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



8th AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM AND CONFERENCE, 2020



DC 2020

The Birla Institute of Management Technology (BIMTECH), Greater Noida organized the 8th AIM-AMA SHETH Foundation Doctoral Consortium and Conference between January, 03rd to 06th 2020, Prof. Jagdish Sheth of Emory University, Prof. V. Kumar of Georgia State University, Mr. Russ Klein of American Marketing Association and Dr. H. Chaturvedi, Director of BIMTECH were the consortium co-organisers. Co-chaired by Prof. A. V. Shukla, Chair, Fellow Program in Management and Prof. Pankaj Priya, Chair, Marketing Area, the theme of the consortium was 'Innovating Customer Experiences in Digital Age'.

Marked by the august presence of more than thirty highly reputed professors and approximately hundred participating doctoral scholars and young faculty from all over the world, these four days of intense academic discourse included an inaugural ceremony, seven workshops, two plenary sessions, eight parallel Global Research Café sessions, ten track sessions on 'Consumer Behavior', 'Technology and Analytics', and 'Strategy', and the launch of the 50th Anniversary Edition of the iconic book Howard-Sheth Theory of Buyer Behavior authored by Prof. Jagdish Sheth. The academic rigor was interspersed with cultural confluences of different performing arts, and musical moments from Indian to Western classics. Four 90 minute workshops held on the 3rd January focused on 'Doing Programmatic Research and Publication Strategies for Making Impactful Contributions' by Prof. A. Parasuraman, 'Qualitative Research Methods' by Prof. Russell Belk, 'Publishing in top-tier Marketing Journals' by Prof. Werner Reinartz, 'Aiming for both Rigour and Relevance' by Prof. Rajeev Batra. A 5 hours intensive workshop on 'Conscious Capitalism' was offered by Prof. Ernest Cadotte, Additionally a session on 'Doing Research: Paper and Career Chronicles in the Marketing Discipline' by Prof. Christine Moorman and Prof. Renana Peres was also held. A very useful and relevant session on 'Meet the Journal Editors' was conducted, where the participants had deep thinking on publishing by talking to renowned journal editors like Prof. Christine Moorman, Editor-in-Chief, Journal of Marketing, Prof. Kelly Hewett,



Editor in Chief Designate, Journal of International Marketing (JIM), Prof. Werner Reinartz, Editor of International Journal of Research in Marketing (IJRM) and Prof. David Stewart, Former Editor of the Journal of Public Policy and Marketing (JPPM). The editors spoke about the geographical spread of the research papers published in the respective journals, emphasizing on the importance of international collaborations for the authors to have a diverse perspective. The session was interactive, with discussions about the most common reasons for rejection. The participation was overwhelming.

The unveiling ceremony of Dr. Jagdish Sheth's iconic book *The Howard - Sheth Theory of Buyer Behavior* was chaired by Dr. Harivansh Chaturvedi Director BIMTECH. The book was first published by Wiley USA in 1969. The new 50th Anniversary edition by Wiley Publication India has added relevant new chapters. The concluding ceremony of the Consortium was on 5th January.

The Marketing Conference on 6th January witnessed participation of 50 scholars and academicians from B-schools across India and abroad, to list a few - IIT Madras, IIM Indore, IIM Ahmedabad and Sunway University, Malaysia. The conference was a platform to exchange ideas and good practices of research and to create and strengthen research collaborations. There were 54 submissions through easy chair, which were blind reviewed by faculty from across the country and finally 30 papers were shortlisted for presentations.

A panel discussion on "Innovating Customer Experiences in Digital Age" moderated by Prof. Dhruva Chak with prominent speakers from the industry across different fields had in attendance Mr. Alok Bhardwaj, Managing Director, Creaovate Transformations, Mr. Sajal, Chief Executive Officer, sabziwala.com, Ms. Preet Das, Chief Executive Officer,

Digispice Technologies Ltd., Mr. V.Venkata Raman, Vice Chairman, Telangana State Council of Higher Education and Mr. Vishnu Dusad, Managing Director, Nucleus Software Exports Ltd. Alongside the main conference, two sessions need special mention – one on 'Writing a Research Paper for International Publication' where three stalwarts of research ecosystem, namely Prof. Sonjaya Singh Gaur, Distinguished Professor of Marketing at New York University (NYU), Prof. Arunaditya Sahay, Dean Research, BIMTECH and Mr. Vikas Gupta, Managing Director, Wiley India Publications came together and shared their insights on the very topical issue faced by academia. The other was a workshop on the topic "Gamification as a market research tool" by the eminent Professor of Marketing, Prof. Atul Parvatiyar, Texas Business School. The workshop was very insightful and well accepted by all.

Postlunch sessions saw paper presentations in six parallel tracks broadly on three themes - Consumer Behavior, Technology and Analytics and Strategy.

The conference ended with a Valedictory Ceremony wherein two best paper awards from each of the tracks were conferred. The Valedictory Ceremony ended with the presentation of a memento to Mr. Jayant Shah, Business Director, Academy of Indian Marketing by Dr. H. Chaturvedi, Director.

A one of its kind unique feature added to enhance participant experience of the Consortium and Conference was 'Eventify', an event app developed especially for DC2020. The app was live during the Consortium and conference and provided participants with live updates all through. It significantly improved flow of information and speedy communications within the DC community.



A SPECIAL LECTURE by PROF. VIVEK WADHWA CARNEGIE MELLON UNIVERSITY AND HARVARD LAW SCHOOL, USA ON THE FUTURE OF EDUCATION



Prof. Vivek Wadhwa, Distinguished Fellow and Professor at Carnegie Mellon University's College of Engineering and a Distinguished Fellow at Harvard Law School's Labor and Work life Program, delivered a special lecture on 'The Future of Education' at the India International Center, New Delhi, on 8th January 2020. The opening remarks were given by Mr. Amitabh Kant, CEO, Niti Aayog. The closing remarks were given by Dr. Anil D. Sahasrabudhe, Chairman, AICTE. The vote of thanks was delivered by Mr. Kamal Singh, Executive Director, UNCG India. The event was organized under the patronage of Dr. H. Chaturvedi, Director, BIMTECH, who welcomed all the dignitaries to the event. The sponsors included EPSI, UNCG India and BIMTECH.

Prof. Wadhwa presented a very insightful perspective on how various technologies are evolving exponentially. He stressed that access to such technologies was till now limited to large corporations or governments, but now these were beginning to get democratized and hence available to all. In addition, the convergence of these technologies offered new opportunities across sectors, including education.

He stressed upon the fact that the Indian education tradition was based on the one-to-one system of guru to disciple in the gurukula. The British replaced it with the one-to-many system of standardized education in large classrooms to suit their need of a trained workforce to run their establishments. This system underserves learners as it fails to differentiate between the unique learning context of individual learners on account of parameters such as learning interest, agility, speed and so on. He said technology now allows us to revert to the system of one-to-one education, wherein each learner could have access to individually personalized, AI based robotic tutors that could integrate AR and VR to deliver customized and compelling learning experiences.

His message to the youth of the country was to embrace these technologies and create better outcomes for society through entrepreneurial initiatives. He shared insights from his research that the ability to work with these technologies need not be limited to engineers. He mentioned that only about a third of successful Silicon Valley entrepreneurial ventures are actually started by engineers. There are a larger number of successful ventures that have been started by non-engineers which includes entrepreneurs who have a background in the Liberal Arts, Business, Accounting, Finance and other streams. He went on to say, that youth in India are also endowed with the gift of wisdom based on India's rich Liberal Arts history.

His suggestion for Indian education was to focus on application based Research & Development by leveraging foundational technologies that had already been developed in the West. He gave an example of how India should encourage research on CRISPR CAS-9 based applications as an example. He encouraged scientific research and validation of ancient Indian wisdom and practices such as Ayurveda to come out with more effective health and wellness solutions. In his view India could lead several trillion Dollar initiatives through this approach and become a global contributor. In addition, the unique tradition of Indian ethical values and social commitment enables ventures from India to be more responsible.

The audience of about 100 participants included leaders of several top educational institutions, leaders in social responsibility and the government. Prof. Wadhwa responded enthusiastically to a range of questions that were asked. He also took time out to interact informally with the students of BIMTECH who were really inspired by his words, presence and humility.

EFMD GLOBAL NETWORK ASIA CONFERENCE

HELD IN HO CHI MINH CITY, VIETNAM



B Schools are facing the pressure to prove their legitimacy of existence within the ecosystem, and to measure impact on all stakeholders is gaining ground. The common approaches of measuring impact rely on citation of research publications, students' academic performance and alumni's salaries. Such an approach excludes the impacts produced on businesses, government, society, media and the neighbourhood of the B School.

BIMTECH started its impact journey in the year 2018 when it decided to assess the nature and extent of impact on its immediate environment through Business School Impact System (BSIS) offered by European Foundation for Management Development (EFMD). In June 2019, BIMTECH earned the distinction of being the first institute in India to get the BSIS label from EFMD.

BIMTECH has always been focused on adopting quality processes but seldom measured the impact on stakeholders. Through BSIS, it was able to measure its contribution at the local level and test how well it is achieving its objectives for local impact. Following the impact assessment, BIMTECH has started building quality driven impact culture by orienting the strategic intents to measure impact. This is being done through suitable enabling strategies and metrics to capture the economic, environmental and social impacts of the educational, research and other activities.

