been severely curtailed thanks to the disruption. Finally, during this period, practically all our faculty, on their own initiative, were either attending online courses offered by Coursera and other Universities or attending numerous online seminars and webinars.

This, in itself, was a welcome step in Faculty taking up ownership for their own professional and personal development, which was the *raison d'être* for setting up the Centre 5 years

ago. It is hoped this practice will be now be permanently embedded in our DNA. Despite the constraints mentioned above, 8 Faculty Development Programmes were organized, 7 of which were for internal faculty and one was an open programme.

These programmes spanned diverse topics covered by experts. They included themes such as:

- "Identifying a Phenomenon of Interest" a research oriented programme conducted by Dr Sanjay Gaur, Professor of Marketing at NYU
- The World Academic Summit
- The New Education Policy 2020: Impact on PGDM education
- Online Workshop on Text Mining Using R - Language
- Online Teaching, learning and Evaluation with MOODLE MOOC Platforms



# FACULTY DEVELOPMENT

In addition, 18 of our faculty were nominated to attend external on - line programmes covering a multitude of themes depending on their area/s of interest or on the recommendation of their respective Area Heads. Some of the themes covered were Market Research, Financial Analytics, Decoding Block Chains and Crypto currencies, Sustainability, Fintech, Cross – Cultural Communication to name only a few.

The year ended with our faculty having undergone 265 training days which translates to 4.41 training days/faculty which, though less than 5.6 days /faculty last year, could be considered a very reasonable figure, given the constraints and the other avenues they explored.

Apart from the above, the positives have been the faculty undertaking on – line courses from the best Universities as well as attending webinars on wide – ranging topics, in addition to the programmes organized or sponsored

by the Centre. It can be said, with pride, that the Centre which commenced 6 years ago has now come of age, and our faculty have assumed the reins of their own development firmly in their own hands, with the Centre assuming largely the role of a facilitator.

A 3 day programme for all faculty titled, “Future Road Map for Management Education” was conducted from June 14-16, 2021, which included panel discussions featuring in – house faculty as well as a galaxy of academicians at the helm of Management education in India. This 3 day Faculty development program put together all the learnings of the past year and provided a roadmap for the institute's preparedness for the future.

# Centre for Business 4.0



BIMTECH's Strategic Plan 2021-25 includes Enabling Strategy 1 which is "To orient students, faculty, and staff to become value-conscious human beings ready to face Industry 4.0 and capable of producing value for all stakeholders."

Accordingly 'The Centre for Business 4.0' (CFB4) was created and notified vide email dated November 11, 2020 from the Dean (Academics). This was based on the discussion and approval in the SMC meeting of October 28, 2020.

A Chairperson, Coordinator and Advisory Board was nominated. A task force was also created to explore curricular aspects in the context of Business 4.0. Based upon the recommendations of the task force and the SMC, a plan for 2021-25 was created. In keeping with the various programs offered by BIMTECH It was also agreed to expand the scope of the Centre to all aspects of Business and not just industry. Hence the nomenclature was changed from 'Industry 4.0' to 'Business 4.0'.

A core course titled "Innovating for Business 4.0" has been designed and has been approved by the Strategy, Innovation and Entrepreneurship Area and has been scheduled in the 5th term starting from the PGDM (2021-23) batch. The Strategic Intelligence Platform of the World Economic Forum has been identified as an appropriate resource and this will be leveraged for delivering the course.

In addition, several courses offered in the three verticals viz: BFIS, Data Analytics and ITES, of the PGDM program, that are aligned with Business 4.0 have also been identified. Some of these have already been delivered for PGDM (2020-22).

A half day development program for faculty and managerial staff has been developed and will be scheduled in the current academic year.

The design of a suitable Management Development Program has been initiated.



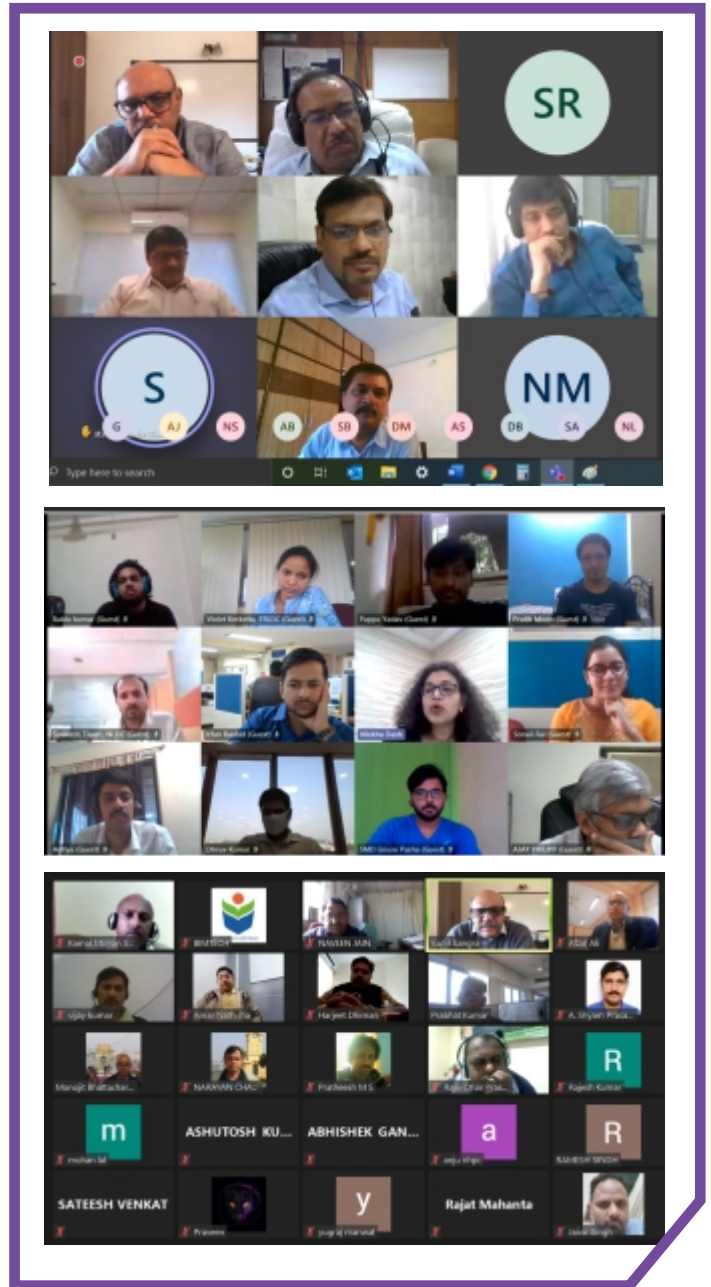
Initiative	Measure	2021	2022	2023
Curriculum: Introduce a core course	No. of students	Nil	PGDM (240 students)	PGDM-IB (60; total 300 students)
Faculty and staff development program	Coverage of faculty and managerial staff	20%	40%	60%
Management development program	Hours delivered	Nil	12	24

# Centre For Management Development (CMDC)

At BIMTECH, Centre for Management Development & Consultancy (CMDC) aims to create a training base which engages in management advocacy for general management and human resource development and aligns itself with the human resource practices. Executive Education involves educational activities that do not lead to a degree but have educational objectives at a level consistent with higher education in management. One of the prime objectives of CMDC is to conduct Management Development Program in various functional areas of management to provide quality inputs to 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 which will 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.

In the Academic year 2020-21, due to COVID-19 pandemic, BIMTECH could deliver 12 MDP programmes online which includes open and company specific programmes, to various public and private sector organizations from Indian and abroad. Around 350 participants were trained under these training programs.



Program Name	Organisation	No. of Programs
Design Thinking & Innovation	GAIL (India) Limited	1
Strategic Thinking and Execution	GAIL (India) Limited	1
People Analytics	Power System Operation Corporation Limited	1
How to Increase Emotional Quotient, Master Emotions and Boost Social Skills	Power Grid Corporation of India Ltd.	2
Strategic Execution and Change	NHPC Limited	1
HR Analytics	NHPC Limited	1
Linking HR with Business Strategy	NHPC Limited	1
Executive Development Program (EDP)	Banking Finance Institute of Nepal	1
Design Thinking	NHPC Limited	1
Design Thinking & Innovation	NTPC Limited	1
Workshop on Communication Skills	NTPC Limited	1

12  
MDP  
DELIVERED

350  
PARTICIPANTS  
TRAINED



# Center of Online Studies (COOLs)



During the period 2020 -21 BIMTECH started the Center of Online Studies (COOLs) with a mandate to explore possibilities of launching online programs, both short term, as well as full-fledged long term leading to AICTE, approved diploma. This is in line with the New Education Policy of the government. The center was established on the 1st of July 2020 with the vision of providing a flexible, reasonable, and rigorous learning model.

➔ In the run-up to establishing the COOLs center, BIMTECH took a concerted effort to reskill faculty, academic staff, and administrative staff in the use of online tools and provide a lot of opportunity for innovation. For faculty, Course design online Boot Camps are conducted which include designing session plans based on BLOOMs Taxonomy. A rigorous program spanning over 60 days with classes for nearly 2 hrs every day was conducted to enable the e-BIMTECH team to become accustomed to using the new pedagogy for online teaching and learning tools, the prominent amongst them were Google classroom, Google Meet, Moodle, Jamboard, Socrative, and Penzu.

The result of this reskilling effort led to a smoother continuation of Full-time classes which started in January, 2021 with 147 learners and conducted its first-ever online orientation without a glitch. We are now taking admission for our Second Cohort and so far enrolled 200 plus learners for the same. Our full-fledged facility for recording and online delivery is fully functional within six months of its inception. Centre of Online Studies is also running its Certificate in Management- Digital Marketing program in collaboration with Eckovation which is an 8-month program.

As part of promoting and encouraging its students to become well equipped and better professionals of tomorrow COOLS centre organized the prestigious event 'Lyceum' for its students of PGDM. The finals of this event took place on 10th July, 2021 which was attended by various Department heads and senior

faculty members like Prof. Abhijit Chattoraj, Prof. Kamal Kalra and Dr. Aseem Kumar Mishra. LYCEUM platform enabled our budding managers to interact with high power industry panels on current burning issues and an opportunity to impress them with their knowledge and presentation skills. There were 5 teams in the finals who chose to present their in-depth research in the sectors of marketing, Supply Change Management Digitization and IT.

The event started with Introduction to "Lyceum" by our Prof Monika Mittal, Program Coordinator, followed by a welcome address by Chairperson, Prof S S Dubey. The Chief Guest on the occasion was Mr. Jyoti Prakash Das (Former IT Consultant with Price Waterhouse Coopers, IBM Global Services and HCL Technologies and Mr. Arunesh Sharan, (Advisor DXC Technology, Former President, West Africa for ISON Group, Former CEO, Connective Analytics and Insights Ltd, and Former Sr Executive at IBM). The winner of the Lyceum 2021 was awarded with various awards and certificates.

COOLs has organized 26 plus webinars with various faculty as well as with various Industry Experts. We also organized one workshop on Case Study by Prof. A V Shukla.

The Cool Center has the objective of Inclusivity for which it targeted reaching out to new aspirant learners who may come from smaller towns and cannot relocate due to pandemic restrictions or livelihood considerations. BIMTECH core competencies being teaching and



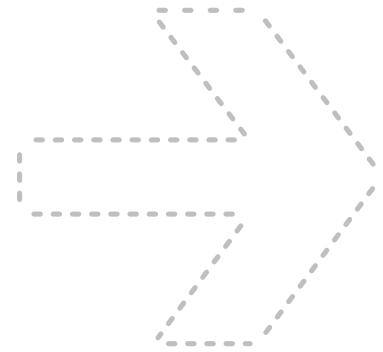
learning needed support in the marketing of programs, lead management, financial support through loans, and managing technology for delivery. Instead of doing all this on its own, COOLS team of BIMTECH partnered with UpGrad, a leading Ed-Tech company for the above. The online PGDM of COOLS is run in a hybrid model where major course content is given in pre recorded videos, e-learning material. This is followed by weekly live sessions. Since all activities are online, it is possible to analyze the student data and identify slow learners who are given extra support and counseling to improve their performance.

It may allow all sections of society to learn from any part of the world in a flexible and reasonable model. This is a rigorous process with 2400 hours of learning. It will help in the overall development of individuals from the remote area.

The e-learning material in the form of a self-study module and Video of live lectures and recorded lectures are given to students on the learning platform. The learning platform has a discussion forum for the learners. TA is assigned for every course to solve the query within 48 hours. The Google classroom has all e-books on different courses to engage students. Ex-Libris club has a lot of summaries of management books to creative thinking processes and develops thoughts. Mentors are assigned to learners for all kinds of academic discussions.



# ALUMNI



➤ **The Office of Alumni Affairs has a mission to provide graduates with lifelong benefits and meaningful opportunities to stay involved with their alma mater. We have made a concerted effort to reach out and develop a more sustainable relationship with our PGDM alumni. The COVID-19 pandemic has disrupted many aspects of alumni relations, prompting new questions and concerns for institute alumni associations. With the onset and continued risks of COVID-19, traditional opportunities for alumni engagement, such as class reunions, guest lectures entrepreneur meets, propel, Surges, mentoring, preparing for interviews etc.**

Despite the hurdles, alumni engagement is critical for building a institute's reputation and brand. In response to new challenges and unforeseen circumstances, many alumni associations have adapted by doubling down on their digital engagement strategy, with incredible results. There is a very involved group of alumni who have been instrumental in facilitating this process as well. Periodic meetings were conducted by the alumni committee to chalk out plan of action. Several informal

gatherings have taken place virtually due to pandemic. Graduates have attended virtual events including batch reunion; volunteered as guest speakers in webinars and participated with students in various webinars for up skilling and Reskilling. Alumni has provided jobs and internship to many students in various industries. The numbers will multiply in due course of time.

