



PR REPORT

February 2024

Prepared By





Activity Sheet –February 2024

- Event Coverages and Press Releases- BIMTECH organised 4th edition of Business Literature Festival 2024.
- Press Release- BIMTECH organised Annual Alumni Meet- Reflections.
- Follow-up story BIMTECH hosted 2nd Annual Convocation PGDM Online.
- Authored Article by Prof. Saloni Sinha in Economic Times.
- Authored Article by Dr. Arunaditya Sahay in Economic Times.
- 2 Authored Article by Dr. Pooja Misra in Economic Times.
- Industry Story- Interim Budget Quote by Dr. Prabina Rajib.
- Industry Story- Quote in Canvas 8 by Prof. Manoj Kumar Pant.



Outline of PR Activities

Press Event & Press Releases

2

Top Publications

India Today, Indian Express,
Economic Times, Times of India,
Hindustan Times, Financial
Express, Aaj Tak, Republic World,

Proposed Opportunities (Missed / Pending)

ET Digital, 2 articles pending

Industry Story:

2

Authored Article:

4

Total Print and Online Coverages

11 + 60

**Print Circulation is 509244 &
Earned Influence Value for the
Month is Rs. 4,34,401.**

**Cumulative Online Reach for the
Month is 323.778 M and PR Value
is 41,67,500**



PR DOCUMENT

Press Release

Birla Institute of Management Technology organizes 4th edition of Business Literature Festival 2024



Birla Institute of Management Technology conducted its extravaganza festival, BIMTECH Business Literature Festival (BBLF), on Saturday, 17th February 2024, at India Habitat Centre, New Delhi, with resounding success.

The festival was graced and addressed by dignitaries like Mr. Shiv Shivakumar, Operating Partner, Advent International and Former Chairperson & Chief Executive Officer at PepsiCo and Nokia; Mr. Ravi Kant, Ex-Vice-Chairman and Managing Director, Tata Motors; Mr. R. Gopalakrishnan, Ex-Executive Director, Tata Sons Ltd; Mr. Harit Nagpal, CEO, Tata Sky; Mr. Harish Bhat, Former Brand Custodian, Tata Sons Ltd.; Dr. Prabina Rajib, Director, BIMTECH, Dr. SS Dubey, Dean Academics BIMTECH.

To foster the habit of reading business literature amongst students and professionals, BIMTECH also hosted acclaimed authors, editors, budding writers and esteemed journalists exhibiting the camaraderie between literary figures and some of the finest business veterans.

Shiv Shivakumar, emphasized the importance of reading books and said, “A book is our best friend.” He further said, “During the COVID-19 pandemic, the average time spent reading books increased from 9 hours per week to 16 hours per week. This surge in reading indicates a latent demand for books, showcasing that people are willing to engage with education. As authors and publishers, we must recognize the potential of the book industry and work together to create high-quality, engaging content that captures the imagination and encourages people to spend more time reading.” Shivakumar urged the audience to commit to reading books, emphasizing that doing so not only educates but also makes individuals more interested in the world.

The event was categorised into six intellectually engaging sessions with two panel discussions on topics of significance such as ‘Strong women, Strong World’ and ‘Mind Matters: Nurturing Mental Wellness’. A masterclass was organized on ‘Global Leadership through Poetry’ with Mr.

Abhay K. (Diplomat, Poet and DDG, Indian Council for Cultural Relations, New Delhi) which was organized by ‘Majlis Club’, the debating and theatre society of BIMTECH, in collaboration with the UN Global Compact Network India.

This one-of-a-kind literature festival also witnessed an entire session on unveiling of three books straight out of the oven, namely, ‘Rx for Resilience’ by Dr. Saroj Dubey, ‘Enhancing Leadership Skills Through Deeper Self Awareness’ by Dr. Shivani Khetan and ‘NEWSPRINT to HEARTPRINTS’ by Dr. Abhijit K. Chatteraj, Dr. Srinath Sridharan, and Ms. Saloni Sinha.

In the Fireside Chat, Mr. Harish Bhat, author of ‘Restless Lives’ & Former Brand Custodian-Tata Sons, in conversation with Mr. Harit Nagpal, CEO of Tata Play, delved into a thought-provoking discussion on the book ‘Adapt: To Thrive, Not Just Survive’.

Harit Nagpal, CEO of Tata Sky and author of the book “Adapt,” underscored the importance of adaptability in a rapidly changing world. Mr Harit Nagpal was in conversation with Mr Harish Bhat, the former brand custodian of Tata Sons. He compared adaptability to the chameleon, a creature known for its ability to change colour to blend into its environment, illustrating the need for individuals and organizations to be agile and responsive to the shifting landscape. He emphasized that in the modern era, the pace of change is accelerating, with each new change occurring faster and being more significant than the last. He mentioned examples such as the COVID-19 pandemic and advancements in artificial intelligence (AI) as drivers of rapid change.

The valedictory address was delivered by Mr. R. Gopalakrishnan, Ex-Executive Director, Tata Sons Ltd., Ex-Vice Chairman-Hindustan Lever, and author of ‘Inside the Boardroom’, who congratulated BBLF4 team for planning the event meticulously and organizing insightful interactions.

Remarking on the huge outreach of the fest, Dr. Prabina Rajib, Director, BIMTECH, said, “Witnessing the massive success of the past three editions, BIMTECH is back with its flagship literature festival to foster the habit of reading about business landscape among students and stakeholders. This niche literary celebration has brought together excelling business leaders, authors and industry experts to engage in thoughtful discussions on the latest waves in the world of business.”

This Biz-Lit Fest presented a distinctive blend of business literary flavour through readings of literary works, engaging panel discussions, and hands-on workshops; which aimed to bring together like-minded individuals from academia, journalism, media, and the widespread literary community at large.

Press Release

BIMTECH Alumni Reconnect and Celebrate at Reflections 2024



New Delhi [India], February 26: Orchestrating the reunion of familiar faces and the creation of new connections, Birla Institute of Management Technology (BIMTECH) organised its Annual Alumni Meet- “Reflections” on 24th February 2024 in the Greater Noida Campus.

Alumni Meet – “Reflections” was graced by esteemed participants including Chief Guest Sandeep Gautam, Group HR- CK Birla Group, Guest of Honour – Peyu Gupta, Vice President- HR & IR JSW, Dr. Prabina Rajib, Director, BIMTECH and Alok Gupta, President Global Alumni Association of BIMTECH, infusing a lively atmosphere for the alumni to reconnect and remember the threads of shared memories.

One of the highlights of this golden evening was the Annual Alumni Awards with bonafide leaders as jury members such as Biju Sebastian, Head HR, Somany Tiles and Sunil Bajaj, Partner, Ernest & Young whose words formed a narrative thread, weaving through the audience and creating a shared understanding of the evening’s essence. The awards recognized achievements in categories such as Young Alumni Achiever, Corporate Leader, Entrepreneurial Leader, and Women Achiever. The 2023 Alumni Awards winners are Sandeep Sehgal (Corporate Leader), Mayank Sharma (Entrepreneurial Leader), Saniya Agrawal (Women Achiever), and Bhanu Pathak (Young Alumni Achiever). Sehgal is a Director at Panasonic Life Solutions, Sharma is the Co-Founder & CEO of Epitome Hospitals and 7Med India Pvt. Ltd., Agrawal is the Founder and CEO of Sataara and Women Entrust, and Pathak is an Influencer & Podcaster (Self Employed) and Consultant at Wipro.

Alok Gupta addressed the audience, sharing valuable insights and extending congratulations to senior Alumni for their remarkable achievements, celebrating the diversity that enriches BIMTECH’s Alumni community, making it a dynamic and thriving network.

Dr. Prabina Rajib, Director of BIMTECH, said, “Alumni offered their expertise to support the institute’s development by voluntarily taking part in peer mentoring programs. In addition, the students and we were inspired and motivated to hear your amazing stories about your trip down

memory lane during the meeting. At the event, alumni also had the opportunity to strengthen their relationships, broaden their networks, and reignite old friendships.”

The rendezvous witnessed heavy footfall and engaging activities such as lucky draw, basketball, helium voice changer, pellet shooting gun, hammer striker, DIY activities along with a pinch of cultural taste. Adding a dynamic layer to the event, the students presented a graceful dance performance offering moments of joy.

As the night unfolded, musical vibes echoed through the air and the stage came alive with a live band set by Qaafia Band, filling the gathering with soulful tunes that resonated with the spirit of the event. Transitioning seamlessly into the later hours, a DJ night encapsulated the essence of a lively celebration. The beats resonated with the vibrant energy of the gathering, transforming the BIMTECH Lawn into a dance floor.

Authored Article



Are EVs Environment Friendly?

As per NITI Aayog 80% of 2 wheelers and 3 wheelers, 40% buses, and 30% to 70% of cars in India will be EVs by 2030. Against this, “between 2019-20 and 2020-21, 2 wheeler EV rose by 422%, 3 wheelers by 75%, 4 wheelers by 230% and Electric Buses by 1200%,” said Nitin Gadkari, Minister of Road Transport and Highways. We need to stop and think whether this break neck speed of introduction of EVs will lead to net zero – our ultimate target towards sustainable development.

Road transport is one of the high GHG emitting sector and is therefore needs a deep look. Countries, world over have planned to transit their road transport to EVs. The heaviest and costliest component of an EV is its battery. An electric vehicle battery (EVB) or traction battery powers the electric motors in battery electric vehicles (BEVs) or hybrid electric vehicles.

Unlike starting, lighting, and ignition (SLI) batteries, electric vehicle batteries are lithium-ion and built for high power-to-weight ratio and energy density. Because they reduce vehicle weight and improve performance, smaller and lighter batteries are preferred. Many existing battery technologies have lesser specific energy than liquid fuels, limiting all-electric vehicle range. Lead–acid, nickel–cadmium, nickel–metal hydride and lithium-ion batteries have been used in electric vehicles; these are rechargeable batteries. Unlike nickel-cadmium batteries, presently used lithium-ion batteries can be depleted and recharged every day at any charge level.

The battery, which constitutes a substantial portion of an electric vehicle's cost as well as weight, has an adverse environmental impact across the supply chain. The industry's growth has prompted a focus on establishing ethical battery supply chains, especially the supply of lithium poses numerous challenges besides being a crucial geopolitical issue.

Recycling of Batteries

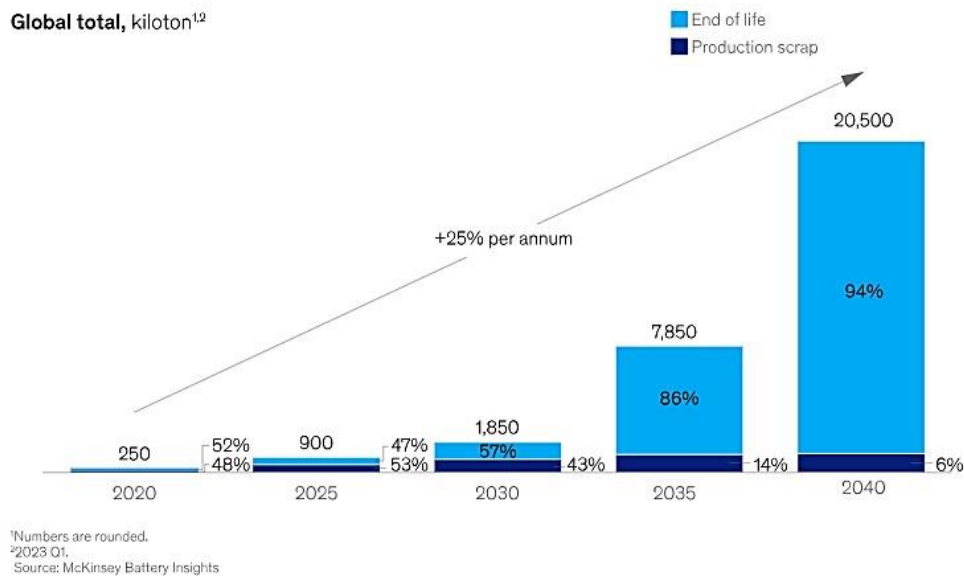
Battery recycling involves the reuse and reprocessing of batteries, with the goal of diminishing the disposal of batteries as material waste. Since batteries contain harmful chemicals and heavy metals, their improper disposal poses environmental risks, leading to concerns about water and soil contamination. Therefore, proper recycling of batteries is essential to align its use in line with environmental and health requirements.

