



PR REPORT

JULY 2024

Prepared By





Activity Sheet – JULY 2024

- Press Release- BIMTECH welcomes 480+ Students for 37TH Commencement Day.
- Press Release- BIMTECH Participates in €790,000 EU-Funded Mission to Build SACE-Skilled Workforce in South Asia.
- Special Story- 37TH Commencement Day in Free Press Journal.
- Industry Story in The Hindu Business Line (Institute Mention).
- Industry Story- Pre Budget quote by Dr. Prabina Rajib.
- Industry Story- Post Budget quote by Dr. Pankaj Priya.
- Interview Story- Dr. Prabina Rajib in Edex Live.
- Profiling Story- Dr. Prabina Rajib in The Hindu Business Line.



Outline of PR Activities

Press Event & Press Releases

Press Release

2

Top Publications

The Hindu Business Line, The Indian Express, News18, ANI, PTI, IANS, The Hindu, Economic Times, Deccan Chronicle, Edex Live, ABP Live, News9 Live, Business World, Free Press Journal, Amar Ujala, Dainik Jagran etc.

Proposed Opportunities (Missed / Pending)

The Statesman & Indian Retail Articles (Disapproved by Journalist), Event (Elets Education)

Industry stories

18

Total Print and Online Coverages

31 + 82

Profiling/ Interview Story

2

Print Circulation is 24, 78, 341 & Earned Influence Value is Rs.75, 57, 247.

Cumulative Online Reach is 538.955 M Million and PR Value is 25, 67, 500.



PR DOCUMENT

Press Release

BIMTECH Welcomes 480+ Students for the 37th Commencement Day

Editor's Synopsis:

- **37th Commencement Day for 480+ new students.**
- **Chief Guest- Dr. Abhishek Tiwary, Senior Vice President & Global Head – HR (BPS), Tech Mahindra Ltd. & Global HR Head (designate) KPMG Delivery Network (KDN).**
- **Guest of Honour- Maj. Gen. Rajesh Kumar Jha, AVSM (Retd.), Director (Personnel), NEEPCO Ltd.**
- **Students enrolled from domicile regions and diverse graduation streams.**
-

New Delhi, 2nd July 2024: Birla Institute of Management Technology (BIMTECH), a leading B-School in India, is proud to announce the commencement of new academic session (2024-26), opening its doors to over 480+ young and talented minds. The students are enrolled in BIMTECH's four two-year full-time programs; PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

The 37th "Deeksharambh" ceremony was graced by Chief Guest Dr. Abhishek Tiwary, Senior Vice President & Global Head – HR (BPS), Tech Mahindra Ltd. & Global HR Head (designate) KPMG Delivery Network (KDN). Another feather in the cap was the presence of Maj. Gen. Rajesh Kumar Jha, AVSM (Retd.), Director (Personnel), NEEPCO Ltd. as the Guest of Honour.

Dr. Prabina Rajib, Director, BIMTECH, introducing the new batch of PGDMs with the institute's rich history said, "It is a proud moment for us today to witness this ambitious group of diverse students embark on a transformative journey with us. Looking ahead, the futuristic jobs/positions will require business leaders who are handy with technology, and demonstrate adaptability & creativity. Therefore, we are investing in both hard and soft infrastructure. It has been our endeavor to provide our students with every opportunity that a management student can dream of. Recently, we have revised our curriculum in a significant manner with a large component of experiential learning. We have also signed a MoU with Singapore University, we are at discussion with a US-based company to start a center of excellence in block chain, and we are also in discussion with Bloomberg to set up a finance lab. I complement each of you to have secured an admission at BIMTECH."

Imparting wisdom to the in-coming batch of 2024-2026, Dr. Abhishek Tiwary shared, "Today marks a momentous occasion. I'm happy to know that BIMTECH has focus on research. I'm sure that the programs at BIMTECH will bring out the leaders in you." He further advised the students, "The road ahead is exhilarating and demanding. Focus on the core skills, befriend data and technology and most importantly ask quality questions. Get out of your comfort

zones and build networks. My message to you is just enjoy the process and before you solve the world's problems, indulge in some self-care. Be bold, be curious, and be the change-makers the world needs. ”

Addressing the newcomers during his commencement speech, Maj. Gen. Rajesh Kumar Jha said, “I’m humbled to be amongst the future leaders. Everything is a workplace and each one of you is a leader. Learn to work in pressure and be adaptable. I believe leaders should be authentic and have a strong character, for authenticity is the cornerstone of a good leader. Life is a Sin curve. Success will not come to your doorstep. Do not despair if there is a failure. Embrace humility with grace and do not forget the sacrifices and contributions of your parents. ”

This year’s boost in the enrollment number showcased, a relatively balanced gender distribution displaying the unwavering commitment to fostering an inclusive and diverse academic environment. The new batch includes students from domicile regions, highlighting BIMTEH’s national appeal. The institute witnessed students joining from Uttar Pradesh, Delhi NCR, Madhya Pradesh, West Bengal, Bihar, and Punjab, as well as significant representation from Andhra Pradesh, Maharashtra, Odisha, Tamil Nadu, Kerala, Karnataka, Gujarat, and Assam.

The new student body reflects a rich diversity of academic backgrounds with strong representation from different graduation streams. The programs offered by the institute attract aspiring candidates from Commerce, Engineering, Science, Humanities, Management and other fields underscoring the interdisciplinary nature of the institute’s offerings.

Inspired by its founder late Basant Kumar Birla, BIMTECH pioneered innovative programs like PGDM, PGDM-International Business (IB), PGDM-Retail Management (RM), and PGDM-Insurance Business Management (IBM), nurturing individuals into global leaders. BIMTECH proudly holds the 48th position in the Management Category in NIRF-National Institutional Ranking Framework 2023 and secures the 17th rank among the top private B-Schools in India, as per Business Today-MDRA Best B-Schools Ranking 2023. Also, BIMTECH is now AACSB accredited, joining the Ivy League of Top Globally Recognized B-Schools. Fostering a symbiotic relationship, the institute excels in management education, supported by its globally placed robust alumni network of over 7000 individuals.

Press Release

BIMTECH Participates in €790,000 EU-Funded Mission to Build SACE-Skilled Workforce in South Asia

New Delhi, 29th July, 2024 : Birla Institute of Management Technology (BIMTECH), Greater Noida, spearheads a pioneering effort to advance circular economy ideas across South Asia via the EU-funded KODECET project. The project, 'Knowledge Development for Circular Economy Transition (KODECET),' brings together distinguished faculty members from six partner institutions: University of Jyväskylä (Finland), FH JOANNEUM Gesellschaft mbH (Austria), BIMTECH (India), NIRMA University (India), Prince of Songkla University (Thailand), and Payap University (Thailand). Dr. Bhavesh Sarna from the University of Jyväskylä leads this international project, while Dr. Veenu Sharma from BIMTECH spearheads it as the National Lead from India. Faculty members from BIMTECH participating include Dr. K. K. Upadhyay, Dr. Prateek Jain, Dr. Anupama Singh, and Ms. Svadha Rai.

Launched in January 2024, the project aims to establish four Digi-SUSTEACH centers to enhance the instructional capacity of university faculty, students, and early-stage professionals in Sustainable and Circular Economy (SACE). These centers will function as digital hubs for teaching and research, equipped with state-of-the-art facilities to provide world-class training and develop comprehensive SACE courses with diverse learning materials.

Initiated under the European Education and Culture Executive Agency (EACEA) leadership, the project aims to integrate SACE principles into the core curriculum of higher education institutions. The inaugural Kick-Off meeting on January 22, 2024, at Payap University in Thailand marked the beginning of this collaborative effort among partner universities across Finland, Austria, India, and Thailand. The project aims to develop a SACE-skilled workforce for a better business and environmental future.



Dr Veenu Sharma (Project National Lead); Dr Pankaj Priya (Deputy Director, BIMTECH); Dr K K Updhyay (Project Member); Dr Prabiina Rajib (Director, BIMTECH); Dr. Bhavesh Sarna (Project Lead, University of Jyväskylä); Dr Prateek Jain (Project Member); Dr Anupama Singh (Project Coordinator); Ms Svadha Rai ((Project Manager)

Dr. Prabina Rajib, Director, BIMTECH, highlighted the bright prospects of the circular economy in India, emphasizing the project's role in strengthening knowledge and learning about circular economy education through collaborative initiatives. Dr. Rajib believes that these collective efforts will be instrumental in establishing a foundation for circular economy education in South Asia. The Digi-SUSTEACH centers will serve as digital hubs for teaching and research on the circular economy, equipped with state-of-the-art software and hardware to provide world-class training. The centers aim to develop comprehensive courses on the circular economy, including a wide range of learning materials to cater to different learning styles.

The €790,010.00 EU-funded KODECET project signifies a major step forward for circular economy education and research in India. This 36-month collaboration among six partners from four countries fosters international collaboration and paves the way for innovation in the field. The Digi-SUSTEACH centers are key to achieving the project's goals. These digital hubs for circular economy teaching and research will be equipped with cutting-edge technology to provide world-class training. They will house comprehensive circular economy courses featuring diverse learning materials to cater to various learning styles. Dr. Veenu Sharma, the project's National Lead from India, is enthusiastic. She calls the initiative "a significant leap towards sustainable development and circular economy education, fostering innovation and collaboration across borders."

To achieve its ambitious goals, the project will train 20 faculty members who will then educate 120 students on circular economy principles. Additionally, a social media hackathon will engage students and raise awareness. Further strengthening the initiative, NIRMA University will design intensive workshops to equip faculty members with the necessary skills to effectively teach circular economy concepts. FH JOANNEUM University will develop courses covering waste management, resource efficiency, and sustainable business models – all crucial aspects of the circular economy. Prince of Songkla University plays a key role in establishing the Digi-SUSTEACH centers. These centers, equipped with advanced computing systems, interactive learning platforms, and simulation software, will provide an immersive learning experience. Finally, Payap University takes the vital role of disseminating information about the project. They will ensure the project's goals and achievements reach a wider audience, promoting greater adoption of circular economy principles.

The KODECET project, with its focus on education and collaboration, is building a strong educational framework for circular economy principles. By empowering educators and students with advanced tools and resources, the project aims to drive a sustainable transformation across South Asia and beyond.

Inspired by its founder late Basant Kumar Birla, BIMTECH pioneered innovative programs like PGDM, PGDM-International Business (IB), PGDM-Retail Management (RM), and PGDM-Insurance Business Management (IBM), nurturing individuals into global leaders. BIMTECH proudly holds the 48th position in the Management Category in NIRF-National Institutional Ranking Framework 2023 and secures the 17th rank among the top private B-Schools in India, as per Business Today-MDRA Best B-Schools Ranking 2023. Also, BIMTECH is now AACSB accredited, joining the Ivy League of Top Globally Recognized B-Schools. Fostering a symbiotic relationship, the institute excels in management education, supported by its globally placed robust alumni network of over 7000 individuals.



**Consolidated Media
Coverage of
Press Release:
BIMTECH welcomes 480+
Students for 37TH
Commencement Day
On
2nd July, 2024**



Print Coverages

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Press Release- BIMTECH welcomes 480+ Students for 37TH Commencement Day						
Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	3.07.2024	Amar Ujala	4	Noida	202436	1,20,725
2	3.07.2024	Navbharat Times	2	Noida	480000	1,09,512
3	3.07.2024	Hindustan	2	Noida	286000	1,02,600
4	3.07.2024	Dainik Jagran	2	Noida	227052	1,26,360
5	3.07.2024	Deshbandhu	5	Noida	45104	5,463
6	3.07.2024	Herald Young Leader	7	Ahmedabad	25000	25,160
7	3.07.2024	Gujarat Pranam	2	Ahmedabad	52108	37,535
8	3.07.2024	Standard Herald	7	Ahmedabad	25000	11,329
9	4.07.2024	Karnavati Express	3	Ahmedabad	15800	37,935
10	4.07.2024	Palash News	3	Ahmedabad	25000	30,780
11	3.07.2024	Sandhya Prakash	7	Bhopal	25001	21,504
12	3.07.2024	Dainik Purnaviram	7	Bhopal	24733	13,770
13	4.07.2024	Samay Jagat	6	Bhopal	25000	19,440
14	4.07.2024	Fine Times	7	Bhopal	6000	6,986
15	4.07.2024	LN Star	8	Bhopal	25225	11,239
16	3.07.2024	Pradesh Times	6	Bhopal	37486	13,876
TOTAL					1526945	6,94,214



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DATE : 03.07.2024

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PAGE No. : 4

लघु एवं सूक्ष्म उद्योगों में सलाहकार के तौर पर उद्यमियों की मदद करेंगे छात्र

ग्रेटर नोएडा। नॉलेज पार्क स्थित विमटेक कॉलेज में मंगलवार को शैक्षणिक सत्र (2024-26) का आगाज हुआ। समारोह में 480 नए छात्रों का स्वागत किया गया। कॉलेज ने इस बार छात्रों को लघु एवं सूक्ष्म उद्योगों से जोड़ने का फैसला लिया है। इसमें छात्र एक सलाहकार के तौर पर काम करेंगे और उद्योगों को मुश्किलों से बाहर निकालने का रास्ता तैयार करेंगे। अगर कोई छात्र काम में लापरवाही करेगा तो परीक्षा में उसके अंक काटे जाएंगे। कॉलेज की डायरेक्टर डॉ. प्रवीणा राजीव ने बताया कि पीजीडीएम, पीजीडीएम (इंटरनेशनल बिजनेस), पीजीडीएम (इंश्योरेंस बिजनेस मैनेजमेंट) और पीजीडीएम (रिटेल मैनेजमेंट) के नए सत्र की शुरुआत हुई है। इस बार छात्रों को उद्योगों से जोड़ा जाएगा। लघु एवं सूक्ष्म उद्योगों के संगठनों से संपर्क किया है। इस समय कंपनियां उत्पाद बढ़ाने के लिए सलाहकारों की मदद ले रही हैं। कॉलेज के छात्र बिना पैसों के कंपनी के साथ सलाहकार के तौर पर काम करेंगे। व्यूरो



PUBLICATION : Navbharat Times

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EDITION : Noida

PAGE No. : 2

‘कंफर्ट जोन से बाहर निकलें, नेटवर्क बनाएं’

■ एनबीटी न्यूज, ग्रेनो : नॉलेज पार्क स्थित बिरला इंस्टिट्यूट ऑफ मैनेजमेंट टेक्नॉलजी (बिमटेक) में मंगलवार को नए शैक्षणिक सत्र (2024-26) शुरुआत हुई। कार्यक्रम में मुख्य अतिथि के रूप में केपीएमजी डिलीवरी नेटवर्क डॉ. अभिषेक तिवारी, मेजर जनरल राजेश कुमार झा (सेवानिवृत्त), बिमटेक के डायरेक्टर डॉ. प्रबीना राजीव और डिप्टी डायरेक्टर और डीन अकैडमिक डॉ. पंकज प्रिया शामिल हुईं। डॉ. अभिषेक तिवारी ने छात्रों को सलाह दी, 'आगे की राह रोमांचक और चुनौतीपूर्ण है। अपने कंफर्ट जोन से बाहर निकलें और नेटवर्क बनाएं।'



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दीक्षारंभ में 480 छात्रों का स्वागत

ग्रेटर नोएडा, संवाददाता। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) में मंगलवार को नए शैक्षणिक सत्र 2024-26 की शुरुआत हुई। इस दौरान आयोजित 37वें दीक्षारंभ समारोह में 480 छात्रों का स्वागत किया गया। छात्र बिमटेक के चार प्रमुख दो वर्षीय पूर्णकालिक प्रोग्रामों में नामांकित हुए हैं। इनमें पीजीडीएम, पीजीडीएम इंटरनेशनल बिजनेस, पीजीडीएम इश्योरेंस बिजनेस मैनेजमेंट और पीजीडीएम रिटेल मैनेजमेंट शामिल हैं। 37वें दीक्षारंभ समारोह में मुख्य अतिथि के रूप में टेक महिंद्रा लिमिटेड और ग्लोबल एचआर हेड केपीएमजी डिलीवरी नेटवर्क (केडीएन) व सीनियर वाइस प्रेसिडेंट और ग्लोबल हेड-एचआर (बीपीएस) डॉ. अभिषेक तिवारी, विशिष्ट



बिमटेक में मंगलवार को 37वें दीक्षारंभ समारोह में उपस्थित डायरेक्टर प्रबीना राजीव, डिप्टी डायरेक्टर डॉक्टर पंकज प्रिया सहित अन्य अतिथिगण। • हिन्दुस्तान

अतिथि के रूप में मेजर जनरल राजेश कुमार झा, बिमटेक के डायरेक्टर डॉ. प्रबीना राजीव और डिप्टी डायरेक्टर और डीन-एकेडमिक डॉ. पंकज प्रिया उपस्थित रहे। बिमटेक डायरेक्टर डॉ. प्रबीना राजीव

ने कहा कि भविष्य में नौकरियों व पदों के लिए ऐसे बिजनेस लीडर की आवश्यकता होगी जो तकनीक के साथ काम करने में कुशल हों, अनुकूलनशीलता और रचनात्मकता का प्रदर्शन करें।

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PAGE No. : 2

दीक्षारंभ में मैनेजमेन्ट के विद्यार्थियों को सफलता का दिए गए मंत्र

ग्रेटर नोएडा, 2 जुलाई (देशबन्धु)। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने नए शैक्षणिक सत्र 2024-26 की शुरुआत के साथ 37वें दीक्षारंभ समारोह आयोजित हुई। जिसमें मुख्य अतिथि के रूप में डॉ. अभिषेक तिवारी, सीनियर वाइस प्रेसिडेंट और ग्लोबल हेड-एचआर (बीपीएस), टेक महिंद्रा लिमिटेड और ग्लोबल