Visit to Vietnam

BIMTECH is also playing an active role in Impact seminars organized by the EFMD. BIMTECH faculty Dr Chaturvedi, Dr A K dey, Dr Abha Rishi and Dr Nimisha Singh attended the EFMD GN Asia Conference with its theme "Vision 2030: Rising Asia- Impact through the power of collaboration". The two day conference held on November 7 & 8 in Ho Chi Minh City, Vietnam was followed by the Accreditation and BSIS Seminar.

The two day conference saw discussions on research in the Asian context, transforming through digital age, impact of business school on society, Innovative, Inspire, Influence– Recipes for successful IMPACT.

Dr Chaturvedi, Director BIMTECH was invited as co-panellist along with Dr. Nick Pisalyaput, Deputy Director – Strategy / Innovation / Impact, Sasin School of Management, Chulalongkorn University, Thailand for the session on "Tradition to Education- Change of Culture: Impact of B-school on Society". The session was moderated by Dr. Michel Kalika, BSIS Director, EFMD Global Network. The session debated issues such as how do Business Schools go beyond traditional learning? How to measure the impact of their projects and activities on the society? And what next for business schools when it comes to measuring impact? During the discussion, both the panellists shared their experience and journey for measuring impact.

Dr Nimisha Singh, Head- Centre for International Affairs was invited to share experience and journey of BIMTECH for BSIS process. The BSIS seminar "BSIS: Role of Impact and how to Measure Impact" shared the importance of impact, the BSIS process, the different dimensions of impact, difficulties of the process and how it is in synergies with accreditation.

Visit to SDMIMD, Mysore

Dr Chaturvedi, Director BIMTECH was invited as team member BSIS expert team who joined Dr Michel Kalika, BSIS Director, EFMD Global Network for impact assessment of SDMIMD, Mysore. During the two day visit, the two member expert team held meetings with different stakeholders of the school and discussed the strengths and shared their recommendations.



9th INTERNATIONAL CONFERENCE ON MANAGEMENT CASES (ICMC-2019)



ICMC 2019

On the 5th December, 2019, BIMTECH, Birla Institute of Management Technology, Greater Noida in collaboration with University of Eastern Finland and University of South Florida, inaugurated the two day International Conference of Management Cases (ICMC). This was the ninth year of ICMC at BIMTECH.

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. For the first time, ICMC used a conference management platform Conftool which helped in smooth exchange of communication and organizing tracks, reviews and filing of cases and their revised version.

This year, 74 cases collectively written by 166 authors was presented over a period of two days (5th and 6th Dec, 2019). The conference was attended by 30 delegates from 13 foreign countries. Largest contingent of 14 delegates participated from USA. Over all 100 delegates attended the two day conference. First day of the conference witnessed enthusiastic participation from all the delegates representing different parts of the world. Since early morning BIMTECH campus buzzed with energy, intellectual interaction and networking.

The Inaugural Session

The event started with a ceremonial lighting of lamp by Director Dr. Chaturvedi and the keynote speakers. This was followed by greeting the Keynote speakers, Prof. Matthew T. Mullarkey, Director, DBA Program, MUMA College of Business, USF, and Prof. Trevor Williamson, Case Tutor, Case Centre, UK.





The welcome address was given by Dr. H Chaturvedi, Director, BIMTECH. In his speech he extended his gratitude to Prof. Hanna Lehtimaki and Prof. Sunil Mithas because of whom it was possible for BIMTECH to organize the 9th edition of ICMC in collaboration with University of Eastern Finland and University of South Florida respectively. Paying tribute to Late Prof. Sardana, who initiated ICMC, Dr. Chaturvedi emphasized the past success and the future aspirations of ICMC. Conference Co-Chair Prof. Dey's motivating speech set the stage ready for Prof. Matthew Mullarkey's Keynote speech wherein he shared his thought of keeping a business school on the path of relevance for the stakeholders by creating impacts and measuring them. It was followed by the award distribution ceremony. With loud applause and much appreciation 14 awards were announced. Of which ten case writers below the age of 40, were awarded the BIMTECH - Dr. G D Sardana Memorial Young Scholar Award. Apart from that, two SAGE best Case Award was given to the case: "Provoking the Religious Harmony Through Advertisement: A Critical Discourse Study" and "The Case Nishio Glass and Mirror: Looking in the glass to craft meaningful work". The first position of the Case Centre Best Case Awards was bagged by "WoW! Momo - Building a Formidable QSR Chain from a Garage in a Decade".

The Second position went to two cases respectively entitled, "Dynamic Communities: Plotting a New Course", and "The Culture of Commitment"

The first half of the session ended with a high note of energy that was palpable during the Tea Break. The Inaugural session resumed again at 11.45 a.m. by awarding the student winners of the Case Analysis Competition. This was followed by the second keynote speech. Prof. Trevor Williamson, in his speech discussed the review process of a case and made the case authors aware of the pitfalls in case writing that need to be avoided.

The Inaugural Ceremony culminated with the presentation of mementos and the vote of thanks by Prof. Sunil Mithas.

Concurrent Technical Sessions: Seventy four cases were presented and discussed in 18 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.

The stall of The Case Centre was the center of attraction for delegates during tea break. The Case Centre distributed free literature on case writing. The first session of the second day was an important technical session, wherein the 2nd edition of "Forum for collective wisdom" was held.

Highlights of closing ceremony: Gala Dinner was organized, at the end of the first day, at The Stellar Gymkhana, an exclusive Club, promoted by Stellar Parks Pvt. Ltd. for all delegates. It was followed with Ethnic and Western Dance numbers from students of BIMTECH with participation of Delegates. The ceremony ended with Dinner and cocktails.

On the second and the final day, the conference ended with a well-attended Valedictory session. This session was used as an 'Open Space' for delegates to express their opinions.

1st BIMTECH Case Master Workshop

This Year ICMC organized the 1st BIMTECH Case Master Workshop on the 7th of December, which included sessions by Prof. Trevor Williamson on "How to write a theory-based case", Prof. Matthew Mullarkey "Case Research: Divide and Conquer" and Prof. A. K Dey on "Why a case is accepted for publication?"

The full day workshop was attended by 44 participants out of which 23 were external participants and the rest were ICMC delegates and BIMTECH faculty. Inspired by the success of the workshop, ICMC team is encouraged to make it an annual event in which advanced designs, methods of data collection and analysis for case study research would be discussed.

Excursions

On 7th December a group of seven participants first visited the school under a metro station run by BIMTECH Ranganathan Society for the underprivileged children and then nearby Neemka village which is adopted by us. Neemka trip was organized to provide the foreign delegates a glimpse of Rural India. They were awestruck by the hospitality of the villagers and the core Indian Culture and gathered many memories to take back home.

Two other groups had gone to Bio-diversity parks and the TajMahal. Overall ICMC 2019, was highly appreciated and lauded by the delegates, who came from different parts of India and the world.

The Legacy of Excellence

32nd

Foundation Day



& Drama Festival



“What really makes a democracy functional is not knowledge of facts, but right education - and true education must correspond to the surrounding circumstances or it does not initiate healthy growth” - these eternal words of one of the greatest souls, Mahatma Gandhi continue to reverberate in our minds and hearts till date. The strong association of Gandhiji with the Birla family dates back to the times of G.D. Birla, a Gandhian who rose with the fall of the British empire and whose life was guided by his rigid business ethics as well as an unusual bond which he shared with Mahatma Gandhi.

The 32nd Foundation Day of Birla Institute of Management Technology, Greater Noida, fortunately coincided with the 150th birth anniversary of our beloved Bapu, whose principles and

virtuous influence guided, and continue to enrich the Birla legacy even in its sixth generation of existence.

The 32nd Foundation Day celebrations at BIMTECH, kickstarted with immense zeal and enthusiasm from 29th September, 2019 with three-day long drama festival followed by the main event on 2nd October, 2019 which was graced by honorable chief guest, Shri Harivanish Narayan Singh, Deputy Chairman, Rajya Sabha. Shri Harivanish is an Indian journalist and politician, who has formerly worked at several different media publications throughout his career and served as an additional media advisor to former Prime Minister, Chandrashekhar. He joined the then obscure and nearly dead Hindi publication, Prabhat Khabar in 1989 and helped it to become one of the top newspapers in India. His contribution



**THE MORALS PASSED ON BY THE BIRLA LEGACY
HAVE ALWAYS BEEN IN LINE WITH THE
GANDHIAN PRINCIPLES AND IDEOLOGIES"**

- Shri Harivansh
Deputy Chairman, Rajya Sabha

THE 32ND FOUNDATION DAY CELEBRATIONS AT BIMTECH, KICKSTARTED WITH IMMENSE ZEAL AND ENTHUSIASM FROM 29TH SEPTEMBER, 2019 WITH THREE-DAY LONG DRAMA FESTIVAL FOLLOWED BY THE MAIN EVENT ON 2ND OCTOBER, 2019 WHICH WAS GRACED BY HONORABLE CHIEF GUEST, SHRI HARIVANSH NARAYAN SINGH, DEPUTY CHAIRMAN, RAJYA SABHA. SHRI HARIVANSH IS AN INDIAN JOURNALIST AND POLITICIAN, WHO HAS FORMERLY WORKED AT SEVERAL DIFFERENT MEDIA PUBLICATIONS THROUGHOUT HIS CAREER AND SERVED AS AN ADDITIONAL MEDIA ADVISOR TO FORMER PRIME MINISTER, CHANDRASHEKHAR.

towards the revival of the publication is extremely commendable and he was honored at various platforms for his outstanding work in the field of journalism. As the Deputy Chairman, Rajya Sabha, he has been vocal on many burning issues and is the third person ever to hold the post from a non-INC background.