As global electric mobility continues to rise, there is a growing demand for electric vehicle (EV) batteries. This surge in demand has spurred significant expansion in battery production, with the capacity expectation of over five terawatt hours (TWh) per year. This calls for giga factories worldwide by 2030. Additionally, there is a notable increase in the volume of EV

batteries reaching the end of their lifespan, with projections indicating that over 100 million vehicle batteries will be retired in the next decade. If they are not fully recycled, they become environment damager.

Shifting from fossil-fuel-based to electric mobility brings environmental benefits and cost savings for consumers but transitioning our transportation system necessitates the design and scaling of new supply chains. This dilemma presents a chance to create a more stable, robust, efficient, and sustainable green supply chain than the fossil-fuel and ICE vehicle sector but the disposal of batteries at the end of life will still remain a problem.

The global supply of EV batteries for recycling is steadily increasing, driven primarily by production scrap before 2030 and end-of-life batteries after 2030.



Despite a large EV transition in China, Europe, and the US, most battery material suitable for recycling still comes from consumer electronics cells like those in laptops and other household items and cell manufacturing scrap from faulty batteries that don't pass quality control. A new battery facility can generate up to 30% scrap during cell manufacturing, causing a significant recycling and disposal problem. Presently, end-of-life EV batteries are more prevalent in China, where EV adoption has been widespread. The production scrap of cells across the world will remain the dominant source of battery recycling materials until 2030. Beyond this, the end-of-life EV battery volumes will surpass cell scrap generation.

Mining of Lithium and Nickel

The composition of electric vehicle (EV) battery chemistry differs across models and suppliers. However, a fundamental lithium-ion pack generally requires crucial heavy metals. Primarily lithium is a key component; many packs, however, also incorporate varying amounts of cobalt and nickel. It is important to note that these metals are not readily available in their pure forms. Cobalt and lithium don't naturally occur in a pure state, and nickel is found only in trace amounts outside of ore. This is where the process of mining and refining becomes essential, which comes with associated economic and environmental costs.

Companies acquire cobalt as a byproduct of nickel mining, and the extraction of metals from the ore typically involves one of two methods: hydrometallurgy or pyrometallurgy. The selection of the extraction process depends on the specific compound and the concentration of the metal and so is the level of environmental damage. Hydrometallurgical extraction utilizes an aqueous solution to extract the desired materials, while pyrometallurgical methods rely on heat to separate the desired components from the undesired ones.

Prior to the 1990s, lithium extraction, primarily involved mining it in solid form from a few minerals. In contemporary times, the majority of lithium is sourced from brine located beneath salt beds. The extraction process entails drilling for the brine, pumping it to the surface, and allowing it to sit in evaporation ponds for several months to years until it achieves the desired lithium concentration. Subsequently, the liquid is transferred to a processing facility, where it undergoes filtration and chemical treatment to produce the final product, typically lithium carbonate in the context of an electric vehicle (EV) battery.

From an environmental perspective, mining necessitates extensive land, water, and energy resources. The chemicals utilized in mineral processing must be sourced, and the proper disposal of unwanted materials can create hazardous waste. Further, mining activities can lead to adverse environmental impacts such as contaminated soil and water, air pollution, soil erosion, and landslides.

Taking all these into consideration, should we not have a relook on the transition policy for road vehicles even though India has discovered lithium deposits?

Authored Article



EAT RIGHT CAMPAIGN: Sustaining Religious Tourism Through Pilgrims' Gustatory Experiences

Brand strategist Mr. Ambi Parmeswaran says, “while researching for my book, *God’s Sake: An adman on the Business of Religion*, I found that religion touches our lives in so many different ways that travel is really one. Reports said that 19% of all travel in India was pilgrimage or religious travel.” People all across the globe are fascinated by the stories, mythologies and belief in India's spirituality. India’s spiritual allure draws millions of tourists each year, both from within the country and across borders. NCAER has said that 50% of all travel; package tours were religious tours. In the book ‘India: A Sacred Geography’ by Diana Eck, it was discovered that the country has 10,000 *tirthas* or holy places. Many of these are in scenic locations which have immense potential to boost India’s GDP. (Dalrymple, 2018).

India is globally positioned for its sacred geography and diverse religious values, traditions and as a home to numerous magnificent temples standing as testaments to the country’s spirituality. Leveraging on this, Government of India has discovered several spiritual corridors that weave through the heart of India connecting seekers of spirituality. From the Kartarpur Corridor in Pakistan to the Shri Kashi Vishwanath Corridor in Varanasi, the Mahakaleswar Corridor in Ujjain to the Bankey Bihari Temple Corridor linking Mathura and Vrindavan are opening up plethora of unforgettable passages to divine destinations to embrace Indian mythology. The euphoria around the long-awaited Ram Janmabhoomi Corridor in Ayodhya is a testament to the curiosity the world has towards Indian value system.

Is Indian religious tourism industry is ailing today because the temple tourists are falling ill?

Despite a rich religious ethos and robust government initiatives, the tourism sector in India has seen a major decline. The international tourist arrival in India stood at 6.19 million in 2022 and has not increased much thereafter. Out of several issues that demotivated travellers, lack of safe and hygienic food is a pivotal part. A study done by the National Library of Medicine, USA with 300 travellers revealed that 46.3% of tourists experienced travellers’ diarrhoea and two-third of total were having a perception of inadequate hygiene and sanitation in mid income countries like India.

In India it is believed that the way to someone's heart is through the stomach. Indian diverse food palate traditionally bonds people together. Religious tourism in India will certainly get a boost if pilgrims' gustatory experiences are catered to well in terms of hygiene and quality.

Eat Right Campaign- A Graded Approach to Food Businesses

The EAT RIGHT CAMPAIGN came as an answer. It was launched by GoI in the year 2018 with a vision to create awareness about healthy eating habits among all sections of the country. The broad vision is to reduce malnutrition, ensure food safety and hygiene, promote local and seasonal foods and encourage sustainable food production practices. The GoI collaborated with Food Safety and Standard Authority of India (FSSAI) and various NGOs to ensure safety and quality of the food and extended it to temple corridors of India. The campaign further signed an MOU with AOAC International to further enhance the ecosystem of food safety analytics in India. It not only aims to ensure safe and wholesome food for people in India, but also eyes a potential allocation of this scheme at places with heavy footfall of people. The pilgrim destinations were found out to be the righteous fit for launching the campaign.

Eat Right Street Food Hub: A boon for local foodpreneurs of Ayodhya

The Eat Right campaign's collaboration with temple tourism in India has not only enhanced pilgrim experiences but also boosted local employment opportunities. A study by the National Restaurant Association of India (2023) revealed that the Eat Right campaign's implementation in tourist corridors, including temple towns, led to a 25% increase in demand for hygienic restaurants and catering services, which showed growth in the F&B (food and beverage) sector. The FSSAI reported a 30% increase in F&B business license applications in temple towns participating in the Eat Right campaign during the first year of implementation. A joint study by the FSSAI and World Bank (2023) estimated that the Eat Right campaign in temple towns generated approximately 15,000 new foodpreneurs within the first year, primarily in food preparation, catering, agriculture, and retail sectors. A survey by the Indian Council for Agricultural Research (ICAR) (2023) found that 70% of the newly created jobs through the Eat Right campaign in temple towns were filled by local residents, particularly women and youth.

Conclusion

By embracing these initiatives and preserving its spiritual treasures, India can continue to attract visitors from all corners of the globe and create a thriving tourism industry that celebrates the nation's spiritual essence. The EAT RIGHT STREET FOOD HUB is slated to enhance the gustatory experience of visitors as well as motivate the foodpreneurs to achieve the certification to run their ventures at Eat Right Street Food Hub of Ayodhya.

Authored Article



Decoding the Interim Budget 2024-25: Budgeting for Progress

With the general elections round the corner, the hon'ble Finance Minister had given prior indication in the CII Global Economic Policy Forum in December 2023 that no major reforms would find place in the Interim Budget 2024-25. However, in line with the past few Interim budgets announced, this year's budget had also generated heightened anticipation among all stakeholders, including economists, analysts etc, and most importantly, the citizens. Interestingly, the Government adhered to the textbook definition of an Interim Budget and refrained from announcing any significant structural reforms. Nevertheless, few points that were highlighted in the Budget announcement certainly merit discussion.

First and foremost, with the Finance Minister, Ms. Nirmala Sitharaman giving the big infrastructure push by increasing proposed capital expenditure by 11.1% which is equivalent to 3.4% of GDP, the continued focus on government capex was a welcome step. The Government's continued focus on capital expenditure post-Covid and their zeal to capitalise on the higher multiplier impact of the same on the economy has started showing results by way of economic growth. With the Government hoping for a crowding-in effect setting in and while there are discussions around private investments picking up especially in the context of cement and steel industry and with capacity utilisation being at a 10-year high, hopefully once the general elections get over, private capex will pick up speed. However, while private investments are expected to start accelerating the virtuous cycle, the Government also needs to now start picking up steam on monetisation of public assets. With the National Monetisation Pipeline (NMP) of Rs. 6 lakh crore announced in the Union Budget 2021-22, as of now the Government has not really made a mark in it. Although the Government has recently announced an asset recycling drive under the NMP which is expected to generate approx. Rs.1.5 trillion in FY 2025, renewed focus on NMP is the need of the day, especially keeping in mind the re-oriented and renewed strategy of the Government in case of disinvestments.

The silver lining on the wall was the fiscal consolidation numbers that brought a cheer to all stakeholders be it economists or think tanks or as a matter of fact, the bond market. With the country aiming to achieve a fiscal deficit of 5.8% of GDP as against the budgeted target of 5.9% of GDP, the Government has overstepped expectations. Not to miss, the fiscal deficit slated to be 5.1% of GDP in FY 25 shows the Government's commitment to meet its glide path of achieving 4.5% by FY 26. On the flip side, the Government has been doing reasonably well on the debt to GDP ratio and has managed to bring it down from a peak of 88.5% in 2020-21 to approx. 83% in the current year. However, we must not forget that the Central Government debt alone of 56.8% of GDP as against a target of 40% of GDP set by the Fiscal Responsibility

and Budget Management (FRBM) Act, 2003 is a worrisome number. Higher debt eats into the Government's expenditure pie by way of increased interest payments (as of now of every Re1. spent, the Government ends up spending approx. 20p on interest payments) and leaves limited scope for more productive government spending. Hence, it is very important that the government continues to focus on fiscal consolidation and move towards a sustainable debt trajectory.

Despite global and geopolitical uncertainty, the Indian economy remains resilient. Key sectors such as construction, real estate, manufacturing etc. are finally seeing the light of day and witnessing a demand-supply gap in case of blue collar workers. This brings to the forefront, the need for increased focus on vocational training and semi-skilled expertise. Not to forget with the Finance Minister also reinforcing that Digital India is key to formalising the economy, new age skill sets such as AI, Digital literacy etc. need added attention. While the recently released Review of Economy document states that there has been a push to mass skilling since 2014 and the employable percentage of students has increased from 33.9% in 2014 to 51.3% in 2024 but keeping the demographic dividend in mind we still have some way to go.

Although The National Education Policy (NEP), 2020 has advocated a budgetary allocation of 6% of GDP to education (in line with that of developed economies), the budgetary allocation is still in the range of approximately 2.9% of GDP. We need to increase these numbers for sure. The fine print numbers show that the allocation for 2023-24 for education which was Rs.1.16 lakh crores, saw a spend of only Rs. 1.08 lakh crore as per the revised estimates in FY24. Two sectors which are paramount for the long term development and prosperity of any country are Education and Health. Improved education and health facilities can redesign the socio-economic landscape, reduce inequality levels, lead to inclusive development and help in nation building.

Authored Article



Catalysts for Change: Moments of Reflection on Women's Empowerment

The United Nations which began celebrating International Women's Day (IWD) in mid 1970s has "Invest in Women: Accelerate Progress" as its central theme for 2024. Social, economic, cultural and political evolution of women is one of the key integral pillars in building a thriving economy and a sustainable planet. There is no doubt that promoting of gender equality and enhancing women's welfare in all walks of life is essential for the world to be a better place to live in. With "Inspire Inclusion" being the focal point of the IWD campaign theme, it is time that we take a pause and ponder on some of the key areas of achievement and gaps that as a society and nation the country needs to lay higher focus on. Not to miss, even, Sustainable Development Goal 5 (SDG), lays stress on "Achieve Gender Equality by 2030 and Empower All Women and Girls".