■ **बिमटेक के 37वें दीक्षारंभ समारोह में विद्यार्थियों को प्रबंधन में तकनीकी से कराया गया अवगत**

एचआर हेड (नामित) केपीएमजी डिलीवरी नेटवर्क (केडीएन) शामिल हुए। विशिष्ट अतिथि के रूप में मेजर जनरल राजेश कुमार झा, एवीएसएम (सेवानिवृत्त), डायरेक्टर (कार्मिक), नीपको लिमिटेड, डॉ. प्रबीना राजीव, डायरेक्टर, बिमटेक, और डॉ. पंकज प्रिया, डिप्टी डायरेक्टर और डीन-

एकेडमिक, बिमटेक भी इस महत्वपूर्ण अवसर पर उपस्थित थे। बिमटेक डायरेक्टर डॉ. प्रबीना राजीव ने संस्थान के समृद्ध इतिहास के साथ पीजीडीएम के नए बैच का परिचय देते हुए कहा कि भविष्य की नौकरियों-पदों के लिए ऐसे बिजनेस लीडर की आवश्यकता होगी जो तकनीक के साथ काम करने में कुशल हों, और अनुकूलनशीलता और रचनात्मकता का प्रदर्शन करें हमारा प्रयास रहा है कि हम अपने छात्रों को हर वह अवसर प्रदान करें जिसका एक मैनेजमेंट स्टूडेंट सपना देख सकता है। नए बैच को संबोधित करते हुए डॉ. अभिषेक तिवारी ने छात्रों को सलाह दी कि आगे की राह रोमांचक और चुनौतीपूर्ण है। मुख्य कौशल पर ध्यान दें, डेटा और तकनीक से दोस्ती करें और सबसे महत्वपूर्ण बात यह है कि गुणवत्तापूर्ण प्रश्न पूछें। अपने कम्पर्ट ज़ोन से बाहर निकलें और नेटवर्क बनाएं। मेरा आपसे संदेश है कि बस प्रक्रिया का आनंद लें और दुनिया की समस्याओं को हल करने से पहले, कुछ खुद पर ध्यान दें लें। साहसी बनें, जिज्ञासु बनें और दुनिया को बदलने वाले बनें। मेजर जनरल राजेश कुमार झा ने कहा कि मैं प्यूचर लीडर्स के बीच आकर बहुत आभारी हूँ। सब कुछ एक कार्यस्थल है और आप में से हर कोई एक लीडर है। दबाव में काम करना सीखें और अनुकूलनशील बनें। सफलता आपके दरवाजे पर नहीं आएगी। अगर कोई असफलता मिलती है तो निराश न हों। विनम्रता को शालीनता से अपनाएं और अपने माता-पिता के बलिदान और योगदान को न भूलें।

बिजल
के सा
उपदे



जेवर,
ट्रांसफार्मर
पहुंचे चौरो
व्यवहार व
भारतीय
मंगलवार
प्रदर्शन कि
कार्यवाही
प्रशासनिक
लिए कमे
कर्मचारियों
पर किसान
भारतीय
उपाध्यक्ष
चौरोली गा
ट्रांसफार्मर
किसान द्वा
अधिकारिय
जिससे फस
खेत में फस



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किताबी ज्ञान संग अभ्यास पर फोकस

जासं, ग्रेटर नोएडा: सूक्ष्म उद्योग चलाने वाले लोगों को होने वाली परेशानियों का हल अब बिमटेक के छात्र भी खोजेंगे। यह जानकारी बिमटेक की डायरेक्टर डा. प्रबीना राजीब ने 37वें दीक्षारंभ समारोह में दी। उन्होंने बताया कि नए सत्र से छात्रों को किताबी ज्ञान के साथ अभ्यास पर भी अधिक फोकस किया जाएगा। एमएसएमई के तहत व्यापार करने वाले व्यापारियों को कई परेशानियां होती हैं। बिमटेक कालेज के छात्रों को उनकी समस्याओं का हल निकालना होगा। बिमटेक ने मंगलवार को नए शैक्षणिक सत्र 2024-26 की शुरुआत की।



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बिमटेक ने 480 छात्रों का किया स्वागत

भारत की प्रमुख बी-स्कूल बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने नए शैक्षणिक सत्र (2024-26) की शुरुआत की घोषणा करते हुए 480 प्रतिभाशाली युवाओं के लिए अपने दरवाजे खोले हैं। छात्र बिमटेक के चार प्रमुख दो वर्षीय पूर्णकालिक प्रोग्रामों में नामांकित हुए हैं, जिनमें पीजीडीएम, पीजीडीएम (इंटरनेशनल बिजनेस), पीजीडीएम (इंश्योरेंस बिजनेस मैनेजमेंट) और पीजीडीएम (रिटेल मैनेजमेंट) शामिल हैं। 37वें %दीक्षारंभ% समारोह में, मुख्य अतिथि के रूप में डॉ. अभिषेक तिवारी, सीनियर वाइस प्रेसिडेंट और ग्लोबल हेड-एचआर (बीपीएस), टेक महिंद्रा लिमिटेड और ग्लोबल एचआर हेड (नामित) केपीएमजी डिलीवरी नेटवर्क (केडीएन) ने समारोह की शोभा बढ़ाई। विशिष्ट अतिथि के रूप में मेजर जनरल राजेश कुमार झा, एवीएसएम (सेवानिवृत्त), डायरेक्टर (कार्मिक), नीपको लिमिटेड, डॉ. प्रबीना राजीब, डायरेक्टर, बिमटेक, और डॉ. पंकज प्रिया, डिप्टी डायरेक्टर और डीन-एकेडमिक, बिमटेक भी इस महत्वपूर्ण अवसर पर उपस्थित थे।



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બીમટેકે ૩૭મા પ્રારંભિક દિવસે ૪૮૦ વિદ્યાર્થીઓનું સ્વાગત કર્યું

નવી દિલ્હી, ૨ જુલાઈ, ૨૦૨૪ – ભારતમાં અગ્રણી બી-સ્કૂલ બિરલા ઈન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) ૪૮૦થી વધુ યુવાન અને પ્રતિભાશાળી વિદ્યાર્થીઓ માટે તેના દરવાજા ખોલતા નવા શૈક્ષણિક સત્ર (૨૦૨૪-૨૬)ના પ્રારંભની જાહેરાત કરતા ગર્વ અનુભવે છે. વિદ્યાર્થીઓએ બિમટેકના બે વર્ષના ચાર ફુલ ટાઈમ પ્રોગ્રામ્સ, પીજીડીએમ, પીજીડીએમ (ઈન્ટરનેશનલ બિઝનેસ), પીજીડીએમ (ઈન્શ્યોરન્સ બિઝનેસ મેનેજમેન્ટ) અને પીજીડીએમ (રિટેલ મેનેજમેન્ટ) માં પ્રવેશ મેળવ્યો છે.

૩૭મો દીક્ષારંભ સમારંભમાં ટેક મહિન્દ્રા લિમિટેડના સિનિયર વાઈસ પ્રેસિડેન્ટ અને ગ્લોબલ હેડ – એચઆર (બીપીએસ) તથા કેપીએમજી ડિલિવરી નેટવર્ક (કેડીએન)ના ગ્લોબલ એચઆર હેડ (ડેઝિગ્નેટ) ડો. અભિષેક તિવારી

મુખ્ય અતિથિપદે હતા જ્યારે અતિથિ વિશેષપદે નીપ્કો લિમિટેડના ડિરેક્ટર (પર્સોનેલ) મેજર જનરલ રાજેશ કુમાર ઝા, એવીએસએમ (નિવૃત્ત), બીમટેકના ડિરેક્ટર ડો. પ્રવીણા રજીબ અને બીમટેકના ડેપ્યુટી ડિરેક્ટર અને ડીન-એકેડમિક્સ ડો. પંકજ પ્રિયા હતા.

બીમટેકના ડિરેક્ટર ડો. પ્રવીણા રજીબે સંસ્થાના સમૃદ્ધ ઈતિહાસ સાથે પીજીડીએમની નવી બેચને રજૂ કરતા જણાવ્યું હતું કે, “આજે અમારા માટે ગર્વની ક્ષણ છે કે વિવિધ વિદ્યાર્થીઓનું આ મહત્વાકાંક્ષી જૂથ અમારી સાથે પરિવર્તનશીલ પ્રવાસ શરૂ કરી રહ્યું છે. આગળ જતાં ભવિષ્યની નોકરીઓ/હોદ્દાઓ માટે એવા બિઝનેસ લીડર્સની જરૂર પડશે જેઓ ટેકનોલોજી સાથે તાલમેલ ધરાવતા હોય અને અનુકૂળનક્ષમતા તથા રચનાત્મકતા દર્શાવે.



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બીમટેકે ૪૮૦ વિદ્યાર્થીઓનું સ્વાગત કર્યું

ભારતમાં અગ્રણી બી-સ્કૂલ બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) ૪૮૦થી વધુ યુવાન અને પ્રતિભાશાળી વિદ્યાર્થીઓ માટે તેના દરવાજા ખોલતા નવા શૈક્ષણિક સત્ર (૨૦૨૪-૨૬)ના પ્રારંભની જાહેરાત કરતા ગર્વ અનુભવે છે. વિદ્યાર્થીઓએ બિમટેકના બે વર્ષના ચાર ફુલ ટાઈમ પ્રોગ્રામ્સ, પીજીડીએમ, પીજીડીએમ (ઈન્ટરનેશનલ બિઝનેસ), પીજીડીએમ (ઈન્શ્યોરન્સ બિઝનેસ મેનેજમેન્ટ) અને પીજીડીએમ (રિટેલ મેનેજમેન્ટ) માં પ્રવેશ મેળવ્યો છે.

૩૭મો દીક્ષારંભ સમારંભમાં ટેક મહિન્દ્રા લિમિટેડના સિનિયર વાઈસ પ્રેસિડેન્ટ અને ગ્લોબલ હેડ – એચઆર (બીપીએસ) તથા કેપીએમજી ડિલિવરી નેટવર્ક (કેડીએન)ના ગ્લોબલ એચઆર હેડ (ડેઝિગ્નેટ) ડો. અભિષેક તિવારી મુખ્ય અતિથિપદે હતા જ્યારે અતિથિ વિશેષપદે નીપ્કો લિમિટેડના ડિરેક્ટર (પર્સોનેલ) મેજર જનરલ રાજેશ કુમાર ઝા, એવીએસએમ (નિવૃત્ત), બીમટેકના ડિરેક્ટર ડો. પ્રવીણા રજીબ અને બીમટેકના ડેપ્યુટી ડિરેક્ટર અને ડીન-એકેડમિક્સ ડો. પંકજ પ્રિયા હતા.

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PAGE No. : 3

બીમટેકે ૩૭મા પ્રારંભિક દિવસે ૪૮૦ વિદ્યાર્થીઓનું સ્વાગત કર્યું

ભારતમાં અગ્રણી બી-સ્કૂલ બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) ૪૮૦થી વધુ યુવાન અને પ્રતિભાશાળી વિદ્યાર્થીઓ માટે તેના દરવાજા ખોલતા નવા શૈક્ષણિક સત્ર (૨૦૨૪-૨૬)ના પ્રારંભની જાહેરાત કરતા ગર્વ અનુભવે છે. વિદ્યાર્થીઓએ બિમટેકના બે વર્ષના ચાર કુલ ટાઈમ પ્રોગ્રામ્સ, પીજીડીએમ, પીજીડીએમ (ઈન્ટરનેશનલ બિઝનેસ), પીજીડીએમ (ઈન્ફોર્મેશન બિઝનેસ મેનેજમેન્ટ) અને પીજીડીએમ (રિટેલ મેનેજમેન્ટ) માં પ્રવેશ મેળવ્યો છે. ૩૭મો દીક્ષારંભ સમારંભમાં ટેક મહિન્દ્રા લિમિટેડના સિનિયર વાઈસ પ્રેસિડેન્ટ અને ગ્લોબલ હેડ—એચઆર (બીપીએસ) તથા કેપીએમજી ડિલિવરી નેટવર્ક (કેડીએન)ના ગ્લોબલ એચઆર હેડ (ડિરેક્ટ) ડો. અભિષેક તિવારી મુખ્ય અતિથિપદે હતા જ્યારે અતિથિ વિશેષપદે નીકો લિમિટેડના ડિરેક્ટર (પર્સોનેલ) મેજર જનરલ રાજેશ કુમાર ઝા, એવીએસએમ (નિવૃત્ત), બીમટેકના ડિરેક્ટર ડો. પ્રવીણા રજબ અને બીમટેકના ડેપ્યુટી ડિરેક્ટર અને ડીન-એકેડેમિક્સ ડો. પંકજ પ્રિયા હતા. બીમટેકના ડિરેક્ટર ડો. પ્રવીણા રજબે સંસ્થાના સમૃદ્ધ ઇતિહાસ સાથે પીજીડીએમની નવી બેચને રજૂ કરતા જણાવ્યું હતું કે, “આજે અમારા માટે ગર્વની શ્રણ છે કે



વિવિધ વિદ્યાર્થીઓનું આ મહત્વાકાંક્ષી જૂથ અમારી સાથે પરિવર્તનશીલ પ્રવાસ શરૂ કરી રહ્યું છે. આગળ જતાં ભવિષ્યની નોકરીઓ/હોદ્દાઓ માટે એવા બિઝનેસ લીડર્સની જરૂર પડશે જેઓ ટેકનોલોજી સાથે તાલમેલ ધરાવતા હોય અને અનુકૂળનક્ષમતા તથા રચનાત્મકતા દર્શાવે. એટલે અમે હાર્ડ અને સોફ્ટ ઈન્ફ્રાસ્ટ્રક્ચર બંનેમાં રોકાણ કરી રહ્યા છીએ. મેનેજમેન્ટનો દરેક વિદ્યાર્થી જે સ્વપ્ન જોતો હોય તેવી દરેક તક પૂરી પાડવાનો અમારો પ્રયાસ રહ્યો છે.

તાજેતરમાં અમે પ્રાયોગિક શિક્ષણના મોટા તત્વ સાથે નોંધપાત્ર રીતે અમારા અભ્યાસક્રમમાં સુધારો કર્યો છે. અમે સિંગાપોર યુનિવર્સિટી સાથે એમઓયુ પર હસ્તાક્ષર કર્યા છે, અમે બ્લોક ચેઇનમાં સેન્ટર ઓફ એક્સીલન્સ શરૂ કરવા માટે યુએસ સ્થિત કંપની સાથે ચર્ચા કરી રહ્યા છીએ અને અમે ફાઈનાન્સ લેબ સ્થાપવા માટે બ્લૂમબર્ગ સાથે પણ ચર્ચા કરી રહ્યા છીએ.