This year the event, centered around the theme "Gandhi hi Vikalp", commenced with a welcome address by Dr Harivansh Chaturvedi, Director who beautifully articulated the Gandhian ideologies and how the essence of Gandhi's principles still hold meaning and relevance in today's turbulent times.

He stated that "the morals passed on through the Birla legacy have always been in line with the Gandhi principles and ideologies". Shri Harivansh's address to the audience was a combination of many wise and enlightening thoughts as to how adoption of Gandhian principles today can yield fruitful results for the masses. He also talked about many current and burning issues and laid emphasis on conservation of environment and how degradation of resources will soon pose serious threats to the existence of 7 billion inhabitants of the planet.



The event also saw the felicitation of BIMTECH staff and faculty members who completed a decade in serving the institution with their relentless and excellent service. People who have provided continuous and unconditional support to the institute in its important activities, and have been instrumental in the

functioning of the society were also felicitated.

BIMTECH'S Annual activity report prepared by Dr. Jaya Gupta and Dr. Shradha Kabra was also released during the event. The event concluded with a vote of thanks delivered by Dr. Anupam Varma, Deputy Director and Dean. In addition to this, the CSR conduit of BIMTECH organized a blood donation camp on this auspicious day. As rightly quoted by Gandhiji, "no culture can live

if it attempts to be exclusive".

Keeping this in view, a community feast was organized which was aimed at propagating the message of inclusivity, mutual trust and promotion of traditional values.

The Foundation day celebrations of BIMTECH concluded on a high-spirited note, keeping intact its rich legacy of traditional values and moral approach. On the 150th birth anniversary of Mahatma Gandhi, his principles and ideologies continue to sustain their meaning and relevance and can surely be embraced for the betterment of the world at large.

THE THREE-DAY LONG DRAMA FESTIVAL



Celebration of art and culture has a crucial place in Birla Institute of Management Technology. Since its establishment in 1988 under the aegis of Birla Academy of Art and Culture, it has endeavored to uphold art and culture. Thus, taking the tradition forward under the guidance of Dr. Harivansh Chaturvedi, Director, the institution celebrated its 32nd Foundation Day and 150th birth anniversary of Mahatma Gandhi by organizing a plethora of cultural and literary events spanning from September 29, 2019 to October 3, 2019.

The Drama Festival witnessed theatrical excellence with a host of renowned artists of the country giving their top-notch performances. It all commenced with "GUDAMBA", a wonderful and enthralling comical monologue by ESSAY PPL Mumbai. Gudamba literally means "kuch meetha kuch khatta". The play essays the poignant journey of Amina (Lubna Salim) and sees her sail through her life with a sense of comic effervescence. She becomes her own light in the swamp of darkness. The way Lubna Salim breathed life in the character of Amina kept everyone emotionally enthralled in its bitter-sweet journey. This was followed by an interactive session by Mrs. Lubna Salim along with felicitation of the social media contest winners- Amol Ranjan, Samyak Jain and Shubhi Shrivastava.



The event effectively communicated the importance of theatre and drama in one's self-development and enhancing corporate effectiveness. In order to enhance the employability skills in students, the Centre of Business Communications, BIMTECH in collaboration with Fizza Arts, Mumbai, launched the elective-Corporate Effectiveness through Theatre techniques. The first cohort was awarded by Mrs. Lubna Salim.

Followed by the heart-tugging performance of Mrs. Lubna Salim, the next day unreeled before the students the portrayal of an apt Dario Fo's comic-satire "CHUKAYENGE NAHI" performed by Asmita Theatre Group, New Delhi. There are undoubtedly greater living playwrights, but only Dario Fo can create a dramatic situation where the line, "Main toh pehli baar dekh rahi hoon ek police waale ki pregnant laash," sounds perfectly natural. The play is set in a modest working-class flat. It is laced with comedy and it centres on a spontaneous demonstration by housewives against the ever rising prices at the local supermarket. Curiously, it's the women and not the men who show some backbone in the play, and so the play is also remarkable for its feminist views. Fo frequently compares the exploitation of male workers with the unspoken exploitation of women in society in general, at the hands of their husbands. With the subtlety of a comic-satire, it plants within us the seed of different dimensions of the problems surrounding us.

Day 3 of the Drama Festival brought along with it a high voltage stage play, "EK MAMULI AADMI" by Asmita Theatre Group, New Delhi. It is written by Shri Ashok Lal and directed by Shri Arvind Gaur. This Hindi play is inspired by Akira Kurosawa's film Ikiru. The play underlines those features of an urban middle-class setting which make the yearning for real happiness an agonizing experience. The play is a deeply moving description of the travails of a middle-aged clerk who knows of his impending death. It was a heart-winning drama performance and it ended on a high note. At the end of the event Ms. Kakoli Gaur was awarded with the Sarla Devi Birla Award 2019 for her prominent participation in theater industry.

During the entire week, the B-school was home to an overwhelming congregation of many talented intellectuals and artists. The role of theater in the life of a B-school student is often understated and unexplored. But the three-day drama festival organized by Majlis- The debating and theatre society, under the able guidance of Dr. Saloni Sinha gave the students a chance to celebrate the richness and depth of human expression in all its forms. "Excellence with values", the slogan which is at the heart of BIMTECH, was evidently seen getting manifested in the process, and the week long carnival and the foundation day celebrations struck all the right chords and won the hearts of the audience.



SPECIAL ADDRESS ON **WATER IS LIFE**

by SHRI RAJERDRA SINGH-The Waterman of India



Magsaysay 2001 and Stockholm Water Prize 2015 awardee, Dr. Rajendra Singh is an Indian water conservationist and environmentalist from Alwar district, Rajasthan who is also known as "the waterman of India". He runs an NGO called 'Tarun Bharat Sangh' (TBS), which was founded in 1975. The NGO based in village Hori-Bhikampura in Thanagazi tehsil, near Sariska Tiger Reserve. Starting from a single village in 1985, over the years TBS helped build over 8,600 johads and other water conservation structures to collect rainwater for the dry seasons and has successfully brought water back to over 1,000 villages and revived five rivers in Rajasthan, Arvari, Ruparel, Sarsa, Bhagani and Jahajwali.

He was invited by BIMTECH to interact with faculty and students on 3rd October during the foundation day events.

He enlightened the audience by telling the importance of water and said that "When we started our work, we were only looking at the drinking water crisis and how to solve that, today our aim is higher. This is the century of exploitation, pollution and encroachment. To stop all this, to convert the war on water into peace, that is my life's goal."

Dr. Singh uses a modern version of the ancient Indian technique of rainwater harvesting. It involves building low-level banks of earth to hold back the flow of water in the wet season and allow water to seep into the ground for future use. He is one of the members of the National Ganga River Basin Authority (NGRBA) which was set up in 2009, by the Government of India. The Event was organised by CSR Conduit of BIMTECH, Greater Noida.



THE RETAIL SUMMIT, 2019

on THE CHANGING LANDSCAPE OF THE RETAIL INDUSTRY



The Retail Summit 2019, organized by Retail Management Program, Birla Institute of Management Technology, Greater Noida, supported by Retailers Association of India (RAI) commenced with immense enthusiasm on October 11, 2019, at the Radisson Blu Noida.

It was a matter of immense pride and happiness, as the event kicked off with the presence of legendary, Dr. Subramanian Swamy, Honourable Member of Parliament, Rajya Sabha as Chief-Guest. The summit featured a stellar array of stars and CEOs including eminent academicians, esteemed delegates from respective retail industries, alumnus, faculty and the Retail Management students of BIMTECH. This year's theme "THE CHANGING LANDSCAPE OF THE RETAIL INDUSTRY" reflected the changes impacting the world of business, the transformational nature of Retail against a landscape where business and technology are changing fast.

The event began with the lighting of the lamp so as to invoke the blessings of the almighty, and also a presentation of the bouquet by Dr. Harivansh Chaturvedi, esteemed Director of BIMTECH to the respected chief guest. Dr. Veenu Sharma, the Programme Coordinator, Retail Management Programme, was the host of Ceremony.

It was followed by the welcome note by Dr. Pooja Misra, Chairperson, Retail Management Programme. She introduced the theme of the summit and also focussed on the aspect of the need for change in the retail industry and talked about modern concepts of retailing. Dr. Swamy began his address by discussing his experiences at Harvard and stated: "The most important person in the economy is the consumer". He emphasized the importance of agriculture in the economy of the nation and how it is the dire need of the hour to develop this area. His speech focussed on all the relevant and prevailing issues in the economy at the present moment, which is

also mentioned in his recently published book, "RESET – Regaining India's Economic Legacy". His address was followed by a Q & A session with the audience, who were quite inquisitive when it came to interacting with Dr. Swamy. The most insightful quote mentioned by Dr. Swamy, was, "Generate Demand. Put money in the hands of the people. Don't chase people with money."

Speaking on the day, the day was well planned with six well-designed sessions for an in-depth understanding of changing the Landscape of Retail Industry, where each session was specialized in its specific content.

An eventful first half of the summit was followed by lunch and even more engaging the second half. The final round of the competition organized by the Retail management club of BIMTECH named RETALIA took place wherein students from various institutions across India participated in a couple of rounds before making it to the finals. The competition was called the "Design Thinking Competition". The teams presented an innovative idea of minimizing the use of trolleys in malls and shopping centers with a unique proposition.