### **Facilitate connection with current and incoming students:**

One of the best way to keep alumni engage is the series of **virtual lecture series**. Retail Programme has featured lectures and workshop on a variety of industry topics and has been a smash hit, allowing the institute to reach entirely new alumni and host diverse speakers across the world. Certain domain specific are Workshop on "Let's Make MBA Simple" by Mr. Vinoth Kanna; "Business developments and Real-time applications of Retail Matrix" by Mr. Chankya Purohit, "Retail Store Operations" by Ms. Tanusree Srivastava, sales and marketing specialist, on "Shop image and Visual Merchandising" by Ms. Tanusree Srivastava, sales and marketing specialist Capsule course ;on "Digital



08

SUCCESSFUL  
WEBINARS

900

PARTICIPANTS FROM  
COUNTRY &  
OVERSEAS

05

STORY TELLING  
SESSIONS

Marketing" by Ms. Saba Ali Scalem, Sr. Marketing & Product Manager, ICICI Bank; on Digital analytics and its impact on ecom by Ms. Saba Ali Scalem, Sr. Marketing & Product Manager, ICICI Bank Ltd. Total of 8 successful webinars were by Alumni Cell, BIMTECH. The combined outreach was more than 900 participants from different parts of the country and overseas. A wide range of domain specific and some general topics were also discussed, keeping in mind our targeted audience.

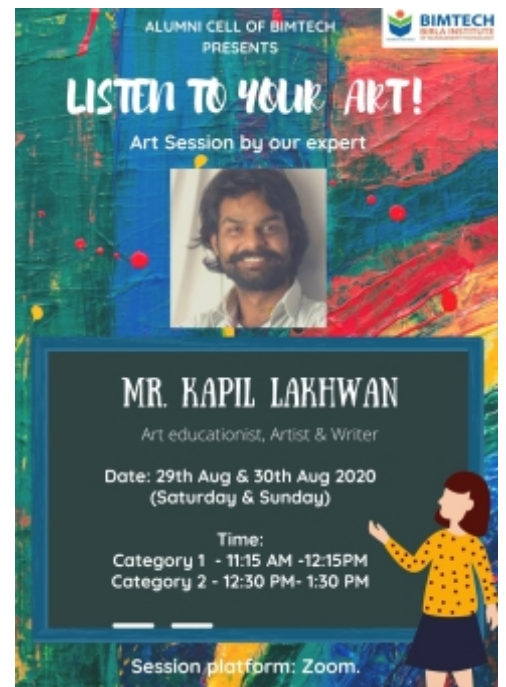
In lieu of in person alumni chapter meet-ups, this year 4 monthly virtual Alumni Batch Meets were conducted for the pass out batches of 2000 -2010 on digital platform zoom. Around 250 alumni participated in the meets in addition to their spouses and children from 9 national and 3 international alumni chapters.

It is rightly said that 'Storytelling is the most powerful way to put ideas into the world'. Five story telling sessions have been conducted by our senior alumni from different areas of expertise since July 2020 virtually on digital platform Zoom.

COVID has created lot of stress on the people. Alumni club has taken the step in making people relax and get some quality time with family. So club has organised has organised virtual events to engage them like Home dance floor, Listen to your Art, Traveller'sTale, Elevator Pitch etc.

Knowledge creation and dissemination is the vision of BIMTECH. To achieve the same Mr. Sachin Dev Sharma is one of our exuberant alumnus from 2001-03 batch who authored the book "LahasanahiLavasa" launched for our alumni in the award ceremony on Sept. 26, 2020. In this book he tried to change the definition of travelling. This book contains 5 different travelling experiences to different places in India.

Alumni Cell of BIMTECH had celebrated women achievements in life and career to demonstrate why empowering women is the need of the hour to build a progressive society. It was conducted on March 21, 2021 in the form webinar on digital platform Zoom.



### Switching To Digital Membership

The Alumni Cell of BIMTECH has always been committed to transforming the alumni ecosystem and continuing with the same goal. The following are the product enhancement services made on alumni portal, website and other digital platforms. Digital- I has been provided to all the alumni. Mobile App has been launched for the alumni where they all information handy.

### Offering networking and career opportunity

One of the foremost benefits of alumni association membership is the career and professional development opportunities they provide. To help all in the pandemic time lot of job opportunities are shared by the alumni to each other. Alumni also help is providing placement opportunity and internship opportunity to the existing students .

# ENTREPRENEURIAL INITIATIVES, ACTIVITIES & ACHIEVEMENTS



## Centre for Innovation and Entrepreneurship Development (CIED),

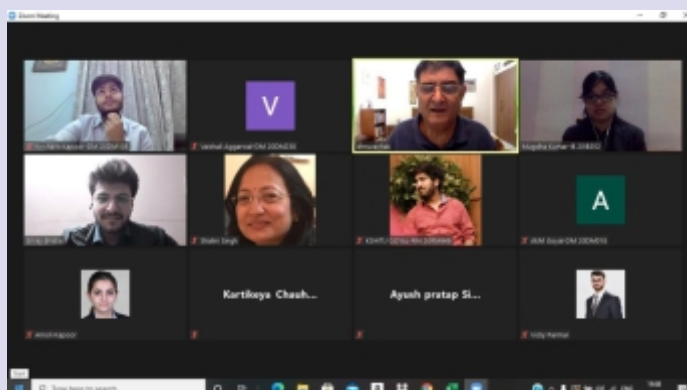
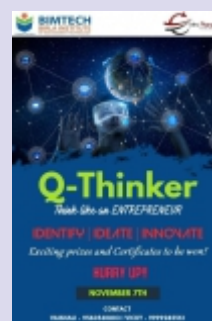
Established in 2009, the Centre for Innovation and Entrepreneurship Development (CIED), aims to prepare men and women to lead, innovate, and think entrepreneurially in business, public and social service, to be job creators and role models. For the past 13 years, we have inspired, educated, and empowered potential entrepreneurs as they innovate and create business ventures. Our mission is to support and mentor the entrepreneurial ambitions of BIMTECH students, alumni, faculty, and the community at large and turn BIMTECH into a crucible for entrepreneurship initiatives. We do this by providing inspiration, driving team formation, and facilitating venture development. These days, great business ideas can come from anywhere. To encourage them, we need to increase the breadth and depth of the entrepreneurial ecosystem by multiplying connections among entrepreneurs and mentors, improving access to entrepreneurial education, creating events and activities that activate all the participants in the start-up community, and much more.

## ACADEMIC ACTIVITIES

### E-CELL Programs

#### Q-thinker

Q-thinker, an entrepreneurial competition, was organized by the E-CELL of BIMTECH on November 7, 2020. This event was launched with a vision to provide a platform to the upcoming managers to showcase their innovative ideas, which they conceived during the new normal. The event concluded with total registrations from 70 teams, majorly participating in a team of 2. The final round consisted of two panels having two judges and five teams each. With a rigorous evaluation, three teams were selected, which were Aparna Sharma & Aditya Anand (Winner), Deepal Koolwal & Disha Bhatia (First Runner Up), and Riddhima Singh & Vibhor Kaul (Second Runner Up).



## Corporate Roadies

On December 7, 2020, the E-CELL of BIMTECH hosted Corporate Roadies, an entrepreneurial competition. The event consisted of a series of activities designed to assess a person's business insight, abilities, and information. The activities were designed to throw the worst at students, to bring out the best in them. The participants needed to demonstrate their caliber, persuasion power, and ability to handle pressure so that it could help the participants prepare for the harsh reality of the corporate world.

The event concluded with total registrations from 53 teams, with most participants participating in a team of two. The Finale Round consisted of two panels, each with two judges and five teams. After an Arduous Journey, the top three teams were chosen: Nehal Chugh and Kanishka Ashok Kumar Singh (Winner), Nupur Munje, and Nimisha Kesarwani (First Runner Up), and MdAyaz Qureshi (Second Runner Up).



## Invento

Invento was organized by the E-CELL of BIMTECH on February 5, 2021. Invento is an event in which the participants have to think of a product/service that is no longer in use due to the changing business environment. Then the same product/service that is identified has to be used in sectors relevant in today's day and age.

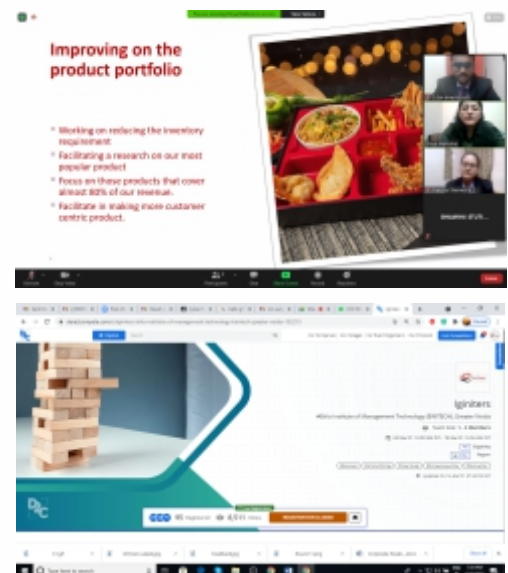
The event concluded with a total of 49 registrations, and the final round consisted of two panels, each with two judges and five participants. Each participant was given fifteen minutes for the video presentation and Q/A. The top three competitors were determined after a comprehensive evaluation: Nehal Chugh (Winner), MdAyaz Qureshi (First Runner Up), and Prateek Jha (Second Runner Up).



## Ignite

IGNITE, was organized by the E-CELL of Birla Institute of Management Technology, Greater Noida (BIMTECH) on March 20, 2021. The event was a collection of activities to test a person's business acumen, abilities, and knowledge. The event's goal is to instill an entrepreneurial mindset in the next generation by motivating them to come up with an interesting story (or) incident that inspired entrepreneurs to start their businesses. Ultimately entrepreneurs identify the business opportunities that either cannot be seen by others or cannot motivate others.

The event concluded with a total of registrations from 120 teams majorly participating in a team of 2, and The Finale Round consisted of one Panel having Three Judges of 12 Teams each. After rigorous evaluation, the top three teams were determined: Chinmaya Naik (Winner), Simran and Rashi Kohli (First Runner Up), and Divya Malhotra and Preksha Sharma (Second Runner Up).





# Atal Incubation Centre – BIMTECH

Atal Incubation Centre- BIMTECH is a sector-agnostic business incubator driven by Atal Innovation Mission to create high-class incubation facilities with suitable infrastructure in terms of capital equipment and operating facilities. Built over a total area of 16,500 sqft, it also offers a facility of co-working and co-living space to its incubatees. It is coupled with the availability of sector-wise experts for mentoring the startups to become successful entrepreneurs and enterprises.

Atal Incubation Centre - BIMTECH has incubated more than 127 startups since its inception that have raised over 10.16 cr in funding to date.

**AIC-BIMTECH has created 600+ jobs via the incubated startups supported to date. It has 84 Corporate and Academic partnerships and over 45 international and local mentors. The innovation here lies in focusing on creating sustainable businesses through various public and private partnerships by providing market access and capital.**

NUMBER OF APPLICATIONS RECEIVED <b>1,687</b>	NUMBER OF INCUBATEES <b>127</b>
NUMBER OF JOBS CREATED BY INCUBATES <b>600<sup>+</sup></b>	AMOUNT OF FUNDING RECEIVED BY INCUBATES <b>10.16 Cr.</b>
NUMBER OF STARTUPS RECEIVED FUNDS <b>14</b>	



## Flagship Incubation Programs

Atal Incubation Centre BIMTECH has divided the startups into 3 categories as per developed programs specific to their needs, requirements, and support.

### ↳ Khoj

We initiated our 'Khoj' Program with greater zeal this year. Over 200+ applications were received and after rigorous evaluations, we enrolled 18 new brilliant incubatees. The background was to facilitate the business ideas that shall prove to be highly compatible with current times and also with the major transitions that are forthcoming in Indian society due to this crisis. We have always gone out for the stimulation of visionary innovations. The innovative ideas pertain to fields such as Agriculture, Information Technology, Artificial Intelligence, Automobiles, Food and Education. We have adopted the 'Virtual' approach and already begun our workshops and training online. With many accomplished mentors and advisors on our side, we are determined to transform our budding incubatees to full-fledged entrepreneurs within no time.

### ↳ Gurukul

This program is aimed to support early revenue stage startups to work towards self-sustainability, by strengthening their sales and optimizing operations, while also understanding the nuances of funding.

- Create channel partners for strengthening the sales pipeline and bringing costs down
- Access to the incubator network
- A dedicated mentor and focused support from the incubator team.
- Access to fundraise for expansion
- Program Duration: 12 months
- Access to incubatee benefits

### ↳ Udaan

Udaan Program supports the scaling up of the startups by helping them raise funds and providing them market access, with the help of the incubator network.