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बिमटेक ने 37वें दीक्षारंभ समारोह के लिए 480 छात्रों का किया स्वागत

नई दिल्ली, 2 जुलाई 2024: भारत की प्रमुख बी-स्कूल बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने नए शैक्षणिक सत्र (2024-26) की शुरुआत की घोषणा करते हुए 480 प्रतिभाशाली युवाओं के लिए अपने दरवाजे खोले हैं। छत्र बिमटेक के चार प्रमुख दो-वर्षीय पूर्णकालिक प्रोग्रामों में नामांकित हुए हैं, जिनमें पीजीडीएम, पीजीडीएम (इंटरनेशनल बिजनेस), पीजीडीएम (इंश्योरेंस बिजनेस मैनेजमेंट) और पीजीडीएम (रिटेल मैनेजमेंट) शामिल हैं।

37वें दीक्षारंभ समारोह में, मुख्य अतिथि के रूप में डॉ. अभिषेक तिवारी, सीनियर वाइस प्रेसिडेंट और ग्लोबल हेड-एचआर (बीपीएस), टेक माहिंद्रा लिमिटेड और ग्लोबल एचआर हेड (नामित) केपीएमजी हिलीवरी नेटवर्क (केडीएन) ने समारोह की शोभा बढ़ाई। विशिष्ट अतिथि के रूप में मेजर जनरल राजेश कुमार झा, एवीएसएम (सेवानिवृत्त), डायरेक्टर (कार्मिक), नीपको लिमिटेड, डॉ. प्रबोना राजीव, डायरेक्टर, बिमटेक, और डॉ. पंकज प्रिया, डिप्टी डायरेक्टर और डीन-एके डमिक, बिमटेक भी इस महत्वपूर्ण अवसर पर उपस्थित थे। बिमटेक डायरेक्टर डॉ. प्रबोना राजीव ने संस्थान के समृद्ध इतिहास के साथ पीजीडीएम के नए बैच का परिचय देते हुए कहा, भविष्य की नीकरियों/पदों के लिए ऐसे बिजनेस लीडर की आवश्यकता होगी जो तकनीक के साथ काम करने में कुशल हों,

और अनुकूलनशीलता और रचनात्मकता का प्रदर्शन करें। इसलिए, हम हार्ड और सॉफ्ट इंफ्रास्ट्रक्चर दोनों में निवेश कर रहे हैं। हमारा प्रयास रहा है कि हम अपने छात्रों को हर वह अवसर प्रदान करें जिसका एक मैनेजमेंट स्टूडेंट सपना देख सकता है। हाल में, हमने अपने कोर्स को एक्सपेरिमेंटल लर्निंग के एक बड़े कम्प्लेक्स के साथ महत्वपूर्ण तरीके से संशोधित किया है। हमने सिंगापुर विश्वविद्यालय के साथ एक समझौता ज्ञान पर हस्ताक्षर किए हैं, हम ब्लॉक चेन में एक्सपर्टिज सेक्टर शुरू करने के लिए एक यूएस-आधारित कंपनी के साथ चर्चा कर रहे हैं और हम एक फाइनेंस लैब तैयार करने के लिए ब्लूमबर्ग के साथ भी चर्चा कर रहे हैं।

2024-2026 के आने वाले बैच को संबोधित करते हुए डॉ. अभिषेक तिवारी ने छात्रों को सलाह दी, 50% आगे की राह रोमांचक और चुनौतीपूर्ण है। मुख्य कौशल पर ध्यान दें, डेटा और तकनीक से दोस्ती करें और सबसे महत्वपूर्ण बात यह है कि गुणवत्तापूर्ण प्रश्न पूछें। अपने कम्पटेंट जोन से बाहर निकलें और नेटवर्क बनाएं। मेरा आपसे संदेश है कि बस प्रक्रिया का आनंद लें और दुनिया की समस्याओं को हल करने से पहले, कुछ खुद पर ध्यान दें। सहस्री बनें, जिज्ञासु बनें और दुनिया को बदलने वाले बनें। अपने संबोधन में नए लोगों को संबोधित करते हुए मेजर जनरल राजेश कुमार झा ने कहा, मैं फ्यूचर लीडर्स के बीच आकर बहुत आभारी

हूँ। सब कुछ एक कार्यस्थल है और आप में से हर कोई एक लीडर है। दबाव में काम करना सीखें और अनुकूलनशील बनें। मेरा मानना है कि लीडर को प्रामाणिक होना चाहिए और उनका चरित्र मजबूत होना चाहिए, क्योंकि प्रामाणिकता एक अच्छे नेता की आधारशिला है। सफलता आपके दरवाजे पर नहीं आएगी। अगर कोई असफलता मिलती है तो निराश न हों। विनम्रता को शालीनता से अपनाएं और अपने माता-पिता के बलिदान और योगदान को न भूलें।

इस वर्ष नामांकन संख्या में वृद्धि ने अपेक्षाकृत संतुलित लैंगिक वितरण को प्रदर्शित किया, जो संस्थान की समावेशी और विविध शैक्षणिक वातावरण को बढ़ावा देने के लिए अद्वैत प्रतिबद्धता को दर्शाता है। नए बैच में विभिन्न स्थानीय क्षेत्रों के छात्र शामिल हैं, जो बिमटेक की राष्ट्रीय अपील को उजागर करते हैं। संस्थान में उत्तर प्रदेश, दिल्ली एनसीआर, मध्य प्रदेश, पश्चिम बंगाल, बिहार और पंजाब के साथ-साथ आंध्र प्रदेश, महाराष्ट्र, ओडिशा, तमिलनाडु, केरल, कर्नाटक, गुजरात और असम से महत्वपूर्ण प्रतिनिधित्व वाले छात्र शामिल हुए हैं। नए छात्र निकाय विभिन्न प्रेज्युएट स्ट्रीम से आए हैं, जो उनकी शैक्षणिक पृष्ठभूमि को समृद्ध विविधता को दर्शाता है। संस्थान द्वारा पेश किए जाने वाले प्रोग्राम की मजबूत विषयवस्तु कॉर्सेस, इंजीनियरिंग, साइंस, ह्यूमनिटी, मैनेजमेंट और अन्य क्षेत्रों के इच्छुक उम्मीदवारों को आकर्षित करती है।



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नई दिल्ली एजेंसी। भारत की प्रमुख बी-स्कूल बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने नए शैक्षणिक सत्र (2024-26) की शुरुआत की घोषणा करते हुए 480 प्रतिभाशाली युवाओं के लिए अपने दरवाजे खोले हैं। छात्र बिमटेक के चार प्रमुख दो-वर्षीय पूर्णकालिक प्रोग्रामों में नामांकित हुए हैं, जिनमें पीजीडीएम, पीजीडीएम (इंटरनेशनल बिजनेस), पीजीडीएम (इंश्योरेंस बिजनेस मैनेजमेंट) और पीजीडीएम (रिटेल मैनेजमेंट) शामिल हैं। 37वें दीक्षारंभ समारोह में, मुख्य अतिथि के रूप में डॉ. अभिषेक

तिवारी, सीनियर वाइस प्रेसिडेंट और ग्लोबल हेड-एचआर (बीपीएस), टेक महिंद्रा लिमिटेड और ग्लोबल एचआर हेड (नामित) केपीएमजी डिजीटली नेटवर्क (केडीएन) ने समारोह की शोभा बढ़ाई। विशिष्ट अतिथि के रूप में मेजर जनरल राजेश कुमार झा, एवीएसएम (सेवानिवृत्त), डायरेक्टर (कार्मिक), नीपको लिमिटेड, डॉ. प्रवीणा राजीव, डायरेक्टर, बिमटेक, और डॉ. पंकज प्रिया, डिप्टी डायरेक्टर और डीन-एकेडमिक, बिमटेक भी इस महत्वपूर्ण अवसर पर उपस्थित थे। बिमटेक डायरेक्टर डॉ. प्रवीणा राजीव ने

संस्थान के समृद्ध इतिहास के साथ पीजीडीएम के नए बैच का परिचय देते हुए कहा, भविष्य की नौकरियों/पदों के लिए ऐसे बिजनेस लीडर की आवश्यकता होगी जो तकनीक के साथ काम करने में कुशल हों, और अनुकूलनशीलता और रचनात्मकता का प्रदर्शन करें। 2024-2026 के आने वाले बैच को संबोधित करते हुए डॉ. अभिषेक तिवारी ने छात्रों को सलाह दी, आगे की राह रोमांचक और चुनौतीपूर्ण है। मुख्य कौशल पर ध्यान दें, डेटा और तकनीक से दोस्ती करें और सबसे महत्वपूर्ण बात यह है कि गुणवत्तापूर्ण प्रश्न पूछें।



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बिमटेक ने 37वें दीक्षारंभ समारोह के लिए 480 छात्रों का किया स्वागत

नई दिल्ली भारत की प्रमुख ओ-स्कूल बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने नए शैक्षणिक सत्र (2024-26) की शुरुआत की घोषणा करते हुए 480 प्रतिभाशाली युवाओं के लिए अपने दरवाजे खोले हैं। जत्र बिमटेक के चार प्रमुख दो वर्षीय पूर्णकालिक प्रोग्रामों में नामांकित हुए हैं, जिनमें फेजोडोएम, पीजीडोएम (इंटरनेशनल बिजनेस), पीजीडोएम (इंस्पॉर्ंस बिजनेस मैनेजमेंट) और फेजोडोएम (रिटेल मैनेजमेंट) शामिल हैं। 37वें दीक्षारंभ समारोह में, मुख्य अतिथि के रूप में डॉ. अभिषेक तिवारी, सीनियर बहस प्रेसिडेंट और ग्लोबल हेड-एचआर (बीपीएल), टेक महिंद्रा लिमिटेड और ग्लोबल एचआर हेड (नर्मित) केपीएमजी इंडीएन नेटवर्क (केडीएन) ने समारोह की शोभा बढ़ाई। विशिष्ट अतिथि के रूप में मेजर जनरल राजेश कुमार झा, एबीएसएम (सेवानिवृत्त), उद्योक्तर (कार्मिक), नोपको लिमिटेड, डॉ. प्रबोद राजौर, उद्योक्तर, बिमटेक, और डॉ. पंकज प्रिया, डिप्टी उद्योक्तर और डीन-एकेडमिक, बिमटेक भी इस महत्वपूर्ण अवसर पर उपस्थित थे।



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नई दिल्ली। भारत की प्रमुख बी-स्कूल बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने नए शैक्षणिक सत्र (2024-26) की शुरुआत की घोषणा करते हुए 480 प्रतिभाशाली युवाओं के लिए अपने दरवाजे खोले हैं। छात्र बिमटेक के चार प्रमुख दो वर्षीय पूर्णकालिक प्रोग्रामों में नामांकित हुए हैं, जिनमें पीजीडीएम, पीजीडीएम (इंटरनेशनल बिजनेस), पीजीडीएम (इंश्योरेंस बिजनेस मैनेजमेंट) और पीजीडीएम (रिटेल मैनेजमेंट) शामिल हैं।



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विश्वविद्यालय के साथ एक समझौता ज्ञापन पर हस्ताक्षर किए हैं, हम ब्लॉक चेन में एक्सिलेंस सेंटर शुरू करने के लिए एक यूएस-आधारित कंपनी के साथ चर्चा कर रहे हैं और हम एक फ्रान्स लेब तैयार करने के लिए ब्लूमबर्ग के साथ भी चर्चा कर रहे हैं।

2024-2026 के आने वाले बैच को संबोधित करते हुए डॉ. अभिषेक तिवारी ने छात्रों को सलाह

ग्लोबल एचआर हेड (नामित) केपीएमजी डिजिटल नेटवर्क (केडीएन) ने समारोह को शोभा बढ़ाई। विशिष्ट अतिथि के रूप में मेजर जनरल राजेश कुमार झा, एचोएसएम (सेवानिवृत्त), डायरेक्टर (कार्मिक), नोफको लिमिटेड, डॉ. प्रवीणा राजीव, डायरेक्टर, बिमटेक, और डॉ. पंकज प्रिया, डिप्टी डायरेक्टर और डीन-एकेडमिक, बिमटेक भी इस महत्वपूर्ण अवसर पर उपस्थित थे। बिमटेक डायरेक्टर डॉ. प्रवीणा राजीव ने संस्थान के समृद्ध इतिहास के साथ पीजीडीएम के नए बैच का परिचय देते हुए कहा, भविष्य की नीकरियों/पदों के लिए ऐसे बिजनेस लीडर की आवश्यकता होगी जो तकनीक के साथ काम करने में कुशल हों, और अनुकूलनशीलता और रचनात्मकता का प्रदर्शन करें। इसलिए, हम हार्ड और सॉफ्ट इंफार्मेट्रिक दोनों में निवेश कर रहे हैं। हमारा प्रयास यह है कि हम अपने छात्रों को हर वह अवसर प्रदान करें जिसका एक मैनेजमेंट स्टूडेंट सपना देख सकता है। हाल में, हमने अपने कोर्स को एक्सपेरिमेंटल लार्निंग के एक बड़े कम्पोजेंट के साथ महत्वपूर्ण तरीके से संशोधित किया है। हमने सिंगलपूर

दी, आगे की राह रोमांचक और चुनौतीपूर्ण है। मुख्य कौशल पर ध्यान दें, डेटा और तकनीक से दोस्ती करें और सबसे महत्वपूर्ण बात यह है कि गुणवत्तापूर्ण प्रश्न पूछें। अपने कम्पर्ट ज़ोन से बाहर निकलें और नेटवर्क बनाएं। मेरा आशय यह है कि बस प्रक्रिया का आनंद लें और दुनिया की समस्याओं को हल करने से पहले, कुछ खुद पर ध्यान दें। सहासी बनें, जिज्ञासु बनें और दुनिया को बदलने वाले बनें।

अपने संबोधन में नए लोगों को संबोधित करते हुए मेजर जनरल राजेश कुमार झा ने कहा, मैं फ्यूचर लीडर्स के बीच आकर बहुत आभारी हूँ। सब कुछ एक कार्यक्षेत्र है और आप में से हर कोई एक लीडर है। दबाव में काम करना सीखें और अनुकूलनशील बनें। मेरा मानना है कि लीडर को प्रामाणिक होना चाहिए और उनका चरित्र मजबूत होना चाहिए, क्योंकि प्रामाणिकता एक अच्छे नेता की आधारशिला है। सफलता आपके दरवाजे पर नहीं आएगी। अगर कोई असफलता मिलती है तो निराश न हों।



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आगे बिजनेस लीडर की आवश्यकता होगी जो तकनीक के साथ काम करे : डॉ. प्रबीना

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अपने छात्रों को हर वह अवसर प्रदान करें जिसका एक मैनेजमेंट स्टूडेंट सपना देख सकता है। हाल में, हमने अपने कोर्स को एक्सपेरिमेंटल लर्निंग के एक बड़े कम्पोंेंट के साथ महत्वपूर्ण तरीके से संशोधित किया है। हमने सिंगापुर विश्वविद्यालय के साथ एक समझौता ज्ञापन पर हस्ताक्षर किए हैं, हम ब्लॉक चेन में एक्सप्लोसिव गैटर शुरू करने के लिए एक यूएस-आधारित कंपनी के साथ चर्चा कर रहे हैं और हम एक फाइनेंस लैब तैयार करने के लिए ब्लूमबर्ग के साथ भी चर्चा कर रहे हैं। 2024-2026 के आने वाले बैच को संबोधित करते हुए डॉ. अभिषेक तिवारी ने छात्रों को सलाह दी, आगे की राह रोमांचक और चुनौतीपूर्ण है। मुख्य कौशल पर ध्यान दें, डेटा और तकनीक से दोस्ती करें और सबसे महत्वपूर्ण बात यह है कि गणवत्तापूर्ण प्रश्न

पूछें। अपने कम्पर्ट जोन से बाहर निकलें और नेटवर्क बनाएं। मेरा आपसे संदेश है कि बस प्रक्रिया का आनंद लें और दुनिया की समस्याओं को हल करने से पहले, कुछ खुद पर ध्यान दें। साहसी बनें, जिज्ञासु बनें और दुनिया को बदलने वाले बनें। अपने संबोधन में नए लोगों को संबोधित करते हुए मेजर जनरल राजेश कुमार झा ने कहा, मैं फ्यूचर लीडर्स के बीच आकर बहुत आभारी हूँ। सब कुछ एक कार्यक्षेत्र है और आप में से हर कोई एक लीडर है। दबाव में काम करना सीखें और अनुकूलनशील बनें। मेरा मानना है कि लीडर को प्रामाणिक होना चाहिए और उनका चरित्र मजबूत होना चाहिए, क्योंकि प्रामाणिकता एक अच्छे नेता की आधारशिला है। सफलता आपके दरवाजे पर नहीं आएगी। अगर कोई असफलता मिलती है तो निराशा न हों। विनम्रता को शालीनता से अपनाएं और अपने माता-पिता के बलिदान और योगदान को न भूलें। इस वर्ष नामांकन संख्या में वृद्धि ने अपेक्षाकृत संतुलित लैंगिक वितरण को प्रदर्शित किया। संस्थान में उत्तर प्रदेश, दिल्ली एनसीआर, मध्य प्रदेश, पश्चिम बंगाल, बिहार और पंजाब के साथ-साथ आंध्र प्रदेश, महाराष्ट्र, ओडिशा, तमिलनाडु, केरल, कर्नाटक, गुजरात और असम से महत्वपूर्ण प्रतिनिधित्व वाले छात्र शामिल हुए हैं।



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Online Coverages



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Press Release- BIMTECH welcomes 480+ Students for 37TH Commencement Day				
Sr. No.	Publication	Link	Reach	PR Value
1	ANI	https://aninews.in/news/business/bimtech-welcomes-480-students-for-the-37th-commencement-day20240703170005/	2M	27,500
2	PTI	https://www.ptinews.com/press-release/BIMTECH-Welcomes-480-Students-for-the-37th-Commencement-Day/1629471	0.26M	-
3	IANS	https://ians.in/vmpl/bimtech-welcomes-480-students-for-the-37th-commencement-day	21.5 M	
4	The Hindu	https://www.thehindu.com/education/news-from-the-world-of-education-july-4-2024/article68366397.ece	19M	2,75,000
5	MSN	https://www.msn.com/en-xl/news/other/bimtech-welcomes-480-students-for-the-37th-commencement-day/ar-BB1plu4m		
6	The Week	https://www.theweek.in/wire-updates/business/2024/07/03/dcm55-bimtech.html	1M	-
7	Lokmat Times	https://www.lokmatimes.com/business/bimtech-welcomes-480-students-for-the-37th-commencement-day	4M	-
8	The Print	https://theprint.in/ani-press-releases/bimtech-welcomes-480-students-for-the-37th-commencement-day/2158883/	6M	1,20,000
9	Devdiscourse	https://www.devdiscourse.com/article/education/3004991-bimtechs-37th-commencement-day-welcomes-over-480-future-leaders	0.33M	-
10	Daily Hunt	https://m.dailyhunt.in/news/india/english/sangri+today-epaper-dhca0872bf801748bd9f43791084210e94/bimtech+welcomes+480+students+for+the+37th+commencement+day-newsid-dhca0872bf801748bd9f43791084210e94_5d4fa230393311efaffba90f8eb71a1e?sm=Y	14M	-