The two interactive sessions by Mr. C. K Kumaravel, CEO & Co-Founder, Naturals salon & spa and Mr. T. N Hari, head HR, Big Basket were very enriching. They shared the struggle of their respective businesses and how they made it big and a force to reckon with

The Summit received an overwhelming response and was attended by around 150 experts from the retail industry, alumni, academic institutes. Retail Summit 2019, in association with the Retailers Association of India (RAI), turned out to be a tremendous learning opportunity, not only for the students but for each individual who attended it. The institute looks forward to conducting more of such events.

BIMTECH 2019 INSURANCE COLLOQUIUM



The BIMTECH Insurance Colloquium, 2019 witnessed a very intense and animated discussion amongst industry captains, thought leaders and renowned academicians on the theme of “Deciphering the Emerging Marketing Scenario”. The colloquium was organized by the Programme of Insurance Business Management, BIMTECH at the Mumbai Cricket association (MCA) Recreation Centre in Mumbai.

Inaugural Session: Dr. Harivansh Chaturvedi, Director, BIMTECH, Mr. Nilesch Sathe, Former Member (Life), IRDAI and Mr. Sakate Khaitan Senior Partner-Khaitan Legal Associates, Member- Board of Governors-BIMTECH

OMNIGLOTZZZ 2.0

A Cross-Cultural Event

Cultures are what make countries unique. COSMOPOLITAN, an initiative of International Business program organized the second edition of their flagship event “OMNIGLOTZZZ 2.0” on December 10, 2019 from 1:30P.M. to 6:00 P.M. in the Academic Block.

This was an experiential learning co-curricular competition which provided students a platform to develop deeper understanding about different cultures. The event started with a kind welcome to all our jury members which included :Dr. Anupam Varma, Deputy Director, Rita Malhotra, President – Poetry Across Cultures, Aradhana Pradhan, Director, Masi Inc., Soma Sundaram, Alliance Francaise, Dr. Anuj Sharma Chairperson, PGDM -IB.

The first half of the event was taken over by the French Language students who performed and presented various colors and flavors of French culture.

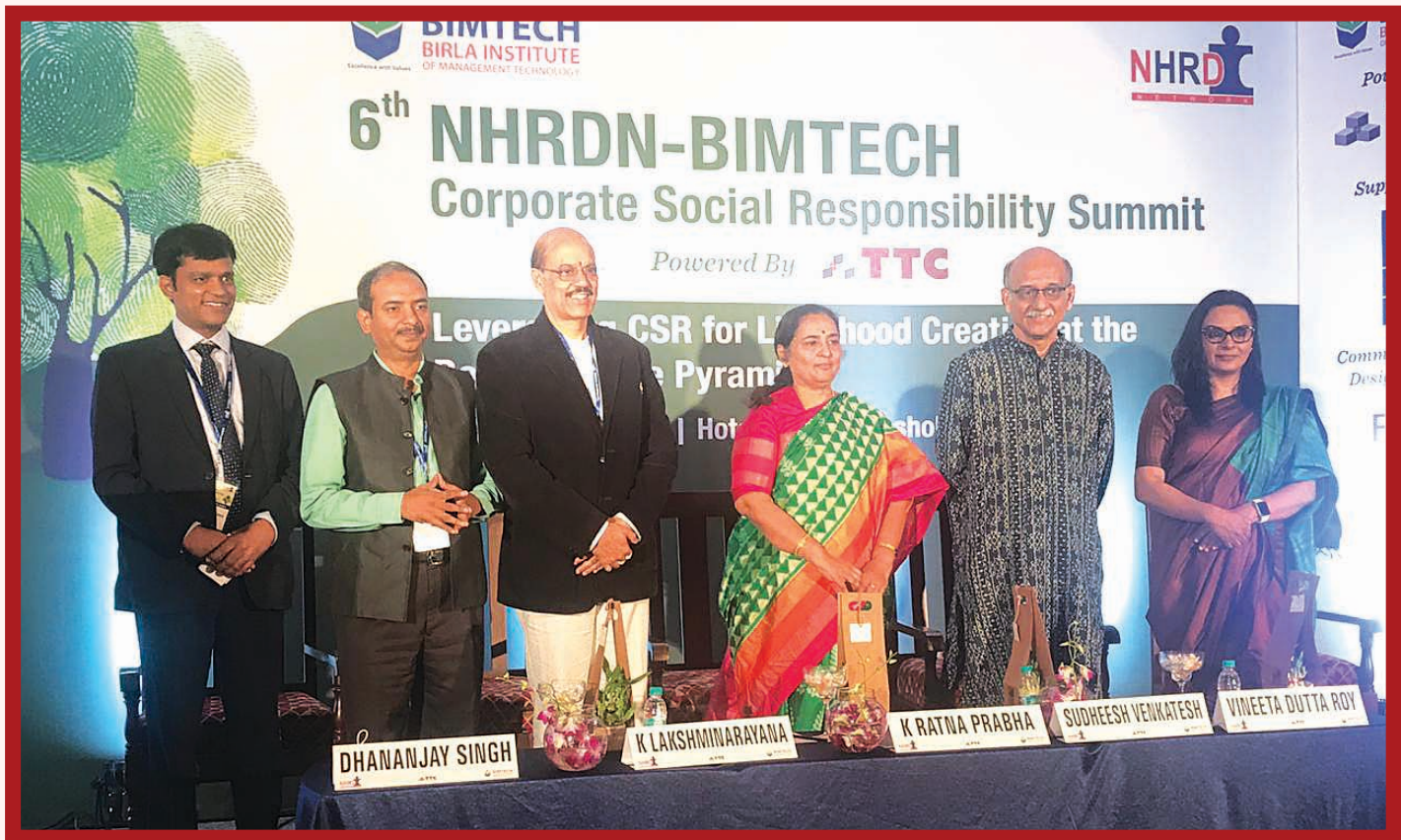
The second half included a presentation on “Doing Business with emerging countries” and the event was covered by German students. The event was very insightful and imparted knowledge of the economy and culture as well. The decoration was also done keeping in mind the cross cultural theme and all of it was done by our students only.

The First prize for the French Language students went to “The French Song” which was a French cover of the song ‘FADED’. The first prize for the German Language students went to the enactment of the “Sholay scene” from the movie Sholay in German Language . Then at last, the first prize for the best newsletter and Video went to BRAZIL and PHILIPPINES for showcasing the best attributes in doing business in emerging countries.



6th CSR SUMMIT

HELD IN BENGALURU



The 6th Annual CSR Summit organised by BIMTECH in collaboration with NHRDN was successfully accomplished on the 18th October 2019 at Hotel Lalit Ashok, Bangalore. The theme for this year's Summit was "Leveraging CSR for Livelihood Creation at the Bottom of the Pyramid". The Summit was well attended by over 150 delegates hailing from academia, civil society and particularly the corporate sector. There was a good representation from National Foundations, NGOs and CBOs.

The discussions and deliberations brought forth perspectives from admirable companies such as ANZ, Tata Trusts, IBM, BIAL, Hewlett Packard, GMR, Rotary International, Cap Gemini and Tanager amongst others. Representations of senior officials from the Government of Karnataka and the UNDP brought the much needed policy perspectives at local, national and international levels.

The discussions centered on the premise that social sector investments are at the forefront of solving India's sticky socio economic problems and that social enterprises can prove to be worthy vehicles driving and delivering the agenda. The sessions delved into models which are being deployed to encourage social entrepreneurship in India, and the various ways in which communities, companies and civil society organisations can partner to help bring about lasting positive changes at a national level.

The Summit like every year for the past five years celebrated the deserving work of organisations who were chosen as winners from a large number of entries received by the NHRDN for Award for excellence in CSR and Sustainability.



HR ROUND-TABLE

MUMBAI & BENGALURU 2019-20

ON

LEADING THE SOCIAL ENTERPRISE: REINVENT WITH A HUMAN FOCUS



BIMTECH has been organizing HR Round Tables every year on the contemporary HR issues in association with National HRD Network and Deloitte as Knowledge Partner.

This was prompted by the vision of BIMTECH “Developing ethical leaders with entrepreneurial and global mind-set striving for sustainability and inclusive growth”. In the course of 9 years, 32 such HR Round Tables have been organized in which more than 150 HR Leaders from corporates as well as academics were present and contributed thereby reaching and benefitting more than 4500 HR professionals.

BIMTECH recently organised following two HR Round Tables, out of four planned this year 2019 – 20 on the Theme “Leading the Social Enterprise: Reinvent with a Human Focus”.

HR Round Table, Mumbai

The second one in the series was organized in Mumbai on 13th December 2019 at Hotel Taj Santacruz in association with National HRD Network and Deloitte as Knowledge Partner. The program commenced with the Welcome Address by Prof. Akhil Pandey, Chairperson – CMDC, BIMTECH, who set the tone for the discussion. The panel discussion on the Sub-theme “Leadership for the 21st century: The intersection of the traditional and the new” was

moderated by Mr Badari Narayana, Director - Organisation Development and Talent Acquisition, Deloitte India, who raised many pertinent questions and sought the opinions of the Panelists on those issues. The panel this time consisted of the following women Leaders from the industry: Ms Carmistha Mitra, Sr. Vice President, Chief Learning Officer, AXIS Group, Ms Deepali Mathur, Head Human Resource, Being Human (The Mandhana Retail Ventures Ltd.), Ms Mamta Srivastava, Director - Learning & Organisation Development, Virtusa, Dr Ritu Anand, Sr. Vice President, Chief Leadership & Diversity Officer, TCS, Ms Sudarsana Sanyal, Asst. Vice President, Learning and Development, Tata Projects Ltd.