In terms of the Global Gender Gap Index, 2023 rankings, India has been ranked 126th amongst 146 countries. While the nation has moved 8 positions upwards as against the 2021 rankings, it still has some way to go in terms of Economic Participation and Opportunity. At 36.7%, India was one of the few countries that has attained less than 40% parity. The underrepresentation of women in the labour market is one of the key reasons for the same. Encouraging a structural shift and moving the needle away from women being engaged in agriculture to supplement distress or working as unpaid household help is the need of the hour. Investing in skill development can help provide women better and more productive occupational choices and open up many a door to work opportunities closely aligned with the UN SDG of Decent Work for All.

Agreeably, the latest data on the Periodic Labour Force Survey (PLFS) for July 2022-June 2023 does show a rise from 23.3% in 2017-18 to 37% in 2022-23 for the Female Labour Force Participation Rate, however against the global numbers we still have miles to cover on this account. Rise of female enrolment in education, girls and women constituting 43% of enrolment in STEM courses (science, technology, engineering and mathematics), National Skill Training Institutes (for Women) imparting skill training exclusively for Women, reservation of seats in Industrial Training Institutes (it is), projects such as Pradhan Mantri Mahila Kaushal Kendra (PMMKK), promoting women participation in new age skills such as artificial intelligence, 3D Printing, data analytics are all steps in the right direction for building a long term sustainable gender equal workforce.

Governments today are known for formulating economic policies through the lens of inclusion and equity, and recognizing gender parity as an absolute necessity for financial stability and economic expansion. Thus, it becomes imperative that we look into the findings of the Financial Inclusion (FI) Index of RBI which captures the extent of financial inclusion across three broad variables i.e. Access (35%), Usage (45%) and Quality (20%) of banking, investments, insurance, postal and the pension services. The FI Index for the nation stood at 60.1% in March 2023 as against 56.4% in March 2022. However, while further in-depth analysis shows that women's bank account coverage in the country had improved to 77.6% in 2021 and the share of women borrowers has been rising gradually (22.9% in March 2023 as against 20.6% five years ago), more women tend to have inactive bank accounts relative to men, women are less likely to make and receive digital payments, women entrepreneurs continue to face very high friction in access to financial services from formal channels and the story goes on..... Undoubtedly, the Reserve Bank's women-focussed program of "Swanari" with a mission of "Frictionless Finance for Every Woman In India" is a positive step but the gap on account of better usage and quality of financial services for women still needs to be actively monitored and worked upon.

On a brighter note, amidst the challenges, there are rays of optimism shining through. India finds mention in the context of pioneering and focusing on gender-responsive budgeting in the Global Gender Gap Report, 2023. With the Finance Minister, in her recently announced Interim Budget 2024, laying renewed focus on the four castes of GYAN, ie. Garib, Youth, Annadatta and Nari: Women do find a pride of place in the Government's short, medium and long term vision. Schemes such as Mudra Yojana loans, PM Awas Yojana giving priority to women as single or joint owners in an endeavour to enhance their dignity, increased target for "Lakhpati Didi scheme" from 2 crore to 3 crore are worth a mention.



**Consolidated Media
Coverage of
Press Release:
BIMTECH Organized 4th
Edition of Business
Literature Festival 2024**

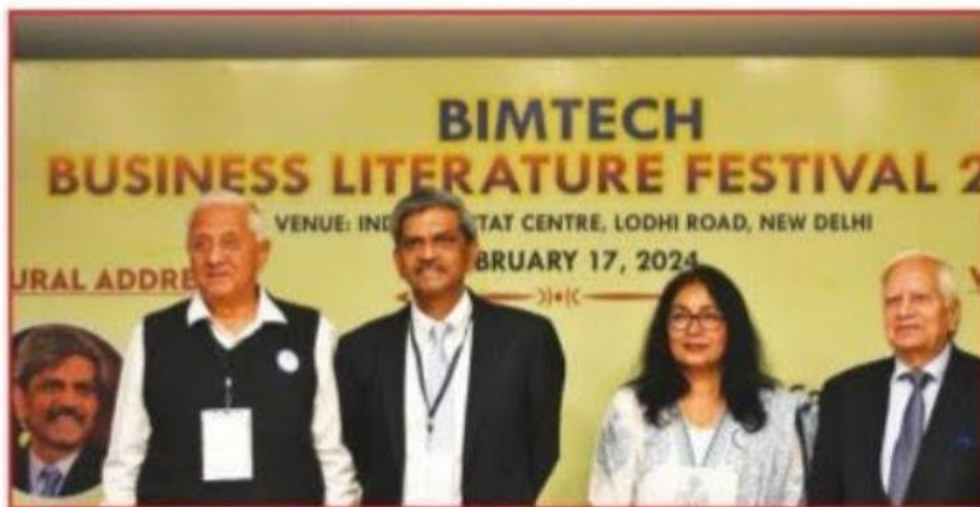
Print Coverages

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BIMTECH organised 4th edition of Business Literature Festival						
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1	18.02.2024	The Statesman	New Delhi	8	45000	88,452
2	20.02.2024	New Indian Express	New Delhi	16	77697	2,43,243
3	17.02.2024	Amar Ujala	New Delhi	5	202436	45923.68
4	19.02.2024	Swatantra Bharat	Lucknow	10	50254	6,759
5	20.02.2024	Punjabi Tribune	New Delhi	5	10857	6,807
6	20.02.2024	Alpviram	Ahmedabad	3	24000	10,527
7	20.02.2024	Herald Young Leaders	Ahmedabad	7	25000	7,287
8	20.02.2024	Palash News	Ahmedabad	4	25000	8,505
9	20.02.2024	Janmadhyam	Lucknow	8	5,000	7,000
10	20.02.2024	Readers Messenger	Lucknow	3	19000	7,620
11	21.02.2024	Everyday News	Lucknow	8	25000	2,277
TOTAL					509244	4,34,401

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BIMTECH KICKS OFF 4TH EDITION OF BUSINESS LITERATURE FEST 2024



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BIMTECH launches Business Literature Festival

NEW DELHI: Birla Institute of Management Technology (BIMTECH) has launched the 4th Edition of its Business Literature Festival 2024 at India Habitat Centre. The event featured renowned dignitaries and authors like Shiv Shivakumar, Operating Partner, Advent International and Former Chairperson & CEO at PepsiCo and Nokia; Ravi Kant, Ex-Vice-Chairman and MD, Tata Motors; and R. Gopalakrishnan, Ex-ED Tata Sons. Harit Nagpal, CEO, Tata Sky and Harish Bhat, Former Brand Custodian, Tata Sons, were also present. Shivakumar emphasised the importance of reading books at the event. *ENS*

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PAGE No. : 5

व्यावसायिक क्षेत्र से जुड़े साहित्य पर सम्मेलन

नई दिल्ली। विद्यार्थियों और पेशेवरों के बीच व्यावसायिक क्षेत्र से जुड़ा साहित्य पढ़ने की आदत को बढ़ावा देने के लिए बिमटेक ने जानेमाने लेखकों, संपादकों, उभरते लेखकों और सम्मानित पत्रकारों का सम्मेलन आयोजित किया। इसमें साहित्यिक हस्तियों और व्यावसायिक दिग्गजों के बीच छह सत्र में चर्चा हुई। विभिन्न शैक्षणिक संस्थानों के छात्रों ने इसमें हिस्सा लिया। शनिवार को इंडिया हैबिटेक सेंटर में बिमटेक बिजनेस लिटरेचर फेस्टिवल में पेप्सिको के पूर्व अध्यक्ष शिव शिवकुमार, पूर्व वाइस चेयरमैन और मैनेजिंग डायरेक्टर टाटा मोटर्स रविकांत, पूर्व एग्जीक्यूटिव डायरेक्टर टाटा संस लिमिटेड आर गोपालकृष्णन, बिमटेक के डायरेक्टर डॉ प्रवीणा राजीव इत्यादि शामिल रहे। शिवकुमार ने युवाओं से पुस्तकों को पढ़ने के लिए समर्पित होने की सलाह दी। स्ट्रॉंग वूमन, स्ट्रॉंग वर्ल्ड और माइंड मैटर्स: नर्चिंग मेंटल वेलनेस जैसे महत्वपूर्ण विषयों पर दो पैनल चर्चाएं हुईं। तीन नई पुस्तकों डॉ सरोज दुबे की आरएक्स फॉर रेजिलिएंस, डॉ सरोज दुबे की एनहांसिंग लीडरशिप स्किल्स थ्रू डीपर सेल्फ अवेयरनेस और शिवानी खेतान, डॉ अभिजीत के चट्टोराज, डॉ श्रीनाथ श्रीधरन और सुश्री सलोनी सिन्हा के संयुक्त लेखन वाली किताब न्यूजप्रिंट टू हार्टप्रिंट का विमोचन किया गया। ब्यूरो

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बीबीएलएफ शुरू: बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने नई दिल्ली के इंडिया हैबिटेक सेंटर में बिमटेक बिजनेस लिटरेचर फेस्टिवल (बीबीएलएफ) की शानदार शुरुआत की। फेस्टिवल की शोभा बढ़ाने और संबोधित करने वाले नामों में एडवेंट इंटरनेशनल के ऑपरेटिंग पार्टनर और पेप्सिको और नोकिया के पूर्व अध्यक्ष और सीईओ शिव शिवकुमार; रविकांत, पूर्व वाइसचेयरमैन और मैनेजिंग डायरेक्टर टाटा मोटर्स; आर. गोपालकृष्णन, पूर्व-एग्जीक्यूटिव डायरेक्टर, टाटा संस लिमिटेड; श्री हरित नागपाल, सीईओ, टाटा स्काई; हरीश भट्ट, पूर्व ब्रांड कस्टोडियन, टाटा संस लिमिटेड; डॉ. प्रवीणा राजीव, डायरेक्टर, बिमटेक और डॉ. एसएस दुबे, डीन एकेडमिक्स, बीआईएमटेक शामिल थे।

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ਲੋਕ ਵਪਾਰ ਨਾਲ ਸਬੰਧਤ ਸਾਹਿਤ ਪੜ੍ਹਨ ਦਾ ਸੱਦਾ

ਬਿਰਲਾ ਇੰਸਟੀਚਿਊਟ ਆਫ ਮੈਨੇਜਮੈਂਟ ਏਕਨਾਮਿਕ ਵਿੱਚ ਬਿਨੈਚਰ ਵੈਸਟੀਵਲ ਸ਼ੁਰੂ



ਪੰਜਾਬ ਪ੍ਰੇਸ ਨਵੀਂ ਚਿੱਠੀ, 19 ਫਰਵਰੀ

ਬਿਰਲਾ ਇੰਸਟੀਚਿਊਟ ਆਫ ਮੈਨੇਜਮੈਂਟ ਏਕਨਾਮਿਕ ਵਿੱਚ ਸਥਾਨਕ ਇੰਡੀਆ ਏਕੀਟੇਟ ਸੈਂਟਰ ਵਿੱਚ ਅੱਜ ਬਿਨੈਚਰ ਵਿਜਨਸ ਲਿਟਰੇਚਰ ਵੈਸਟੀਵਲ (ਗੋਬੀਐਲਐਫ) ਦੀ ਸ਼ੁਰੂਆਤ ਕੀਤੀ। ਇਸ ਦੌਰਾਨ ਪੇਪਰੀਓ ਅਤੇ ਨੋਕੀਆ ਦੇ ਸਾਬਕਾ ਚੇਅਰਮੈਨ ਤੇ ਸੀਈਓ ਸ਼ਿਵ ਸ਼ਿਵਕੁਮਾਰ, ਰਵੀਕਾਂਤ, ਟਾਟਾ ਮੋਟਰਜ਼ ਦੇ ਸਾਬਕਾ ਵਾਈਸ ਚੇਅਰਮੈਨ ਤੇ ਮੈਨੇਜਿੰਗ ਡਾਇਰੈਕਟਰ ਆਰ. ਗੋਪਾਲਕ੍ਰਿਸ਼ਨਨ, ਸਾਬਕਾ ਕਾਰਜਕਾਰੀ ਨਿਰਦੇਸ਼ਕ, ਟਾਟਾ ਸੰਨਜ਼ ਲਿਮਿਟਿਡ ਹਰਿਤ ਨਾਗਪਾਲ, ਸੀਈਓ, ਟਾਟਾ ਸਕਾਈ ਹਰੀਸ਼ ਭੱਟ, ਡਾ. ਪ੍ਰਵੀਨਾ ਰਾਜੀਵ, ਡਾਇਰੈਕਟਰ, ਬਿਮਟੇਕ ਤੇ ਡਾ. ਐਸ.ਐਸ. ਦੁਬੇ ਸ਼ਾਮਲ ਨੇ ਸੰਬੰਧਨ ਕੀਤਾ। ਵਿਦਿਆਰਥੀਆਂ ਤੇ ਪੇਸ਼ੇਵਰਾਂ ਵਿੱਚ ਵਪਾਰ ਨਾਲ ਸਬੰਧਤ ਸਾਹਿਤ ਪੜ੍ਹਨ ਦੀ ਆਦਤ ਨੂੰ ਉਤਸ਼ਾਹਿਤ ਕਰਨ