11	HT Syndication	https://www.htsyndication.com/asian-news-international/article/bimtech-welcomes-480-students-for-the-37th-commencement-day/82643134	-	-
12	The CEO Magazine	https://www.theceo.in/press-release/bimtech-welcomes-480-students-for-the-37th-commencement-day	-	-
13	Latestly	https://www.latestly.com/agency-news/business-news-bimtech-welcomes-480-students-for-the-37th-commencement-day-6083406.html	4M	-
14	Jaipur Times	https://en.jaipurtimes.org/bimtech-welcomes-480-students-for-the-37th-commencement-day	0.224 M	-
15	Sangri Today	https://www.sangritoday.com/spotlight/bimtech-welcomes-480-students-for-the-37th-commencement-day	0.221 M	-
16	Sangri Times	https://en.sangritimes.com/bimtech-welcomes-480-students-for-the-37th-commencement-day	0.15M	-
17	Nation Republic	https://www.nationrepublic.com/bimtech-welcomes-480-students-for-the-37th-commencement-day	0.15M	-
18	The Hindustan Express	https://thehindustanexpress.co.in/archives/22860/	-	-
19	India Dazzle	https://www.indiadazzle.com/bimtech-welcomes-480-students-for-the-37th-commencement-day	-	-
20	Every day Subjects	https://everydaysubjects.com/?p=6763	-	-
21	Daily Gossip Online	https://dailygossiponline.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/	-	-
22	Popular Reads	https://popularreads.co/bimtech-welcomes-480-students-for-the-37th-commencement-day/	-	-
23	Readers Pool	https://readerspool.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/	-	-



24	Indian Express News	https://indianexpressnews.co.in/archives/22837/	-	-
25	Know thats All	https://knowthatsall.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/	-	-
26	News Eagle India	https://newseagleindia.in/archives/22803/	-	-
27	Rabale	https://rabale.com/news/22227	-	-
28	News Track Belgaum	https://newstrack-belgaum.com/news/bimtech-welcomes-480-students-for-the-37th-commencement-day/	-	-
29	India Times News	https://indiatimesnews.co.in/archives/21989/	-	-
30	Punjab News Update	https://panjabnewsupdate.in/agency-news/12812/	-	-
31	City Air News	https://www.cityairnews.com/content/bimtech-welcomes-480-students-for-the-37th-commencement-day#:~:text=Bengaluru%2C%20July%20%2C%202024%3A,480%20young%20and%20talented%20minds.	-	-
32	PNI News	https://www.pnnews.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/	-	-
33	Ten News	https://tennews.in/bimtech-opens-doors-to-new-batch-with-inspirational-commencement-day-programme/	-	-
34	News Patrolling	https://newspatrolling.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/	-	-
35	APN News	https://www.apnnews.com/bimtech-welcomes-480-students-for-the-37th-commencement-day#:~:text=Bengaluru%20%3A%20Birla%20Institute%20of%20Management,480%20young%20and%20talented%20minds.	-	-
36	India State News	https://indiastatenews.co.in/news/31351/	-	-
37	Indian Press Wire	https://indianpresswire.co.in/agency-news/10926/	-	-



38	Manipur News World	https://manipurnewsworld.in/news/20925	-	-
39	Indian Pluse Media	https://indianpulsemedia.co.in/news/38343	-	-
40	News Wave India	https://newswaveindia.co.in/agency-news/10787/	-	-
41	Latest News Kanataka	https://latestnewskarnataka.in/agency-news/12739/	-	-
42	India Story Line	https://indiastoryline.co.in/news/20384	-	-
43	Odisha News Hour	https://odishanewshour.in/news/39890	-	-
Student Centric				
1	Shiksha	https://www.shiksha.com/news/mba-bimtech-welcomes-480-students-for-37th-commencement-day-blogId-171087	66M	-
2	Careers360	https://news.careers360.com/bimtech-welcomes-480-students-for-37th-commencement-day	71M	-
3	Passionate in Marketing	https://www.passionateinmarketing.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/	-	-
4	Edunovations	https://edunovations.com/bimtech-welcomes-480-students-for-37th-commencement-day/	-	-
5	Edu Kida	https://www.edukida.in/trending/bimtech-hosts-37th-commencement-day-welcomes-480-students-to-diverse-pgdm-programs/	-	-
Total			209.835 M	422,500

www.aninews.in

<https://aninews.in/news/business/bimtech-welcomes-480-students-for-the-37th-commencement-day20240703170005/>

ANI

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www.ptinews.com

<https://www.ptinews.com/press-release/BIMTECH-Welcomes-480-Students-for-the-37th-Commencement-Day/1629471>



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www.ians.in

<https://ians.in/vmpl/bimtech-welcomes-480-students-for-the-37th-commencement-day>



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www.thehindu.com

<https://www.thehindu.com/education/news-from-the-world-of-education-july-4-2024/article68366397.ece>



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www.msn.com

<https://www.msn.com/en-xl/news/other/bimtech-welcomes-480-students-for-the-37th-commencement-day/ar-BB1plu4m>

 Microsoft Start

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www.theweek.in

<https://www.theweek.in/wire-updates/business/2024/07/03/dcm55-bimtech.html>

THEWEEK

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www.lokmatimes.com

<https://www.lokmatimes.com/business/bimtech-welcomes-480-students-for-the-37th-commencement-day>

LOKMAT TIMES

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www.theprint.in

<https://theprint.in/ani-press-releases/bimtech-welcomes-480-students-for-the-37th-commencement-day/2158883/>

ThePrint

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www.devdiscourse.com

<https://www.devdiscourse.com/article/education/3004991-bimtechs-37th-commencement-day-welcomes-over-480-future-leaders>



BIMTECH's 37th Commencement Day Welcomes Over 480 Future Leaders



The Birla Institute of Management Technology (BIMTECH) celebrated its 37th Commencement Day, marking the start of a new academic session for over 480 students from diverse backgrounds. The event featured speeches from distinguished guests, emphasizing innovation, inclusion, and the importance of authenticity in leadership.

www.dailyhunt.in

https://m.dailyhunt.in/news/india/english/sangri+today-epaper-dhca0872bf801748bd9f43791084210e94/bimtech+welcomes+480+students+for+the+37th+commencement+day-newsid-dhca0872bf801748bd9f43791084210e94_5d4fa230393311efaffba90f8eb71a1e?sm=Y



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www.htsyndication.com

<https://www.htsyndication.com/asian-news-international/article/bimtech-welcomes-480-students-for-the-37th-commencement-day/82643134>



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www.theceo.in

<https://www.theceo.in/press-release/bimtech-welcomes-480-students-for-the-37th-commencement-day>

The CEO Magazine®

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www.latestly.com

<https://www.latestly.com/agency-news/business-news-bimtech-welcomes-480-students-for-the-37th-commencement-day-6083406.html>

LATESTLY

BIMTECH Welcomes 480 Students for the 37th Commencement Day



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www.en.jaipurtimes.org

<https://en.jaipurtimes.org/bimtech-welcomes-480-students-for-the-37th-commencement-day>

JaipurTimes

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www.sangritoday.com

<https://www.sangritoday.com/spotlight/bimtech-welcomes-480-students-for-the-37th-commencement-day>

Sangri Today
Spotlight

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www.sangritimes.com

<https://en.sangritimes.com/bimtech-welcomes-480-students-for-the-37th-commencement-day>



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www.nationrepublic.com

<https://www.nationrepublic.com/bimtech-welcomes-480-students-for-the-37th-commencement-day>



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www.thehindustanexpress.co.in

<https://thehindustanexpress.co.in/archives/22860/>



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www.indiadazzle.com

<https://www.indiadazzle.com/bimtech-welcomes-480-students-for-the-37th-commencement-day>



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www.everydaysubjects.com

<https://everydaysubjects.com/?p=6763>

everydaysubjects

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www.dailygossiponline.com

<https://dailygossiponline.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/>



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www.popularreads.co

<https://popularreads.co/bimtech-welcomes-480-students-for-the-37th-commencement-day/>



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www.readerspool.com

<https://readerspool.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/>

 **readerspool**

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www.indianexpressnews.co.in

<https://indianexpressnews.co.in/archives/22837/>

INDIAN
EXPRESS NEWS

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www.knowthatsall.com

<https://knowthatsall.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/>

KnowThatsAll

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www.newseagleindia.in

<https://newseagleindia.in/archives/22803/>



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www.rabale.com

<https://rabale.com/news/22227>

Rabale

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www.newstrack-belgaum.com

<https://newstrack-belgaum.com/news/bimtech-welcomes-480-students-for-the-37th-commencement-day/>



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www.indiatimesnews.co.in

<https://indiatimesnews.co.in/archives/21989/>



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www.panjabnewsupdate.in

<https://panjabnewsupdate.in/agency-news/12812/>



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www.cityairnews.com

<https://www.cityairnews.com/content/bimtech-welcomes-480-students-for-the-37th-commencement-day#:~:text=Bengaluru%2C%20July%202%2C%202024%3A,480%20young%20and%20talented%20minds.>

CITY AIR NEWS

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www.pnnews.com

<https://www.pnnews.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/>



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www.tennews.in

<https://tennews.in/bimtech-opens-doors-to-new-batch-with-inspirational-commencement-day-programme/>



BIMTECH Welcomes 480 Students for the 37th Commencement Day



Greater Noida, 2nd July 2024: The Birla Institute of Management Technology (BIMTECH), one of India's premier business schools, has officially commenced its 2024-26 academic session. Welcoming over 480 new students, the institution continues its legacy of providing top-tier management education through its four distinguished two-year full-time programs: PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

www.newspatrolling.com

<https://newspatrolling.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/>



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www.apnnews.com

<https://www.apnnews.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/>

 **APN NEWS**

BIMTECH Welcomes 480 Students for the 37th Commencement Day



Bengaluru, 2nd July 2024: Birla Institute of Management Technology (BIMTECH), a leading B-School in India, is proud to announce the commencement of new academic session (2024-26), opening its doors to over 480 young and talented minds. The students are enrolled in BIMTECH's four two-year full-time programs, PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

www.indiastatenews.co.in

<https://indiastatenews.co.in/news/31351/>



BIMTECH Welcomes 480 Students for the 37th Commencement Day



New Delhi, 3rd July 2024: Birla Institute of Management Technology (BIMTECH), a leading B-School in India, is proud to announce the commencement of new academic session (2024-26), opening its doors to over 480 young and talented minds. The students are enrolled in BIMTECH's four two-year full-time programs, PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

www.indianpresswire.co.in

<https://indianpresswire.co.in/agency-news/10926/>



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www.manipurnewsworld.in

<https://manipurnewsworld.in/news/20925>



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www.indianpulsemedia.co.in

<https://indianpulsemedia.co.in/news/38343>

INDIAN PULSE **MEDIA**

BIMTECH Welcomes 480 Students for the 37th Commencement Day



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www.newswaveindia.co.in

<https://newswaveindia.co.in/agency-news/10787/>



BIMTECH Welcomes 480 Students for the 37th Commencement Day



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www.latestnewskarnataka.in

<https://latestnewskarnataka.in/agency-news/12739/>

LATEST NEWS
KARNATAKA

BIMTECH Welcomes 480 Students for the 37th Commencement Day



New Delhi, 3rd July 2024: Birla Institute of Management Technology (BIMTECH), a leading B-School in India, is proud to announce the commencement of new academic session (2024-26), opening its doors to over 480 young and talented minds. The students are enrolled in BIMTECH's four two-year full-time programs, PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

www.indiastoryline.co.in

<https://indiastoryline.co.in/news/20384>



BIMTECH Welcomes 480 Students for the 37th Commencement Day



New Delhi, 3rd July 2024: Birla Institute of Management Technology (BIMTECH), a leading B-School in India, is proud to announce the commencement of new academic session (2024-26), opening its doors to over 480 young and talented minds. The students are enrolled in BIMTECH's four two-year full-time programs, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

www.odishanewshour.in

<https://odishanewshour.in/news/39890>



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www.shiksha.com

<https://www.shiksha.com/news/mba-bimtech-welcomes-480-students-for-37th-commencement-day-blogId-171087>



BIMTECH welcomes 480 students for 37th Commencement Day



The Birla Institute of Management Technology (BIMTECH) has launched its new academic session 2024-26, welcoming 480 students across four prestigious two-year full-time programs: PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management). The 37th "Deeksharambh" ceremony, a hallmark of BIMTECH's traditions, featured esteemed dignitaries including Chief Guest Dr Abhishek Tiwari, Guest of Honour Major General Rajesh Kumar Jha (Retd.), and Dr Prabina Rajib, Director of BIMTECH.

www.news.careers360.com

<https://news.careers360.com/bimtech-welcomes-480-students-for-37th-commencement-day>

NEWS

CAREERS 360

BIMTECH welcomes 480 students for 37th Commencement Day



NEW DELHI: Birla Institute of Management Technology (BIMTECH) has commenced the latest academic session (2024-26) with enrolment of over 480 students across its four flagship two-year full-time programs: PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

www.passionateinmarketing.com

<https://www.passionateinmarketing.com/bimtech-welcomes-480-students-for-the-37th-commencement-day/>



BIMTECH Welcomes 480 Students for the 37th Commencement Day



Bengaluru: Birla Institute of Management Technology (BIMTECH), a leading B-School in India, is proud to announce the commencement of new academic session (2024-26), opening its doors to over 480 young and talented minds. The students are enrolled in BIMTECH's four two-year full-time programs, PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

www.edunovations.com

<https://edunovations.com/bimtech-welcomes-480-students-for-37th-commencement-day/>



BIMTECH welcomes 480 students for 37th Commencement Day



BIMTECH : Birla Institute of Management Technology (BIMTECH) has commenced the latest academic session (2024-26) with enrolment of over 480 students across its four flagship two-year full-time programs: PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

www.edukida.in

<https://www.edukida.in/trending/bimtech-hosts-37th-commencement-day-welcomes-480-students-to-diverse-pgdm-programs/>



BIMTECH Hosts 37th Commencement Day, Welcomes 480 Students to Diverse PGDM Programs



Birla Institute of Management Technology (BIMTECH), a leading B-School in India, is proud to announce the commencement of new academic session (2024-26), opening its doors to over 480 young and talented minds. The students are enrolled in BIMTECH's four two-year full-time programs, PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).



Social Media

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1	Edunovations (Facebook)	https://www.facebook.com/edunovations/posts/pfbid02qn9LXLayFz2JwknBYrqtbvEdGmPbiAHSaYmjVgWtryAK6tFMB28UFV9hZfkmmKLdl
2	Sangri Times (Facebook)	https://www.facebook.com/sangritimes/posts/pfbid0fcC85jzbe5mmgLpeF8mLXniHd2LEFu4Ggm1zmoT4fgAerkuxTubC7JGqs8GJqEqvI
3	NEEPCO (Facebook)	https://www.facebook.com/NEEPCO/posts/1837841266720294?ref=embed_post
4	NEEPCO (Twitter)	https://twitter.com/NEEPCOLtd/status/1808132263579640068

www.facebook.com/

<https://www.facebook.com/edunovations/posts/pfbid02qn9LXLAvFz2JwknBYrqtbvEdGmPbiAHSaYmjVgWtryAK6tFMB28UFV9hZfkmmKLdl>

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 **Edunovations**
3 July at 07:22 · 🌐

#edunovations #upsc #ias #ips #gk #currentaffairs #currentaffairsinenglish #currentaffairsinhindi #currentaffairsforupsc #sscgl #sscchsl #competition #pcs #sarkari #governmentjobs #rrbntpc #currentaffairs2023 #mains #prelims #ssc #gk #generalknowledge #study #india #BIMTECH #BirlaInstituteofManagementTechnology #Education #Educationnews #EdunovationsBIMTECH : Birla Institute of Management Technology (BIMTECH) has commenced the latest academic session (2024-26) with enrolment of over 480 students across its four flagship two-year full-time programs: PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).



www.facebook.com

[/https://www.facebook.com/sangritimes/posts/pfbid0fcC85jzbe5mmgLpeF8mLXniHd2LEFu4Ggm1zmoT4fgAerkuxTubC7JGqs8GJqEqvI](https://www.facebook.com/sangritimes/posts/pfbid0fcC85jzbe5mmgLpeF8mLXniHd2LEFu4Ggm1zmoT4fgAerkuxTubC7JGqs8GJqEqvI)

facebook



Sangri Times

3 July at 05:38 · 🌐

BIMTECH Welcomes 480 Students for the 37th Commencement Day



EN.SANGRITIMES.COM

BIMTECH Welcomes 480 Students for the 37th Commencement Day

37th Commencement Day for 480 new students. Chief Guest- Dr. Abhishek Tiwar...

www.facebook.com

https://www.facebook.com/NEEPCO/posts/1837841266720294?ref=embed_post

facebook



Neepco India is with MajGen RK Jha Retd.

2 July at 06:20 · 🌐

Glimpses of Maj Gen Rajesh Kumar Jha , AVSM ** (Retd.) , Director (Personnel), NEEPCO during the Commencement Day Function of the 37th Academic Session of Birla Institute of Management Technology (BIMTECH) at Greater Noida. Director (P) graced the Function as the Guest of honour and addressed the budding management students who are on the threshold of starting their professional journey. The motivational talk of Director (P) encompassing insights from his illustrious military experience, endorsing the strategic importance of NEEPCO ,etc have been widely appreciated by the audience. Director (P) was accompanied by Shri S Bezbaruah, DGM(HR) during the event.



x.com

<https://x.com/NEEPCOLtd/status/1808132263579640068>





Special Story



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Special Story- BIMTECH welcomes 480+ Students for 37TH Commencement Day						
Sr. No.	Date	Publication	Page No.	Edition	Circulation	<u>EIV</u>
1	4.07.2024	Free Press Journal	10	National	65,859	216,208
		TOTAL			65,859	216,208

PUBLICATION : Free Press Journal
DATE : 04.07.2024
EDITION : National
PAGE No. : 10

37th Commencement Day

BIMTECH welcomes 480 students

The students are enrolled in four of the PGDM programmes of the institution

Education Desk
scribes

Birla Institute of Management Technology (BIMTECH) announced the commencement of the new academic session (2024-25) welcoming over 480 students and talented minds. The students are enrolled in BIMTECH's four two-year full-time programmes - PGDM, PGDM (International Business), PGDM (Business Analytics Management) and PGDM (Retail Management).