- Continued mentoring for scale
- Access to national and international partners for expansion
- Program Duration: 9 months
- Access to incubatee benefits



### Partner Programs Prarambh

Although we had unforeseen challenges that Covid-19 second wave reflected yet we partnered with Startup Odisha to launch Prarambh, an eight-week long, zero-fee, and virtual program meant to empower Odisha-based startups. Fourteen startups selected for the program are working with Startup Odisha and AIC-BITMECH. They will get access to counseling and intensive mentoring. The performance and progress of their ventures will be closely monitored and tracked by Atal Incubation Centre and BIMTECH.

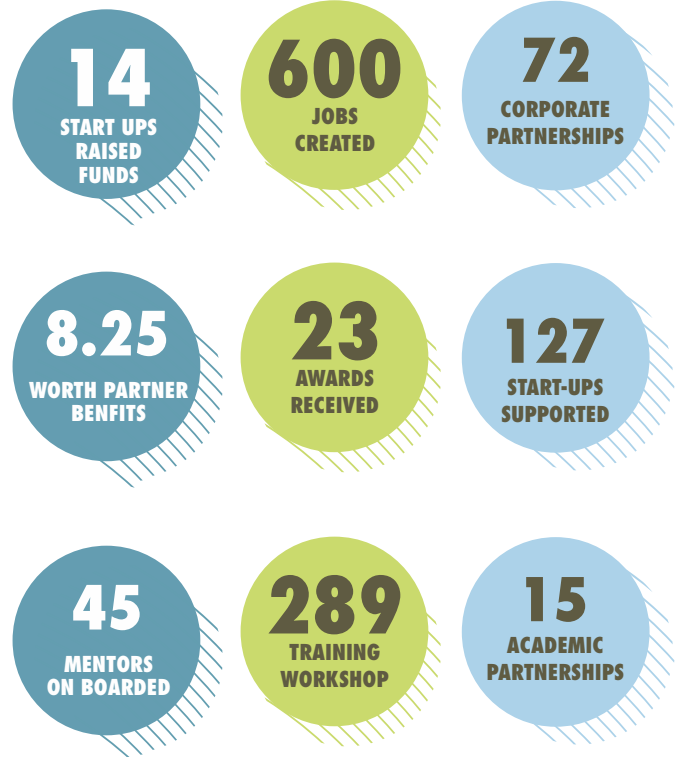
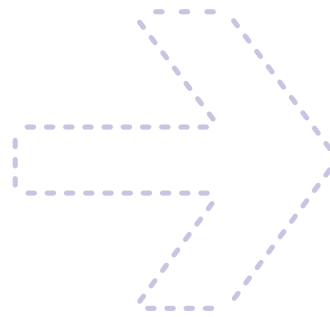
We selected 14 Odisha-based startups in handicraft, travel & social impact.

### Young SDG Innovators Programme 2021

UN Global Compact Network India has selected AIC-BIMTECH as an implementing partner of the Young SDG Innovators Programme. The program's goal is to encourage SDG innovation through bottom-up approaches to develop breakthrough solutions with social and market value. It aims to create a new generation of sustainable business leaders.

### K-Startup Center 2021- KISED

Atal Incubation Centre- BIMTECH (AIC-BIMTECH) in collaboration with Korea Institute of Startup and Entrepreneurship Development (KISED) is operating the K-Startup Centre (KSC) 2021 Program in India. It is an initiative by the Ministry of SMEs and Startups (MSS) to promote the entry of Korean growth-stage startups into overseas markets, and AIC-BIMTECH will support the companies to enter the Indian market. The eight-week program will focus on creating local networks and partnerships, help the companies to set up their business in India, support market expansion and provide a profound understanding of the Indian business culture. The program will create abundant opportunities for the companies to expand in the Indian market.



### Benefits to the Incubates (worth 8.25 crores)

- Zoho:** Free Zoho One to each incubatee, total price value of USD 20,000
- F6S:** Alpha Card of total price value of USD 1,000,000
- Amazon Web Services:** Free credits of total price value of USD 5000
- Superb Services Cloud:** Free credits of total price value of USD 2000
- PayU:** Free transaction credits of approx. USD 2700
- MSG91:** Free 50,000 SMS per month for 6 months
- IBM:** Free credits of USD 120,000
- ShieldOye:** Insurance of incubatees and their employees worth USD 2,600

# Incubation Programmes of the Atal Incubation Centre-BIMTECH

## ↘ Biswajit Swain (Haastika Handicrafts)

*Brands of Odisha Pride of India - Corporate Excellence Award*

Biswajit Swain (Haastika Handicrafts) received the "Brands Of Odisha Pride of India - Corporate Excellence Award" from Sambad, the leading newspaper in Odisha.



## ↘ RishabhPratab Singh (Anima Drive)

*Ashoka Young Changemaker*

Rishabh Pratap Singh, the founder of AIC-BIMTECH startup Anima Drive, was selected as Ashoka Young Change maker by the Ashoka Innovators for The Public. Ashoka Innovators for the Public, which supports the world's largest network of social entrepreneurs, selected 19 teenage change makers from 12 Indian states, including rural areas and small towns, for the second global edition of Ashoka Young Change makers. Among these 19 change makers is Rishabh Pratap Singh, whose efforts are aimed at enabling farmers and animal shelters to take better care of animals, especially the abandoned non-lactating cattle (calves, bulls, older cows).

## ↘ Dr. Vishvajeotsna

*Indian Achievers' Award Woman Of Excellence Award 2021*

We take great pleasure to share that two of our startup founders were honored with the Indian Achievers' Award, 2020-2. Dr. Vishva Jeotsna, the Co-Founder of AIC-BIMTECH startup Prodigious Management Consultancy Pvt. Ltd., was honored with the prestigious Woman Of Excellence Award 2021. The Woman Of Excellence Award is given to women leaders who have distinguished themselves through their professional accomplishments and inspire others because of the great work they do in the community.

## ↘ ShashankTandon (Agrotech Solutions)

*The Young Achiever Award 2021*

Mr. ShashankTandon, the founder of AIC-BIMTECH startup AGROTECH SOLUTIONS (KISAAN KI UDAAN), bagged the coveted Young Achiever Award. The Young Achiever Award is given to young achievers in recognition of their path-breaking contributions which have made a difference in people's lives. The Indian Achievers Award honors professionals and veterans across diverse fields and streams who have excelled in their fields while also contributing to the nation's growth. The award is given out by the Indian Achievers Forum, which is primarily a partnership of corporate, professional, political, and other members of the Indian community who work together to identify and address key issues on the Indian Economic Agenda with the primary goal of promoting the Indian Industries.



### AdrijaPatra (Bioticsmart)

Startup Uttarakhand Virtual Grand Challenge 2021

### Avkara Technologies Private Limited (Vmitis)

Innovate India Student Entrepreneurs - Potomac Technologies

Avkara Technologies Private Limited (Vmitis) received a cash prize of 2 lac rupees after winning the “innovate India Student Entrepreneurs Award” from Potomac Technologies.

### P-TAL

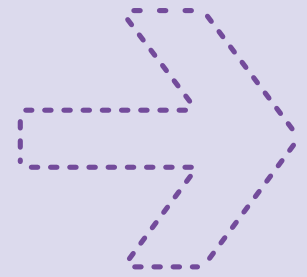
HDFC Bank Startup Grant

Atal Incubation Centre- BIMTECH startups Uneako, and P-TAL were awarded the highly prestigious HDFC Bank, Startup Grant. HDFC Bank, the country's largest private sector lender, has set up the SmartUp Grants under Parivartan, its CSR initiative, as a funding and grant scheme to encourage social sector startups to engage in activities that can benefit society at large.

### Uneako

HDFC Bank Startup Grant

Atal Incubation Centre- BIMTECH startups Uneako, and P-TAL were awarded the highly prestigious HDFC Bank, Startup Grant. HDFC Bank, the country's largest private sector lender, has set up the SmartUp Grants under Parivartan, its CSR initiative, as a funding and grant scheme to encourage social sector startups to engage in activities that can benefit society at large.



## Our Covid Warriors: Stories from the Field

Last year we showcased the work being done by four AIC-BIMTECH startups Probano, Uneako Green, Ypanx Technologies, and Concis. This year we bring to you the details of three more startups from our incubator, who are contributing their efforts to the fight against COVID. These are:

### Sarvodaya Infotech Pvt Ltd

Sarvodaya Infotech launched Aarogya Path, an online portal that connects healthcare consumers with service providers such as hospitals, pathology labs, research institutes, and medical supply stores. It will help to alleviate supply chain bottlenecks created by the Covid-19 pandemic. The platform will fill a critical gap in the last-mile delivery of medical care by increasing the availability and affordability of healthcare supplies. It helps in the prevention of opportunistic pricing and medical equipment hoarding.

### Anima Drive

Ashoka Innovators For The Public recognized the COVID-19 relief efforts of an AIC-BIMTECH startup founder, Rishabh Pratap Singh. At the height of the pandemic, Rishabh noticed that positive cases were increasing rapidly in his village. So, he and his Village Mitra team gathered some funds and increased the number of water hand pumps to reduce crowding near water supply points.

### Sarna Educational and Cultural Services LLP

The COVID-19 pandemic and the accompanying lockdown measures have significantly impacted indigenous communities in Odisha. Sarna, an AIC-BIMTECH startup, came up with a novel approach to assisting these communities. The team's goal was to help indigenous groups in developing self-sufficiency through livelihood generation. This one-of-a-kind strategy included a community-engaged model that also catered to their immersive travel experience business.



# Awards and Accolades



## **Dr. H Chaturvedi nominated as Governing Council and Chair of the Membership Committee of the UN Global Compact Network India**

Dr H Chaturvedi was nominated as a Special Invitee to the Governing Council (GC) of the UN Global Compact Network India. He was also selected to Chair the Membership Committee for the term 2021-23. United Nations Global Compact Network India (UN GCNI) is the country level platform of UN Global Compact, New York, and provides a robust platform for Indian businesses, academic institutions, and civil society organizations to strengthen responsible business practices in India. As an active member of the UNGCNI Secretariat for past several years, the Director - BIMTECH participated in the virtual meeting of the 17th Annual General Body Meeting of the UN Global Compact Network India (UN GCNI). The meeting was chaired by Mr Shashi Shankar, President GCNI.



## **Prof. K.R. Chari : 'National Productivity Champion-2021 for India'**

Prof. Chari was conferred the 'National Productivity Champion-2021 for India' award by the Asian Productivity Origination (APO), Tokyo. APO confers Productivity Champion Awards at national and regional levels, once every five years. Prof. Chari is a strong proponent of the cause of 'value engineering' and has made significant contributions in the area of waste recycling and circular economy, and worked passionately in bulk industrial waste recycling.



## **Dr. Rahul Singh bags AICTE Dr.Pritam Singh Award as 'Best Management Faculty'**

Dr. Rahul Singh, Professor and Chair – Strategy, Innovation and Entrepreneurship at BIMTECH, Greater Noida has been honored with the prestigious 'AICTE Dr.Pritam Singh Award 2021' which will be conferred to him by the Union Education Minister Dharmendra Pradhan on Teachers Day. The award, named after acclaimed management guru and Padma Shri awardee, Pritam Singh, has been introduced for the first time to identify teachers and recognize their excellence, best practices and innovativeness in the field of management education at national level.





### **Dr. Abha Rishi 2021 Global Women in Leadership**

Dr. Abha Rishi, CEO of Atal Incubation Centre - BIMTECH, was awarded the coveted Global Women in Leadership Awards (GLA). Global Council for the Promotion of International Trade (GCPIT) hosted the Global Women in Leadership Awards Ceremony virtually, in which they announced the winners of the 1st Global Women in Leadership Awards (GLA), one of the longest-running international awards for women leaders across the world.



### **Felicitations for Dr. Rishi Tiwari**

Dr. Rishi Tiwari, Head Librarian received Appreciation Certificate from CEO, Greater Noida Industrial Development Authority, U.P. on January 2021 and another appreciation Certificate "DG Medal" from Director General of Prison, U.P. January 2021



### **Accolades to Dr. Jagdish Shettigar and Dr. Pooja Misra,**

Dr. Jagdish Shettigar and Dr. Pooja Misra, senior faculty from the Economics Area, are voicing their opinions, viewpoints and suggestions in leading financial newspapers of the country, resulting in valuable inputs, food for thought for policy makers, analysts and regulators and brand building for BIMTECH. They have been solicited by Mint, a leading financial daily to co-author a weekly column titled, "Mint Primer", in which they bring out their thought provoking perspectives on contemporary macroeconomic and financial themes.



### **Best Thesis Award (2021)**

Jagdish N. Sheth Best Thesis Award 2021 bestowed on Dr Shreya Mishra The award has been instituted through an endowment created by the renowned Professor of Marketing, Padma Bhushan Dr.Jagdish Sheth and BIMTECH jointly; and carries a cash prize of Rs. 50,000 and a Citation to be presented to Dr Shreya during the Foundation Day celebrations on October 2, 2021, this year. Dr Shreya submitted her Thesis to BIMTECH under the guidance of Dr Manosi Chaudhuri and Dr AK Dey. The Title of her thesis was "Workplace Bullying of Employees in Indian Organizations: A Grounded Theory Approach".



### **Best Researcher Award (2019 - 20)**

Dr. Arunaditya Sahay achieved the maximum points and became eligible for the Best Researcher Award. However, he desired that the award be given to a younger faculty. Next position was achieved by Dr. Subhanjan Sengupta. Dr. Subhanjan Sengupta was declared as the recipient of the Best Researcher Award.