ਸਮਾਗਮ ਦੌਰਾਨ ਮੌਖ 'ਤੇ ਬਿਰਾਜਮਾਨ ਪਤਵੰਤੇ। ਲਈ ਇਸ ਸਮਾਗਮ ਵਿੱਚ ਨਾਮਵਰ ਲੇਖਕਾਂ, ਸੰਪਾਦਕਾਂ, ਉਭਰਦੇ ਲੇਖਕਾਂ ਨੂੰ ਵੀ ਸ਼ਾਮਲ ਕੀਤਾ ਗਿਆ। ਕਾਨਫਰੰਸ ਵਿੱਚ ਸਾਹਿਤਕ ਹਸਤੀਆਂ ਅਤੇ ਉੱਤਮ ਕਾਰੋਬਾਰੀ ਅਗਵਾਈਕਾਰਾਂ ਵਿਚਕਾਰ ਕੋਈ ਨੁਕਤਿਆਂ 'ਤੇ ਸਮਝ ਦੇਖੀ ਗਈ। ਇਸ ਮੌਕੇ ਸ਼ਿਵ ਕੁਮਾਰ ਨੇ ਕਿਤਾਬਾਂ ਪੜ੍ਹਨ ਦੇ ਮਹੱਤਵ 'ਤੇ ਜ਼ੋਰ ਦਿੱਦਿਆਂ ਕਿਹਾ, 'ਕਿਤਾਬ ਸਾਡੀ ਸਭ ਤੋਂ ਚੰਗੀ ਦੋਸਤ ਹੈ। ਕੋਵਿਡ-19 ਮਹਾਮਾਰੀ ਦੇ ਦੌਰਾਨ ਕਿਤਾਬਾਂ ਪੜ੍ਹਨ ਦਾ ਔਸਤ ਸਮਾਂ ਹਫ਼ਤੇ ਵਿੱਚ 9 ਘੰਟੇ ਤੋਂ ਵੱਧ ਕੇ 16 ਘੰਟੇ ਪੁੱਜੀ ਹੁਣ ਤਾਂ ਗਿਆ। ਕਿਤਾਬ ਪੜ੍ਹਨ ਦਾ ਵਾਧਾ

ਦਰਸਾਉਂਦਾ ਹੈ ਕਿ ਲੋਕ ਸਿੱਖਿਆ ਨਾਲ ਜੁੜਨ ਲਈ ਤਿਆਰ ਹਨ।' ਸਮਾਗਮ ਨੂੰ ਛੇ ਦਿਲਚਸਪ ਥੱਪਕ ਸ਼ਬਦਾਂ ਵਿੱਚ ਵੰਡਿਆ ਗਿਆ ਸੀ। ਇਸ ਦੌਰਾਨ ਤਿੰਨ ਨਵੀਆਂ ਕਿਤਾਬਾਂ ਰਿਲੀਜ਼ ਕੀਤੀਆਂ ਗਈਆਂ। ਹਰਿਤ ਨਾਗਪਾਲ ਨੇ ਤੇਜ਼ੀ ਨਾਲ ਬਦਲ ਰਹੀ ਦੁਨੀਆਂ ਨਾਲ ਜੁੜਨ ਦੀ ਮਹੱਤਤਾ 'ਤੇ ਜ਼ੋਰ ਦਿੱਤਾ। ਇਸ ਸਮਾਗਮ ਦਾ ਉਦੇਸ਼ ਅਕਾਦਮਿਕ, ਪੱਤਰਕਾਰੀ, ਮੀਡੀਆ ਅਤੇ ਵਿਆਪਕ ਸਾਹਿਤਕ ਭਾਈਚਾਰੇ ਦੇ ਸਮਾਨ ਜੋੜ ਵਾਲੇ ਵਿਅਕਤੀਆਂ ਨੂੰ ਇੱਕ ਪਲੇਟਫਾਰਮ 'ਤੇ ਲਿਆਉਣਾ ਸੀ।

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बिमटेक के बिजनेस लिटरेचर फेस्टिवल- 2024 के चौथे संस्करण का शानदार आयोजन



अहमदाबाद। बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने शनिवार, 17 फरवरी 2024 को नई दिल्ली के इंडिया हैबिटेक सेंटर में बिमटेक बिजनेस लिटरेचर फेस्टिवल (बीबीएलएफ) की शानदार शुरुआत की। फेस्टिवल की शोभा बढ़ाने और संबोधित करने वाले नामों में एडवेंट इंटरनेशनल के ऑपरेटिंग पार्टनर और पेप्सिको और नोकिया के पूर्व अध्यक्ष और सीईओ श्री शिव शिवकुमार; श्री रविकांत, पूर्व वाइसचेयरमैन और मैनेजिंग डायरेक्टर टाटा मोटर्स; श्री आर. गोपालकृष्णन, पूर्व-एजीक्यूटिव डायरेक्टर, टाटा संस लिमिटेड; श्री हरित नागपाल, सीईओ, टाटा स्काई; श्री हरीश भट्ट, पूर्व ब्रांड कस्टोडियन, टाटा संस लिमिटेड; डॉ. प्रवीणा राजीव, डायरेक्टर, बिमटेक और

डॉ. एसएस दुबे, डीन एकेडमिक्स, बीआईएमटेक शामिल थे। विद्यार्थियों और पेशेवरों के बीच व्यावसायिक क्षेत्र से जुड़ा साहित्य पढ़ने की आदत को बढ़ावा देने के लिए बिमटेक ने जानेमाने लेखकों, संपादकों, उभरते लेखकों और सम्मानित पत्रकारों को भी इस आयोजन से जोड़ा। सम्मेलन में साहित्यिक हस्तियों और बेहतरीन व्यावसायिक दिग्गजों के बीच अद्भुत समझ दिखी। शिव शिवकुमार ने पुस्तकों के पढ़ने के महत्व को जोर दिया और कहा, **पुस्तक** हमारी सबसे अच्छी दोस्त है। कोविड-19 महामारी के दौरान, पुस्तकों को पढ़ने का औसत समय 9 घंटे प्रति सप्ताह से 16 घंटे प्रति सप्ताह तक बढ़ गया। बुक रिडिंग में वृद्धि यह दिखाती है कि लोग शिक्षा के साथ संलग्न होने के लिए तैयार हैं। (1)

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बिमटेक के बिजनेस लिटरैचर फेस्टिवल का आयोजन

बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने शनिवार, 17 फरवरी 2024 को नई दिल्ली के इंडिया हैबिटेड सेंटर में बिमटेक बिजनेस लिटरैचर फेस्टिवल (बीबीएलएफ) की शानदार शुरुआत की।

फेस्टिवल की शोभा बढ़ाने और संबोधित करने वाले नामों में एडवेंट इंटरनेशनल के ऑपरेटिंग पार्टनर और पेप्सिको और नोकिया के पूर्व अध्यक्ष और सीईओ श्री शिव शिवकुमार; श्री रविकांत, पूर्व वाइसचेयरमैन और मैनेजिंग डायरेक्टर टाटा मोटर्स; श्री आर. गोपालकृष्णन, पूर्व-एग्जीक्यूटिव डायरेक्टर, टाटा संस लिमिटेड; श्री हरित नागपाल, सीईओ, टाटा स्काई; श्री हरीश भट्ट, पूर्व ब्रांड कस्टोडियन, टाटा संस लिमिटेड; डॉ. प्रवीणा राजीव, डायरेक्टर, बिमटेक और डॉ. एसएस दुबे, डीन एकेडमिक्स, बीआईएमटेक शामिल थे।

विद्यार्थियों और पेशेवरों के बीच व्यावसायिक क्षेत्र से जुड़ा साहित्य पढ़ने की आदत को बढ़ावा देने के लिए बिमटेक ने जानेमाने लेखकों, संपादकों, उभरते लेखकों और सम्मानित पत्रकारों को भी इस आयोजन से जोड़ा। सम्मेलन में साहित्यिक हस्तियों और बेहतरीन व्यावसायिक दिग्गजों के बीच अद्भुत समझ दिखाई।

शिव शिवकुमार ने पुस्तकों के पढ़ने के महत्व को जोर दिया और कहा, **पुस्तक हमारी सबसे अच्छी दोस्त है।** कोविड-19 महामारी के दौरान, पुस्तकों को पढ़ने का औसत समय 9 घंटे प्रति सप्ताह से 16 घंटे प्रति सप्ताह तक बढ़ गया। बुक रिडिंग में वृद्धि यह दिखाती है कि लोग शिक्षा के साथ संलग्न होने के लिए तैयार हैं। लेखकों और प्रकाशकों के रूप में, हमें पुस्तक उद्योग की संभावनाओं को मान्यता देनी चाहिए और उच्च गुणवत्ता वाली, रोचक सामग्री बनाने के लिए साथ मिलकर काम करना चाहिए, जो किसी की परिकल्पना को प्रेरित करती है और लोगों को अधिक समय पुस्तक पढ़ने के लिए प्रोत्साहित करती है। **शिवकुमार ने दर्शकों से पुस्तकों को पढ़ने के लिए समर्पित होने की सलाह दी, इसे जोर देकर कहते हुए कि ऐसा करने से न केवल शिक्षा मिलती है, बल्कि व्यक्ति दुनिया में और भी अधिक रूचिवान बनता है।**

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PAGE No. : 4

बिमटेक के बिजनेस लिटरेचर फेस्टिवल- 2024 के चौथे संस्करण का शानदार आयोजन

नई दिल्ली- बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने शनिवार, 17 फरवरी 2024 को नई दिल्ली के इंडिया हैबिटेड सेंटर में बिमटेक बिजनेस लिटरेचर फेस्टिवल (बीबीएलएफ) की शानदार शुरुआत की। फेस्टिवल की शोभा बढ़ाने और संबोधित करने वाले नामों में एडवेंट इंटरनेशनल के ऑपरेटिंग पार्टनर और पेप्सिको और नोकिया के पूर्व अध्यक्ष और सीईओ श्री शिव शिवकुमार; श्री रविकांत, पूर्व वाइसचेयरमैन और मैनेजिंग डायरेक्टर टाटा मोटर्स; श्री आर. गोपालकृष्णन, पूर्व-एजीक्यूटिव डायरेक्टर, टाटा संस लिमिटेड; श्री हरित नागपाल, सीईओ, टाटा स्कार्द; श्री हरीश भट्ट, पूर्व ब्रांड कस्टोडियन, टाटा संस लिमिटेड; डॉ. प्रवीणा राजीव,

डायरेक्टर, बिमटेक और डॉ. एसएस दुबे, डीन एकेडमिक्स, बीआईएमटेक शामिल थे। विद्यार्थियों और पेशेवरों के बीच व्यावसायिक क्षेत्र से जुड़ा साहित्य पढ़ने की आदत को बढ़ावा देने के लिए बिमटेक ने जानेमाने लेखकों, संपादकों, उभरते लेखकों और सम्मानित पत्रकारों को भी इस आयोजन से जोड़ा। सम्मेलन में साहित्यिक हस्तियों और बेहतरीन व्यावसायिक दिग्गजों के बीच अद्भुत समझ दिखी। शिव शिवकुमार ने पुस्तकों के पढ़ने के महत्व को जोर दिया और कहा, पुस्तक हमारी सबसे अच्छी दोस्त है। कोविड-19 महामारी के दौरान, पुस्तकों को पढ़ने का औसत समय 9 घंटे प्रति सप्ताह से 16 घंटे प्रति