The 37th Commencement Day at "Prashant" auditorium was presided by Chief Guest Ashish Tewari, secretary president and the joint head of HR (HR), Tech Mahindra Ltd and Global HR Head (Corporate) KPMG Delivery Network (KDN).

Maj Gen Rajesh Kumar Jha, AVSM (Retd), former President, NEZPOD Ltd, Prashant Bajaj, the director of BIMTECH and Pratik Prava, the deputy director and team assistant of the institute were also present.

While concluding the new batch of PGDMs with the institution history Prava said, "It is a proud moment for us to look to witness the ambitious group of these students embark on a transformative journey with us. Looking ahead, the future job positions will require business leaders who are handy with technology and demonstrate adaptability and creativity. Therefore, we are focusing on both hard and soft infrastructure. It has been our endeavour to provide our students with every opportunity that a managerial student can dream of."

Prashant Bajaj, Director, BIMTECH

"I believe leaders should be authentic and have a strong character, for authenticity is the cornerstone of a good leader."

Maj Gen Rajesh Kumar Jha, AVSM (Retd)

change-makers the world needs," Tewari said.

Addressing the newcomers, Maj Gen Jha said, "I'm pleased to be among the future leaders. Everything is a workplace and each one of you is a leader. Learn to work under pressure and be adaptable. I believe leaders should be authentic and have strong character, for authenticity is the cornerstone of a good leader. Success will not come to your doorstep. Do not despair if there is a failure. Embrace failure with grace and courage. For every setback, there is a comeback."

The institute shared a relatively balanced gender distribution among enrolment data for the year. In a press release, BIMTECH highlighted that the new batch includes students from diverse regions. According to the institute, the institute welcomed students joining from Uttar Pradesh, West Bengal, Madhya Pradesh, West Bengal, Bihar, and Jharkhand, as well as significant representation from Andhra Pradesh, Maharashtra, Odisha, Tamil Nadu, Karnataka, Kerala, and Gujarat.



Glimpses from the 37th Commencement Day

—Credit: BIMTECH/Facebook



- 37th Commencement Day for 480 new students.
- Chief guest: Ashish Tewari, secretary president & global head - HR (BPS), Tech Mahindra Ltd and Global HR Head (Corporate) KPMG Delivery Network (KDN).
- Guest of honour- Maj Gen Rajesh Kumar Jha, AVSM (Retd), director (Retired), NEZPOD Ltd.

www.adfactorspr.com | info@adfactorspr.com | www.linkedin.com/company/adfactorspr | www.facebook.com/adfactorspr | www.instagram.com/adfactorspr



**Consolidated Media
Coverage of
Press Release: BIMTECH
Participates in €790,000
EU-Funded Mission to
Build SACE-Skilled
Workforce in South Asia
On
29th July, 2024**



PRINT COVERAGES



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BIMTECH Participates in €790,000 EU-Funded Mission to Build SACE-Skilled Workforce in South Asia						
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1	30.07.2024	Ahmedabad Express	11	Ahmedabad	184950	1,05,336
2	30.07.2024	Alpviram	3	Ahmedabad	44035	31,122
3	30.07.2024	Gujarat Pranam	2	Ahmedabad	52108	31,350
4	30.07.2024	Herald Young Leader	7	Ahmedabad	25000	26,100
5	30.07.2024	Prabhat	3	Ahmedabad	25000	28,248
6	30.07.2024	Standard Herald	7	Ahmedabad	25000	31,320
7	30.07.2024	Pradesh Times	6	Bhopal	37486	4,050
8	30.07.2024	Samay Jagat	6	Bhopal	25000	16,200
9	31.07.2024	LN Star	8	Bhopal	25225	7,988
10	31.07.2024	Dainik Purnaviram	7	Bhopal	24733	1,598
11	31.07.2024	Fine Times	2	Bhopal	6000	8,523
12	1.08.2024	Janpath Samachar	11	Mumbai	51000	1,74,960
TOTAL					525537	4,66,795

PUBLICATION : Ahmedabad Express
DATE : 30.07.24
EDITION : Ahmedabad
PAGE No. : 11

બિમટેકે દક્ષિણ એશિયામાં SACE-સ્કીલ વર્કશોર્સ બનાવવા માટે 7,90,000 યુરોના ઇયુ-ફંડ્સ મિશનમાં ભાગ લીધો



(એજન્સી) નવી દિલ્હી | તા 29

ગ્રેટર નોર્થડાની બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બિમટેક) ઇયુ દ્વારા ફંડ પૂરું પાડવામાં આવેલ KODECET પ્રોજેક્ટ દ્વારા સમગ્ર દક્ષિણ એશિયામાં સર્ક્યુલર ઇકોનોમીના વિચારોને આગળ વધારવા માટે અગ્રણી પ્રયાસનું નેતૃત્વ કરે છે. 'નોલેજ ડેવલપમેન્ટ ફોર સર્ક્યુલર ઇકોનોમી ટ્રાન્ઝિશન પ્રોજેક્ટ છ પાટનર સંસ્થાઓમાંથી પ્રતિષ્ઠિત ફેકલ્ટી સભ્યોને એકસાથે લાવે છે: University of Jyväskylä (Finland), FH JOANNEUM Gesellschaft mbH, બિમટેક (ભારત), નિરમા યુનિવર્સિટી (ભારત), પ્રિન્સ ઓફ સોંગકલા યુનિવર્સિટી (થાઇલેન્ડ) અને

પયાપ યુનિવર્સિટી (થાઇલેન્ડ). University of Jyväskyläના ડો. ભાવેશ સરના આ આંતરરાષ્ટ્રીય પ્રોજેક્ટનું નેતૃત્વ કરે છે, જ્યારે બિમટેકના ડો. વીણુ શર્મા ભારતમાંથી રાષ્ટ્રીય અગ્રણી તરીકે તેનું નેતૃત્વ કરે છે. બિમટેકના ફેકલ્ટી સભ્યોમાં ભાગ લેનારમાં ડો. કે.કે. ઉપાધ્યાય, ડો. પ્રતીક જૈન, ડો. અનુપમા સિંઘ અને સુશ્રી સ્વાધા રાયનો સમાવેશ થાય છે. જાન્યુઆરી 2024માં શરૂ કરાયેલ પ્રોજેક્ટનો ઉદ્દેશ યુનિવર્સિટી ફેકલ્ટી, વિદ્યાર્થીઓ અને સસ્ટેનેબલ એન્ડ સર્ક્યુલર ઇકોનોમીમાં પ્રારંભિક તબક્કાના પ્રોફેશનલ્સની સૂચનાત્મક ક્ષમતાને વધારવા માટે ચાર Digi-SUSTEACH કેન્દ્રો સ્થાપિત કરવાનો છે.

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PAGE No. : 3

एसएसीई-स्किल्ड वर्कफोर्स को तैयार करने के लिए बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी भी शामिल



अहमदाबाद। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) ग्रेटर नोएडा, इंडिया-फंडेड KODECET प्रोजेक्ट के माध्यम से पूरे दक्षिण एशिया में एडवांस सर्कुलर इकोनॉमी से संबंधित विचारों को आगे बढ़ाने के लिए एक अग्रणी प्रयास का नेतृत्व कर रहा है। प्रोजेक्ट 'नॉलेज डेवलपमेंट फॉर सर्कुलर इकोनॉमी ट्रांजिशन' (KODECET) के तहत दरअसल छह भागीदार संस्थानों के प्रतिष्ठित संकाय सदस्यों को एक साथ लाने का प्रयास किया जाता है। ये संस्थान हैं- यूनिवर्सिटी ऑफ जैवस्काइला (फि नलैंड), FH JOANNEUM Gesellschaft mbH (ऑस्ट्रिया), बिमटेक (भारत), निरमा यूनिवर्सिटी (भारत), प्रिंस ऑफ सॉंगक्ला यूनिवर्सिटी (थाईलैंड), और पेयप यूनिवर्सिटी (थाईलैंड)। यूनिवर्सिटी ऑफ जैवस्काइला के डॉ.

भावेश सरना इस अंतरराष्ट्रीय प्रोजेक्ट का नेतृत्व कर रहे हैं, जबकि भारत से नेशनल लीड के रूप में बिमटेक की डॉ. वीनू शर्मा इसका नेतृत्व कर रही हैं। बिमटेक के संकाय सदस्यों में डॉ. के. के. उपाध्याय, डॉ. प्रतीक जैन, डॉ. अनुपमा सिंह और सुश्री स्वधा राय शामिल हैं। जनवरी 2024 में शुरू की गई इस परियोजना का उद्देश्य सस्टेनेबल एंड सर्कुलर इकोनॉमी (एसएसीई) में विश्वविद्यालय के संकाय, छात्रों और शुरुआती चरण के पेशेवरों की शिक्षण क्षमता को बढ़ाने के लिए चार Digi-SUSTEACH केंद्र स्थापित करना है। ये केंद्र शिक्षण और अनुसंधान के लिए डिजिटल हब के रूप में कार्य करेंगे, जो विश्व स्तरीय प्रशिक्षण प्रदान करने और विविध शिक्षण सामग्री के साथ व्यापक एसएसीई कोर्स विकसित करने के लिए अत्याधुनिक सुविधाओं से लैस होंगे। (1)

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બિમટેકે દક્ષિણ એશિયામાં જીઇઝઈ-સ્કીલ્સ વર્કફોર્સ બનાવવા માટે ૭,૯૦,૦૦૦ યુરોના ઈયુ-ફંડેડ મિશનમાં ભાગ લીધો



નવી દિલ્હી: ગ્રેટર નોઈડાની બિરલા ઈન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બિમટેક) ઈયુ દ્વારા ફંડ પૂરું પાડવામાં આવેલ **KODECET** પ્રોજેક્ટ દ્વારા સમગ્ર દક્ષિણ એશિયામાં સર્ક્યુલર ઈકોનોમીના વિચારોને આગળ વધારવા માટે અગ્રણી પ્રયાસનું નેતૃત્વ કરે છે. 'નોલેજ ડેવલપમેન્ટ ફોર સર્ક્યુલર ઈકોનોમી ટ્રાન્ઝિશન (KODECET)' પ્રોજેક્ટ છ પાર્ટનર સંસ્થાઓમાંથી પ્રતિષ્ઠિત ફેકલ્ટી સભ્યોને એકસાથે લાવે છે: **University of Jyväskylä (Finland)**, **FH JOANNEUM Gesellschaft mbH (Aus-**

tria), બિમટેક (ભારત), નિરમા યુનિવર્સિટી (ભારત), પ્રિન્સ ઓફ સોંગકલા યુનિવર્સિટી (થાઈલેન્ડ) અને પયાપ યુનિવર્સિટી (થાઈલેન્ડ). **University of Jyväskylä**ના ડો. ભાવેશ સરના આ આંતરરાષ્ટ્રીય પ્રોજેક્ટનું નેતૃત્વ કરે છે, જ્યારે બિમટેકના ડો. વીણુ શર્મા ભારતમાંથી રાષ્ટ્રીય અગ્રણી તરીકે તેનું નેતૃત્વ કરે છે. બિમટેકના ફેકલ્ટી સભ્યોમાં ભાગ લેનારમાં ડો. કે.કે. ઉપાધ્યાય, ડો. પ્રતીક જૈન, ડો. અનુપમા સિંઘ અને સુશ્રી સ્વાધા રાયનો સમાવેશ થાય છે. જાન્યુઆરી ૨૦૨૪માં શરૂ કરાયેલ પ્રોજેક્ટનો ઉદ્દેશ યુનિવર્સિટી ફેકલ્ટી, વિદ્યાર્થીઓ અને સરટેનેબલ એન્ડ સર્ક્યુલર ઈકોનોમી (એસએસીઈ)માં પ્રારંભિક તબક્કાના પ્રોફેશનલ્સની સૂચનાત્મક ક્ષમતાને વધારવા માટે ચાર **Digi-SUSTEACH** કેન્દ્રો સ્થાપિત કરવાનો છે.



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दक्षिण एशिया में एसएसीई-रिक्त वर्कफोर्स को तैयार करने के लिए BIMTECH भी शामिल

नई दिल्ली, बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी प्रोटेक्टर नोएडा, ईयू-फंडेड प्रोजेक्ट के माध्यम से पूरे दक्षिण एशिया में एडवांस सर्कुलर इकोनॉमी से संबंधित विचारों को आगे बढ़ाने के लिए एक अग्रणी प्रयास का नेतृत्व कर रहा है। प्रोजेक्ट 'नॉलेंज डेवलपमेंट फॉर सर्कुलर इकोनॉमी ट्रांजिशन' के तहत दरअसल छह भागीदार संस्थानों के प्रतिष्ठित संकाय सदस्यों को एक साथ लाने का प्रयास किया जाता है। ये संस्थान हैं- यूनिवर्सिटी ऑफ जैवस्काइला (फिनलैंड), (ऑस्ट्रिया), विमटेक (भारत), निरमा यूनिवर्सिटी (भारत), प्रिंस ऑफ सोमबला यूनिवर्सिटी (थाईलैंड), और पेयप यूनिवर्सिटी (थाईलैंड)। यूनिवर्सिटी ऑफ जैवस्काइला के डॉ. भावेश सरना इस अंतरराष्ट्रीय प्रोजेक्ट का नेतृत्व कर रहे हैं, जबकि भारत से नेशनल लीड के रूप में विमटेक की डॉ. वीनू शर्मा इसका नेतृत्व कर रही हैं। विमटेक के संकाय सदस्यों में डॉ. के. के. उपाध्याय, डॉ. प्रतीक जैन, डॉ. अनुपमा सिंह और सुश्री स्वधा राय शामिल हैं।

जनवरी 2024 में शुरू की गई इस परियोजना का उद्देश्य सस्टेनेबल एंड सर्कुलर इकोनॉमी (एसएसीई) में विश्वविद्यालय के संकाय, छात्रों और शुरुआती चरण के पेशेवरों की शिक्षण क्षमता को बढ़ाने के लिए चार छद्म-संरक्षित केंद्र स्थापित करना है। ये केंद्र शिक्षण और अनुसंधान के लिए डिजिटल हब के रूप में कार्य करेंगे, जो विश्व स्तरीय प्रशिक्षण प्रदान करने और विविध शिक्षण सामग्री के साथ व्यापक एसएसीई कोर्स विकसित करने के लिए अत्याधुनिक सुविधाओं से लैस होंगे।



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બિમટેકે દક્ષિણ એશિયામાં SACE-સ્કીલ્સ વર્કફોર્સ બનાવવા માટે ૭,૯૦,૦૦૦ યુરોના ઇયુ-ફંડેડ મિશનમાં ભાગ લીધો

ગ્રેટર નોર્ડીકની બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બિમટેક) ઇયુ દ્વારા ફંડ પૂરું પાડવામાં આવેલ KODECET પ્રોજેક્ટ દ્વારા સમગ્ર દક્ષિણ એશિયામાં સર્ફ્યુલર ઇકોનોમીના વિચારોને આગળ વધારવા માટે અગ્રણી પ્રયાસનું નેતૃત્વ કરે છે. 'નોર્લેજ ડેવલપમેન્ટ ફોર સર્ફ્યુલર ઇકોનોમી ટ્રાન્ઝિશન (KODECET)' પ્રોજેક્ટ છ પાર્ટનર સંસ્થાઓમાંથી પ્રતિષ્ઠિત ફેકલ્ટી સભ્યોને એકસાથે લાવે છે: University of Jyväskylä (Finland), FH JOANNEUM Gesellschaft mbH (Austria), બિમટેક (ભારત), નિરમા યુનિવર્સિટી (ભારત), પ્રિન્સ ઓફ સૉંગકલા યુનિવર્સિટી (થાઈલેન્ડ) અને પયાપ યુનિવર્સિટી (થાઈલેન્ડ). University of Jyväskyläના ડો. ભાવેશ સરના આ આંતરરાષ્ટ્રીય પ્રોજેક્ટનું નેતૃત્વ

કરે છે, જ્યારે બિમટેકના ડો. વીણુ શર્મા ભારતમાંથી રાષ્ટ્રીય અગ્રણી તરીકે તેનું નેતૃત્વ કરે છે. બિમટેકના ફેકલ્ટી સભ્યોમાં ભાગ લેનારમાં ડો. કે.કે. ઉપાધ્યાય, ડો. પ્રતીક જૈન, ડો. અનુપમા સિંઘ અને સુશ્રી સ્વાયા રાયનો સમાવેશ થાય છે. યુરોપિયન એજ્યુકેશન એન્ડ કલ્ચર એક્ટિવિટી ડિવિઝન (ઈએસીઈએ)ના નેતૃત્વ હેઠળ શરૂ કરાયેલા પ્રોજેક્ટનો હેતુ ઉચ્ચ શિક્ષણ સંસ્થાઓના મુખ્ય અભ્યાસક્રમમાં એસએસીઈ સિદ્ધાંતોને એકીકૃત કરવાનો છે. ૨૨ જાન્યુઆરી, ૨૦૨૪ના રોજ થાઈલેન્ડની પયાપ યુનિવર્સિટી ખાતે પ્રારંભિક મીટિંગ કિનલેન્ડ, ઓસ્ટ્રિયા, ભારત અને થાઈલેન્ડની ભાગીદાર યુનિવર્સિટીઓ વચ્ચે આ સહયોગી પ્રયાસની શરૂઆત તરીકે ચિહ્નિત કરે છે. પ્રોજેક્ટનો ઉદ્દેશ્ય વધુ સારા વ્યવસાય અને પર્યાવરણીય ભવિષ્ય માટે એસએસીઈ-કુશળ કાર્યભળ