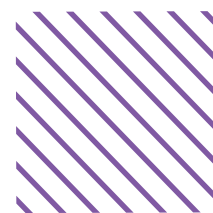
### **Best Teacher Award (2019 -20)**

BIMTECH instituted the 'Best Teacher Award' from the academic year 2019-20 to recognize excellence in teaching by individual faculty members. Dr. Amrendra Pandey was declared as the recipient of the Best Teacher Award for the academic year 2019-20. The award carries a cash prize of Rs 1,00,000.



### **Accolades to Mr. Nair**

During the Covid Pandemic Mr. Chandrashekhar Nair, PS to Director, wrote and directed four short movies in Malayalam titled Days 55, Good Bye, Kurippadi: (Doctor's Prescription") and NanmaNiranjamaithaichan (Mathai the Good Man). Each of these short movies have received numerous Excellence awards and accolades from the audience.



# Admissions 2021

## Centre for Admissions



Admission process for the academic year 2021-23 started by opening online application form on September 7, 2020. Due to Covid-19 pandemic, the admission process culminated on September 20, 2021 with the online submission of fee as an extended last date as per AICTE guideline.

It was a challenging year for admissions with lot of uncertainties and learnings. We successfully replicated the initiatives from last year - such as early round of Extempore/PI process, use of digital/social media for student engagement, flexible online Extempore/PI process and student/alumni referral scheme. Apart from these, we successfully introduced online payment process for remitting 1st instalment of the tuition fee this year.

The good number of applications and the pool thereof resulted in the selection of a good number of quality candidates, ensuring that all our course seats were full by September 20, 2021. But due to extended dates by

AICTE for fee submission & withdrawal of seats during on-going Covid-19 pandemic, the decision making was difficult for both, parents and students due to financial instability, fear of losing jobs as well as scarcity of jobs, relocation from their states; percentage of withdrawals were higher as compared to previous years.

As of September 9, 2021, the course-wise admissions status is as follows:

PROGRAM	NO. ADMITTED
PGDM	235
PGDM-IB	35
PGDM-IBM	53
PGDM-RM	57
TOTAL	380

Commerce stream dominated the admissions cycle this year also by contributing 36% in the total intake. Students with engineering background are the second biggest contributor with 27% intake; engineering domain otherwise had been dominating the process in previous years.

Moreover, there is subtle improvement in gender diversity, with 147 female students joining across all courses - making the ratio of male: female to 61:39, which was 62:38 last year.

Our continued effort of bringing more students from the other regions has paid dividend. Our dependency on north region further diluted and this year we could attract prospective students from the states other than northern India which is 37% as compared to 31% last year. There was a jump in the number of students coming from western and eastern region this year.

The number of students with first division throughout their academic records witnessed some improvement as well. There is a dip in the number of students with work experience which went down to 20% from 25% last year as the students want to continue with the jobs and deferring their plans for pursuing higher studies due to Covid-19 pandemic.

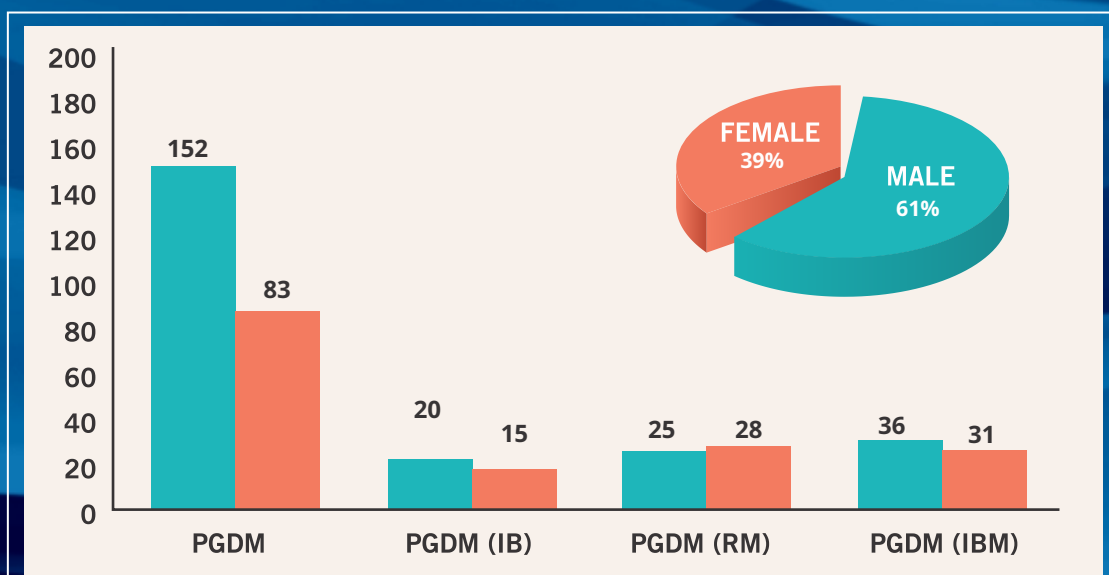
Continued efforts by our Department in bringing more students on board from other geographies worked out well. The commendable outcome of the process is the diverse geographical representation amongst the finally admitted students from 26 states and UTs. It reflects in a way our team's dedicated engagement, coherent and proper communication along with FB live info sessions & webinars with prospective candidates in the time of nationwide lockdown due to Covid-19 pandemic. Some students who withdrew subsequently posted their words of appreciation of our admission/refund process.

## Class Diversity

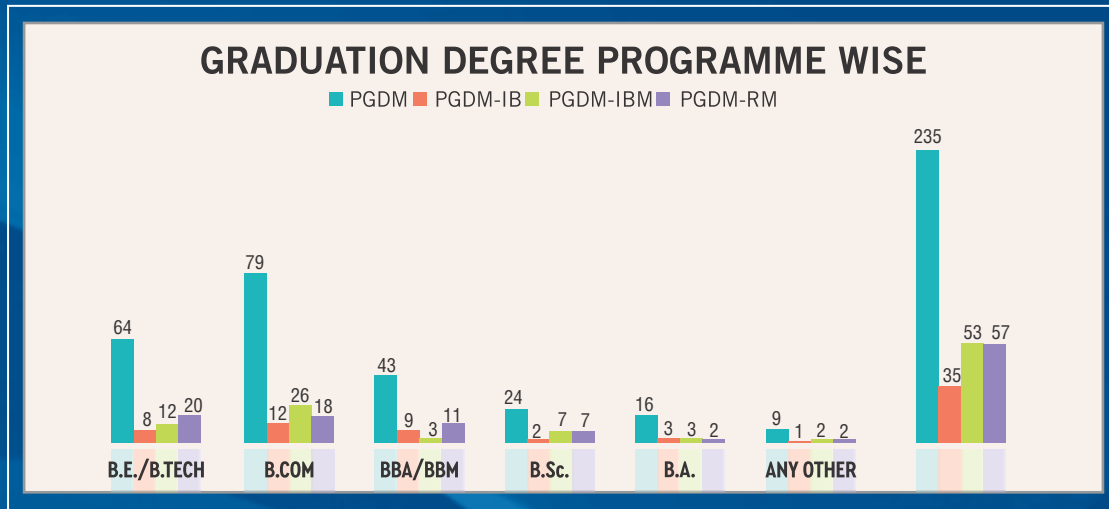
### MALE FEMALE RATIO



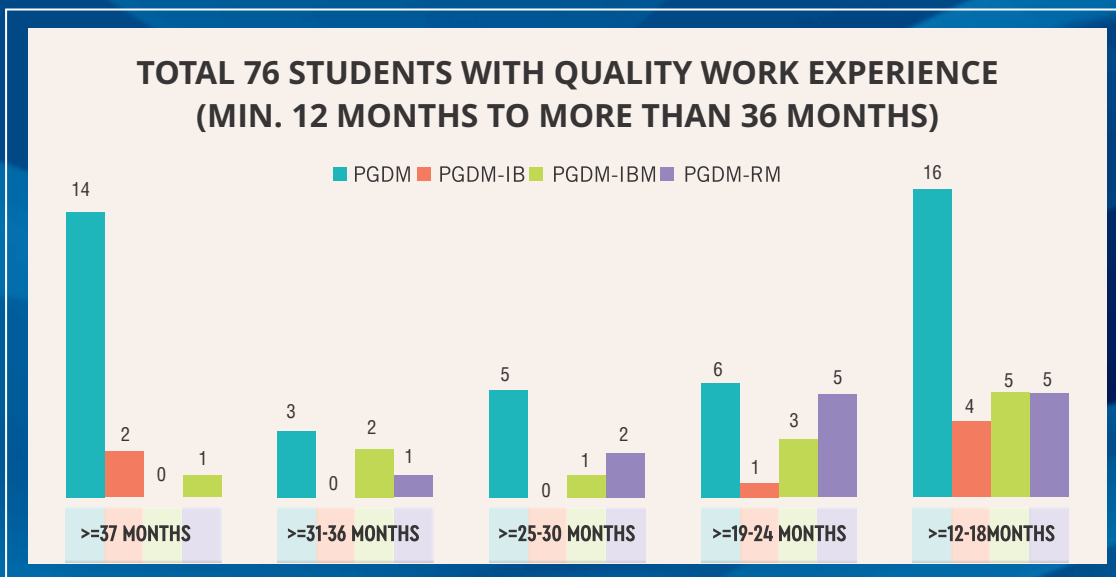
PROGRAMME	MALE	FEMALE	TOTAL
PGDM	152	83	235
PGDM(IB)	20	15	35
PGDM(IBM)	25	28	53
PGDM(RM)	36	21	57
<b>TOTAL</b>	<b>233</b>	<b>147</b>	<b>380</b>



## GRADUATION DEGREE PROGRAMWISE



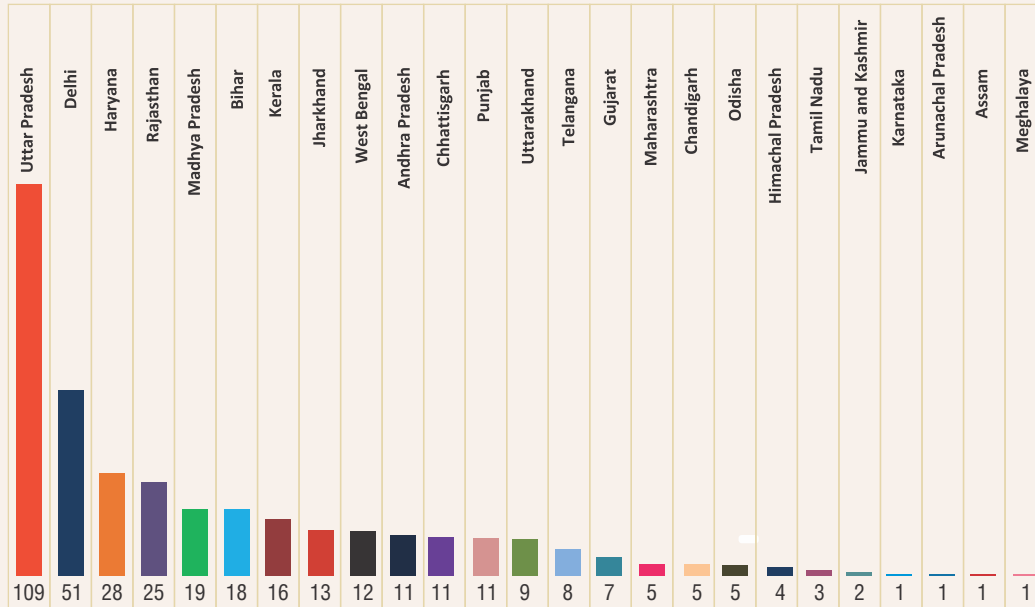
## QUALITY WORK EXPERIENCE



## REGIONAL DIVERSITY

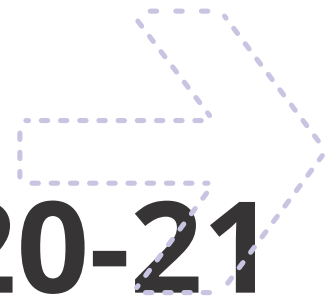


### ADMITTED STUDENTS STATEWISE ANALYSIS



ZONE	NO.
NORTH	239
EAST	54
WEST	18
SOUTH	33
CENTRAL	36
<b>TOTAL</b>	<b>380</b>





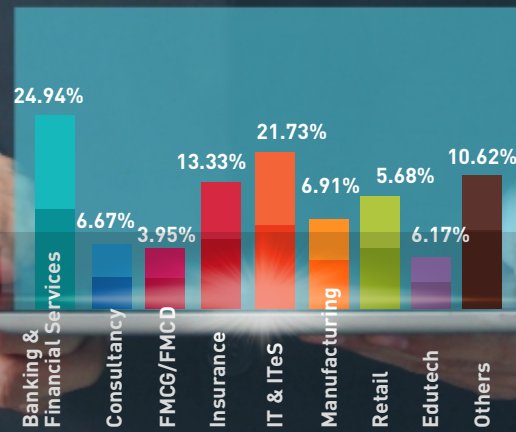
# PLACEMENTS 2020-21 @ BIMTECH

BIMTECH's Centre for Corporate Relations (CCR) performs an enabling and empowering function for its students. Its activities revolve around persuading suitable corporates to the campus, sharing placement related information with students, offering continuous inputs on soft skills, industry/company related knowledge bits, competency enhancing information, holding internship workshop, updation of current events, anchoring and dissemination of question banks generated from campus engagements, initiation and strengthening of student networking with corporates etc. Curriculum Vitae writing skills, soft skills workshops and arrangement of special lectures by leading recruiters, pre-placement talks, sharing of audio, video material to enhance student competencies etc. are also part of CCR's remit.