सप्ताह तक बढ़ गया। बुक रिडिंग में वृद्धि यह दिखाती है कि लोग शिक्षा के साथ संलग्न होने के लिए तैयार हैं। लेखकों और प्रकाशकों के रूप में, हमें पुस्तक उद्योग की संभावनाओं को मान्यता देनी चाहिए और उच्च गुणवत्ता वाली, रोचक सामग्री बनाने के लिए साथ मिलकर काम करना चाहिए, जो किसी की परिकल्पना

को प्रेरित करती है और लोगों को अधिक समय पुस्तक पढ़ने के लिए प्रोत्साहित करती है। शिवकुमार ने दर्शकों से पुस्तकों को पढ़ने के लिए समर्पित होने की सलाह दी, इसे जोर देकर कहते हुए कि ऐसा करने से न केवल शिक्षा मिलती है, बल्कि व्यक्ति दुनिया में और भी अधिक रुचिवान बनता है।

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बिम्बेक के बिजनेस लिटरेचर फेस्टिवल-2024 के चौथे संस्करण का शानदार आयोजन

नई दिल्ली। बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने शनिवार, 17 फरवरी 2024 को नई दिल्ली के इंडिया हैबिटेक सेंटर में बिम्बेक बिजनेस लिटरेचर फेस्टिवल (बीबीएलएफ) की शानदार शुरुआत की। फेस्टिवल की शोभा बढ़ाने और संबोधित करने वाले नामों में एडवेंट इंटरनेशनल के ऑपरेटिंग पार्टनर और पेप्सिको और नोकिया के पूर्व अध्यक्ष और सीईओ श्री शिव शिवकुमार; श्री रविकांत, पूर्व वाइसचेयरमैन और मैनेजिंग डायरेक्टर टाटा मोटर्स; श्री आर. गोपालकृष्णन, पूर्व-एजीक्यूटिव डायरेक्टर, टाटा संस लिमिटेड; श्री हरित नागपाल, सीईओ, टाटा स्काई; श्री हरीश भट्ट, पूर्व ब्रांड कस्टोडियन, टाटा संस लिमिटेड; डॉ. प्रवीणा राजीव, डायरेक्टर, बिम्बेक और डॉ. एसएस दुवे, डीन एकेडमिक्स, बीआईएमटेक शामिल थे। विद्यार्थियों और पेशेवरों के बीच व्यावसायिक क्षेत्र से जुड़ा साहित्य पढ़ने की आदत को बढ़ावा देने के लिए बिम्बेक ने जानेमाने लेखकों, संपादकों, उभरते लेखकों और सम्मानित पत्रकारों को भी इस आयोजन से जोड़ा। सम्मेलन में साहित्यिक हस्तियों और बेहतरीन व्यावसायिक दिग्गजों के बीच अद्भुत समझ दिखी। शिव शिवकुमार ने पुस्तकों के पढ़ने के महत्व को जोर दिया और कहा, «पुस्तक हमारी सबसे अच्छी दोस्त है। कोविड-19 महामारी के दौरान, पुस्तकों को पढ़ने का औसत समय 9 घंटे प्रति सप्ताह से 16 घंटे प्रति सप्ताह तक बढ़ गया।

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DATE : 20.02.2024
EDITION : Lucknow
PAGE No. : 3

बिमटेक के बिजनेस लिटरेचर फेस्टिवल-2024 के चौथे संस्करण का शानदार आयोजन

नई दिल्ली। बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने शनिवार, 17 फरवरी 2024 को नई दिल्ली के इंडिया हैबिटेक सेंटर में बिमटेक बिजनेस लिटरेचर फेस्टिवल (बीबीएलएफ) की शानदार शुरुआत की। फेस्टिवल की शोभा बढ़ाने और संबोधित करने वाले नामों में एडवेंट इंटरनेशनल के ऑपरेटिंग पार्टनर और पेप्सिको और नोकिया के पूर्व अध्यक्ष और सीईओ श्री शिव शिवकुमार; श्री रविकांत, पूर्व वाइसचेयरमैन और मैनेजिंग डायरेक्टर टाटा मोटर्स; श्री आर. गोपालकृष्णन, पूर्व-एग्जीक्यूटिव डायरेक्टर, टाटा संस लिमिटेड; श्री हरित नागपाल, सीईओ, टाटा स्कार्ई; श्री हरीश भट्ट, पूर्व ब्रांड कस्टोडियन, टाटा संस लिमिटेड; डॉ. प्रवीणा राजीव, डायरेक्टर, बिमटेक और डॉ. एसएस दुबे, डीन एकेडमिक्स, बीआईएमटेक शामिल थे। विद्यार्थियों और पेशेवरों के बीच व्यावसायिक क्षेत्र से जुड़ा साहित्य पढ़ने की आदत को बढ़ावा देने के लिए बिमटेक ने जानेमाने लेखकों, संपादकों, उभरते लेखकों और सम्मानित पत्रकारों को भी इस आयोजन से जोड़ा।

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DATE : 21.02.2024
EDITION : Lucknow
PAGE No. : 8

बिमटेक के बिजनेस लिटरेचर फेस्टिवल-2024 के चौथे संस्करण का शानदार आयोजन

नई दिल्ली (एवरीडे न्यूज संवाददाता)। बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने शनिवार, 17 फरवरी 2024 को नई दिल्ली के इंडिया हैबिटेट सेंटर में बिमटेक बिजनेस लिटरेचर फेस्टिवल (बीबीएलएफ) की शानदार शुरुआत की।

Online Coverages

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<u>Sr. No.</u>	<u>Publication</u>	<u>Link</u>	<u>Reach</u>	<u>PR Value</u>
ANI covered post-event story				
1	ANI	https://www.aninews.in/news/business/business/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-202420240218142810/	1M	27,500
2	Lokmat Times	https://www.lokmatimes.com/business/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024/	10M	1,65,000
3	HT Syndication	https://www.htsyndication.com/asian-news-international/article/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024/79340210	-	-
4	Beijing News Net	https://www.beijingnews.net/news/274129605/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024	-	-
5	Technology for You	https://www.technologyforyou.org/business-news-birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024/	-	-
6	Mantras Tv	https://mantras.tv/2024/02/18/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024/	-	-
7	Latestly News	https://www.latestly.com/agency-news/business-news-birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024-5767313.html	4M	-
8	Devdiscourse	https://www.devdiscourse.com/article/business/2832479-birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024	0.33M	-
9	Babushahi	https://www.babushahi.com/view-news.php?id=179317#:~:text=To%20foster%20the%20habit%20of,of%20the%20finest%20business%20veterans.	-	-
Mainlines				
1	India Today	https://www.indiatoday.in/education-today/news/story/bimtech-hosts-4th-edition-of-its-business-literature-festival-2024-2504622-2024-02-20	27M	3,30,000
2	Education Economic Times	https://education.economictimes.indiatimes.com/news/higher-education/breaking-the-glass-ceiling-women-authors-shine-at-bimtech-biz-lit-festival-	12M	2,75,000



		2024/107855131?utm_source=latest_news&utm_medium=homepage		
3	Amar Ujala	https://www.amarujala.com/delhi-ncr/conference-organized-on-literature-related-to-business-field-delhi-ncr-news-c-340-1-del1011-39954-2024-02-17	25M	1,98,000
4	Jagran English	https://english.jagran.com/india/bimtech-kicked-off-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendour-10134658	18M	2,20,000
5	Daily Hunt	https://nearme.dailyhunt.in/news/india/english/newsx+english-epaper-newsxen/bimtech+hosts+4th+business+literature+festival+in+2024-newsid-n584245202	14M	2,20,000
6	Tv9 Hindi	https://www.tv9hindi.com/state/delhi-ncr/during-covid-average-time-spent-on-reading-books-increased-from-9-hours-per-week-to-16-hours-per-week-says-shiv-shivakumar-of-pepsico-2438942.html	7M	1,10,000
7	APN	https://www.apnnews.com/bimtech-kicked-off-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendour/	-	-
8	News Patrolling	https://newspatrolling.com/bimtech-kicked-off-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendour/		
9	News X	https://www.newsx.com/business/bimtech-hosts-4th-business-literature-festival-in-2024/	-	-
10	GNT Tv	https://www.gnttv.com/education/story/birla-institute-of-management-technology-launched-the-bimtech-business-literature-festival-on-17th-february-2024-at-india-habitat-centre-new-delhi-889429-2024-02-17	-	-
11	Indian Economic Observer	https://www.indianeconomicobserver.com/news/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-202420240218142756/	-	-
12	Medium	https://bloggersalliance.medium.com/bimtech-business-literature-festival-2024-celebrating-knowledge-and-innovation-ba386d886d37	-	-
13	Business Micro	https://businessmicro.in/news/bimtech-kicked-off-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendour/	-	-
14	Geo Tv News	https://geotvnews.com/bimtech-started-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendor-geotv-news/	-	-
15	FM Live	https://www.fmlive.in/bimtech-kicked-off-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendour/	-	-



Student Centric				
1	College Dunia	https://collegedunia.com/news/c-17377-birla-institute-of-management-technology-bimtech---latest-news-events-photos--campus-reports	8M	-
		TOTAL	126.33M	15,45,500

www.aninews.in

<https://www.aninews.in/news/business/business/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-202420240218142810/>



Birla Institute of Management Technology organises 4th edition of Business Literature Festival 2024



New Delhi [India], February 18 (ANI): Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

www.lokmatimes.com

<https://www.lokmatimes.com/business/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024/>

LOKMAT TIMES

Birla Institute of Management Technology organises 4th edition of Business Literature Festival 2024



New Delhi [India], February 18 : Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

www.htsyndication.com

<https://www.htsyndication.com/asian-news-international/article/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024/79340210>



Birla Institute of Management Technology organises 4th edition of Business Literature Festival 2024



New Delhi, Feb. 18 – Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

The festival was graced and addressed by dignitaries like Shiv Shivakumar, Operating Partner, Advent International and Former Chairperson & Chief Executive Officer at PepsiCo and Nokia; Ravi Kant, Ex-Vice-Chairman and Managing Director, Tata Motors; R Gopalakrishnan, Ex-Executive Director, Tata Sons Ltd; Harit Nagpal, CEO, Tata Sky; Harish Bhat, Former Brand Custodian, Tata Sons Ltd.; Prabina Rajib, Director, BIMTECH, SS Dubai, Dean Academics BIMTECH.

www.beijingnews.net

<https://www.beijingnews.net/news/274129605/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024>



**Birla Institute of Management Technology
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Festival 2024**



New Delhi [India], February 18 (ANI): Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

www.technologyforyou.org

<https://www.technologyforyou.org/business-news-birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024/>

**TECHNOLOGY
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Business News | Birla Institute of Management Technology Organises 4th Edition of Business Literature Festival 2024



New Delhi [India], February 18 (ANI): Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

mantras.tv/2024/02

<https://mantras.tv/2024/02/18/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024/>

Mantra

Birla Institute of Management Technology organises 4th edition of Business Literature Festival 2024



New Delhi [India], February 18 (ANI): Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

www.latestly.com

<https://www.latestly.com/agency-news/business-news-birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024-5767313.html>

LATESTLY

Business News | Birla Institute of Management Technology Organises 4th Edition of Business Literature Festival 2024

Get latest articles and stories on Business at LatestLY. Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.