During the Q&A session, many remarkable questions were raised by the audience and precisely addressed by the Panelists. Mr Dhananjay Singh, Director General, NHRDN, proposed the Vote of Thanks. The event was attended by around 140 Professionals, including BIMTECH Alumni, from Industry and Academia, which also included senior and middle-level HR professionals from organizations like Aditya Birla Group, TCS, NTPC, Tata Steel, JSW Steel, JK Paper, HUL, Nerolac, SBI, Essar Projects, HDIL, Nielson, Tata Capital, Indusind Bank, Reliance Industries, Kotak Group, RPG Life Sciences Ltd, IDBI Bank, Bajaj Allianz General Insurance Company etc.



HR Round Table, Bengaluru

The third one in the series was organized in Bengaluru on 15 November 2019 in Hotel Taj West End in association with National HRD Network and Deloitte as Knowledge Partner, on the sub-theme “From Employee Experience to Human Experience: Putting Meaning Back into Work”. The Round Table commenced with the Welcome Address by Prof. Akhil Pandey, Chairperson- CMDC, BIMTECH. Dr Kamlesh Vyas, Partner, Human Capital Consulting, Deloitte, presented a report on the sub-theme and moderated the Panel discussion.

The Panel consisted of the following eminent leaders from the Industry: Mr Anirban Chakravorty, Sr. Director & Regional Head - HR, Asia Pacific, NTT Data, Mr K Lakshminarayana, CEO, Shell MRPL, Mr Mannish Kainth, Director - HR, South Asia, Tata Global Beverages, Mr Rajesh Sahay, Global Head HR, Wipro Consumer Care and Lighting, Mr Venkataramana B, Group President HR, Landmark Group, Mr Nalin Srivastava, Assistant Director, NHRDN, proposed the Vote of Thanks.

Around 100 professionals from corporate, academia and BIMTECH alumni were present who benefitted from the Panel discussion and raised many pertinent questions to the Panel for their views. The fourth and last Round Table of the year 2019 – 20 has been scheduled on 7th February 2020 in Pune on the sub-theme “Social side of an Enterprise – the changing focus”.



CENTRE FOR MANAGEMENT DEVELOPMENT & CONSULTANCY



58th OPEN TRAINING PROGRAMME FCGM

CMDC organised its 12 days long 58th open training programme FCGM for middle-level executives of various companies at Vikramshila Leadership Centre. The program was inaugurated on 18th Nov 2019 by Dr. H. Chaturvedi, Director- BIMTECH. In his inaugural address, Dr. Chaturvedi shared about the challenges faced by businesses and the need for learning new skills for coping up these challenges, particularly in Indian energy sector.

There were 23 participants mostly from various plants/locations of NTPC, who attended this training program. The program concluded on 29th Nov with certificate distribution followed by Valedictory address by Prof. Akhil Pandey – Chairperson, Centre for Management Development & Consultancy, in the presence of Prof. KR Chari, Dean - Student Welfare & Support Services, BIMTECH. The participants shared very encouraging feedback during the Participant's Impression in the Valedictory session.

SECRET OF MANAGING THE MIND FOR POSITIVE THINKING FOR POWER GRID

CMDC organized two Management Development Programmes (MDPs) on "Secret of Managing the Mind for Positive Thinking" for Executives of Power Grid Corporation in November, 2019. The program was delivered by two of the BIMTECH professors Dr Navin Shrivastava and Dr Himanshi Tiwari and one Guest Faculty Mr. Ashish Kumar.

This Training Program helped the Executives recognize stress, understand the mind, its mysteries and techniques to transform or transcend it. This program also provided inputs on Emotional Intelligence at Personal & Professional Level, Decision Making, Integrating Ethics and Credibility etc.



Communication Skill and presentation Skill for Power Grid

CMDC conducted one day training program on "Communication and Presentation Skills" for 32 newly recruited ETs of Power Grid Corporation of India at Power Grid Academy of Leadership, Manesar on 29th November, 2019. This training programme helped executives to learn various Skills to Communicate with Superiors, Colleagues and External Customers.

NEGOTIATION SKILL FOR NTPC PMI

A half day training program was organised for the Executives of NTPC at Power Management Institute, Noida, on 12 December 2019. The session was delivered by Prof. Dhruva Chak, a senior professor of marketing who also chairs the Centre for Faculty Development at BIMTECH.



LEADERSHIP DEVELOPMENT PROGRAM (LDP) FOR HINDUSTAN HINDI DAILY

CMDC organised a 2 day's Training Program on Leadership Development for the Sr. Editorial Team of Hindustan Hindi Daily on 10 - 11 Dec 2019 at Vikramshila Leadership Centre. The LDP was inaugurated by Mr Sudhanshu Srivastava, Executive Editor, Hindustan, Delhi NCR, in presence of Dr Anupam Varma, Dy. Director, BIMTECH, Prof. Akhil Pandey, Chairperson-CMDC and Dr Manosi Chaudhuri, Professor & Head HR Area, BIMTECH. The participants were Sr. Editors from Hindustan Hindi daily from Delhi NCR, Uttar Pradesh, Uttarakhand, Bihar and Jharkhand etc. The topics covered were Essentials of Holistic Leadership, Values, Ethics and Humility, Personal Effectiveness & Inter-Personal Relationships, Leadership Style that Gets Results, Developing a positive mindset towards becoming future-ready, Effective feedback etc for achieving Business results and having a superior Team.





LEADERSHIP DEVELOPMENT PROGRAM FOR BFIN

CMDC in collaboration with Banking Finance and Insurance Institute of Nepal (BFIN) organised 6 days' residential "Leadership Development Program" in Vikramshila Leadership Centre, BIMTECH. The program was inaugurated on 23 December 2019 by Prof. K. C Arora, Professor and Registrar, BIMTECH. 15 Professionals from different Banking and Financial Institutions of Nepal like NMB Bank Limited, Nepal Investment Bank Limited, Nepal Bank Limited, NCC Bank Limited, Jyoti Life Insurance Company Ltd, and a coordinator from BFIN, had attended this 6 days' Residential Training Program. One day excursion trip to Agra to visit Taj Mahal was also organised, which was well appreciated by the participants. The training program concluded on 28 December 2019 with Valedictory address from the Chief Guest Dr Binod Atreya, MD, BFIN, in the presence of Dr H Chaturvedi, Director, BIMTECH, Prof. Akhil Pandey, Chairperson CMDC and Prof. Manoj Pandey. Some of the participants also shared their impression about the training program which were very encouraging.

CENTRE FOR FACULTY DEVELOPMENT

The period, September 2019– December 2019, witnessed a flurry of activity with 5 programmes being held under the auspices of the Centre:



Dr. Deepak Khazanchi, Associate Dean for Academic Affairs, University of Nebraska, Omaha, USA conducted a programme on "Mixed Method Approaches to Management Research". The objective of the FDP was to describe and then illustrate how mixed method approaches offer a fruitful research design for studying the complexities and interactions inherent in IS/IT phenomenon. The programme had 21 participants.



Dr Ernest R Cadotte of the University of Tennessee conducted a programme for our faculty the theme of which was "The Use of Simulation In Business and Entrepreneurship Education and the Future of Capitalism". The programme had 27 participants



Vijay Pandey of Psychometric World, conducted a programme on "Psychometric Assessment". The programme had 28 participants



Prof Trevor Williamson, Director Case Centre London, Prof Matthew Mullarkey, Director of the DBA programme at MUMA, South Florida and **Dr AK Dey**, Professor, BIMTECH jointly conducted "The Case Master Development Workshop" which had 50 participants, with the majority being external.

Dr. PC. Narayan, Formerly Professor at IIM-B conducted a programme on "Blended Learning and the Flipped Classroom". The programme was attended by 38 faculty.

LYCEUM

A UNIQUE LEARNING FORUM FOR STUDENTS



THE MEGA COMPETITION

The Mega Round held on November 23, had 5 winning teams contesting for the final winning position of Lyceum 2019. The invited industry experts were Mr. Rangarajan Rajagopalan, Lead Manager Property Products Asia, SwissRe, Mr. Akshay Mathur -

Sr. Director, Talent Acquisition- South Asia| Product Owner- Global People Projects. S&P Global Inc., Ms. Mandeep Kaur - Strategic Human Resources Leader- IBM India Private Limited and Mr. Anirudha Chakravarty, Associate Director, KPMG.

The inauguration witnessed welcome address by Dr. H Chaturvedi, Director, BIMTECH emphasizing that "In this VUCA world, ability to take good and timely decisions will beat the availability of resources".

The event drew to a close with the felicitation of the honorable jury followed by the announcement of winners. The winners of the Lyceum Masterclass 2019 were Vaishnavi Singh, Raashi and Shreya Rakesh from Insurance Team, followed by 1st Runner Ups Ria Kapoor, Ridhi Grover and Mishita Jain from Marketing team and 2nd Runner Ups Vinoth Kanna A, Anurag Singh and Ruchita Yadav from Retail team. The team winning the first position was awarded prize money of Rs. 25,000; the first runner-up team was awarded prize money of Rs. 15,000; the second-runner up team was awarded prize money of Rs. 10,000 and the remaining two teams were awarded a consolation prize of Rs. 5000 each.

The event concluded successfully with the distribution of trophies and certificates to the winning teams by Mr Rangarajan Rajagopalan, Dr H Chaturvedi, Dr. Anupam Varma and Professor K. K. Krishnan and other members of the senior management.



DR RANJAN BANERJEE'S INTERACTION WITH STUDENTS OF BIMTECH



Dr Ranjan Banerjee, Dean, SP Jain Institute of Management & Research, Mumbai was in our campus in connection with the 8th AIM-AMA Doctoral Consortium organised by BIMTECH in partnership with AIM & American Marketing Association. He was one of the speakers and resource persons.