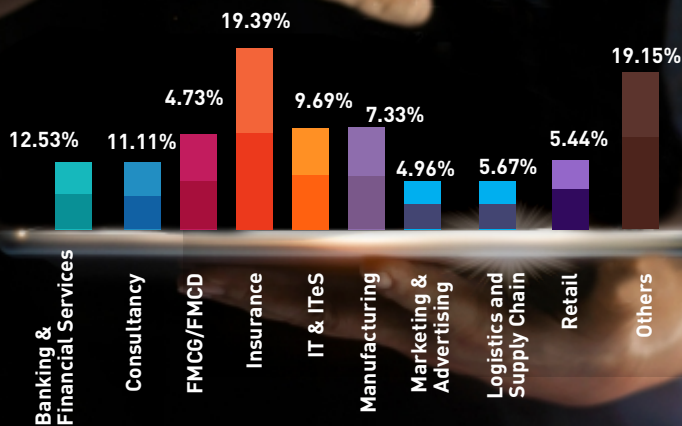
In the year 2020-21 we could place 406 numbers of final year students, constituting of 97.13% of the total strength who offered themselves for the placements, out of a total strength of 418 students.



### Sector-wise Percentage Break-up of Final Placement (2019-21 Batch)



### Sector-wise Percentage Break-up of Summer Internship (2020-22 Batch)



#### Compensation

The compensation package was as follows:  
Highest Indian Salary offered – INR 16.00 LPA, Average Salary offered – INR 8.07 LPA.

#### Efforts

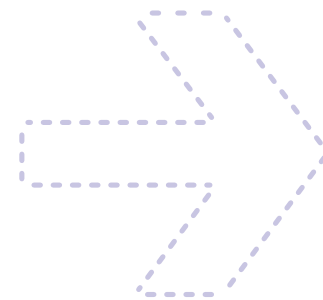
In all 129 companies visited to campus of which 36 were new companies reporting for the first time to the campus. Among the new entrants to our campus were, ADP, Aditya Birla Fashion & Retail Ltd. (Innerwear Division), CGI, Coforge, Coherent Market Insights, Collegedua, Delhivery, Epoch Insurance Brokers Pvt. Ltd., Great Learning, Hevo Data, INGLU Global, Insense Pvt. Ltd., ISGEC Heavy Engineering Ltd., Jay Shree Tea, JWIL INFRA Ltd., Pan Venture Consultants, Reliance Retail (Ajo), Sacred River Agri Technologies Pvt. Ltd., Scaler Academy, Speciality Polyfilms, Total IT Global, Unthinkable Solutions LLP, Wipro Consumer Care & Wonder Cement, etc.

#### BIMTECH Summer Internship 2022 Batch

BIMTECH had concluded its summer internship 2021 for its batch 2020-22 and achieved a 100 percent placements record.

The table below shows the summer internship comparison stats of both 2019-2021 and 2020-2022 batches:

Particulars	2021 Stats	2022 Stats
No. of students in the batch	418	420
Highest Stipend	80,000/-	70,000/-
Average Stipend	16,000/-	18,000/-



# Intellectual Deliberations



## Panel Discussion: Indian Economy Beyond Covid-19

Economics area and Eco Chamber (the Economics club of BIMTECH) organized a panel discussion on the topic on Indian Economy Beyond Covid-19 on August 26, 2020. The discussion was conducted by an esteemed panel of experts – Dr. N.R. Bhanumurthy: Vice- Chancellor, Dr. B. R. Ambedkar School of Economics (BASE) University, Bengaluru, Dr. Amir Ullah Khan: Professor, MCRHRDI of Government of Telangana and Mr. Mukesh Butani: Founder and Managing Partner, BMR Legal and was moderated by Dr. Pooja Misra, Area Head Economics, BIMTECH.

The major points on which the panel deliberated on were: the extent of the damage or the cost to the economy because of the pandemic, analysis on various monetary and fiscal measures initiated by the Reserve Bank of India and government. Is there any evidence of green shoots in various segments of the economy indicating hopes of revival at least post festival season?

The Vote of Thanks was given by Dr. Anupam Verma, Deputy Director & Dean Academics BIMTECH.

## Guest Lecture by Dr. Ajit Ranade: Indian Economy Post Covid - 19

BIMTECH had invited renowned thought leader and Economist Dr. Ajit Ranade, Group Executive President & Chief Economist at the Aditya Birla group to address the students on August 21, 2020. Dr. Ranade has earlier served as an Executive Officer of Financial Technologies India Ltd. and Chief Economist at ABN AMRO Bank. He

also serves as a Director on the Board of Hindalco Almix Aerospace Limited, a joint venture company of Hindalco and Almix Inc. of USA. He has served on various committees of the Reserve Bank of India, most recently in the committee for Fuller Capital Account Convertibility.

Dr. Ajit Ranade enlightened all the listeners by discussing in detail the impact of Corona virus pandemic on the Indian Economy and the way ahead. He emphasized on the fact that growth numbers can be sometimes misleading. He elaborated upon the impact of COVID on different sectors of economy. He emphasized on the growth and importance of digital economy.

## Panel Discussion on Industry 4.0

The IT/ITES panel discussion on Industry 4.0 was held on August 22, 2020. The panel of speakers included Mr. Ashok Kumar Sangwan, Head-Cost of Delivery, Wipro; Mr. Charles Godwin, HR Leader, Zoho Corporation; Mr. Lokesh Mehra, Head- South Asia, AWS Academy (Amazon) and Mr. Amanpreet Singh, Founder, F13 Technologies. The moderator of the session was Prof. Sanjiva Shankar Dubey, Area Head IT, BIMTECH. The aim of the discussion was to sensitize the students and audience on the expectations of the IT/ITES sectors including the ed. tech sector, generating awareness about the skills demanded by industry and means to equip them.

## Guest Lecture by Mr. Jayant Sinha

Economics Area of BIMTECH organized an online talk by Mr. Jayant Sinha, Member of Parliament and Chairperson, Parliamentary Standing Committee on Finance on the "Union Budget for 2021-22 and Atmanirbhar Bharat" on Saturday, February 6, 2021. Mr. Sinha explained at length the intricacies of the Union Budget 2021 and its significance for the growth of Indian economy in the prevailing circumstances to the students and audience.



### ➤ BIMTECH Leadership series Talks by Mr. Bhargav Das Gupta, MD, and CEO of ICICI Lombard General Insurance Co. Ltd

BIMTECH held its session of "Leadership Talks from the Top" on the topic of "Reimagining Insurance Industry Post COVID 19" by Mr. Bhargav Das Gupta, visionary MD, and CEO of ICICI Lombard General Insurance Company Ltd, India largest non-life private insurer on October 31, 2020.

### ➤ Guest Lecture by Prof. Atul Parvatiyar

The Marketing & Retail Area of BIMTECH organized a webinar (in discussion mode) by Prof. Atul Parvatiyar on "Marketing in the Post-Pandemic World: Challenges and Opportunities" on February 20, 2021. Mr. Parvatiyar is Professor of Practice, Director of Centre for Sales and Customer Relationship Excellence, Texas Tech University. He is an ardent speaker and captivated the audience with his deliberations and views on the way ahead for marketers in the new normal of our lifetime. Prof. Parvatiyar is a marketing expert, Consultant, prolific writer and experienced corporate trainer.

### ➤ Panel Discussion on Emerging Trends – New Skills & Jobs in Post-Covid scenario

Retail program organized a virtual panel discussion on the topic Emerging Trends – New Skills & Jobs in Post-Covid scenario where the panellists were eminent personalities from industry- Gautam Saraf, Head HR, Colorbar Cosmetics, 24 Seven Retail & Modicare Foundation (GPI Group). Sachin Agrawal, Head HR, AJIO Business, Reliance Retail. Animesh Ojha, Dy. Director- HR, Myntra. Yudhisthir Singh, Head – Performance, Reward & Talent Management Guiltfree Industries Ltd. Before COVID-19, the largest disruptions to work involved new technologies and growing trade links. COVID-19 has, for the first time, elevated the importance of the physical dimension of work. In this research, we develop a novel way to quantify the proximity required in more than 800 occupations by grouping them into ten work arenas according to their proximity to co-workers and customers, the number of interpersonal interactions involved, and their on-site and indoor nature.

### ➤ Panel Discussion : Employment Opportunities in the Evolved Retail Era

Retail management program of BIMTECH Gr. Noida invited Ms. Sonal Kapur Sinha, Head HR, Modern Food Enterprises, Mr. Ankush Arora, Head - HR, Grofers and Mr. Rajesh Sharda, Head - HR, Hindustan Unilever, to inculcate the knowledge of students in terms of challenges and opportunities from HR prospective in the evolved retail era.

It was a very insightful session on how the retail era is evolving and how organizations are investing in Mental & Physical Wellbeing of employees. The availability of people, resources and time was a huge challenge.

### ➤ Panel Discussion: CHRO's Perspective on New Framework for Future Workforce: Post Covid Challenges & Opportunities

Retail management program invited Mr. Farhat Umar, Group HR Head, Mankind Pharma, Mr. Pradyumna Pandey, CHRO, Mother Dairy Fruit & Vegetable and Mr. Sutanu Chowdhury, CHRO, Spencer's Retail to share their experience and share the new framework for Future Workforce. The panellists shared their views on how the retail sector has exponentially evolved in the last few years marked by growing awareness among consumers, rise in disposable incomes, changing behavior and growing integration of online and offline retail formats. As shoppers become more demanding, retailers have had to innovate by transforming merchandise, marketing techniques, presence and appeal in order to remain relevant for its customers. The discussion revolves around the revolution of retail space with the help of technology and importance of Omni Channel in near future.

### ➤ Panel Discussion : Emerging Skills for Management Graduates - HR Perspective

The Retail Management Program of BIMTECH organized a Panel Discussion which was started by Ms. Monika Bhandari, CHRO, Tribhovan das Bhimji Zaveri talking about offline and online as they are going hand-in-hand since last decade. Major Sales has been shifted towards the seasonal sale for eg. Black Friday sale, 15th August sale, and many more. Mr. Anil Gaur, Global CHRO, Uniparts Group added that changes have been done in the job market and sentiments during these 9 months of the pandemic, tremendous changes have been seen in salary, job declination and hiring has also been stopped. Mr. Ashutosh Anshu, CHRO, Hitachi India told about the importance of adaptation and how to coordinate and collaborate with others if required, knowing what the customer exactly want is very important. He talked about the A. S. K (Attitude, Skill, Knowledge) and how it became T.A.S.K (Technology, Attitude, Skill, Knowledge) now.



### ➤ Guest Lecture by Mr. Kuntal Joisher

An inspiring guest lecture of Mr. Kuntal Joisher, titled, "Find Your Own Everest", was organized by OB & HR Area on September 1, 2021 to virtually inaugurate the LEAD course for 2021-23 batch of BIMTECH. Mr. Kuntal Joisher, an alumnus of Vivekanand Institute of Technology, is an accomplished mountaineer and also a computer science professional. Mr. Joisher has scaled Mt. Everest twice (2016 and 2019).

"Adversity causes some men to break, others to break records" Mr. Kuntal Joisher talked at length about his adventures and obstacles in his journey to the peak of Mt. Everest. While following in the footsteps of his biggest inspiration, Mr. Tenzing Norgay, Mr. Joisher encouraged the students also to find their own Everest and work relentlessly towards it. He constantly found parallels in his personal journey as a mountaineer and the lives of the students who are similarly struggling with their studies, career and the pandemic. He emphasized on the importance of strategy and consistency.

### ➤ Reverse Marketing: Decoding the greatest campaigns of the decade

A session with Mr. Varun Satia, Founder & CEO, Kraftshala was held for the first-year students. Mr. Varun Satia, who is a BITS and FMS alum, has worked with Nestle's KitKat and Maggie. The session was all about a case study that focused on launching a dating app in India. Solving a case study is the best method to work upon your thinking capacity. Mr. Satia told the audience to wear their thinking hats in the very beginning of the session. The case was full of questions, doubts and dilemmas.

### ➤ Interactive session on Blockchain

The PGDM programme of BIMTECH organized an educational and interactive session by Mr. Sandeep Kumar, Cofounder of Konnected Mindz (an expert on Blockchain & cyber security from past 19 years) on September 5, 2020. In the webinar, Mr. Kumar captivated the attention of the students as he spoke about Blockchain and supply chain and how it impacts different sectors and industries of Indian economy. Mr. Kumar briefed the students about the centralized system of the banking sector, which disables the process of transparency which eventually leads to dilapidation with the help of example of Lehman Brothers which used to be a prominent bank in United States but was later declared

as bankrupt for about 600\$ billion in the year 2008. He discussed all the procedures and benefits of blockchain and made students aware about blockchain based eWallet and its benefits.

### ➤ Guest Lecture on Insolvency & Bankruptcy code, 2016

The students of PGDM Programme had a guest lecture on Insolvency & Bankruptcy code, 2016 on September 22, 2020. The guest speaker was Ms. Reema Jain, Proprietor of Reema Jain & Associates, Company Secretaries; and Partner- Corporate Law & Insolvency Practice in Dugain Advisors LLP (also a fellow member of The Institute of Company Secretaries of India). Ms. Reema briefed the students about the importance of Insolvency & Bankruptcy code, 2016 and how it affects a particular business, how an individual can offer an extra advisory to their specific department with this knowledge.