New Delhi [India], February 18 (ANI): Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

www.devdiscourse.com

<https://www.devdiscourse.com/article/business/2832479-birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-2024>



Birla Institute of Management Technology organises 4th edition of Business Literature Festival 2024



New Delhi [India], February 18 (ANI): Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

www.babushahi.com

<https://www.babushahi.com/view-news.php?id=179317#:~:text=To%20foster%20the%20habit%20of,of%20the%20finest%20business%20veterans.>



Birla Institute of Management Technology organises 4th edition of Business Literature Festival 2024



New Delhi [India], February 18 (ANI): Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

www.indiatoday.in

<https://www.indiatoday.in/education-today/news/story/bimtech-hosts-4th-edition-of-its-business-literature-festival-2024-2504622-2024-02-20>

INDIA TODAY

BIMTECH hosts 4th edition of its business literature festival 2024



Birla Institute of Management Technology conducted its extravaganza festival, BIMTECH Business Literature Festival (BBLF), on Saturday, 17th February 2024, at India Habitat Centre, New Delhi, with resounding success. The festival was graced and addressed by dignitaries like Mr. Shiv Shivakumar, Operating Partner, Advent International and Former Chairperson & Chief Executive Officer at PepsiCo and Nokia; Mr. Ravi Kant, Ex-Vice-Chairman and Managing Director, Tata Motors; Mr. R. Gopalakrishnan, Ex-Executive Director, Tata Sons Ltd; Mr. Harit Nagpal, CEO, Tata Sky; Mr. Harish Bhat, Former Brand Custodian, Tata Sons Ltd.; Dr. Prabina Rajib, Director, BIMTECH, Dr. SS Dubey, Dean Academics BIMTECH.

education.economictimes.indiatimes.com

https://education.economictimes.indiatimes.com/news/higher-education/breaking-the-glass-ceiling-women-authors-shine-at-bimtech-biz-lit-festival-2024/107855131?utm_source=latest_news&utm_medium=homepage

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

'Breaking the glass ceiling': Women authors shine at BIMTECH biz lit festival 2024



In an impressive showcase of talent and insight, the BIMTECH Business Literature Festival 2024 witnessed a remarkable convergence of literary brilliance and empowerment. The festival served as a vibrant platform for leading women authors to illuminate the discourse on business, empowerment, and societal change.

www.amarujala.com

<https://www.amarujala.com/delhi-ncr/conference-organized-on-literature-related-to-business-field-delhi-ncr-news-c-340-1-del1011-39954-2024-02-17>

अमर उजाला

Delhi NCR News: व्यावसायिक क्षेत्र से जुड़े साहित्य पर सम्मेलन आयोजित



नई दिल्ली। विद्यार्थियों और पेशेवरों के बीच व्यावसायिक क्षेत्र से जुड़ा साहित्य पढ़ने की आदत को बढ़ावा देने के लिए बिमटेक ने जानेमाने लेखकों, संपादकों, उभरते लेखकों और सम्मानित पत्रकारों का सम्मेलन आयोजित किया। इसमें साहित्यिक हस्तियों और व्यावसायिक दिग्गजों के बीच छह सत्र में चर्चा हुई। तीन किताबों का विमोचन भी हुआ। विभिन्न शैक्षणिक संस्थानों के छात्रों ने इसमें हिस्सा लिया।

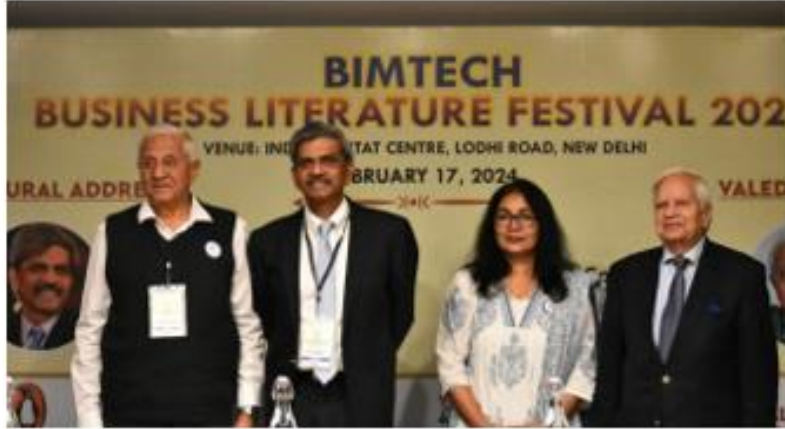
www.tv9hindi.com

<https://www.tv9hindi.com/state/delhi-ncr/during-covid-average-time-spent-on-reading-books-increased-from-9-hours-per-week-to-16-hours-per-week-says-shiv-shivakumar-of-pepsico-2438942.html>



'कोविड में लोगों ने जमकर पढ़ी किताबें, स्टडी करने में बिताए 16-16 घंटे...'

दुनिया नागपात ने लोनी और संगठनों को समय के साथ लौटने के लिए परिष्कारित वात सामना करने के लिए तैयार रहना चाहिए. इसके लिए गुरुत और प्रतिपत्थी होना चाहिए. उन्होंने इस बात पर भी जोर दिया कि आधुनिक युग में तेजी से बदलाव आ रहा है. हर नया बदलाव पहले के मुकामसे आधुनिक और महत्वपूर्ण होता है.



'किताबें हमारी सबसे ज़रूरी चीज़ हैं. कोविड-19 महामारी के दौरान, पुस्तकों को पढ़ने का औसत समय 9 घंटे प्रति सप्ताह से 16 घंटे प्रति सप्ताह तक बढ़ गया. किताबों को पढ़ने की आदत में हुई वृद्धि यह दर्शाती है कि लोग किताबों के साथ संलग्न होने के लिए कितना तैयार हैं.' इस बात की जानकारी एडवॉकेट इंटरनेशनल के ऑपरेटिंग पार्टनर और पब्लिशिंग और मीडिया के पूर्व अध्यक्ष और सीईओ मिन शिवकुमार ने दी. वो दिल्ली में आयोजित कार्यक्रम बिमटेक में बोल रहे थे.

english.jagran.com

<https://english.jagran.com/india/bimtech-kicked-off-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendour-10134658>



BIMTECH Kicks Off 4th Edition Of Business Literature Festival 2024



Birla Institute of Management Technology conducted its extravaganza festival, BIMTECH Business Literature Festival (BBLF), on Saturday, 17th February 2024, at India Habitat Centre, New Delhi, with resounding success. The festival was graced and addressed by dignitaries like Mr. Shiv Shivakumar, Operating Partner, Advent International and Former Chairperson & Chief Executive Officer at PepsiCo and Nokia; Mr. Ravi Kant, Ex-Vice-Chairman and Managing Director, Tata Motors; Mr. R. Gopalakrishnan, Ex-Executive Director, Tata Sons Ltd; Mr. Harit Nagpal, CEO, Tata Sky; Mr. Harish Bhat, Former Brand Custodian, Tata Sons Ltd.; Dr. Prabina Rajib, Director, BIMTECH, Dr. SS Dubey, Dean Academics BIMTECH.

nearme.dailyhunt.in

<https://nearme.dailyhunt.in/news/india/english/newsx+english-epaper-newsxn/bimtech+hosts+4th+business+literature+festival+in+2024-newsid-n584245202>



BIMTECH Hosts 4th Business Literature Festival in 2024



Birla Institute of Management Technology conducted its extravaganza festival, BIMTECH Business Literature Festival (BBLF), on Saturday, 17th February 2024, at India Habitat Centre, New Delhi, with resounding success. The festival was graced and addressed by dignitaries like Mr. Shiv Shivakumar, Operating Partner, Advent International and Former Chairperson & Chief Executive Officer at PepsiCo and Nokia; Mr. Ravi Kant, Ex-Vice-Chairman and Managing Director, Tata Motors; Mr. R. Gopalakrishnan, Ex-Executive Director, Tata Sons Ltd; Mr. Harit Nagpal, CEO, Tata Sky; Mr. Harish Bhat, Former Brand Custodian, Tata Sons Ltd; Dr. Prabina Rajib, Director, BIMTECH, Dr. SS Dubey, Dean Academics BIMTECH.

www.apnnews.com

https://www.apnnews.com/bimtech-kicked-off-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendour/?_cf_chl_tk=jkL8gR8BHeIaBq5ff36JMm9NH8LK9pSB99d_Mwce4BY-1708420212-0.0-5266

 **APN NEWS**

Tuesday, February 20, 2024 | India's Market | Current Time: 02:40:10

BIMTECH kicked off the 4th Edition of its Business Literature Festival 2024 with great splendour



Bengaluru: Birla Institute of Management Technology conducted its extravaganza festival, BIMTECH Business Literature Festival (BBLF), on Saturday, 17th February 2024, at India Habitat Centre, New Delhi, with resounding success.

newspatrolling.com

<https://newspatrolling.com/bimtech-kicked-off-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendour/>



BIMTECH KICKED OFF THE 4TH EDITION OF ITS BUSINESS LITERATURE FESTIVAL 2024 WITH GREAT SPLENDOUR



Bengaluru, February 19th, 2023: Birla Institute of Management Technology conducted its extravagant festival, BIMTECH Business Literature Festival (BBLF), on Saturday, 17th February 2024, at India Habitat Centre, New Delhi, with resounding success.

www.newsx.com

<https://www.newsx.com/business/bimtech-hosts-4th-business-literature-festival-in-2024/>



BIMTECH Hosts 4th Business Literature Festival in 2024

Birla Institute of Management Technology (BIMTECH) hosted its grand event, the 'BIMTECH Business Literature Festival' at the India Habitat Centre in New Delhi, which received a remarkable response. Distinguished personalities like Shiv Shivakumar, Ravi Kant, R Gopalakrishnan, Harit Nagpal, Harish Bhat, Prabina Rajib, and SS Dubey graced the occasion, enriching it with their insights. The []



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www.gnttv.com

<https://www.gnttv.com/education/story/birla-institute-of-management-technology-launched-the-bimtech-business-literature-festival-on-17th-february-2024-at-india-habitat-centre-new-delhi-889429-2024-02-17>



BIMTECH: शिक्षा जगत, मीडिया और साहित्यिक समुदाय के समान विचारधारा वाले जुटे एक मंच पर, बीबीएलएफ के चौथे संस्करण का हुआ शानदार आयोजन, जानें क्या बोले वक्ता



बिड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) ने 17 फरवरी 2024 को नई दिल्ली के इंडिया हॅबिटेट सेंटर में बिमटेक बिजनेस लिटरेचर फेस्टिवल (बीबीएलएफ) की शानदार शुरुआत की. इसके जरिए शिक्षा जगत, मीडिया और साहित्यिक समुदाय के समान विचारधारा वाले लोग एक मंच पर आए और अपनी बातों को रखे।

www.indianeconomicobserver.com

<https://www.indianeconomicobserver.com/news/birla-institute-of-management-technology-organises-4th-edition-of-business-literature-festival-202420240218142756/>

Indian Economic Observer

Birla Institute of Management Technology organises
4th edition of Business Literature Festival 2024



New Delhi [India], February 18 : Birla Institute of Management Technology (BIMTECH) conducted its extravaganza festival 'BIMTECH Business Literature Festival' on Saturday at India Habitat Centre in New Delhi, with resounding success.

The festival was graced and addressed by dignitaries like Shiv Shivakumar, Operating Partner, Advent International and Former Chairperson & Chief Executive Officer at PepsiCo and Nokia; Ravi Kant, Ex-Vice-Chairman and Managing Director, Tata Motors; R Gopalakrishnan, Ex-Executive Director, Tata Sons Ltd; Harit Nagpal, CEO, Tata Sky; Harish Bhat, Former Brand Custodian, Tata Sons Ltd; Prabina Rajib, Director, BIMTECH, SS Dubey, Dean Academics BIMTECH.

bloggersalliance.medium.com

<https://bloggersalliance.medium.com/bimtech-business-literature-festival-2024-celebrating-knowledge-and-innovation-ba386d886d37>

 **Medium**

BIMTECH Business Literature Festival 2024-Celebrating Knowledge and Innovation



The Birla Institute of Management Technology (BIMTECH) Business Literature Festival 2024 stands as a lighthouse of intellectual engagement and thought leadership in the evolving landscape of business and management. This annual festival, set against the vibrant backdrop of Delhi NCR, India, has carved out a niche for itself by blending the rich mosaic of business insights with the compelling world of literature.

businessmicro.in

<https://businessmicro.in/news/bimtech-kicked-off-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendour/>



BIMTECH kicked off the 4th Edition of its Business Literature Festival 2024 with great splendour



Bengaluru, February 19th, 2023: Birla Institute of Management Technology conducted its extravaganza festival, BIMTECH Business Literature Festival (BBLF), on Saturday, 17th February 2024, at India Habitat Centre, New Delhi, with resounding success.

geotvnews.com

<https://geotvnews.com/bimtech-started-the-4th-edition-of-its-business-literature-festival-2024-with-great-splendor-geotv-news/>

GeoTv

BIMTECH started the 4th edition of its Business Literature Festival 2024 with great splendor GeoTv News



Bangalore, February 19th 2023; Birla Institute of Management Technology conducted its extravaganza BIMTECH Business Literature Festival (BBLF) on Saturday 17 February 2024 at India Habitat Centre, New Delhi with resounding success.

collegedunia.com

<https://collegedunia.com/news/c-17377-birla-institute-of-management-technology-bimtech---latest-news-events-photos--campus-reports>



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The Birla Institute of Management Technology (BIMTECH) Business Literature Festival 2024 stands as a lighthouse of intellectual engagement and thought leadership in the evolving landscape of business and management. This annual festival, set against the vibrant backdrop of Delhi NCR, India, has carved out a niche for itself by blending the rich mosaic of business insights with the compelling world of literature.