Dr Banerjee addressed the students of our institute in an interactive session on some of the key challenges faced by MBA students while pursuing their course and also during their corporate life.

Dr Banerjee shared his learnings from key events in his life with students and exhorted them to take accidental meetings as opportunities. He said that MBA students should not make complex communications and should attempt explaining any complex thing to a 5 year old child. Regarding risk element in life, he was of the opinion that students should always have a Plan B when they start a new project. If plan A works, then they should forget about Plan B.

Dr Ranjan Bannerjee said that success and failure are terms created by society. Infact what is important is feedback. He said that knowledge, skills and attitude are the three important attributes that should be cultivated. For students, special lecture of Dr Bannerjee was a treasure to remember for ever.

PARTICIPATION IN 15th ANNUAL HIGHER EDUCATION CONCLAVE OF FICCI AND MEETING WITH DR. KASTURI RANJAN



15th Annual Higher Education Conclave of FICCI concluded on November 27, 2019 at Vigyan Bhawan, New Delhi. It was an occasion for me to meet some of the thought leaders in Indian Higher Education and exchange our views about the New Education Policy. Meeting with Dr Kasturi Rangan; Shri T V Mohandas Pai; Dr G Vishwanathan, Chancellor, VIT, Vellore; Dr Rajan Saxena, VC, NMIMS University, Mumbai; Dr Roopmanjari Ghosh, VC, Shiv Nadar University, Greater Noida; Smt Shobha Mishra Ghosh, Additional Secretary, FICCI; Dr A K Singh, VC, Sri Sri University, Cuttack, Odisha; Shri Nishit Jain, Sr Advisor, EFMD and many others was a great opportunity.

Dr R.D. Sharma, Former VC, Jammu University and Dr H K Maram are old friends who were also active participants in these informal meetings. Shri P Palanivel, Executive Secretary, EPSI was instrumental in arranging these meetings.

Sustainability & CSR

COMMUNITY IMMERSION PROGRAMME FOR STUDENTS

Lead by Mr Mohd Arif Ali, Centre for Sustainability and CSR, 305 first year students of PGDM, PGDM-International Business, and PGDM-Retail Management visited CSR project sites of Ambuja Cement Foundation, Spark Minda, UltraTech, BIMTECH Foundation, ponds rejuvenated by social worker Sh. Ramveer Tanwar, Amazon Cares Community Outreach Centre/ Read India, Accenture, Indigo, Teach for India, Vikas Vishranti Charitable Trust, Muskan K.K Charitable Trust, Umeed: A Drop of Hope, and Sri Sathya Sai Annapoorna Trust. The villages visited by the students are spread across Uttar Pradesh and Haryana.



PGDM STUDENTS TOOK PART IN THE RESEARCH PROJECT OF THE CENTER FOR RESPONSIBLE BUSINESS

PGDM students Anushka Jain, Divya Singhal, Pallavi Mishra, Rohit Bansal, and Romani Banerjee participated in a research project focused on Corporate Social Responsibility & Sustainability lead by Center for Responsible Business (CRB), New Delhi. They also participated in the Annual Sustainability Conference organised by CRB on 20-22 November 2019 during which they gained insights on current sustainability trends and challenges in India from Honorary Chairperson of CRB Prof. Bimal Arora, Aston Business School, UK.



PRESENTATION ON "BASELINE SURVEY AND NEEDS ASSESSMENT" CONDUCTED BY BIMTECH FOR JSW FOUNDATION

A presentation on "Baseline Survey and Needs Assessment" conducted by BIMTECH in 28 villages near to JSW Cement Limited in Salboni, West Bengal was delivered by Prof. N. N. Sharma, Chairperson, Centre for Sustainability and CSR before Mrs. Sangeeta Jindal, Chairperson, JSW Foundation on 27 September 2019 at Jindal Mansion, Mumbai. Prof. Sharma also shared a copy of Coffee Table book of BIMTECH with Mrs. Jindal.



WORKSHOP ON CSR FOR AGRICULTURAL DEVELOPMENT

BIMTECH to conduct "Baseline Survey and Needs Assessment" for Epsilon Carbon BIMTECH has been entrusted by Epsilon Carbon Private Limited (ECPL) to conduct a "Baseline Survey and Need Assessment" of six villages near to its facility in Bellary, Karnataka. In this regard, Prof. N. N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH, with Shri Vikram Handa, Managing Director, ECPL, to discuss details of the study which is expected to start in last week of December 2019. During the meeting Prof. Sharma shared Coffee Table Book of BIMTECH with Sh. Handa.



WORKSHOP ON CSR FOR AGRICULTURAL DEVELOPMENT

Birla Institute of Management Technology (BIMTECH), Greater Noida and National Centre for Management of Agricultural Extension (MANAGE), Hyderabad (an autonomous organisation of Ministry of Agriculture & Farmers Welfare, Government of India) jointly organised a two-day workshop on CSR for Agricultural Development at MANAGE Campus, Hyderabad on November 19-20, 2018. The objective of the workshop was to provide space to CSR executives of PSUs & companies, academia and professionals for exploring possibilities for leveraging CSR funds for agricultural development. The themes for the workshop were i) water management, ii) dairy and iii) innovative projects in the area of agriculture.

MEETING OF PROF. N. N. SHARMA WITH PROF. MUHAMMAD YUNUS

Prof. N. N. Sharma met with Nobel Laureate Prof. Muhammad Yunus during an event in Mumbai on 14th December 2019 and presented him a Gandhi memento made from temple waste by Energinee Innovations a social enterprise led by Mr Akash Singh and nurtured by BIMTECH's Atal Incubation Centre. The company aims to help temples recycle waste and enable prisoners to get a livelihood.



ANNUAL MARKETING & BRANDING CONGRESS - 08TH OCT. 2019

BIMTECH & Dr H Chaturvedi, Director, BIMTECH were felicitated by Dr Rashid Alleem, Chairman, Sharjah Electricity & Water Authority (SEWA) during a three-day Conference of "Alleem Business Congress 2019" at Sharjah held between 7-9 Oct 2019 for partnership with them. An MoU was also signed for promoting Research & Development between the organisations. The event was attended by Prof. N. N. Sharma, Prof. Rajeev Sharma and Ms. Rupali Singh.



3rd SUSTAINABLE DEVELOPMENT GOALS (SDGS) SUMMIT "EMERGING TRENDS IN CSR TO ACHIEVE SDGS. THE ROAD AHEAD"

A presentation on "Baseline Survey and Needs Assessment" conducted by BIMTECH in 28 villages near to JSW Cement Limited in Salboni, West Bengal was delivered by Prof. N. N. Sharma, Chairperson, Centre for Sustainability and CSR before Mrs. Sangeeta Jindal, Chairperson, JSW Foundation on 27 September 2019 at Jindal Mansion, Mumbai. Prof. Sharma also shared a copy of Coffee Table book of BIMTECH with Mrs. Jindal.

HERMES DIALOGUES 2.0

A PRAGMATIC VENTURE BY BIMTECH STUDENTS



COSMOPOLITAN, an initiative of International Business program, organized the second edition of their flagship event “HERMES DIALOGUES 2.0” on 26th November 2019 from 10:00 A.M. to 1:00 P.M. in the Academic Block. The agenda of the event was “Should Member Countries Sign RCEP?”

10 teams (after a rigorous process of short-listing) were chosen and assigned different FTA and ASEAN countries. The teams had to express their country’s concern on the much talked about multi-lateral trade agreement RCEP and if they should sign it. They were mentored by Institute’s faculty members.

The esteemed Jury members for the event were: Shri Rajeev Kher (Former Commerce Secretary, Distinguished Fellow, RIS) and Shri Pranav Kumar (Head – International trade Policy, CII). Mr. Amanpreet Singh (Co-founder and Director, F13 Technologies) also solicited the event as an industry mentor with his presence. Chairperson for the event was Ms. Puja Yadav (PGDM- IB, Second Year) and the moderator was Mr. Piyush Upadhyay (PGDM-IB, Second Year). The esteemed mentors were Dr. Anupam Verma (Deputy Director, BIMTECH), Prof. Anuj Sharma (Chairperson, PGDM-IB), Prof. Jagdish Shettigar, Prof. K. K. Krishnan, Prof. Archana Singh, Prof. Monika Jain, Ms. Rupali Singh.

Dr. Harivansh Chaturvedi, Director delivered the welcome note and talked about India’s need of signing RCEP in this economic slowdown to emerge as a stronger economy. This was followed by a speech by Dr. Anupam Varma, Deputy Director who mentioned the importance of organizing such events in the institution that increase experiential learning. Shri Pranav Kumar delivered an insightful speech which revolved around RCEP and how it can prove to be a wonderful opportunity for the member countries. Shri Pranav Kher was then felicitated with a memento. Shri Rajeev Kher stressed upon the non-tariff barriers imposed by China other than the Dumping policies which has led to trade deficits of several billion US\$ in so many countries. Mr. Rajeev Kher and Mr. Singh were then solicited with a memento.

Finally, the much-awaited results were announced. Ms. Anuradha Gupta and Ms. Pallavi Mishra (PGDM Batch 2019-21) representing India bagged the first position, followed by Ms. Harshita Gautam and Ms. Himani (PGDM Batch 2019-21) representing Vietnam and 2nd runner up were Ms. Bhumika Arora and Mr. Jay Kumar Jain (PGDM-IB Batch 2019-21) who were representing Japan.