### ➤ Webinar on Role of Entrepreneurs in Atmanirbhar Bharat

The Eco chamber, economics club of BIMTECH, organized a webinar on "Role of Entrepreneurs in Atmanirbhar Bharat" on November 4, 2020. The guest speaker was Mr. Aunindyo Chakravarty, a highly reputed and renowned anchor, commentator, columnist and video-journalist. He is currently an independent analyst & anchor and writes regular columns for NDTV, Quint, Tribune, News laundry, and The Wire & Scroll. He is also the pioneer of introducing Mobile Journalism in India and made NDTV India become the world's first mainstream broadcast news channel to operate almost 90% through mobile phones. He has been news professional for 21 years and was the editorial head (Senior Managing Editor) of NDTV's Business & Hindi channels - NDTV Profit & NDTV India.

### ➤ Session on Introduction to Cyber Security by Mr. Saurabh Agarwal

A special session was conducted on "Introduction to Cyber Security" for the students who have taken IT/ITES as their Industry Specialization for Batch 2020-22. This session was held by Mr. Saurabh Agarwal on the December 21, 2020. Mr. Agarwal is a passionate business leader with 20 years of hybrid professional and entrepreneurial experience spanning across various sectors in the area of Technology, Risk & Compliance and Cyber Security. He is a Founder and Managing Director of Skill Cube Private Ltd. He talked about how cyber security is in 2020 and presented some of the cyber incidents that happened in the year 2020. The examples included Data Breach at Intel, Ransomware attack in University of Utah, Sensitive data leakage at Dr Lal Path Labs, Data breach at Unacademy, and Sensitive Data Leakage that happened at BigBasket.

### Panel Discussion on Agricultural Produces Marketing Reforms: Boon or Bane for Farmers

Eco Chamber club of BIMTECH organized a panel discussion on "Agricultural Produces Marketing Reforms: Boon or Bane for Farmers" on December 22, 2020. The eminent panel to deliberate on the topic included Dr. Sukhpal Singh, Professor, IIM Ahmedabad; Mr. T. K. Arun, Consulting Editor, The Economic Times; Dr. Anand Ranganathan, Professor, Jawaharlal Nehru University; Mr. Devinder Sharma, Food and Trade Policy Analyst and Mr. Aditya Panda, Coca-Cola India Pvt Ltd. Dr. Pooja Misra moderated the discussion as the panelists deliberated upon the various facets of the burning issue.

### Session on Business Analysis

The Centre of Business Management, CBM organised a session on Business Analysis by Ms. Shivani Parikh, Business Analysis Trainer & CBAP/ECBA/CCBA Trainer on March 9, 2021. She is currently working as a consultant with Citibank, Mphasis, Sony & Fintech. The objective of the session was to sensitize all the students on the basics of Business Analysis.

### Alumni Interaction with Ms. Pallavi Singh, Director Marketing, BMW India

BIMTECH had the pleasure of having its alumni member from Batch 2005-2007, Ms. Pallavi Singh who is the Director Marketing in BMW India to deliver an alumni interaction with the current PGDM Batch of 2020-2022. She started working with Yamaha in 2007 and then moved to Harley Davidson, and then worked with MG and then moved to BMW.

She talked about 5 essential traits to become leaders of tomorrow: defining clear metrics, structure should follow strategy, being adaptive and ready to learn, having a data strategy and understanding different cultural shifts. Inspiration comes with Experience and that is what Ms. Pallavi infused for the students and it was an extensive learning session which inspired and motivated the students for the business future ahead.

### Online Talk on Impact of Covid-19 on India's International Trade - Challenges & Road Map for future

Centre for International Business organized an Online Talk by Mr. Manish Singhal, Deputy Secretary General, FICCI On "Impact of Covid-19 on India's International Trade - Challenges & Road Map for future" on May 30, 2020. Mr. Singhal made a beautiful and brief presentation to the students after setting the tone. Through the brief presentation he emphasized on Global Economic Scenario, COVID-19 Business Impact Survey, India:

Sectors Across Board Facing the Heat, Overall Economic Package –Type of Support, Segment of Economy, Reforms Package – Atmanirbhar Bharat and FICCI's Suggestions Met through the Package.

### Guest lecture by Shri Santosh Kumar Jha

A guest lecture was organised by the PGDM-IB programme for the batch of 2020-2022 delivered by Shri Santosh Kumar Jha. Shri Jha, a postgraduate in Geology from Lucknow University belongs to Indian Railway Traffic Service of 1992 batch of Civil Services. He is an MBA in Marketing from Jamnalal Bajaj Institute of Management Studies, Mumbai. Presently he is Executive Director Operations besides holding the charge of Strategic planning, customs, training, and Rajbhasha. He elaborated on the importance of the CONCOR in the international trade of India.

### Guest lecture by Mr. Sujai Raina

A guest lecture was organized by PGDM-IB programme students for the batch of PGDM-IB 2020-2022 delivered by Mr. Sujai Raina, Vice President and Head of Business Development, India at Visa. His lecture revolved around the critical times that we are going through and the paradigm shift in the set of employable skills in the corporate world and the need for the upcoming managers to imbibe some invaluable skills that would be more prominent in the organizations post COVID and would be expected of them by their employers to possess them.

### Guest Lecture by Dr. Rajat Kathuria

A guest lecture was scheduled for the students of PGDM-IB on October 10, 2020 on "New Foreign Trade Policy-measures to enhance India's Exports", delivered by Dr. Rajat Kathuria, Director and CE, ICRIER. He explained in a brief summary about the evolution of the trade theories with time along with the traditional smiley curve of the GVCs and which were narrow initially showing that the value added by developing countries were not much different from that of the developed countries but gradually, with time, the smile became deeper as the developing countries lagged behind in manufacturing activities, product designing, R&D, sales etc.

### Guest Lecture by Dr. Ram Singh

A guest lecture was organized by the PGDM-IB programme for the students of the batch PGDM-IB 2020-22 delivered by Dr. Ram Singh on the November 7, 2020. He is currently the HOD of International Trade Operations and Logistics in IIFT, New Delhi. He started by discussing risk, their types, their origin and discussed with the students the importance of credit insurance. He explained ECGC and the different policies (like the short term policies, exposure based policies and the medium term policies) and other provisions offered by them in detail.



### ➤ **Guest Lecture by Mr. Pranav Kumar**

Guest Lecture was scheduled for the students of PGDM-IB batch 2020-22 on September 26, 2020. This lecture was delivered by Mr. Pranav Kumar, Head International Business of Confederation of Indian Industry. Mr. Kumar discussed how Covid-19 has impacted the larger economies like the USA, most of Europe, China, Japan, South Korea, India, Brazil, and Russia, and many others. The impact on the small economies was more than three times that of the larger economies and this can be an opportunity for India to present itself as an alternative source for supply but it has to develop itself and huge efforts are needed on the part of policymakers in terms of attracting investments and trade opportunities from foreign partners because if delayed this then some other country shall benefit. The country should also boost start-ups and promote the digitalization of the economy.

### ➤ **Guest Lecture on Leadership during critical times with special reference to Retail Environment**

The Retail Management Program of BIMTECH organized two guest lectures by Mr. Kalyan Kumar On Leadership during critical times with special reference to Retail Environment (Both Online & Offline): Both Leadership Theories and Practical Examples on August 31, 2020. The lectures covered how a retail leader uses his charisma to lead their employees towards ensuring the efficiency in product and service delivery.

### ➤ **Guest Lecture on Retail Store Operations**

The Retail Management Program of BIMTECH organized two guest lectures by our esteemed alumni Mr. Nitin Bashista & Mr. Onkar Jha on Retail Store Operations. Both of them shared their experience keeping their position as Concept Manager at Landmark in mind on September 19-20, 2020. They explained in detail about the daily store operations and nuances at the store, and how store handling is a tedious and laborious work. Their lecture focused on two major aspects i.e. Security Inspection and Daily Tasks and they shared the same in detail.

### ➤ **Guest Lecture on Intermediate level problems of Managerial accounting**

The Retail Management Program of BIMTECH organized a guest lecture by Ms. Jalpa Mishra, Project Associate, The Energy and Resources Institute (TERI) on Final Accounts, Ratios, Intermediate level problems of Managerial accounting October 7, 2020. The subject 'Cost and Management Accounting' is very important and useful for optimum utilisation of existing resources. These are

branches of accounting and had been developed due to limitations of financial accounting. It is an indispensable discipline for corporate management.

### ➤ **Business developments and Real-time applications of Retail Matrix**

Retail Management Program has organized a virtual special session on Business developments and Real-time applications of Retail Matrix by Mr. Chankya Purohit, Assistant Manager, Retail Operations, from 2015-2017, PGDM-RM on October 17, 2020. In less than 3 years of his career he has been able to crack the most prestigious flagship leadership program of Raymond i.e. Emerging Leadership Program under the Emerging Business Leader category.

### ➤ **Special Session on Visual Merchandising**

The Retail Management Program of BIMTECH organized a guest lecture on Visual Merchandising by Mr. Manuu Mansheet. He shared his life experience and his journey in the career with the students and also shared what is the importance of Visual Merchandising for a retailer. Visual merchandising is creating visual displays and arranging merchandise assortments within a store to improve the layout and presentation, and to increase traffic and sales.

### ➤ **Exposure to Asia's Largest Wholesale Fruits Vegetables Market Working**

The Retail Management Program of BIMTECH organized a guest lecture on Azadpur Mandi by Mr. Gurmeet Singh Bhalla a day before the Industrial Visit to the mandi. Various questions of students were answered very promptly by the guest. He shared the deep insight of how Asia's largest wholesale market and farmers bring their produce to commission agents, who auction it by calling out prices quoted by potential buyers around them.

### ➤ **Understand Category Management - Online & T-commerce Business & Retail Operation & Store Standards- Indian Retailers**

The Retail Management Program of BIMTECH organized two guest lectures by Mr. Deepak Kumar, Category Head - Online Space, Alapatt Diamond on February 6 and 13, 2021 on Understand Category Management - Online & T-commerce Business & Retail Operation & Store Standards- Indian Retailers.



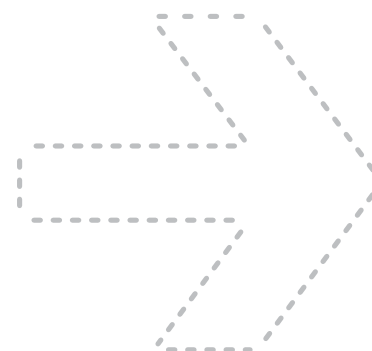
# Industrial Visits



Industrial visits are an important means to impart practical experiences and real world applications to prepare students for challenges they would face in the workplace. Industrial visits provide vital information about each organization, its performances and various functioning process of the organization. It also enables students to understand the internal working environment of each organization. In addition to benefiting the students, industrial visits also benefit stakeholders by bringing them into contact with prospective employees. The industrial visits are thus a regular feature at BIMTECH and students are encouraged to visits plants and offices of various companies.

This year the students of PGDM (International Business) visited the Inland Container Depot, Dadri. Similarly, PGDM (Insurance Business Management) students visited Paswara Papers Ltd, Baghpat Road, Meerut (U.P.). Students of Retail Management Program visited Walmart, Safexpress and Azadpur Sabzi Mandi.

Due to the pandemic, there were fewer than usual industrial visits this year.



# Industry-Academia Connect

## The LYCEUM Master Class Series

Lyceum - Master Class is the annual mega event of "industry-academia" collaboration at BIMTECH. The Mega Finale Round of Lyceum Masterclass 2020, one of the most prestigious events in the BIMTECH calendar was held on December 23, 2020.

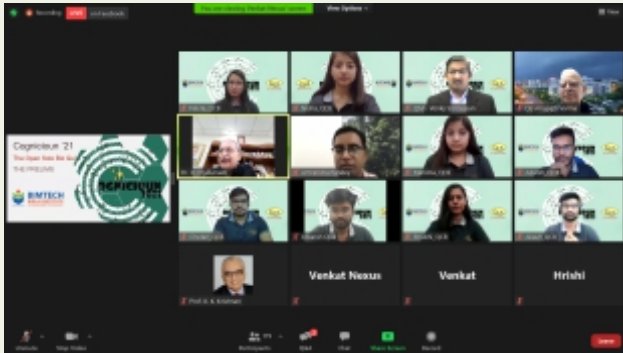
The LYCEUM MASTERCLASS provided an imperative platform to budding managers to interact with high power industry panels on current burning issues and impress them with their knowledge and presentation skills. This is the 5<sup>th</sup> year of Lyceum Masterclass and the over-arching theme was Managing the New Normal - Way Forward for Indian Industries. Meticulously designed to have industry relevant sectors, we had 6 sub-themes this year, namely: Automobile, Banking & Financial Services, Edu/Agri/Fintech Startup, IT & IT Enabled Services, Insurance and Retail & Supply Chain Management. The competition started with 82 contesting teams in these 6 sectors who were mentored by faculty members for preliminary presentations since October 2020.

The Jury members on the occasion were Mr Binu Chandran Nair, Senior VP (Operations) at MN (Mission Neutral) Park Genome Valley, Mr. Pavanjit Singh Dhingra, Director Prudence Insurance Brokers, Mr Sanjay Narsaria, Founder Molo Foods (Stealth mode), Past Head of E-Commerce (More Retail) Amazon, Mr Abhishek Desai, Associate Director (HR), Cognizant and many other accomplished dignitaries from the corporate world. The inauguration witnessed an introduction to the theme and followed up by a welcome address by Dr. H. Chaturvedi, Director at BIMTECH.