**Consolidated Media
Coverage of
Press Release:
BIMTECH organized
Annual Alumni Meet-
Reflections**

Online Coverages

Index

BIMTECH organised Annual Alumni Meet- Reflections

Sr. No.	Publication	Link	Reach	PR Value
ANI covered the story				
1	ANI	https://www.aninews.in/news/business/bimtech-alumni-reconnect-and-celebrate-at-reflections-202420240226180825/	2M	27,500
2	Devdiscourse	https://www.devdiscourse.com/article/business/2840488-bimtech-alumni-reconnect-and-celebrate-at-reflections-2024	0.33M	-
3	The Print	https://theprint.in/ani-press-releases/bimtech-alumni-reconnect-and-celebrate-at-reflections-2024/1979417/	6M	1,20,000
4	Lokmat Times English	https://www.lokmatimes.com/business/bimtech-alumni-reconnect-and-celebrate-at-reflections-2024/	0.45M	1,65,000
5	Latestly	https://www.latestly.com/agency-news/business-news-bimtech-alumni-reconnect-and-celebrate-at-reflections-2024-5784215.html	4M	-
PTI covered the story				
1	PTI	https://www.ptinews.com/press-release/bimtech-alumni-reconnect-and-celebrate-at-reflections-2024/1317656	0.26M	-
2	Devdiscourse	https://www.devdiscourse.com/article/education/2840494-bimtech-alumni-reconnect-and-celebrate-at-reflections-2024	0.33M	-
Mainlines				
1	Daily Hunt	https://m.dailyhunt.in/news/india/english/newsvoir-epaper-newsvoir/bimtech+alumni+reconnect+and+celebrate+at+reflections+2024	14M	2,20,000
2	The Asian Chronicle	https://theasianchronicle.com/press-release/?c_article_id=27539&c_author_id=19649&originurl	15K	-
3	Sangri Times	https://en.sangritimes.com/newsvoir?c_article_id=27539&c_author_id	0.35M	-
4	BNN Breaking	https://bnnbreaking.com/world/india/bimtechs-reflections-2024-a-grand-reunion-of-minds-and-memories-in-greater-noida	1M	-
5	Marudhara Bharti	https://en.marudharabharti.com/newsvoir?c_article_id=27539&c_author_id	0.14M	-
6	Web India 123	https://news.webindia123.com/news/newsvoir.asp?c_article_id	3M	-
7	The Covai Post	https://www.covai-post.com/news-cache/?c_article_id=27539&c_author_id	13K	-
8	Business News Week	https://businessnewsweek.in/newsvoir/?c_article_id	0.025 M	-



9	News R	https://www.news.in/n/Press+Releases/1zqu9enb88/BIMTECH-Alumni-Reconnect-and-Celebrate-at-Reflections-2024.htm	0.055M	-
	Business News This Week	https://businessnewsthisweek.com/newsvoir/?c_article_id	0.124M	-
10	Dubai City Reporter	https://www.dubaicityreporter.com/news/bimtech-alumni-reconnect-and-celebrate-at-reflections-202420240226180820/	0.16M	-
11	MBI 24	https://mbi24.marudharabharti.com/newsvoir?c_article_id=27539&c_author_id	0.19M	-
12	US World Today	https://www.usworldtoday.com/news/bimtech-alumni-reconnect-and-celebrate-at-reflections-202420240226180820/	0.179M	-
13	News Online	https://www.newsonline.media/articles/bimtech-alumni-reconnect-and-celebrate-at-reflections-2024/	0.034M	-
14	Sangri Today	https://www.sangritoday.com/spotlight/newsvoir?c_article_id	0.068M	-
15	New Delhi Times	https://www.newdelhitimes.com/press-release-section/?c_article_id	0.059M	-
16	Times Tech	https://timestech.in/newsvoir/?c_article_id=27539&c_author_id	0.066M	-
		TOTAL	32.848M	5,32,000

www.aninews.in

<https://www.aninews.in/news/business/bimtech-alumni-reconnect-and-celebrate-at-reflections-202420240226180825/>



BIMTECH Alumni Reconnect and Celebrate at Reflections 2024



New Delhi [India], February 26: Orchestrating the reunion of familiar faces and the creation of new connections, Birla Institute of Management Technology (BIMTECH) organised its Annual Alumni Meet- "Reflections" on 24th February 2024 in the Greater Noida Campus.

www.devdiscourse.com

<https://www.devdiscourse.com/article/business/2840488-bimtech-alumni-reconnect-and-celebrate-at-reflections-2024>



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theprint.in

<https://theprint.in/ani-press-releases/bimtech-alumni-reconnect-and-celebrate-at-reflections-2024/1979417/>

ThePrint

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www.lokmattimes.com

<https://www.lokmattimes.com/business/bimtech-alumni-reconnect-and-celebrate-at-reflections-2024/>

LOKMAT  TIMES

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www.latestly.com

<https://www.latestly.com/agency-news/business-news-bimtech-alumni-reconnect-and-celebrate-at-reflections-2024-5784215.html>

LATESTLY

BIMTECH Alumni Reconnect and Celebrate at Reflections 2024



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www.ptinews.com

<https://www.ptinews.com/press-release/bimtech-alumni-reconnect-and-celebrate-at-reflections-2024/1317656>



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Alumni Meet - **'Reflections'** was graced by esteemed participants including Chief Guest Mr. Sandeep Gautam, Group HR - IIS, Birla Group, Guest of Honour - Mr. Piyu Gupta, Vice President - HR & IR IISW, Dr. Pratima Prasad, Director, BIMTECH and Mr. Anil Gupta, President Global Alumni Association of BIMTECH, infusing a lovely atmosphere for the alumni to reconnect and remember the threads of shared memories.

www.devdiscourse.com

<https://www.devdiscourse.com/article/education/2840494-bimtech-alumni-reconnect-and-celebrate-at-reflections-2024>



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m.dailyhunt.in

<https://m.dailyhunt.in/news/india/english/newsvoir-epaper-newsvoir/bimtech+alumni+reconnect+and+celebrate+at+reflections+2024-newsid-n586578994?listname=newspaperLanding&topic=business&index=4&topicIndex=0&mode=pwa>



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theasianchronicle.com

https://theasianchronicle.com/press-release/?c_article_id=27539&c_author_id=19649&originurl=https%3A%2F%2Ftheasianchronicle.com%2Fpress-release%2F

The Asian Chronicle

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en.sangritimes.com

https://en.sangritimes.com/newsvoir?c_article_id=27539&c_author_id=19649&type=old&originurl=https%3a%2f%2fen.sangritimes.com%2fnewsvoir



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bnnbreaking.com

<https://bnnbreaking.com/world/india/bimtechs-reflections-2024-a-grand-reunion-of-minds-and-memories-in-greater-noida>



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en.marudharabharti.com

https://en.marudharabharti.com/newsvoir?c_article_id=27539&c_author_id=19649&type=old&originurl=https%3a%2f%2fen.marudharabharti.com%2fnewsvoir


मरुधरा भारती
English

BIMTECH Alumni Reconnect and Celebrate at Reflections 2024



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news.webindia123.com

https://news.webindia123.com/news/newsvoir.asp?c_article_id=27539&c_author_id=19649&type=old&originurl=https%3a%2f%2fnews.webindia123.com%2fnews%2fnewsvoir.asp

webindia123

BIMTECH Alumni Reconnect and Celebrate at Reflections 2024



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www.covai-post.com

[https://www.covai-post.com/news-cache/?c=article id=27539&c author id=19649&type=old&originurl=https%3a%2f%2fwww.covai-post.com%2fnews-cache%2f](https://www.covai-post.com/news-cache/?c=article%20id=27539&c=author%20id=19649&type=old&originurl=https%3a%2f%2fwww.covai-post.com%2fnews-cache%2f)

The Covai Post®

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businessnewsweek.in

https://businessnewsweek.in/newsvoir/?c_article_id=27539&c_author_id=19649&type=crawlscrip partner&old=old&originurl=https%3a%2f%2fbusinessnewsweek.in%2fnewsvoir%2f

Business News Week

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www.newsr.in

<https://www.newsr.in/n/Press+Releases/1zqu9enb88/BIMTECH-Alumni-Reconnect-and-Celebrate-at-Reflections-2024.htm>



BIMTECH Alumni Reconnect and Celebrate at Reflections 2024



Orchestrating the reunion of familiar faces and the creation of new connections, 'Birla Institute of Management Technology (BIMTECH)' organised its Annual Alumni Meet- "Reflections" on 24th February 2024 in the Greater Noida Campus.

businessnewsthisweek.com

https://businessnewsthisweek.com/newsvoir/?c_article_id=27539&c_author_id=19649&type=crawlscrippartner&old=old&originurl=https%3a%2f%2fbusinessnewsthisweek.com%2fnewsvoir%2f



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www.dubaicityreporter.com

<https://www.dubaicityreporter.com/news/bimtech-alumni-reconnect-and-celebrate-at-reflections-202420240226180820/>

Dubai City Reporter

BIMTECH Alumni Reconnect and Celebrate at Reflections 2024



New Delhi [India], February 26: Orchestrating the reunion of familiar faces and the creation of new connections, Birla Institute of Management Technology (BIMTECH) organised its Annual Alumni Meet- "Reflections" on 24th February 2024 in the Greater Noida Campus. Alumni Meet - "Reflections" was graced by esteemed participants including Chief Guest Sandeep Gautam, Group HR- CK Birla Group, Guest of Honour - Peyu Gupta, Vice President- HR & IR JSW, Dr. Prabina Rajib, Director, BIMTECH and Alok Gupta, President Global Alumni Association of BIMTECH, infusing a lively atmosphere for the alumni to reconnect and remember the threads of shared memories.

mbi24.marudharabharti.com

https://mbi24.marudharabharti.com/newsvoir?c_article_id=27539&c_author_id=19649&type=old&originurl=https%3a%2f%2fmbi24.marudharabharti.com%2fnewsvoir



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www.usworldtoday.com

<https://www.usworldtoday.com/news/bimtech-alumni-reconnect-and-celebrate-at-reflections-202420240226180820/>

US WORLD TODAY

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www.newsonline.media

<https://www.newsonline.media/articles/bimtech-alumni-reconnect-and-celebrate-at-reflections-2024/>



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www.sangritoday.com

https://www.sangritoday.com/spotlight/newsvoir?c_article_id=27539&c_author_id=19649&type=old&originurl=https%3a%2f%2fwww.sangritoday.com%2fspotlight%2fnewsvoir

Sangri Today *Spotlight*

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www.newdelhitimes.com

https://www.newdelhitimes.com/press-release-section/?c_article_id=27539&c_author_id=19649&type=old&originurl=http%3a%2f%2fwww.newdelhitimes.com%2fpress-release-section%2f



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timestech.in

https://timestech.in/newsvoir/?c_article_id=27539&c_author_id=19649&type=old&originurl=https%3a%2f%2ftimestech.in%2fnewsvoir%2f



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**Consolidated Media
Coverage of
Follow Up Story:
BIMTECH Hosted its 2nd
Annual Convocation for
PGDM Online**

INDEX

Follow Up Story BIMTECH hosted its 2nd Annual Convocation for PGDM Online				
<u>Sr. No.</u>	<u>Publication</u>	<u>Link</u>	<u>Reach</u>	<u>PR Value</u>
1	The Hindu	https://www.thehindu.com/education/news-from-the-world-of-education-february-12-2024/article67837712.ece	15M	2,75,000
		TOTAL	15M	2,75,000

www.thehindu.com

<https://www.thehindu.com/education/news-from-the-world-of-education-february-12-2024/article67837712.ece>



News from the world of Education: February 12, 2024

Information on colleges, admissions, scholarships, events, MoUs, and more

Centre for Online Studies, **Birla Institute of Management Technology** (BIMTECH), celebrated its second annual **convocation** for the Online Batch 2021-2023 and 2022- 2023, of the PGDM course. The chief guest was Prem Singh, President, Group HR, JK Organisation; the keynote speaker was Prasad Rampalli, CTO, Deloitte, and the guest of honour was Govind Kumar, President, UpGrad.