વિકસાવવાનો છે. ડો. વીણુ શર્મા (પ્રોજેક્ટ નેશનલ લીડ), ડો. પંકજ પ્રિયા (રિપ્યુટી ડિરેક્ટર, બિમટેક), ડો. કે.કે. ઉપાધ્યાય (પ્રોજેક્ટ મેમ્બર), ડો. પ્રભીના રાજીબ (ડિરેક્ટર, બિમટેક), ડો. ભાવેશ સરના (પ્રોજેક્ટ લીડ, University of Jyväskylä), ડો. પ્રતિક જૈન (પ્રોજેક્ટ મેમ્બર), ડો. અનુપમા સિંઘ (પ્રોજેક્ટ કોઓર્ડિનેટર), શ્રીમતી સ્વાયા રાય (પ્રોજેક્ટ મેનેજર) બિમટેકના ડિરેક્ટર ડો. પ્રભીના રાજીબે ભારતમાં સર્ફ્યુલર ઇકોનોમીની ઉદ્ભવણ સંભાવનાઓ પર પ્રકાશ પાડ્યો હતો અને સહયોગી પહેલ દ્વારા જ્ઞાનને મજબૂત કરવા અને સર્ફ્યુલર ઇકોનોમી શિક્ષણ વિશે શીખવા માટે પ્રોજેક્ટની ભૂમિકા પર ભાર મૂક્યો હતો. ડો. રાજીબ માને છે કે આ સામુહિક પ્રયાસો દક્ષિણ એશિયામાં સર્ફ્યુલર ઇકોનોમીના શિક્ષણનો પાયો સ્થાપવામાં નિમિત્ત બનશે. Digi-

SUSTEACH કેન્દ્રો સર્ફ્યુલર ઇકોનોમી પર શિક્ષણ અને સંશોધન માટે ડિજિટલ હબ તરીકે કામ કરશે, જે અત્યાધુનિક સોફ્ટવેર અને હાઈવેરથી સજ્જ છે અને વિશ્વ કક્ષાની તાલીમ પ્રદાન કરશે. કેન્દ્રોનો ઉદ્દેશ સર્ફ્યુલર ઇકોનોમી પર વ્યાપક અભ્યાસક્રમો વિકસાવવાનો છે, જેમાં વિવિધ શીખવાની શૈલીઓને પુરી કરવા માટેના લર્નિંગ મોડિરિયલ્સની વિશાળ શ્રેણીનો સમાવેશ થાય છે. ૭૯૦,૦૧૦.૦૦ પાઉન્ડ ઇયુ દ્વારા ભંડોળ પૂરું પાડવામાં આવેલ KODECET પ્રોજેક્ટ ભારતમાં સર્ફ્યુલર ઇકોનોમી શિક્ષણ અને સંશોધન માટે એક મોટું પગલું દર્શાવે છે. ચાર દેશોના છ ભાગીદારો વચ્ચેનો આ ઉદ્દેશ્યનો સહયોગ આંતરરાષ્ટ્રીય સહયોગને પ્રોત્સાહન આપે છે અને કેન્દ્રમાં નવીનતાનો માર્ગ મોકળો કરે છે. પ્રોજેક્ટના લક્ષ્યોને હાંસલ કરવા માટે Digi-SUSTEACH કેન્દ્રો ચાલી રૂપ છે.



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બિમટેકે ઈયુ-ફંડેડ મિશનમાં ભાગ લીધો

ગ્રેટર નોર્થડાની બિરલા ઈન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બિમટેક) ઈયુ દ્વારા ફંડ પૂરું પાડવામાં આવેલ **KODECE** પ્રોજેક્ટ દ્વારા સમગ્ર દક્ષિણ એશિયામાં સર્ક્યુલર ઈકોનોમીના વિચારોને આગળ વધારવા માટે અગ્રણી પ્રયાસનું નેતૃત્વ કરે છે. 'નોલેજ ડેવલપમેન્ટ ફોર સર્ક્યુલર ઈકોનોમી ટ્રાન્ઝિશન પ્રોજેક્ટ' છ પાર્ટનર સંસ્થાઓમાંથી પ્રતિષ્ઠિત ફેકલ્ટી સભ્યોને એકસાથે લાવે છે: **University of Jyväskylä (Finland), FH JOANNEUM Gesellschaft mbH (Austria),** બિમટેક, નિરમા યુનિવર્સિટી પ્રિન્સ ઓફ સોંગકલા યુનિવર્સિટી અને પચાપ યુનિવર્સિટી (થાઈલેન્ડ). **University of Jyväskylä** ના ડો. ભાવેશ સરના આ આંતરરાષ્ટ્રીય પ્રોજેક્ટનું નેતૃત્વ કરે છે, જ્યારે બિમટેકના ડો. વીણુ શર્મા ભારતમાંથી રાષ્ટ્રીય અગ્રણી તરીકે તેનું નેતૃત્વ કરે છે.

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एसएसीई-स्किल्ड वर्कफोर्स को तैयार करने के लिए बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी भी शामिल

नई दिल्ली एजेंसी। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) ग्रेटर नोएडा, ईयू-फंडेड KODECET प्रोजेक्ट के माध्यम से पूरे दक्षिण एशिया में एडवांस सर्कुलर इकोनॉमी से संबंधित विचारों को आगे बढ़ाने के लिए एक अग्रणी प्रयास का नेतृत्व कर रहा है। प्रोजेक्ट 'नॉलेज डेवलपमेंट फॉर सर्कुलर इकोनॉमी ट्रांज़िशन' (KODECET) के तहत दरअसल छह भागीदार संस्थानों के प्रतिष्ठित संकाय सदस्यों को एक साथ लाने का प्रयास किया जाता है। ये संस्थान हैं- यूनिवर्सिटी ऑफ़ जैवस्काइला (फिनलैंड), FH JOANNEUM Gesellschaft mbH (ऑस्ट्रिया), बिमटेक (भारत), निरमा यूनिवर्सिटी (भारत), प्रिंस ऑफ़ सोंगक्ला यूनिवर्सिटी (थाईलैंड), और पेयप यूनिवर्सिटी (थाईलैंड)। यूनिवर्सिटी ऑफ़ जैवस्काइला के डॉ. भावेश सरना इस अंतरराष्ट्रीय प्रोजेक्ट का नेतृत्व कर रहे हैं।

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दक्षिण एशिया में बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी भी शामिल

नई दिल्ली। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ग्रेटर नोएडा, ईयू-फंडेड प्रोजेक्ट के माध्यम से पूरे दक्षिण एशिया में एडवांस सर्कुलर इकोनॉमी से संबंधित विचारों को आगे बढ़ाने के लिए एक अग्रणी प्रयास का नेतृत्व कर रहा है। प्रोजेक्ट 'नॉलेज डेवलपमेंट फॉर सर्कुलर इकोनॉमी ट्रांजिशन' के तहत दरअसल छह भागीदार संस्थानों के प्रतिष्ठित संकाय सदस्यों को एक साथ लाने का प्रयास किया जाता है। ये संस्थान हैं- यूनिवर्सिटी ऑफ जैवस्काइला (फिनलैंड), FH JOANNEUM Gesellschaft mbH (ऑस्ट्रिया), बिमटेक (भारत), निरमा यूनिवर्सिटी (भारत), प्रिंस ऑफ सोगक्ला यूनिवर्सिटी (थाईलैंड), और पेयप यूनिवर्सिटी (थाईलैंड)।

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दक्षिण एशिया में एसएसीई-स्किल्ड वर्कफोर्स को तैयार करने के लिए

790,000 ईयू-फंडेड मिशन में बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी भी शामिल

नई दिल्ली, एजेंसी। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ग्रेटर नोएडा, ईयू-फंडेड 'नॉलेज डेवलपमेंट फॉर सर्कुलर इकोनॉमी ट्रांज़िशन' प्रोजेक्ट के माध्यम से पूरे दक्षिण एशिया में एडवांस सर्कुलर इकोनॉमी से संबंधित विचारों को आगे बढ़ाने के लिए एक अग्रणी प्रयास का नेतृत्व कर रहा है। प्रोजेक्ट 'नॉलेज डेवलपमेंट फॉर सर्कुलर इकोनॉमी ट्रांज़िशन' के तहत दरअसल छह भागीदार संस्थानों के प्रतिष्ठित संकाय सदस्यों को एक साथ लाने का प्रयास किया जाता है। ये संस्थान हैं- यूनिवर्सिटी ऑफ़ जैवस्काइला (फ़िनलैंड), एफएच जोआनम गेसेलशाफ्ट एमबीएच (ऑस्ट्रिया), बिमटेक (भारत), निरमा यूनिवर्सिटी (भारत), प्रिंस



ऑफ़ सोंगक्ला यूनिवर्सिटी (थाईलैंड), और पेयप यूनिवर्सिटी (थाईलैंड)। यूनिवर्सिटी ऑफ़ जैवस्काइला के डॉ. भावेश सरना इस अंतरराष्ट्रीय प्रोजेक्ट का नेतृत्व कर रहे हैं, जबकि भारत से नेशनल लीड के रूप में बिमटेक की डॉ. वीनू शर्मा इसका नेतृत्व कर रही हैं। बिमटेक के संकाय सदस्यों में डॉ. के. के. उपाध्याय,

डॉ. प्रतीक जैन, डॉ. अनुपमा सिंह और सुश्री स्वधा राय शामिल हैं। जनवरी 2024 में शुरू की गई इस परियोजना का उद्देश्य सस्टेनेबल एंड सर्कुलर इकोनॉमी (एसएसीई) में विश्वविद्यालय के संकाय, छात्रों और शुरुआती चरण के पेशेवरों की शिक्षण क्षमता को बढ़ाने के लिए चार घुंकेन्द्र स्थापित करना है।



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दक्षिण एशिया में एसाएसीई-स्किल्ड वर्कफोर्स को तैयार करने के लिए 790,000 ईयू- फंडेड मिशन में बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी भी शामिल

नई दिल्ली - बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी प्रेटर नोएडा, ईयू-फंडेड बहु-राष्ट्रीय प्रोजेक्ट के माध्यम से पूरे दक्षिण एशिया में एडवांस सर्कुलर इकोनॉमी से संबंधित विचारों को आगे बढ़ाने के लिए एक अग्रणी प्रयास का नेतृत्व कर रहा है। प्रोजेक्ट 'नॉलेज डेवलपमेंट फॉर सर्कुलर इकोनॉमी ट्रांज़िशन' के तहत दरअसल उच्च भागीदार संस्थानों के प्रविष्टित संकाय सदस्यों को एक साथ लाने का प्रयास किया जाता है। ये संस्थान हैं- यूनिवर्सिटी ऑफ जैवस्कइला (फिनलैंड), (ऑस्ट्रिया), बिमटेक (भारत), निरमा यूनिवर्सिटी (भारत), प्रिंस ऑफ सोफिया यूनिवर्सिटी (थाईलैंड), और पेयप यूनिवर्सिटी (थाईलैंड)। यूनिवर्सिटी ऑफ जैवस्कइला के डॉ. भावेश सरना इस अंतरराष्ट्रीय प्रोजेक्ट का नेतृत्व कर रहे हैं, जबकि भारत से नेशनल लीड के रूप में बिमटेक को डॉ. वीनू शर्मा इसका नेतृत्व कर रही हैं। बिमटेक के संकाय सदस्यों में डॉ. के. के. उपाध्याय, डॉ. प्रतीक जैन, डॉ. अनुपमा सिंह और सुश्री स्वधा राय शामिल हैं।



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दक्षिण एशिया में एसाएसीई-रिकल्ड वर्कफोर्स को तैयार करने के लिए 790,000 ईयू-फंडेड मिशन में बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी भी शामिल

बुर्जिसे - बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने केटा नोएडा, ईए-पब्लिक KODECET प्रोजेक्ट के अंतर्गत में यूरोपीय संघ में एडवेंसिड प्रोफेशनल इंग्लिश में सम्बंधित लिंक्ड को अने चर्चे के लिए एक जगहों प्रथम का नेतृत्व कर रहा है। प्रोजेक्ट "बिजनेस इंग्लिश और सस्टेनबल इवॉल्यूशन ट्रेनिंग" के अंतर्गत अंतर्गत जा पायेगा सम्बंधों के प्रशिक्षण संकल्प राहियों को एक साथ लाने का प्रयास किया जाये है। वे सम्बंध है- बुर्जिसेमिटी और जैससहास (जिन्सैड), FH JOANNEUM Gesellschaft mbH (ऑस्ट्रिया) सिस्टीक (घाते), निम्न बुर्जिसेमिटी (घाते), इति और सौराजक बुर्जिसेमिटी (घाते), और निम्न बुर्जिसेमिटी (घाते)। बुर्जिसेमिटी और जैससहास के डॉ. अनेक सारक इस अंतराष्ट्रीय प्रोजेक्ट का नेतृत्व कर रहे है, जबकि भारत में निराला सोड के रूप में सिस्टीक को डॉ. सोनू रम्य इन्द्रा नेतृत्व कर रहे है। सिस्टीक के संकल्प संस्था में डॉ. के. के.

उपभार, डॉ. इंसैक जैन्, डॉ. अनुभव सिंह और सुशी सहाय सम्बंधित हैं।

जुलाई 2024 में शुरू की गई इस परियोजना का उद्देश्य सम्बंधित एंड सस्टेनबल इवॉल्यूशन (एसएसीई) में



विश्वीकरण के संकल्प, छात्रों और युवाओं के लिए वे विकसित की शिक्षण संस्था को बोलने के लिए यह सहाय-सम्बंधित फंड सम्बंधित कायम है। वे फंड शिक्षण और अनुसंधान के लिए डिजिटल इन के रूप में कार्य करेंगे, जो निम्न स्तरीय प्रशिक्षण प्रदान करने और विविध शिक्षण सम्बंधों में सारक अनेक सम्बंधों को प्रोत्साहित करने के लिए अंतराष्ट्रीय बुर्जिसेमिटी से लेता है। यूरोपीय एडवेंसिड एंड सस्टेनबल इवॉल्यूशन प्रोजेक्ट (एसएसीई) के नेतृत्व में शुरू किया गया इस प्रोजेक्ट का उद्देश्य अनेक सम्बंधों के अनेक परियोजना में एसएसीई सिस्टीक को एडवेंसिड कायम है। 22 जुलाई, 2024 को बुर्जिसेमिटी के निम्न विश्वीकरण में इस प्रोजेक्ट से सम्बंधित उद्घाटन केस में सिस्टीक, ऑस्ट्रिया, भारत और बुर्जिसेमिटी के सम्बंधित विश्वीकरणों के बीच इस सम्बंधित सम्बंध का सारक विचार-विमर्श किया गया। इस प्रोजेक्ट का उद्देश्य एसएसीई-सहाय सम्बंधों को विकसित कायम है, जिनके अंतर्गत बुर्जिसेमिटी और एडवेंसिड सम्बंधों शिक्षण के अनेक को शामिल किया जा सके।

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बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी दक्षिण एशिया में एसएसीई-स्किल्ड वर्कफोर्स को तैयार करेंगे

मुंबई। बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ग्रेटर नोएडा, ईयू-फंडेड KODECET प्रोजेक्ट के माध्यम से पूरे दक्षिण एशिया में एडवांस सर्कुलर इकोनॉमी से संबंधित विचारों को आगे बढ़ाने के लिए एक अग्रणी प्रयास का नेतृत्व कर रहा है। प्रोजेक्ट 'नॉलेज डेवलपमेंट फॉर सर्कुलर इकोनॉमी ट्रांशिन' (KODECET) के तहत दरअसल छह भागीदार संस्थानों के प्रतिष्ठित संकाय सदस्यों को एक साथ लाने का प्रयास किया जाता है। ये संस्थान हैं- यूनिवर्सिटी ऑफ जैवस्काइला (फिनलैंड),

FH JOANNEUM Gesellschaft mbH (ऑस्ट्रिया), बिमटेक (भारत), निरमा यूनिवर्सिटी (भारत), प्रिंस ऑफ सोंगक्ला यूनिवर्सिटी (थाईलैंड), और पेयप यूनिवर्सिटी (थाईलैंड)। यूनिवर्सिटी ऑफ जैवस्काइला के डॉ. भावेश सरना इस अंतरराष्ट्रीय प्रोजेक्ट का नेतृत्व कर रहे हैं, जबकि भारत से नेशनल लीड के रूप में बिमटेक की डॉ. वीनू शर्मा इसका नेतृत्व कर रही हैं। बिमटेक के संकाय सदस्यों में डॉ. के.के. उपाध्याय, डॉ. प्रतीक जैन, डॉ. अनुपमा सिंह और सुश्री स्वधा राय शामिल हैं।