The competing teams were judged and scrutinized on various parameters like the content, communication, creativity of ideas and feasibility etc. The winners of the Lyceum Masterclass 2020 were Rishabh Adarsh, R. Sachin Kaushik and Raspreet Kaur Matreja from Edu/Agri/Fintech Startup Segment, followed by Runner Ups Aniket, Ayushand Latika from IT & IT Enabled Services segment. The team winning the first position was awarded a trophy & prize money of 10,000 for each member and runner up team with trophies and 5,000 for each member.

The event concluded successfully with the Vote of Thanks by Deputy Director Dr. Anupam Varma. The masterclass witnessed the coming together of some great ideas rectified and accelerated by valuable inputs from the industry experts and hence, was successfully concluded.





### Cognicioun 2021

QCB- the quiz club of Birla Institute of Management Technology, Greater Noida (BIMTECH) organized the 10th edition of their annual national level open business quiz 'Cognicioun' on the March 20, 2021. Owing to the COVID-19 pandemic, the event was conducted virtually for the first time with the help of modern-day apps and tools. The event started with a welcome note and introduction of the quizmaster- Mr. Venky Srinivasan by Team QCB. Mr. Srinivasan is the CEO & founder of Nexus Consulting – one of the fastest growing ed-tech companies in India. Mr. Srinivasan is a graduate of IIM Bangalore with several years of experience in the corporate world and is a well-recognised Quizmaster.

The competition received more than 700 registrations. The structure of this event comprised of two rounds- the prelims and the final round. The prelims started with 25 questions based on the business world, current affairs, economy and related topics in which the participants were put on a webinar to where the questions were shared while they answered the same on the Kahoot app in the stipulated time. Out of around 200 participants who played this quiz, 8 made it to the final round where they competed on head-scratching questions and interesting trivia from all spheres of life. The enthralling quiz session came to an end at 7:30 PM after the winners were announced.

Jayakanthan Ranganathan of Tata Consultancy Services emerged as the winner. Preetham Upadhyay of Indian Institute of Technology, Bombay and Gokul Satheesh of Delhi School of Economics were the first and the second runners up respectively. Prizes worth Rs. 70,000 were awarded to the winners and finalists which was followed by a heart-warming note by Dr. Anupam Varma, Deputy Director, BIMTECH who thanked the quizmaster for his efforts and way Cognicioun 2021 was put into place. The event concluded with Team QCB thanking their mentor Dr. Amrendra Pandey, Assistant Professor of Economics, BIMTECH for being a supporting pillar.



### Omniglotzzz 3.0

After two years of hosting the cultural congregation, Cosmopolitan-IB was back with its flagship event, the Omniglotzzz 3.0, this time virtually. The esteemed dignitaries invited on board were Mr. Prabha Kumar, the Ambassador of India to the Republic of Kazakhstan, - Ms. Vijaya Bajpai (the India Representative at the International Fragrance Association), - Ms. Maryline Laidin (Attachee for Cooperation in French language, French Embassy), - Maria Herdeg nee Froehlich (German Teacher, St. Gertrudis Mädchenrealschule in Ellwangen, Germany) and Mr. Abhijit Bhaduri (Author of Dreamers and Unicorns).

### Cosmo Roulette

The first calendar event of Cosmopolitan-IB named Cosmo Roulette'20 was organized by PGDM IB. The game consisted of 3 rounds. Round 0, a preliminary and elimination round which was conducted on 1st December, 2020 consisted of 25 questions in the quiz that were to be completed in 10 minutes. The quiz revolved around the general aspects of the world, which were floated to the participants. Round 1 was a live round wherein the top 36 teams joined a Zoom link. Six participating teams were sent to a breakout room along with 2 members from the Cosmopolitan team. In this round, the dice were rolled and each team had to pick a number and they were allotted that set with the 6 teams being allotted 1 unique number. Thereafter, the dice was rolled again, the number that popped up determined the order in which the teams got to answer their sets of question. There were 10 questions related to international songs, international movie scenes. They had to identify the movie name, country of origin or song name, song artist, country of origin. If they guessed the right answer, they received one point without negative marking.

Round 2 consisted of the top 12 teams that had qualified from the last round. These 12 teams were divided into 2 breakout teams of 6, wherein each team had to face a set of 10 questions each. To add to the luck factor, a die was rolled again to determine which set goes to which team and which team goes first. In this round, each set of questions was related to a particular country including Mexico, Russia, Turkey among the others. These sets consisted of questions relating to the culture of the particular country including food, history, architecture, personalities and facts of general knowledge.

# Knowledge Centre, BIMTECH



## Training and Development

### 1.) Orientation/Training/ Webinars:

Sessions for Users:

Online library resources are an integral part of the research process for the students. After getting assignments, the students turn to online library databases to begin their research process and to help them, to make them aware of the available online resources and databases, library organized tutorial sessions.

### Details of Training Programs:

**1.a) BIMTECH e-library platform:** Library has taken the service of Refread e-library platform and to deploy such a platform with unique features an Admin Panel Training was organized on August 18th & 9th September 2020 which was conducted by Sr. Account Manager of Refread for the faculty, students, scholars and staff.

**1.b) CMIE- Industry Outlook:** The training sessions for CMIE- Industry Outlook was organized on 16th Dec 2020 and on February 17, 2021 for Faculty & Research Scholars and these sessions were conducted by the Vice President of "Centre For Monitoring Indian Economy Pvt. Ltd."

**1.c) ProwessIQ:** Centre for Monitoring Indian Economy Pvt. Ltd. invited faculty, students & Research scholars for an interactive sessions in the second week of March and on May 28, 2021. The sessions were on the two products of CMIE -ProwessIQ and Industry Outlook databases and were organized by Mr. Sudarshan Negi, Business Relationship Manager.

**1.d) Scopus:** On June 24, 2021 a webinar was held for the faculty & research scholars on Scopus, the abstract and citation database to clear the doubts and to understand its silent features. The Customer Consultant, Elsevier organized the webinar.

**1.e) EbscoHost:** EbscoHost publishing is the largest management information provider and the session was given by Engagement Manager at EBSCO Information Services India, around 200 - 250 users attended the virtual sessions which were held on September 12, 2020, February 17 & 20, 2021.

**1.f) Proquest:** ProQuest creates indispensable research solutions that connect people and



85471

BOOKS  
AS ON 31/08/21

2000

E-Books

8860

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17

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information. To make it more useful sessions for students and scholars were organized on February 17 & 20, 2021 by Training and Consulting Partner.

**1.g) Euromonitor - Passport:** This resource from Euromonitor provides access to market research, a very useful data base and how to access this software was cleared by the Sr. Executive. The virtual sessions were held on September 12, 2020, February 17 & 20, 2021.

**1.h) TickerPlant:** Ticker Plant Limited is one of the global content providers in the financial information services industry a very informative sessions were conducted by the Assistant Vice President – Institutional Sales – Ticker Plant Ltd which were held on September 12, 2020, February 17 & 20, 2021.

Due to COVID-19 all the sessions were held virtual through Zoom, WebEx, Go To Meeting and the executives tried their best to engage the students by asking questions in between the session.

### New Additions:

#### 2.a) Addition In The Collection of Books

The Library has grown rich with the addition of 984 books on every discipline of Management and with the wide array of literary collections in the last academic year (2020- 2021).

#### 2.b) Addition in the collection of Books in the form

**E-Books:** The library has enriched its collection by adding 20000 e-books. Users can download the full book or individual chapters and read them in any application or transfer them to any device. Users can select either PDF or EPUB formats and take advantage of Google Drive integration and smartphone/mobile optimization.

#### 2.c) E-Resources Subscriptions:

**I. Scopus:** Scopus is the largest abstract & citation database of peer reviewed literature: scientific journals, books & conference proceedings.

**II. CMIE:** Industry Outlook: Industry Outlook is a comprehensive service that provides detailed information on Indian industries.

**III. CMIE:** ProwessIQ: Prowess database consists of the financial performance of Indian companies.

# Sustainability and CSR Initiatives

## Creating and Disseminating Knowledge

### UNGCNI First Global Round table on Water and WASH on 25 June, 2021

Dr H. Chaturvedi was invited to contribute his views in the panel discussion on Water and WASH. The session brought pertinent stakeholders from the academia, Government and the industry together to deliberate on the looming Water Crisis and the possible solutions/best practices. Ms. Irma Velazquez from Energy and Water Development Corp, Mr Manoj Gulati, M.D. Water.org, Mr. Saurabh Singh, President ICICI Foundation joined Dr Chaturvedi for the panel deliberations.

### 2-Day National Webinar on Skill, Entrepreneurship and Development [NWSED], March 12-13, 2021

Dr Vineeta Dutta Roy was a key note speaker at the National Seminar for Skill Development and Entrepreneurship, March 12-13, 2021 organised by Central University of South Bihar (CUSB), Gaya. Some of the eminent panellists for the webinar were Prof. Harish Chandra Singh Rathore Vice Chancellor, CUSB Gaya NWSED, Prof Krishnan Chalil Dean, School of Sciences and Policy, CUSB, Prof. Vidyanand Jha Head, Centre for Entrepreneurship and Innovation, IIM Kolkata, Prof. Niraj Kumar Professor of Agri-Business & CSR, School of Rural Management, XIMB-Xavier University, Bhubaneswar.

### FICCI Webinar: Ideate 2020: "Building Sustainable Communities, November 10, 2020

FICCI Aditya Birla CSR Centre for Excellence in partnership with Bansidhar and Ila Panda Foundation (BIPF) organised IDEATE 2020 with the theme Building Resilient Communities: Adapting to Post Pandemic Challenges. It was organised with an aim to understand, discuss, share and develop a roadmap for creating sustainable communities with special focus on promoting and strengthening sustainable Agriculture, Livelihood and Health. Dr Vineeta Dutta Roy moderated the webinar featuring Shouvik Mitra, Consultant, World Bank; Dr. Pragati Singh, National Professional Officer, WHO India

Country Office; Satya Gaura Chandra Dasa, Regional President, Akshaya Patra Foundation; Pearl Tiwari, President (CSR & Sustainability), Ambuja Cements Limited and Ajeet Singh Chahal, Commercial Unit Lead – Central and Community Lead for Smallholder Initiatives, Bayer Crop Science Limited.

### CII Karnataka, Conference: Creating Shared Value, November 3, 2020

Dr Vineeta Dutta Roy was speaker at the CII Karnataka digital conclave on CSR, themed 'Creating Shared Value' on the 3 November 2020 with Mr Sandeep Singh Chairman CII Karnataka, Ms Pratima Rao Convenor CII Karnataka CSR Panel Mr Sarbjit Sahota -Emergency Specialist UNICEF, Dr Giridhar Babu Professor and Head Life course Epidemiology, Mr Jawaid Akhtar Additional Chief Secretary Department of Health and Family Welfare Government of Karnataka and Mr Ramesh Ramudarai Vice Chairman CII Karnataka.

The conclave brought together corporates and other significant societal stakeholders and shared their insights of responding to the pandemic.

### Webinar on CSR Alignment with NEP 2020, October 23, 2020

Dr Vineeta Dutta Roy was speaker at the Delhi Management Association's 'CSR Alignment with NEP 2020' Webinar. The Webinar highlighted the emergent need to align the ongoing and forthcoming CSR programmes in education with NEP2020 and areas where effective interventions were required.

Shri R P Gupta, Director Education, NDMC, Jaishree Goyal, Chairperson, Angeliq Foundation, Sanjay Gupta, Director, Chetna, and Amitav Virmani, Founder & CEO, The Education Alliance were other eminent speakers.

### Webinars on "CSR for Agricultural Development" on September 24-25, 2020

The Centre for Sustainability and CSR along with the National Institute of Extension Management (MANAGE) organised the Webinar.



### **Day 1: “Successful Agricultural Projects: Replication and Up scaling”.**

The Panellists from organisations like Tata trusts, Reliance Foundation, Proximity Designs (Myanmar), contributed to the discussions. Shri Siraj Hussain, Ex – Secretary, Ministry of Agriculture and Farmers’ Welfare, Gol, Shri Harsh Singh, Sr Advisor, UNDP and Dr. Ravindra Pastor, Ex- Principal Secretary, Government of Madhya Pradesh gave the macro view.

### **Day 2: “Farmers’ Producers Organisations: Issues & Challenges”**

Speakers from NABARD, MANAGE, Tata trusts, Reliance Foundation, JSW Foundation M. P Federation of FPOs, National Association of FPOs, TANAGER (an affiliate of USA based NGO), ASA (NGO involved in promotion of FPOs) shared their insights.

### **BIJ CSR e-conclave 2020 on September 30, 2020**

Late Prof. N. N Sharma-Chairperson of the Centre for Sustainability and CSR BIMTECH led the session at the BIJ CSR e-conclave 2020. BIJ CSR is a forum to take initiatives for the socio-economic development of Bihar and Jharkhand.

### **FICCI Webinar: CSR through the Pandemic and the road ahead on August 31, 2020**

Dr Vineeta Dutta Roy BIMTECH moderated the webinar organised by FICCI Aditya Birla CSR Centre for Excellence on 31st August 2020 to discuss “CSR through the Pandemic and the road ahead” in the background of health and financial challenges.