CENTRE FOR INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT



E-LEADER WORKSHOP

The E-Leader workshop was conducted by the institute in association with Wadhvani Foundation on 5th October, 2019. E-leader Workshop (ELW) is a highly experiential one-day program for a select group of students and E-leaders who have been nominated by their institutes. The participants of this program went through facilitated sessions, self-study, and experiential learning in three phases: PHASE 1: PREPARATION, PHASE 2: TRAINING and PHASE 3: IMPLEMENTATION.

Participants of this workshop were from 5 different colleges i.e., IIT Mandi, IIT Goa, IIT Ropar, IIM Sirmaur and Bilra Institute of Management Technology, Greater Noida. The objective of this workshop was to create leadership skills among the participants and to teach them how to operate start-up clubs in campuses. The other objectives of the workshop were how to motivate students to join with the entrepreneur cells of the colleges and how to use the "LEARNWISE" platform for setting up and running start-up club activities.

The workshop ended with a motivational speech by Ms. Sonali Agnihotri, Director, Wadhvani Foundation and the letter of participation were distributed to the participants by Dr Abha Rishi, Chairperson -CIED and Dr. Shalini Singh, Faculty In-charge, E Cell – BIMTECH.



SOCIAL START-UP FELLOWSHIP PROGRAM 2019

School for Social Entrepreneurship powered by PwC is back with their new cohort of the Fellowship Program 2019 and the fellows are filled with enthusiasm more than ever. With the facilitator's profile including names such as Shalabh Mittal, CEO, SSE India, Shivam Dang, Amazon Web Services & Entrepreneurship Enabler, Swapnil Tewari, Founder, Livemad, Dr Amit Nagpal, Author & Storytelling Expert, these 18 social entrepreneurs have started their 9 months journey towards creating positive impact in the world.



FIRESIDE CHAT WITH MR. SUKHBIR SINGH

Atal Incubation Centre- BIMTECH invited Bolly-pop Singer, Mr Sukhbir Singh for a Fireside Chat on his journey from a singer to his recent consecutive investments in the Indian startup ecosystem at Atal Incubation Centre- BIMTECH, Greater Noida. Mr Sukhbir Singh has made his debut investment in one of the AIC- BIMTECH's incubatee, Liquii Beverages Private Limited.



FACULTY UPDATE



EURAXESS INDIA SCIENCE SLAM

Euraxess India organized the LIVE Finals of the 7th EURAXESS India Science Slam on November 30 at Goethe-Zentrum Trivandrum.

The event was an opportunity to learn about study and research opportunities in Europe, EU research mobility programmes.

Five finalists from TIFR Mumbai,

IIT Mumbai, IISc Bangalore, Kunnur University, and CSIR Chandigarh competed for the slammer title and the 1st prize - a round trip ticket to Europe.

The event was supported by, the EU Delegation to India, the German Consulate Bangalore, French Consulate Bangalore, DAAD, BIMTECH and TIFR. Dr Nimisha Singh was invited as member of jury for Science Slam India. The other members of jury were Dr. Syed Ibrahim, Honorary Consul of the Federal Republic of Germany for Kerala & Director, Goethe-Zentrum Trivandrum; Dr.Samrat S. Kumar, Country Representative, EURAXESS India; Ms. Tania Friederichs, Counsellor, Head Research & Innovation Sector, Delegation of the European Union to India; Dr. Jerome Bove, Science Counsellor, French Consulate Bangalore; Mr. Karl Ehlerding, Deputy Consul General, German Consulate General Bengaluru; Prof. Arnab Bhattacharya, TIFR Mumbai; Prof Deepshikha Jaiswal, IISER Trivandrum.



Prof. Arunditya Sahay was invited by the Institute of Finance Management, Dar es Salaam, Tanzania to deliver the 1st Professor Joshua Doriye Memorial Lecture on the Role of Higher Education for Development of Africa. During his stay in Tanzania, he also conducted a Case Workshop between 31st October and 3rd November, 2019.

FELICITATION OF RISHI TIWARI

Dr Rishi Tiwari, Secretary, RSSWLD, CEO BIMTECH Foundations and PRO, Indian Library Association and Head Librarian of BIMTECH was facilitated by IMT Ghaziabad and MANLIBNET- New Delhi, on 7 December 2019 at IMT Ghaziabad for his outstanding performance and exceptional commitment towards the Community Library Services. The felicitation was done for his setting up an example for all the librarians that how they can give back to society....



KICK-OFF MEETING FOR A MAJOR INDO-UK RESEARCH PROJECT



BIMTECH hosted the Kick-Off Meeting of an Indo-UK research project, TRANSSITioN, funded by STFC – GCRF, UK. The UK partners are University of Sheffield (Management School), RAL Space, STFC, IBM Research at Hardee, and ASTeC-D. India academic partners are BIMTECH, NIT Goa, IIT Madras, and Jadavpur University. The Industry partners in India are CSA Hyderabad, Go4Fresh, Linde Gas Asia, and FFHP. Dr. Subhanjan Sengupta and Dr. Rahul Singh are the co-investigators for the work package of BIMTECH, in collaboration with the other academic and industry partners.

TRANSSITioN will conduct an innovative multi-disciplinary and multi-institution research to identify relevant technology solutions and business models that can converge to work together for supporting interventions towards development outcomes for minimizing food loss/waste in the food supply chain from farm to fork. This is significant in developing countries such as India, where inadequate cold supply chain infrastructure results in large amount of wastage in fresh produce and inadequate value creation.

EXCHANGE PROGRAMME

INCOMING STUDENTS

The first batch of incoming exchange students for Fall Trimester arrived at BIMTECH in the month of September. The students arrived 2 days before the commencement of the Trimester i.e. on 23rd September. The students were mostly from prestigious colleges such as Kedge Business School and NEOMA Business School in France. Both the colleges are accredited by AACSB, EQUIS and AMBA.

Kedge Business School is well known for its courses in Supply Chain Management; whereas NEOMA Business School too offers a bouquet of courses, but is known for its Marketing, Retail and Finance courses.

Kedge Business School - 7 students

NEOMA Business School - 10 students

Gender diversity: Female: 5 Male: 12

The students are at BIMTECH for single and double Trimesters. The orientation was held on 23rd September.



The exchange students made a visit to Rural India under experiential learning program. The exchange students visited Neemka Village and Khajpur village.

The first stopover was at Birla Vidya Centre, a school opened recently by BIMTECH under Ranganathan Society. The school caters to the underprivileged students in the vicinity of PariChowk. It currently has 38 students of different age groups who enrolled for the first time in a school. The school has enrolled 15 women to empower them through education - an initiative of BIMTECH. The student then headed for Neemka village.

The school at NEEMKA village is a primary school. The exchange students got a warm welcome from the school children. The principal welcomed in the typical Indian style, by putting tilak on the forehead and garland around the neck. The school children

RURAL INDIA EXCURSION- INCOMING EXCHANGE STUDENTS

sang a welcome song and gave dance performance displaying the cultural ethnicity of the village. Some of the exchange students joined the school children in the dance performance.

The exchange students gave their introduction and later distributed sweets among the school children. The head teacher gave us the tour of the school, introduced to other teachers and showed us the computer lab, before leaving for Khajpur village.

The ride to Khajpur village, which is 2 km away was interesting on the tractor trolley. On reaching Khajpur the village Pradhan welcomed all the students in his house. He showed his farmhouse and offered tea and refreshments. The students had a good time meeting the elderly people of the village including the womenfolk. They interacted with them and tried to understand life in the village and the daily household chores that keeps them busy. The event was organised by the member secretary of Ranganathan Society under the direction of Sr. Librarian and Proctor- Students Welfare of BIMTECH. It was a memorable day for the exchange students.

International Outreach

OUTGOING STUDENTS

Experiential Learning @ BIMTECH gives opportunities to students to participate in the Student Exchange Program. This year, 35 BIMTECH students would be going for the exchange program. The selection process started in the month of August. The students have applied in the following institutes/ universities.

AUSTRIA: F H Joanneum

AUSTRALIA: Sydney Business School, University of Wollongong

FRANCE: Kedge Business School; NEOMA Business School

POLAND: Kozminski University; University of Warsaw

Gender diversity:Female: 16 students Male: 19 students

STUDENT RECEIPT OF GRANTS

Two students who went to Sydney business School, University of Wollongong, AUSTRALIA have received the Australian Government's Endeavour Leadership Program Student Exchange grant each for AUS \$5000

Three students of PGDM-IBM going to F H Joanneum, University of Applied Sciences, AUSTRIA have received Erasmus grant of EUROS 3370 each.



Geetika Chowdhary
PGDM- 2019-21



Gagandeep Kaur
PGDM 2019-21



Bhageerathy B Nair
PGDM- IBM



Pranibha Joy Kizhakkeparambil
PGDM-IBM



Supriya Katamneni
PGDM-IBM



INTERACTION BETWEEN INCOMING AND OUTGOING STUDENTS

International office organised an interaction between the Incoming Exchange Students and BIMTECH's Outgoing Exchange Students. The idea of interaction was to network and exchange numbers for future interaction.

BIMTECH students had lot of queries about the partner institute where they would be going for the exchange program. They discussed about the pedagogy, faculty, exams and various activities organised in the respective partner institutes. They talked on different topics like culture, people in general, places of interest, hostel and the most widely used app for booking and reservations. In all it was an enriching session for all.