जनवरी 2024 में शुरू की गई इस परियोजना का उद्देश्य सस्टेनेबल

एंड सर्कुलर इकोनॉमी (एसएसीई) में विश्वविद्यालय के संकाय, छात्रों और शुरुआती चरण के पेशेवरों की शिक्षण क्षमता को बढ़ाने के लिए चार Digi-SUSTEACH केंद्र स्थापित करना है। €790,010.00 ईयू-फंडेड KODECET प्रोजेक्ट भारत में सर्कुलर अर्थव्यवस्था से संबद्ध शिक्षा और अनुसंधान की दिशा में एक बड़ा कदम है। चार देशों के छह भागीदारों के बीच 36 महीने की यह साझेदारी अंतरराष्ट्रीय सहयोग को बढ़ावा देती है और क्षेत्र में इनोवेशन का मार्ग प्रशस्त करता है। भारत से प्रोजेक्ट की नेशनल लीड डॉ. वीनू शर्मा इस प्रोजेक्ट को लेकर बहुत उत्साहित हैं।



ONLINE COVERAGES

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BIMTECH Participates in €790,000 EU-Funded Mission to Build SACE-Skilled Workforce in South Asia

Sr. No.	Publication	Link	Reach	PR Value
1	ET Govt	https://government.economictimes.indiatimes.com/news/education/bimtech-collaborates-with-790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/112102757	12M	2,75,000
2	BW Education	https://bweducation.com/article/bimtech-leads-%E2%82%AC790k-eu-mission-to-boost-circular-economy-skills-in-south-asia-527627	-	-
3	Pagal Guy	https://www.pagalguy.com/articles/bimtech-participates-in-e790000-eu-funded-initiative-to-build-sace-skilled-workforce-in-south-asia	-	-
4	APN	https://www.apnnews.com/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia	-	-
5	Education 21	https://education21.in/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/	-	-
6	News Mantra	https://newsmantra.in/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/	-	-
7	Curriculum Magazine	https://curriculum-magazine.com/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/	-	-
8	Passionate in Marketing	https://www.passionateinmarketing.com/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/	-	-
9	India Education Diary	https://indiaeducationdiary.in/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/	-	-
10	Business News This Week	https://businessnewsthisweek.com/business/bimtech-participates-in-euro790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/	0.12M	-
11	Ten News	https://tennews.in/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/	-	-
		TOTAL	12.12M	2,75,000

www.government.economictimes.indiatimes.com

<https://government.economictimes.indiatimes.com/news/education/bimtech-collaborates-with-790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/112102757>

ET Government
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www.bweduction.com

<https://bweduction.com/article/bimtech-leads-%E2%82%AC790k-eu-mission-to-boost-circular-economy-skills-in-south-asia-527627>



BIMTECH Leads €790K EU Mission To Boost Circular Economy Skills In South Asia



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www.pagalguv.com

<https://www.pagalguv.com/articles/bimtech-participates-in-e790000-eu-funded-initiative-to-build-sace-skilled-workforce-in-south-asia>



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www.apnnews.com

<https://www.apnnews.com/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/#:~:text=Mumbai%20%3A%20Birla%20Institute%20of%20Management,the%20EU%2Dfunded%20KODECET%20project.>

APN NEWS

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www.education21.in

<https://education21.in/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/>

EDUCATION21.
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newsmantra.in

<https://newsmantra.in/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/>

News mantra

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www.curriculum-magazine.com

<https://curriculum-magazine.com/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/>



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www.passionateinmarketing.com

<https://www.passionateinmarketing.com/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/>



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www.indiaeducationdiary.in

https://indiaeducationdiary.in/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/#google_vignette



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<https://businessnewsthisweek.com/business/bimtech-participates-in-euro790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/>

**Business News
This Week**

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tennews.in

<https://tennews.in/bimtech-participates-in-e790000-eu-funded-mission-to-build-sace-skilled-workforce-in-south-asia/>



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Industry Story

Industry Story						
Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	15.07.2024	The Hindu Business Line	3	National	180000	28,92,780
Sr. No.	Publication	Link	Reach	PR Value	-	-
1	The Hindu Business Line	https://www.thehindubusinessline.com/on-campus/why-more-women-are-flocking-to-b-schools-for-an-mba/article68388701	2M	2,75,000	-	-
		TOTAL	2M	2,75,000	180000	28,92,780

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DATE : 15.07.2024
EDITION : National
PAGE No. : 3

Why more women are flocking to B-schools for an MBA

THE BIG SHIFT. Thanks to initiatives by the institutions, the gender balance has improved significantly

—
Aj Vinayak

Mansi Mathar, with a BSc degree, needed a diversified and professional skillset to pursue a career in the corporate sector. Mathar, who recently joined IIM Kashipur's 2024-26 MBA batch, says, "Joining MBA is a just-breaking decision. I aim to have a successful career in the corporate sector and secure a leading managerial position."

Editha Jain from IIM Sambalpur's 2024-26 batch dreams of stepping into strategic roles where she can influence decisions with her degree. The MBA will equip her to navigate an ever-evolving competitive market, and engage with real-world business challenges and develop innovative solutions, she feels.

A SILENT REVOLUTION
 Deepa Pochikode Krishna was one of the ground realities of running a business. As a designer in a jewellery start-up, she was interested in the intricacies of an organisation. "I want to explore and hone my business acumen and critical thinking," said Krishna of the 2024-26 MBA batch at VA Pa. Management Institute (TAPMI), Manipal.

Management education is witnessing a silent revolution with hundreds like Mathar, Jain and Krishna joining B-schools across the country. From 11 per cent in 2017, the percentage of women enrolling for an MBA, especially in the IIMs, is nearly equal to men in some B-schools this year.

While the 2024-26 MBA cohort of IIM Sambalpur enrolled 76 per cent women students, IIM-Kozhikode (IIM-K) enrolled 59 per cent in the FCP batch. Women constituted 46 per cent of TAPMI's MBA batch and 47 per cent of MICA-Akshaykhani's three main courses. IIM Kashipur recorded 42 per cent female representation in its flagship courses. IIM-B and IIMs Institute of Management - Technology



GIRLS POWER. From 11 per cent in 2017, the percentage of women enrolling for an MBA is nearly equal to men in some B-schools this year

(IIMTECH) enrolled around 46 per cent of women, and IIM-A around 25 per cent.

This shift can be attributed to initiatives taken by the B-schools. Mahadev Jaiswal, IIM Sambalpur's Director, says the institute's 2017 policy to grant an additional 5 per cent cut-off for women candidates in the interview round and the formation of a unified merit list took their enrolment ratio to 50 per cent this year. Other IIMs also embraced this practice subsequently, improving the gender balance to 20 per cent.

Increasing representation to level the playing field is given more weightage. Anv Debashis Chatterjee, Director, IIM-Kozhikode. Diversity scores at IIM-K are given as the short-listing stage for interviews but not carried forward to the final selection criteria.

Abhrajit Maiti, Chairperson, Admissions, IIM-Kashipur, explains, "We encourage the entry of female students through special consideration during the admission process,

keeping gender diversity paramount after the academic record."

Prof Anuradha, Ongoing Chairperson (Admissions), TAPMI, says 10 scholarships are awarded for the top 10 women students based on merit.

Rajat Shukla, Director of IIM-A, says, "We see diversity as an important factor that contributes to a richer learning environment for students at IIM-A but merit is the foremost criterion for selection of students." Rupal Duggupta, Chairperson, Admissions, IIM-B, says, "It is not that more women are joining MBA, but more women are being selected, at least in IIM-B."

However, many academics attribute reasons, such as an increase in awareness about career benefits, efforts by companies to promote diversity in their organisations, urge to take up entrepreneurship, aspiration to take up leadership roles and break the glass ceiling, for more women opting for management education.

Jaiswal (IIM-B) elaborates that this shift could be due to inspiring management role models, initiatives taken by B-schools to enhance gender diversity and inclusion, a flexible programme format, supportive industry-academia environments and global trends towards women in business.

TAPMI's Anuradha explains that the increase in the number of women pursuing graduation in commerce, engineering and arts is likely to have a cascading effect on the number of women pursuing MBA.

IIM-Kozhikode's Chatterjee says more and more corporates are welcoming women at every level of their organisation. Gender diversity in the classroom brings a wider range of perspectives and experiences, enriching the learning environment for everyone. IIM-Kashipur's Maiti says women leaders hold significant positions globally, and their numbers are increasing. Management education supports them in breaking the glass ceiling in India as well.

FUTURE READY
 Asked if the enrolment of more women students is aimed at meeting future requirements as the thrust is on giving more representation to them, both at the general and director levels in companies, Maiti says female leaders from IIM-Kashipur's MBA (Analytics) will occupy key leadership roles in the developing analytics industry. The MBA (Analytics) cohort has 75 per cent female students this session.

Jaiswal explains that as academia, businesses and industries recognise the value of diverse leadership, concerted efforts are being made to cultivate a qualified women leaders pool that will enhance decision-making through diverse perspectives. Chatterjee, who has been at the forefront of inducting women candidates, says, "Diversity is the basis of innovation in any ecosystem and nurtures it on the lookout for such traits."

—
 Web copy from Insights that is streamlined



www.thehindubusinessline.com

<https://www.thehindubusinessline.com/on-campus/why-more-women-are-flocking-to-b-schools-for-an-mba/article68388701.ece>

THE HINDU
businessline.

The big shift. Why more women are flocking to B-schools for an MBA



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Industry Story-Pre Budget- Director

Sr. No.	Publication	Link	Reach	PR Value
1	Economic Times	https://education.economictimes.indiatimes.com/news/industry/education-budget-expectation-2024-will-the-litmus-test-turn-blue-this-time/111917403?utm_source=top_story&utm_medium=homepage	12M	2,75,000
2	Dainik Jagran	https://www.jagran.com/news/education-education-budget-2024-expectations-schools-heis-and-edutechs-demand-gst-exemption-funding-educational-infrastucutre-development-moves-from-fm-23758774.html	21M	2,20,000
3	Jansatta	https://www.jansatta.com/business/budget-2024-education-sector-expectations-from-nirmala-sitharaman-gst-cut-on-fees/3472526/	-	-
4	ABP Live	https://www.abplive.com/business/budget/union-budget-2024-25-these-are-major-expectations-of-education-sector-from-fm-sitharaman-2741570	1M	-
5	News9Live	https://www.news9live.com/education-career/budget-2024-education-sector-hopes-for-skill-based-education-funding-boost-job-reforms-2625955	-	-
Total			34 M	495,000

www.education.economicstimes.com

https://education.economicstimes.indiatimes.com/news/industry/education-budget-expectation-2024-will-the-litmus-test-turn-blue-this-time/11917403?utm_source=top_story&utm_medium=homepage

 **ET Education.com**
From The Economic Times

Education budget expectation 2024 - Will the litmus test turn blue this time?



Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH) Greater Noida raised the voice for rural India and said, "Upcoming Monsoon Budget 2024 should emphasise on current educational trends and meet the industry needs from skills, upskilling, and reskilling. Hence, providing access to education in rural India, encouraging innovation, and providing the aptitude to solve global challenges are key goals. These strategic goals will not only benefit the education sector but also foster future leaders who can lead India in the direction of a skill-based sustainable nation tomorrow."

www.jagran.com

<https://www.jagran.com/news/education-education-budget-2024-expectations-schools-heis-and-edutechs-demand-gst-exemption-funding-educational-infrastucutre-development-moves-from-fm-23758774.html>



Education Budget 2024: कोर्स फंडिंग, GST छूट और शिक्षा बुनियादी सुविधाएं, जानें और क्या-क्या हैं शिक्षा बजट से उम्मीदें?



बेटर मोएडा स्किल बिराल इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी की निदेशक प्रवीण राजीव कहती हैं, "फिउले केंद्रीय बजट 2023-2024 में उच्च शिक्षा क्षेत्र के लिए लगभग 44000 करोड़ रुपये आवंटित किए गए थे, जो पिछले वर्षों की तुलना में 8% अधिक था। इसके अलावा, अंतरिम बजट 2024 में पहल ने महिलाओं को सक्षम बनाने पर ध्यान केंद्रित किया और कई युवा प्रशिक्षण कार्यक्रमों को प्रथमिकता दी। अगले, एगडूपी का लक्ष्य 2040 तक सभी संस्थानों में बहु-विषयक उच्च शिक्षा स्थापित करना है। आगामी मालसूत बजट 2024 में वर्तमान वार्षिक रुझानों पर और दिया जाना चाहिए और कौशल, अपस्किंग और रीस्किंग से उद्योग की जरूरतों को पूरा किया जाना चाहिए। इसलिए, ग्रामीण भारत में शिक्षा तक पहुंच प्रदान करना, नवाचार को प्रोत्साहित करना और वैश्विक चुनौतियों को हल करने की योग्यता प्रदान करना प्रमुख लक्ष्य है। इन रणनीतिक लक्ष्यों से न केवल शिक्षा क्षेत्र को लाभ होगा बल्कि भविष्य के नेताओं को भी बढ़ावा मिलेगा जो काल भारत को कौशल-आधारित टिकाऊ राष्ट्र की दिशा में ले जा सकते हैं।।"

www.jansatta.com

<https://www.jansatta.com/business/budget-2024-education-sector-expectations-from-nirmala-sitharaman-gst-cut-on-fees/3472526/>

जनसत्ता

Budget 2024: स्कूल और उच्च शिक्षा हो जाएगी सस्ती? फीस पर लगने वाला GST हो सकता है कम, एजुकेशन सेक्टर को बजट से बड़ी उम्मीदें



बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) ग्रेटर नोएडा की निदेशक प्रवीणा राजीव ने कहा, "पिछले केंद्रीय बजट 2023-2024 में, उच्च शिक्षा क्षेत्र के लिए लगभग 44 हजार करोड़ रुपये आवंटित किए गए थे, जो पिछले वर्षों की तुलना में 8% अधिक था। इसके अलावा, अंतरिम बजट 2024 में महिलाओं को सक्षम बनाने पर ध्यान केंद्रित किया गया और कई युवा प्रशिक्षण कार्यक्रमों को प्राथमिकता दी गई। उरीं शिक्षा पर चलते हुए एनडीपी का लक्ष्य 2040 तक सभी संसदों में बहुविध उच्च शिक्षा स्थापित करना है। अगामी मानसून बजट 2024 को वर्तमान शैक्षिक रुझानों पर गौर देना चाहिए और कोशल, अर्किटेक्चर और रीस्किलिंग से उद्योग की जरूरतों को पूरा करना चाहिए। इसलिए, ग्रामीण भारत में शिक्षा तक पहुंच प्रदान करना, स्वाभाव को प्रोत्साहित करना और वैश्विक नुर्तीतियों को हल करने की योग्यता प्रदान करना प्रमुख लक्ष्य हैं। इन रणनीतिक लक्ष्यों से न केवल शिक्षा क्षेत्र को लाभ होगा, बल्कि एक बेहतर भविष्य को बढ़ावा मिलेगा जो भारत को एक कोशल-आधारित स्थायी राष्ट्र की दिशा में अग्रसर करेगा।

www.abplive.com

<https://www.abplive.com/business/budget/union-budget-2024-25-these-are-major-expectations-of-education-sector-from-fm-sitharaman-2741570>



Budget 2024: युवाओं के कौशल विकास पर ध्यान देने की जरूरत! बजट से शिक्षाविदों को ये उम्मीद



चिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) प्रेटर नोएडा की निदेशक प्रवीणा राजीव महिलाओं और युवाओं के कौशल प्रशिक्षण पर ध्यान देने की पैरवी करती हैं, यह कहती हैं- पिछले केंद्रीय बजट 2023 में उच्च शिक्षा क्षेत्र के लिए लगभग 44 हजार करोड़ रुपये आवंटित किए गए थे, जो 2022 के बजट की तुलना में 8 फीसदी ज्यादा था. सरकार ने अंतरिम बजट 2024 में महिलाओं को सक्षम बनाने पर ध्यान केंद्रित किया था और कई युवा प्रशिक्षण कार्यक्रमों को प्राथमिकता दी थी. एनईपी का लक्ष्य उसी सिद्धांत पर चलते हुए 2040 तक सभी संस्थानों में विभिन्न विषयों की उच्च शिक्षा की व्यवस्था करने का है. सरकार को इस पूर्ण बजट में वर्तमान शैक्षिक रुढ़ानों पर ध्यान देना चाहिए और कौशल विकास (अपस्किलिंग और रीस्किलिंग) से उद्योग की जरूरतों को पूरा करना चाहिए, ये उपाय न सिर्फ शिक्षा क्षेत्र को मजबूत करेंगे, बल्कि देश को भी आर्थिक मजबूती प्रदान करेंगे.



www.news9live.com

<https://www.news9live.com/education-career/budget-2024-education-sector-hopes-for-skill-based-education-funding-boost-job-reforms-2625955>



Education Budget 2024 Expectations: Education sector hopes for skill-based education, funding boost



Prabina Rajib, Director, Birla Institute of Management Technology, Greater Noida – In the last Union Budget 2023-2024, around Rs 44000 crore was allocated for the higher education segment, which was 8 per cent higher than previous years. Also, initiatives in the Interim Budget 2024 focused on enabling women and prioritized numerous youth training programs. On the same philosophy, NEP aims to establish multidisciplinary higher education in all institutions by 2040.