### **Webinar : “Impact of Covid-19 on Indian Agriculture: Re-imagining the Way Forward on June 30, 2020**

The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), National Institute of Agricultural Extension Management (MANAGE), Birla Institute of Management Technology (BIMTECH) and Ecociate Consultants partnered to organise a webinar on “Impact of Covid-19 on Indian Agriculture: Re-imagining the Way Forward (A Collective Effort of Government, Corporate and CSOs)” on June 30, 2020. The sessions were moderated by Ms. Joanna Kane-Potaka. Assistant Director General (External Relations), ICRISAT. The panel included Dr Sreenath Dixit, Principal Scientist & Head, ICRISAT Development Center (IDC), Dr N. Balasubramani, Director (CCA) & Principal Coordinator (CFA), MANAGE, and Sh Kirti Prasanna Mishra, Co-founder, Ecociate Consultants.

### PRME Sustainability Mind-set Committee

BIMTECH is a signatory to the PRME since 2008, as its coordinator and point of contact, Dr Vineeta Dutta Roy was invited to lead the Sustainability Mind-set committee of the PRME –India chapter which has Indian Universities and B-Schools as its members.

### UNGCNI Working Group on Gender

Birla Institute of Management Technology BIMTECH will engage in the one of the key focus areas of the UNGCN's agenda for the next 5 years. BIMTECH was invited as an academic partner in the Gender work stream. Dr Vineeta Dutta Roy along with Dr Abha Rishi and Dr Manosi Chaudhary are part of this working group.

## Social Impact Initiatives

### Need Assessment of Community in Villages of Himachal Pradesh

BIMTECH's team conducted "Situation Analysis and Need Assessment" of villages near to Kutehr in Chamba district of Himachal Pradesh during November 2020. The assessment would help management of JSW Energy Ltd. to design its CSR interventions to meet the needs of the community residing near their plants.

### Inauguration of Library at Central Prison, Gwalior MP on December 25, 2020

BIMTECH added a jail library in Madhya Pradesh as part of its ongoing programme of providing library support in prisons in India. It was inaugurated by Mr. Vivek Shejwalkar, MP, Lok Sabha Sabha in the presence of Dr Rishi Tiwari CEO of BIMTECH Foundation and senior officers of the central prison Shri Manoj Kumar Sahu at the Central Jail Gwalior. On this occasion Mrs Pramila Bajpeyi, ex State Minister was also present.

### Project Chiraiyya and Uthan

Project Chiraiyya and Uthan are aimed at empowering women Jail inmates. The project got a delayed start due to the Covid-19, however, finally on August 25, 2020 it started with a small function consisting of stationary distribution and a confidence-building sessions.

### Impact Assessment of 39 CSR Projects

BIMTECH's team conducted an "Impact Assessment Study" of 39 CSR projects of THDC India Limited in Uttarakhand, Uttar Pradesh and Madhya Pradesh during March and April 2021. Impact assessment study will help the management of THDC India Limited to understand and evaluate the impact of their social investments in programmes and projects on their target beneficiaries and to design appropriate CSR interventions to meet community needs.

### BIMTECH Foundation's Response to the Covid-19 Pandemic

In response to the damage caused by the COVID-19 pandemic, the following interventions were undertaken:

**Food for All:** BIMTECH provided nutritious cooked meals and dry ration to 450 persons. The food was prepared under clean and hygienic conditions in the state-of-the-kitchen facilities available at BIMTECH.

**Cleanliness and Hygiene:** The target beneficiaries were informed about the importance of cleanliness and hygiene not only to deal with and prevent COVID-19 infections but also to lead a healthy life.

**Collaboration:** In addition to the supply of cooked food and dry ration, BIMTECH joined hands with the district administration to support the food program of the government. BIMTECH's kitchen prepared regular meals to supply to the local administration for distribution. So far, the initiative has helped 36,000 people.

**Livelihood for Women:** BIMTECH is providing decent work opportunities to women and their family members who lost their livelihood and engaged 30 women in economic activities. These women were given waste newspapers to make envelopes. Each woman worked for 2 hours per day and earned a daily income of Rs 50 from the activity. Although the financial gains were limited, it helped the women and their families keep their morals high during distress caused by COVID.

**Care for All Life Forms:** The Institute fed stray cows, dogs, and other animals in its vicinity. Surplus food after distribution among individuals was fed to the free-roaming animals.

### Initiatives during Second wave

A round-the-clock relief infrastructure including 52 rooms for quarantine differentiated into Symptomatic Wards, Covid Wards, Recovery Wards and ICU Units respectively-appropriate medical instruments like oxygen cylinders, oxygen concentrator, nebulizer machine, BP instrument, pulse oximeter and steamers provide essential Covid related aid. Medicines and food were provided under the guidance of a dietician and doctors were available for all necessary support. Mental health care for patients and their family members was undertaken through physical means wherever possible while digital support was extended to all.

# Sustainability and CSR Initiatives



## Employment generation initiative

BIMTECH VIDYA KENDRA is committed to support and empower the lives of its women beneficiaries belonging to rural and disadvantaged groups. BIMTECH Foundation's vocational program serves girls and women beneficiaries of "BIMTECH Vidya Kendra (BVK). The beneficiaries were trained to stitch face masks and provided financial assistance.

## Selling face masks at metro stations

After remaining closed for almost five months, Noida Metro Rail Corporation (NMRC), resumed its services for the public on 7th September. NMRC is the project partner of BIMTECH VIDYA KENDRA. To comply with government guidelines and promote safe travel by metro rail, NMRC allowed BIMTECH VIDYA KENDRA to place stalls that sold face masks at three of its metro stations.



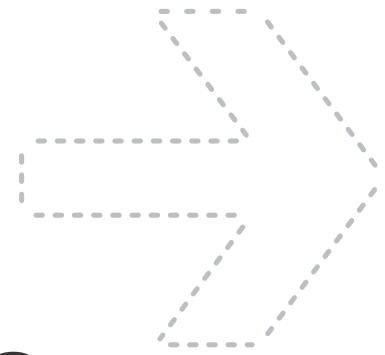
## Felicitations:

### Dr. Geeta Malhotra

Ranganathan Society for Social Welfare and Library Development felicitated Dr. Geeta Malhotra for the year 2020, recognizing her excellent service for the upliftment of Community Libraries throughout India.

## Film: "Dr S. R. Ranganathan: A Librarian", August 12, 2020

Ranganathan Society for Social Welfare and Library Development released a documentary "Dr S. R. Ranganathan: A Librarian" to pay tribute to the Father of Library Science in India.



# Infrastructure Development & Support Services



## Virtual Class Room / Recording Room

Installation of recording equipments for virtual class room at Vikarmshila Leadership Centre in Campus. Studio floor area is 250 Sq. feet with acoustic work (on walls also) for better quality of Sound recording during the virtual Classes. Additional Lighting fixed in the studio for better Luminous during the recording. Total project cost is Rs. 13.20 Lakh.



### Isolation Center in Nalanda Hostel Block

Total 64 rooms earmarked for Isolation Center in Nalanda Hostel Block in Campus to take care of Students, Faculty, staff and their families who are affected by Covid-19.

**Enclosure-01-** 32 rooms ready for students, Employees and their Families affected by Covid -19 and whose RT-PCR report is Positive.

**Encloser-02** – 32 Rooms ready for students, Employees and their Families those who have mild symptoms of Covid and can be cured by Medicines and Isolation for seven days

**Appointment of Dr Viresh Budholiya-** Dr Viresh Budholiya who has expertise in managing 400 beds Covid Hospital in Greater Noida has been appointed to take care of Bimtech Students, Employees and their families. He is M. D. and has been associated with Bimtech for the last 11 Years.

**Three Nurses-** Training imparted to three Nurses to provide treatment to Students, Employees and their Families who are affected by Covid -19.

**Equipments at Isolation Center-** Oxygen Concentrator 5 LPM Capacity, Oxygen Cylinder 10 kg 3 nos., Steamer in each rooms and Ample stock of Medicines at Isolation Center.

**Contactless Sanitizer Dispenser-** Installation of 35 Contactless Hand sanitizer Dispenser Machine in Academic Block, Hostels, Mess, Gymnasium, Cafeteria, Saloon, RCI-Vidya Vihar and other locations in Campus. Total cost is Rs. 1.86 Lakh

**Hand Wash Sensor Taps-** Contactless Taps installed in all Common area washrooms for Hand wash to maintain the hygiene in Campus. Total Cost is Rs. 2.33 Lakh

**Cold Fogging Machines** - Procurements of Cold Fogging Machines for all Classrooms, Faculty Cabins, Offices, Dining hall Students rooms and other common facilities. All buildings are disinfected by cold fogging machines on daily basis by the maintenance team. Total Cost is Rs. 0.37 Lakh.

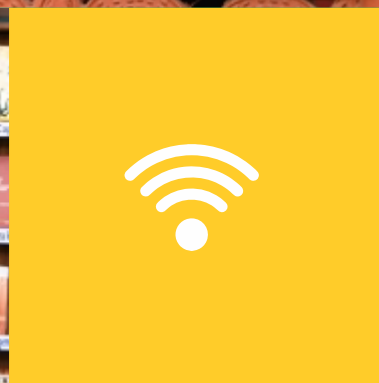
**CCR Office** - New ambience given to CCR office and Meeting room by fixing glass partitions with digital designer film, changing of floor tiles, elegant furniture and Lighting . Total cost is Rs. 1.55 Lakh

**Faculty Cabins at Vikarmshila Leadership Centre-** Four Faculty cabins and one meeting room with Glass Partition renovated at Vikarmshila Leadership center. For COOLS and RAINBOW programmes.

# Life @



**A SERENE  
MEDITATION  
CENTRE**



**FULLY  
AIR-CONDITIONED  
Wi-Fi ENABLED  
RESIDENTIAL  
CAMPUS**



**MULTI-CUISINE  
CAFETERIA**





# BIMTECH



  
**ULTRA-MODERN  
GYM & SPORTS  
FACILITY**



**SALON &  
BEAUTY  
PARLOR**

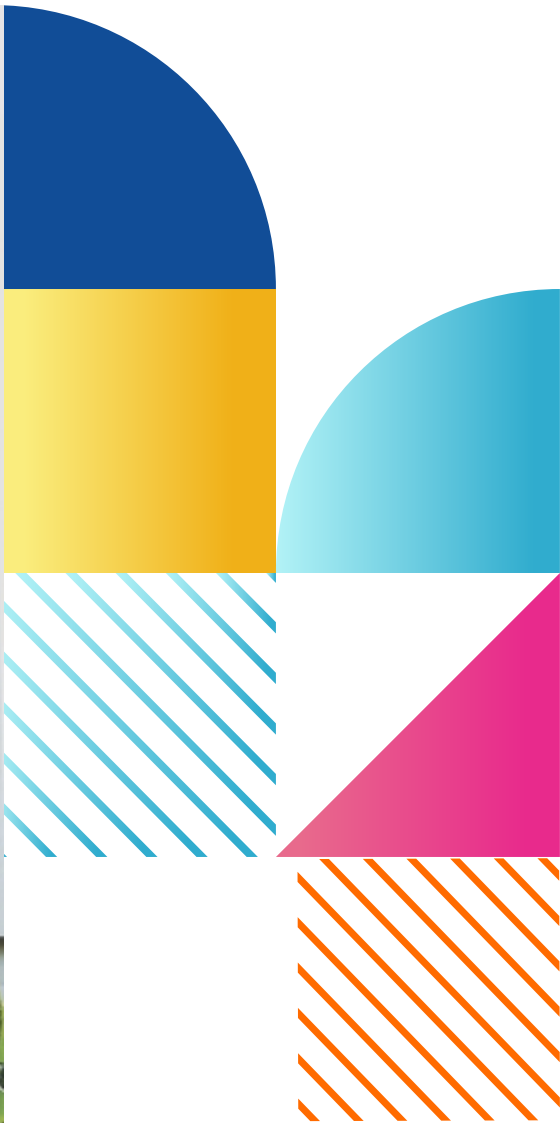


**ATAL  
INCUBATION  
CENTER**





# We the People

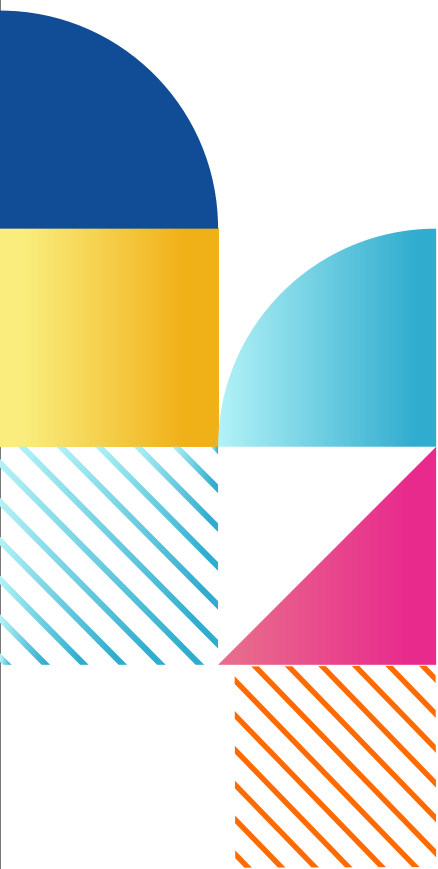


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