CAMPUS FRANCE @ BIMTECH CAMPUS

Campus France is a public institution that was created by the merger of a not for profit organization Campus France Agency under the regulation of the Ministry of European and Foreign Affairs and the Ministry of Higher Education and Research. It is tasked with ensuring the easy passage of international students into France. Centre for International Affairs invited Campus France to conduct the visa application process for the outgoing exchange students 2019-20. It was a 2 day process. First day the campus France people gave presentation and attended to the queries of the students. The second day interviews were lined up for candidates participating in the exchange program. All the students had received their acceptance letters from the Partner institute where they had applied for exchange program. The students had applied for long stay visa on the basis of their exchange duration.

MEETINGS WITH INTERNATIONAL FACULTY

It has always been earnest endeavour of BIMTECH to initiate and look for collaboration with new universities. The meetings are organised with the management after due diligence is done of the said university. The focus of the collaboration is research and academic exchange.

List of experts who could make it to BIMTECH

AUSTRALIA:	Dr. Venkat Yanamandram, Sydney Business School, University of Wollongong (UOW)
AUSTRALIA:	Dr Sandra Seno-Alday, University of Sydney
AUSTRALIA:	Prof Prem Chhetri, Professor, RMIT University.
GERMANY:	Dr. Stephanie Swartz Professor Hochschule Mainz - University of Applied Sciences, Mainz
POLAND:	Dr. Lukasz Golota, Professor at the Institute of International Relations, University of Warsaw
POLAND:	Mr. Rafał Milczarski, President of Polish Airlines LOT
POLAND:	Dr. Justyna Godlewska-Szyrkowa, Vice-Dean for Student Affairs, University of Warsaw.
POLAND:	Ms. Anna Walczowska, Corporate Communications, LOT Polish Airlines
Switzerland:	Prof. Dr. Christoph Stückerberger, President, Globethics.net Foundation
UK:	Dr Atul Mishra, Plymouth Business School
UK:	Dr. Lalwani University of Hull
USA:	Dr. Peter W. Cardon, Professor, Department of Business Communication from Marshall School of Business, University of South California
USA:	Dr. David Victor, Professor, Eastern Michigan University
USA:	Dr. Sunil Mithas, Professor of the University of South Florida.
USA:	Dr. Jodie L. Ferise, Associate Provost for International Engagement, Chief International Officer, University of Indianapolis Center for Global Engagement
USA:	Ms. Kay Gunyon, Admission Officer, University of Indianapolis Center for Global Engagement
USA:	Dr. Deepak Khazanchi University of Nebraska at Omaha

INTERNATIONAL VISITS - BY FACULTY

The management and faculty members of BIMTECH travel overseas to attend important Annual Conferences and do meeting with lot of people from different universities and organisations. Senior management are invited as key note speakers in important conferences.

Dr. Shreya Mishra visited FINLAND to present a paper in Workshop/seminar

Prof. N N Sharma visited DUBAI for placement related activities

Dr. A K Deywas invited to chair a session during the AACSB International 2019 Asia Pacific Annual Conference in SOUTH KOREA.

Dr. A K Deywas invited as one of the speakers by (SEABC) Sriwijaya Economics, Accounting and Business Conference, Faculty of Economics, Universitas Palembang, South Sumatra, INDONESIA.

Dr. A K Dey, attended EFMD Annual Conference in VIETNAM.

Dr. H. Chaturvedi was invited as a panel member at the EFMD Annual Conference in VIETNAM.

Dr. Abha Rishi attended EFMD Annual Conference in VIETNAM.

Dr. Nimisha Singh was invited as a panel member at the EFMD Annual Conference in VIETNAM.

Dr. A Sahay conducted a workshop and delivered a Memorial Lecture on the Commemoration at IFM, TANZANIA.

SEMINAR

A one day seminar was jointly organised with **Faculty of Political Science and International Studies, University of Warsaw, Poland** and **LOT Polish Airlines**. The theme of the seminar was **Doing Business in India: A Case Study of Poland – India**.

Dr. Lukasz Golota from **University of Warsaw** spoke on the “**Post – Transition Economies- what now for Central Europe**” along with **Mr. Maciej Wilk**, **COO of Polish Airlines LOT** who gave an insight on the “**Airlines Industry in Poland and Central Europe- Implications for Asia**”

Dr. Anupam Varma, Dy Director & Dean Academics gave his views on “**Relevance of Geo politics info for students**”.

The later part of the seminar covered discussions on **research collaboration, Start Up India, Study Abroad Tours etc.**

NEW MOU SIGNED

BIMTECH signed an MoU with EdCIL Limited.

Educational Consultants India Limited EdCIL is a Public Sector Undertaking in India under administrative control of the Ministry of Human Resource Development. It is a Miniratna-I category company.

The Government of India has designated Education Consultants of India (Ed.CIL) as the Single Window agency to facilitate the admission of children of Indian Diaspora and foreign students.

Alumni Meet

REFLECTIONS 2019

ANNUAL ALUMNI MEET



Birla Institute of Management Technology organised its Annual Alumni Meet, "Reflections 2019" on 23rd November 2019.

Reflections 2019 was planned and executed under the supervision of Dr. Gagan Katiyar, Head of Alumni Cell and Ms. Madhavi Sharma, Manager, Alumni Cell.

The theme of this year's Reflections was "Carnival - an impression of the Century". The event was also partly sponsored by Denver, Ink My Tale, Style Gear and Rico Appliances. The event which witnessed a footfall of over 350 alumni and their family formally began with the lamp lighting session by the dignitaries of BIMTECH along with the Chief Guest Dr. Kamal Singh. This was followed by the enthralling act of Ganesh Vandana by the Immortal dance group. The formal event began with the inaugural address by Dr. Harivansh Chaturvedi, Director BIMTECH. While officially welcoming the alumni to their Alma Mater he spoke about the



strong alumni connect and the importance of alumni role in strengthening the brand “BIMTECH”.

This was followed by address by the Chief Guest Dr. Kamal Singh, CEO and Executive Director, Global Compact Network, India. He stressed the important role of the Alumni and asserted that the Alumni are a valuable asset of any B-School. Chief Guest address was then followed by the enchanting Kathak Fusion Dance by immortal dance troupe.

BIMTECH has constituted 4 Annual awards in four different categories to honour the outstanding contributions of the alumni. In the First phase, names of 13 such alumni were declared who were selected by the jury for the Final round which is scheduled on January 18, 2019 at BIMTECH campus.

The star guest of the evening Mr. Anubhav Singh Bassi—a stand-up comedian, was then welcomed on stage with the engaging Bhangra performance by the Immortal Dance Troupe. The act was followed by the release of book titled “Love, Life and Butterflies” authored by Mr. Sudhir Sharma, an alumnus of BIMTECH and currently working with ICICI bank as the Regional head.

The Annual Meet concluded at 8 PM which was followed by networking dinner in the campus lawns accompanied by nostalgic songs played by VDJ Sandy.



ALUMNI ACHIEVEMENTS



Ms. Pallavi Singh
PGDM, 2005-07 Batch

We feel proud to share that Ms. Pallavi Singh, Marketing Director BMW India and BIMTECH Alumna has been listed in LinkedIn Spotlight 2019 in India.

LinkedIn Spotlight is an initiative to showcase most viewed and engaging professionals on the platform. Various others prominent leaders like Mr. Manu Kumar Jain, Managing Director Xiaomi, Mr. Sampark A. Sachdeva, Head of Sales, Mumbai, OYO and Ms. Divya Kohli, Senior HR Business Partner, Nestlé were also featured in LinkedIn Spotlight 2019. Hearty Congratulations to Ms. Singh on this remarkable achievement.



Ms. Pallavi Banerjee

Delighted to share that Ms. Pallavi Banerjee, BIMTECH Alumna from 2009-11 PGDM Batch, was one of the 40 under forty Young HR achievers in a competition organised by Jombay

PLACEMENT REPORT

Final year BIMTECHIANS, these days are busy demonstrating their manifold skills before a formidable array of iconic corporates across industry sectors like **Gartner Inc., Grant Thornton, Amazon, Accenture, Infosys Ltd., KPMG, Wipro, Maruti Suzuki India Ltd., SBI Card, Schneider Electric Ltd, Star Union Dai-chi (SUD) Life Insurance Ltd., Panasonic India Ltd., HDFC Ltd, Federal Bank, Swiss Re, Mazars Advisory LLP, Zee Entertainment Enterprises, Bajaj Finance Ltd., JK Group, IDFC First Bank, Bajaj Allianz General Insurance Co. Ltd., Marsh India Insurance Brokers Pvt Ltd., Bata India Ltd, Aditya Birla Fashion and Retail Ltd, More Retail, Ninjacart , Gati-Kintetsu Express Pvt Ltd, OPPO Mobile, Orient Electric.**

The campus placement process also witnessed leading international recruiters like **Landmark Group** and **RAK Ceramics Ltd.** from **Dubai** and **Ras-Al-Khaimah** making beeline to on-board managerial talent from BIMTECH.

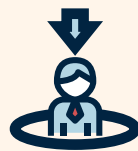
Despite the ongoing slowdown, placement at BIMTECH has seen an increase in domestic package by **12%** and international package by **15%**. Till 17th December, 2019, campus has witnessed **81** plus companies with average package of top 100 students above **11 LPA.**

BATCH PLACEMENT SUMMARY 2018-20



Batch size

411



Placed

329



Outcome

**80.05%
PLACED**

(As on 15th January 2020)



No. of Companies

81

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Editorial Committee

EDITOR
DR. SHRADHA KABRA

EDITORIAL CONDUIT (19-21)
EDITORIAL CONDUIT (18-20)

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