INDUSTRY

STORY-

DR. PANKAJ

PRIYA



Industry Story- Post Budget

Sr. No.	Publication	Link	Reach	PR Value
1	Indian Express	https://indianexpress.com/article/education/education-budget-2024-live-updates-nirmala-sitharaman-union-budget-2024-parliament-9463611/	54M	1,65,000
2	ET Govt	https://government.economictimes.indiatimes.com/news/economy/budget-reactions-from-corporate-industry-academia/111958040	12M	2,75,000
3	Deccan Chronicle	https://www.deccanchronicle.com/nation/union-budget-2024-reactions-from-experts-1811823	1M	-
4	Dainik Jagran	https://www.jagran.com/news/education-education-budget-2024-education-and-skilling-institutions-edutechs-and-other-players-share-positive-response-on-measure-announced-by-fm-23764054.html	21M	2,20,000
5	News 18	https://www.news18.com/business/economy/amidst-sluggish-b-market-govt-to-provide-rs-10-lakh-loan-to-students-for-higher-studies-paid-internships-8975693.html	61M	2,20,000
6	News 18	https://www.news18.com/education-career/education-budget-2024-allocation-of-rs-1-48-lakh-crore-a-positive-step-says-experts-8975755.html	61M	2,20,000
7	News Careers 360	https://news.careers360.com/education-budget-2024-institutions-welcome-domestic-sector-loans-e-vouchers-internships-for-1-crore-youth	71M	-
8	Pagal Guy	https://www.pagalguy.com/articles/whats-the-management-take-on-the-union-budget-2024-insights-by-pagalguy	-	-
9	Awadh 360	https://www.awadh360.com/article/Business/budget-2024-reactions-loans-of-up-to-rs-10-lakh-for-students-significant-accessibility-to-higher-education	-	-
10	eduvibes	https://www.eduvibes.in/2024/07/iim-directors-quotes-on-budget-2024.html	-	-
11	PW live	https://www.pw.live/exams/mba/union-budget-2024-management-institutes/	-	-
12	Kalingavoice	https://kalingavoice.com/odisha/expert-says-indias-growth-is-better-than-other-countries/	-	-



		Total	281M	11,00,000



www.indianexpress.com

<https://indianexpress.com/article/education/education-budget-2024-live-updates-nirmala-sitharaman-union-budget-2024-parliament-9463611/>

 **The Indian EXPRESS**
JOURNALISM OF COURAGE

Education Budget 2024 Updates: Paid internships, schemes to benefit women; other takeaways



Education Budget 2024 Live: 'Propel India towards its goal of becoming a developed nation'

According to Pankaj Priya, Deputy Director and Dean-Academics at BIMTECH: "Since 2014, the central government's focus on skilling has remained consistent, as highlighted in the present budget. The prime Minister's package for skilling envisages a collaboration with all state governments as well as industry."

This new centrally sponsored scheme for skilling will support our 20 lakh youth in upskilling over the next five years, he added, will translate in to more jobs for our youth in rural as well as urban areas.

"The above investment, along with newly announced scheme targeting 4.1 crore youth will propel India towards its goal of becoming a developed nation by 2047. The Finance Minister's far-sighted vision to combine the power of youth and technology in the Viksit Bharat Budget is commendable," the Deputy Director and Dean-Academics at BIMTECH said.



www.government.economictimes.indiatimes.com

<https://government.economictimes.indiatimes.com/news/economy/budget-reactions-from-corporate-industry-academia/111958040>

 **Government**
Your Enterprise & Government Partner

Union Budget 2024: Reactions from industry, academia, think tanks



Dr Pankaj Priya, Deputy Director and Dean -Academics at BIMTECH

Since 2014, the central government's focus on skilling has remained consistent, as highlighted in the present budget. The prime Minister's package for skilling envisages a collaboration with all state governments as well as industry. This new centrally sponsored scheme for skilling will support our 20 Lakh youth in up skilling over the next five years. It will translate in to more jobs for our youth in rural as well as urban areas. The above investment, along with newly announced scheme targeting 4.1 crore youth will propel India towards its goal of becoming a developed nation by 2047. The Finance Minister's far-sighted vision to combine the power of youth and technology in the Viksit Bharat Budget is commendable."



www.deccanchronicle.com

<https://www.deccanchronicle.com/nation/union-budget-2024-reactions-from-experts-1811823>

**DECCAN
Chronicle**

Industry Leaders React to FM Nirmala Sitharaman's
Budget 2024



Dr. Pankaj Priya, Deputy Director and Dean-Academics at BIMTECH

Since 2014, the central government's focus on skilling has remained consistent, as highlighted in the present budget. The prime Minister's package for skilling envisages a collaboration with all state governments as well as industry. This new centrally sponsored scheme for skilling will support our 20 Lakh youth in upskilling over the next five years. It will translate into more jobs for our youth in rural as well as urban areas. The above investment, along with the newly announced scheme targeting 41 crore youth will propel India towards its goal of becoming a developed nation by 2047. The Finance Minister's far-sighted vision to combine the power of youth and technology in the Viksit Bharat Budget is commendable.

www.jagran.com

<https://www.jagran.com/news/education-education-budget-2024-education-and-skilling-institutions-edutechs-and-other-players-share-positive-response-on-measure-announced-by-fm-23764054.html>



Education Budget 2024: यूनिवर्सिटी, कॉलेज और एडुटेक सभी ने किया शिक्षा, कौशल विकास और रोजगार की घोषणाओं का स्वागत



BIMTECH के उपनिदेशक डी. पंचज प्रिया ने कहा, "2014 के बाद से, कौशल विकास पर केंद्र सरकार का ध्यान लगातार बना हुआ है, जिस कि वर्तमान बजट में उजागर किया गया है। कौशल विकास के लिए प्रधान मंत्री के पैकेज में सभी राज्य सरकारों के साथ-साथ उद्योग के साथ सहयोग की परिकल्पना की गई है। कौशल विकास के लिए केंद्र प्रायोजित यह नई योजना अगले पांच वर्षों में हमारे 20 लाख युवाओं को कौशल बढ़ाने में सहायता करेगी। इससे ग्रामीण और शहरी क्षेत्रों में हमारे युवाओं को अधिक नौकरियों मिलेंगी। उपरोक्त निवेश, 4.1 करोड़ युवाओं को भर्षित करने वाली नई योजना के साथ, भारत को 2047 तक एक विकसित राष्ट्र बनने के अपने लक्ष्य की ओर प्रेरित करेगा। विकसित भारत बजट में युवाओं और प्रौद्योगिकी की शक्ति को संयोजित करने की विस मंत्री की दूरदर्शी दृष्टि सराहनीय है।"



www.news18.com/

<https://www.news18.com/business/economy/amidst-sluggish-job-market-govt-to-provide-rs-10-lakh-loan-to-students-for-higher-studies-paid-internships-8975693.html>



Amidst Sluggish Job Market, Govt To Provide Rs 10 Lakh Loan To Students For Higher Studies, Paid Internships



Companies will use their CSR funds for the government's internship scheme, finance minister Nirmala Sitharaman said on Tuesday.

Poojai Priya, Deputy Director and Dean-Academics at BIMTECH, said, "Since 2014, the central government's focus on skilling has remained consistent, as highlighted in the present budget. The Prime Minister's package for skilling envisages a collaboration with all state governments as well as industry. This new centrally sponsored scheme for skilling will support our 20 lakh youth in upskilling over the next five years. It will translate into more jobs for our youth in rural as well as urban areas. The above investment, along with newly announced scheme targeting 4.1 crore youth will propel India towards its goal of becoming a developed nation by 2047."

www.news18.com

<https://www.news18.com/education-career/education-budget-2024-allocation-of-rs-1-48-lakh-crore-a-positive-step-says-experts-8975755.html>



Education Budget 2024: 'Allocation Of Rs 1.48 Lakh Crore A Positive Step,' Says Experts



As part of the 5th package, internship opportunities in 500 top companies for 1 crore youth across 5 years will be offered (Representational/ File Photo)

Under the prime minister's scheme for skilling and scholarship, with state governments and industries, a new centrally sponsored scheme will be introduced. 50 lakh youth students will develop their skills throughout five years as per the budget. Dr Prakash Pimp, Deputy Director, and Dean, Academics, at RISETECH, pointed out that the Prime Minister's skilling package includes engagement with all state governments and industry. "It will translate into more jobs for our youth in rural as well as urban areas. The Finance Minister's far-sighted vision to combine the power of youth and technology in the Vision Bharat 2047 is commendable," Prakash Pimp adds.

www.news.careers360.com

<https://news.careers360.com/education-budget-2024-institutions-welcome-domestic-sector-loans-e-vouchers-internships-for-1-crore-youth>

NEWS
CAREERS360

Education Budget 2024: Institutions welcome domestic sector loans, internships for 1 crore youth



As part of the 5th package, internship opportunities in 500 top companies for 1 crore youth across 5 years will be offered (Representational/ File Photo)

Pradip Mittal, Deputy Director and Finance Director of IIMBTEC mentioned how the central government has, since 2014, focused on skilling, which is also being followed by the present budget. Expanding on the benefits of the [education budget 2024](#) announcements, he said, "The prime minister's package for skilling nurtures a collaboration with all state governments as well as industry. The centrally sponsored scheme for skilling will support one crore youth in upskilling over the next five years. It will translate into more jobs for one crore youth across all sectors across the above categories, along with a steady stream of welfare targeting. A crore youth will propel India towards its goal of becoming a developed nation by 2047."

www.pagalguy.com

<https://www.pagalguy.com/articles/whats-the-management-take-on-the-union-budget-2024-insights-by-pagalguy>



What's the Management Take on the Union Budget 2024? Insights by Pagalguy



Dr. Pankaj Priya, Deputy Director and Dean-Academics at BIMTECH

"As an institute devoted to nurturing innovation and excellence, we commend the government on this year's budget, demonstrating a strong commitment to strengthening education & skilling among youth. The significant investment in one thousand industry training institutes and the provision of 1.48 lakh crore rupees for education, employment and skilling will build a strong support system for educational delivery. The allocation of 10 lakh crore loans for higher education in domestic institutions and the revision in skilling loans upto 7.5 lakh will enhance the skillset of our students and improve participation rate in educational institutes. Moreover, it is promising to see governments focus on providing internship opportunities to 1 crore youth in 500 top companies with a stipend of 5000 rupees giving them market exposure. Such initiatives are poised to elevate India to stand on par with its Western counterparts."

www.awadh360.com

<https://www.awadh360.com/article/Business/budget-2024-reactions-loans-of-up-to-rs-10-lakh-for-students-significant-accessibility-to-higher-education>



Budget 2024 reactions: 'Loans of up to Rs 10 lakh for students significant accessibility to higher education'

by



Dr Pankaj Priya, Deputy Director and Dean-Academics at BIMTECH, said, "Since 2014, the central government's focus on skilling has remained consistent, as highlighted in the present budget. The prime Minister's package for skilling envisages a collaboration with all state governments as well as industry. This new centrally sponsored scheme for skilling will support our 20 lakh youth in up skilling over the next five years. It will translate into more jobs for our youth in rural as well as urban areas. The above investment, along with newly announced scheme targeting 4.1 crore youth will propel India towards its goal of becoming a developed nation by 2047. The Finance Minister's far-sighted vision to combine the power of youth and technology in the Viksit Bharat Budget is commendable."



www.eduvibes.in

<https://www.eduvibes.in/2024/07/iim-directors-quotes-on-budget-2024.html>



IIM directors quotes on Budget 2024

Dr. Pankaj Priya, Deputy Director and Dean-Academics at BIMTECH, said, "Since 2014, the central government's focus on skilling has remained consistent, as highlighted in the present budget. The prime Minister's package for skilling envisages a collaboration with all state governments as well as industry. This new centrally sponsored scheme for skilling will support our 20 Lakh youth in up skilling over the next five years. It will translate in to more jobs for our youth in rural as well as urban areas. The above investment, along with newly announced scheme targeting 4.1 crore youth will propel India towards its goal of becoming a developed nation by 2047. The Finance Minister's far-sighted vision to combine the power of youth and technology in the Viksit Bharat Budget is commendable."

www.pw.live

<https://www.pw.live/exams/mba/union-budget-2024-management-institutes/>



Union Budget 2024: Management Institutes welcome 10 lakh loan assistance, internships to 1 Cr Youth

Dr. Pankaj Priya, Deputy Director at BIMTECH, emphasizes the budget's continued focus on skilling. The new scheme to upskill 20 lakh youth and other initiatives are seen as steps toward achieving India's goal of becoming a developed nation by 2047.

Overall, the Union Budget 2024 reflects a strong commitment to enhancing education, skilling, and employment opportunities. While the reduction in funding for IIMs raises concerns, the increased allocations for education and new initiatives are expected to have a positive impact on the sector, fostering a more skilled and capable workforce.

kalingavoice.com

<https://kalingavoice.com/odisha/expert-says-indias-growth-is-better-than-other-countries/>



Expert Says: India's Growth Is Better Than Other Countries!



Dr. Penkaj Priya, Deputy Director and Dean-Academics at **BIMTECH** says, "Since 2014, the central government's focus on skilling has remained consistent, as highlighted in the present budget. The prime Minister's package for skilling envisages a collaboration with all state governments as well as industry. This new centrally sponsored scheme for skilling will support our 20 Lakh youth in up-skilling over the next five years. It will translate into more jobs for our youth in rural as well as urban areas. The above investment, along with a newly announced scheme targeting 4.1 crore youth will propel India towards its goal of becoming a developed nation by 2047. The Finance Minister's far-sighted vision to combine the power of youth and technology in the Viksit Bharat Budget is commendable."



INTERVIEW

STORY-

DR.

PRABINA

RAJIB



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1	Edex Live	https://www.edexlive.com/news/2024/Jul/16/ai-appreciation-day-mba-in-age-of-ai-scope-of-management-education-expands	-	-

www.edexlive.com

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AI Appreciation Day: MBA in the age of AI – How the scope of management education continues to expand



Today, July 16, is AI Appreciation Day. So, we reach out to Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH) Greater Noida to find out how Artificial Intelligence is impacting management education



PROFILING

STORY-

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PRABINA

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BL ON CAMPUS

Equipping future leaders at BIMTECH

Dr Prabina Rajib took over as Director of the Birla Institute of Management Technology (BIMTECH) in January this year. She has big plans for the B-school, including introducing international certification for courses and offering students experiential learning opportunities and hands-on project work with MSMEs. **p6**

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THE BLOC INTERVIEW

'Experiential learning will be a major component of our courses'

IN STEP, Prabina Raju, Director, BIMTECH, on equipping students to lead in a rapidly evolving business world

Prabina Raju, Director, BIMTECH



Prabina Raju, Director, BIMTECH

Prabina Raju over as Director of the Birla Institute of Management Technology (BIMTECH) in January this year. With a PhD in Finance and an MBA from IIT Madras, she has by plans for the B-school, including introducing internships and certification for courses and offering students experiential learning opportunities and hands-on project work with experts, small and medium enterprises (SMEs).

What is your agenda for BIMTECH?

Coming to the needs of students will be the prime objective of BIMTECH, as an academic institution we should also be mindful of consultancy work, research publications and serving to the needs of companies through non-academic programmes, as well as faculty development programmes. We are taking BIMTECH in all these domains while making our students more industry ready.

Additionally, having good quality publications, researches and internationalisation of our academic programmes, these are our broad agenda.

How has BIMTECH changed your view on education?

Every B-school brings in some innovations as a result of time. This year we are revisiting the business as a discipline was, introducing more subjects and changing the structure of every subject. For example, we will have international certificate as part of our curriculum, somebody doing cloud computing will have to take certificate from AWS (Amazon Web Services) or other vendors. In every subject, we will have 20 per cent of teaching from industry experts.

BIMTECH received the prestigious Association to Advance Collegiate Schools of Business accreditation a few years ago. Is that helping you get better quality students?

The benefit of AACSB is that we have been able to attract a large number of foreign students. Similarly, we are able to send our students in foreign universities for international summer away programmes. Right now, we have around 45 students from eight countries doing a two-year programme.

Where are they from?

They are from Russia, Kazakhstan, Thailand and Vietnam, Korea, Canada, Nepal, and Bangladesh. BIMTECH provides one of the finest living experiences for students, from the food, summer and campus administration.

How many of your students have gone to B-schools overseas?

Our students have gone to Australia, France, Austria, South Korea and Poland. But they are fewer compared to the number of students we have attracted to our campus.

Given the volatile changes in the world of business, will your pedagogy change? Will the MBA programme itself need to evolve?

Any academic programme will have some basic foundations. If you are learning financial accounting, you need an understanding of credit debit, irrespective of whatever else is taught.

"What is new required is an experiential learning component. For example, we are trying up with Tally Business management software's, so students of financial accounting will also do a Tally practice and live/balance sheet."

The other thing, which was probably not spoken of in a significant manner earlier, is sustainability, the environment, gender balance, equity, diversity. They were earlier not the primary stuff I did my MBA from 30 years ago. We had never heard about carbon credit, carbon finance or sustainable finance. But now, everything a student does in every course will have a sustainability component.

Are you also incorporating concepts such as ethics and corporate governance in your programmes?

Three children, we have been hearing about ethics. Big firms do not know

... of like, for example, an assignment submitted by students will be evaluated unless it has gone through plagiarism software check... the other part is also incorporated into the curriculum. In any programme would be dealt with thoroughly.

"We are also particular about how students behave in a classroom."

How have placements fared for the ongoing 2023-24 batch?

For current internship, we have 500-plus students. Final placement is pending for only 15 out of 479 students.

"Of course, the average salary is less compared to a year ago. Our alumni have been a big support in securing placements for the current batch."

Has the AACSB tag helped BIMTECH's B-school ranking?

Yes, definitely. We are, as per NIRF (National Institutional Ranking Framework), the sixth ranked B-school in India and are hopeful of an improved ranking in the next round of NIRF.

Do you have a close industry connect?

As part of our new initiative, students will work as consultants to local SMEs once a week to help solve their problems.

"This will be a credit course and we will create INRSE association for the present students."