Authored Articles

INDEX

Authored Article by- Dr Saloni Sinha				
<u>Sr. No.</u>	<u>Publication</u>	<u>Link</u>	<u>Reach</u>	<u>PR Value</u>
1	Economic Times	https://government.economictimes.indiatimes.com/blog/eat-right-campaign-sustaining-religious-tourism-through-pilgrims-gustatory-experiences/107449488?utm_source=latest_news&utm_medium=homepage	12M	2,75,000
Authored Article by- Dr. Arunaditya Sahay				
1	Economic Times	https://government.economictimes.indiatimes.com/news/mobility/are-evs-environment-friendly-the-problem-of-lithium-nickel-extraction-battery-recycling/107622305?utm_source=latest_news&utm_medium=homepage	12M	2,75,000
Authored Article by- Dr. Pooja Misra				
1	Economic Times	https://government.economictimes.indiatimes.com/blog/women-find-pride-of-place-in-govts-vision-reflections-on-national-drive-for-empowerment/108005721?utm_source=latest_news&utm_medium=homepage	12M	2,75,000
2	Economic Times	https://government.economictimes.indiatimes.com/blog/interim-budget-2024-decoding-the-national-plan-for-progress-in-infra-edu-healthcare-other-sectors/107710806	12M	2,75,000
		TOTAL	48M	11,00,000

government.economictimes.indiatimes.com

https://government.economictimes.indiatimes.com/blog/eat-right-campaign-sustaining-religious-tourism-through-pilgrims-gustatory-experiences/107449488?utm_source=latest_news&utm_medium=homepage

 **ET Government**
Your Exclusive e-Governance Source

Eat right campaign: Sustaining religious tourism through pilgrims' gustatory experiences

Eat right campaign was launched by the Government of India with a vision to create awareness about healthy eating habits among all sections of the country. The broad vision is to reduce malnutrition, ensure food safety and hygiene, promote local and seasonal foods and encourage sustainable food production practices.



Saloni Sinha · ETGovernment
Updated On Feb 6, 2024 at 12:06 PM IST



By embracing these initiatives and preserving its spiritual treasures, India can continue to attract visitors from all corners of the globe and create a thriving tourism industry that celebrates the nation's spiritual essence.

Brand strategist Ambi Parmeswaran says, "while researching for my book, *God's Sake: An adman on the Business of Religion*, I found that religion touches our lives in so many different ways that travel is really one. Reports said that 19% of all travel in India was pilgrimage or religious travel."

government.economictimes.indiatimes.com

https://government.economictimes.indiatimes.com/news/mobility/are-evs-environment-friendly-the-problem-of-lithium-nickel-extraction-battery-recycling/107622305?utm_source=latest_news&utm_medium=homepage

 **ET Government**
Your Exclusive e-Governance Source

Are EVs environment friendly: The problem of lithium & nickel extraction, battery recycling

"There is a notable increase in the volume of EV batteries reaching the end of their lifespan, with projections indicating that over 100 million vehicle batteries will be retired in the next decade. If they are not fully recycled, they become an environmental danger."



Dr. Arunaditya Sahay · ETGovernment
Updated On Feb 12, 2024 at 03:56 PM IST



The battery, which constitutes a substantial portion of an electric vehicle's cost as well as weight, has an adverse environmental impact across the supply chain.

As per NITI Aayog 80% of 2 wheelers and 3 wheelers, 40% buses, and 30% to 70% of cars in India will be EVs by 2030. Against this, "between 2019-20 and 2020-21, 2 wheeler EV rose by 422%, 3 wheelers by 75%, 4 wheelers by 230% and Electric Buses by 1200%," said Nitin Gadkari, Minister

of Road Transport and Highways.

government.economictimes.indiatimes.com

https://government.economictimes.indiatimes.com/blog/women-find-pride-of-place-in-govts-vision-reflections-on-national-drive-for-empowerment/108005721?utm_source=latest_news&utm_medium=homepage

ET Government
Your Exclusive e-Governance Source

Women find pride of place in govt's vision: Reflections on national drive for empowerment

"Women constituting 43% of enrolment in STEM courses, National Skill Training Institutes imparting skill training exclusively for women, reservation of seats in Industrial Training Institutes, projects such as Pradhan Mantri Mahila Kaushal Kendra (PMMKK), promoting women participation in new age skills such as AI, 3D Printing, data analytics are steps in the right direction."



Dr. Pooja Misra · ETGovernment
Updated On Feb 26, 2024 at 02:21 PM IST



On a brighter note, amidst the challenges, there are rays of optimism shining through.

economy and a sustainable planet.

The United Nations, which began celebrating International Women's Day (IWD) in the mid 1970s, has "Invest in Women: Accelerate Progress" as its central theme for 2024. Social, economic, cultural and political evolution of women is one of the key pillars for building a thriving

government.economictimes.indiatimes.com

<https://government.economictimes.indiatimes.com/blog/interim-budget-2024-decoding-the-national-plan-for-progress-in-infra-edu-healthcare-other-sectors/107710806>

ET Government
Your Exclusive e-Governance Source

Interim Budget 2024: Decoding the national plan for progress in infra, edu, healthcare & other sectors

With the Finance Minister reinforcing that Digital India is key to formalising the economy, new age skill sets such as AI and digital literacy need added attention. Two sectors which are paramount for the long term development and prosperity of any country are education and health.



Dr. Pooja Mitra - ETGovernment
Updated On Feb 15, 2024 at 10:07 AM IST

Read By:
1000+ Industry Professionals



Despite global and geopolitical uncertainty, the Indian economy remains resilient.

With the general elections round the corner, the Finance Minister had given prior indication in the CII Global Economic Policy Forum in December 2023 that no major reforms would find place in the Interim Budget 2024-25.



Industry Stories



**Consolidated Media
Coverage of
Interim Budget Quote
By
Dr. Prabina Rajib**

INDEX

Interim Budget Quotes by Dr Prabina Rajib				
<u>Sr. No.</u>	<u>Publication</u>	<u>Link</u>	<u>Reach</u>	<u>PR Value</u>
1	Financial Express	https://www.financialexpress.com/budget/education-budget-2024-nirmala-sitharaman-3380878/	8M	1,65,000
2	Economic Times	https://government.economictimes.indiatimes.com/news/economy/interim-budget-2024-reactions-reactions-from-industry-leaders-think-tanks-trade-bodies-startups-institutes/107330644	12M	2,75,000
3	News9 Live	https://www.news9live.com/education-career/education-budget-2024-reactions-heres-what-experts-has-to-say-2425332	-	-
4	Republic World	https://www.republicworld.com/education/interim-budget-2024-rs-124-lakh-core-to-education-raises-concerns-on-gdp-ratio-experts-react/	3M	-
5	Shiksha	https://www.shiksha.com/news/mba-interim-budget-2024-management-institutes-give-mixed-response-blogId-154249	66M	-
6	Economic Times	https://education.economictimes.indiatimes.com/news/industry/education-industry-hails-interim-budget-2024-25-some-even-calling-it-beacon-of-hope/107353090	12M	2,75,000
TOTAL			101M	7,15,000

www.financialexpress.com

<https://www.financialexpress.com/budget/education-budget-2024-nirmala-sitharaman-3380878/>

 **FINANCIAL EXPRESS**
Read to Lead

Education Budget 2024 Live Updates: Education sector sees major boost; skill training, new institutions, school upgrades



Budget 2024 Live News: Dr. Prabina Rajib on education budget 2024

Declaring 2024-25 to be a "golden year" for tech enthusiasts, the finance minister announced in [Interim Budget 2024](#) the government's priorities of empowering women, youth, farmers, and the impoverished. In addition, I'm pleased to see that, in the last ten years, the number of women enrolled in higher education has increased by 28%. The last three years have seen a rise in the amount of money allocated to the education sector, particularly to 2023, which was awarded a staggering grant of Rs. 44094.62 crore for higher education in order to support multi-mode access to education. Budget 2022 and 2023 aimed to advance upskilling and reskilling, [technology](#) integrated teacher training, and the incorporation of digital, online, and on-air education. Additionally, they established Centers of Excellence in some of the top universities, enabling futuristic young minds and creating a world-class education ecosystem. While Budget 2021 focused on making education accessible, available, and affordable for everyone, the budgets of 2022 and 2023 focused on incorporating digital education.

-Dr. Prabina Rajib, Director at Birla Institute of Management Technology (BIMTECH).

government.economictimes.indiatimes.com

<https://government.economictimes.indiatimes.com/news/economy/interim-budget-2024-reactions-reactions-from-industry-leaders-think-tanks-trade-bodies-startups-institutes/107330644>

ET Government
Your Exclusive e-Governance Source

Interim Budget 2024 reactions: Reactions from industry leaders, think tanks, trade bodies, startups, institutes

"The Government's strategic focus on all forms of infrastructure, be it digital, social, or physical, and a strong emphasis on women's empowerment, resonates with our forward-looking mission. The significant increase in infrastructure outlay to INR 11.11 lakh crores and the emphasis on green growth shows the Government's pursuit to propel our nation towards economic excellence."



Dr. Prabina Rajib, Director at Birla Institute of Management Technology (BIMTECH)

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www.news9live.com

<https://www.news9live.com/education-career/education-budget-2024-reactions-heres-what-experts-has-to-say-2425332>



Education Budget 2024 reactions: Here's what experts have to say



Dr Prabina Rajib, Director at Birla Institute of Management Technology (BIMTECH)– “Declaring 2024–25 to be a “golden year” for tech enthusiasts, the finance minister announced in Interim Budget 2024 the government’s priorities of empowering women, youth, farmers, and the impoverished. In addition, I’m pleased to see that, in the last ten years, the number of women enrolled in higher education has increased by 28%. The last three years have seen a rise in the amount of money allocated to the education sector, particularly to 2023, which was awarded a staggering grant of Rs. 44094.62 crore for higher education in order to support multi-mode access to education. Budget 2022 and 2023 aimed to advance upskilling and reskilling, technology integrated teacher training, and the incorporation of digital, online, and on-air education. Additionally, they established Centers of Excellence in some of the top universities, enabling futuristic young minds and creating a world-class education ecosystem. While Budget 2021 focused on making education accessible, available, and affordable for everyone, the budgets of 2022 and 2023 focused on incorporating digital education.”

www.republicworld.com

<https://www.republicworld.com/education/interim-budget-2024-rs-124-lakh-crore-to-education-raises-concerns-on-gdp-ratio-experts-react/>

REPUBLIC.

Interim Budget 2024: Rs 1.24 Lakh Crore to Education, Raises Concerns on GDP Ratio; Experts React

Union Budget 2024 allocates Rs 1.24 Lakh Cr to Education, a 10% increase. Mixed reactions on women empowerment, skill development, and innovation initiatives.



Dr. Prabina Rajib, Director at Birla Institute of Management Technology (BIMTECH), lauded the focus on empowering women, youth, farmers, and the impoverished in the budget. The surge in women's enrollment in higher education by 28% in the last ten years and the increased funding for education, especially in 2023, showcase the government's commitment to supporting multi-mode access to education and incorporating digital education.

www.shiksha.com

<https://www.shiksha.com/news/mba-interim-budget-2024-management-institutes-give-mixed-response-blogId-154249>



Interim Budget 2024: Management institutes give mixed response



Number of women enrolled in higher education has increased by 28%

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education.economictimes.indiatimes.com

<https://education.economictimes.indiatimes.com/news/industry/education-industry-hails-interim-budget-2024-25-some-even-calling-it-beacon-of-hope/107353090>

ET Education.com
From The Economic Times

Education industry hails interim budget 2024-25, some even calling it 'beacon of hope'

Given that it was an interim budget and a full-fledged Budget, which is likely to be presented in July this year, after a new government takes power following the Lok Sabha Elections 2024, the education and skill sectors find enough reasons to rejoice



Dr. Dhruv Galgotia, CEO, Galgotias University and Dr. Prabina Rajib, Director at Birla Institute of Management Technology (BIMTECH), point out that the increase in the number of women enrolled in higher education is a good sign to create a diverse and inclusive workforce in India.

INDEX

Quote in Canvas 8 by- Prof. Manoj Kumar Pant				
1	Canvas 8	https://www.canvas8.com/library/reports/2024/02/07/how-cashless-payments-are-restructuring-the-indian-economy	0.6M	-
		Total	0.6M	-

www.canvas8.com

<https://www.canvas8.com/library/reports/2024/02/07/how-cashless-payments-are-restructuring-the-indian-economy>

How cashless payments are restructuring the Indian economy

A NEW RETAIL STANDARD

Cashless transactions are revolutionising physical and digital commerce in India. "UPI is changing retail businesses because it has ensured that people can do cashless transactions not just through a smartphone but a feature phone too, linked to a person's bank account, with KYC (Know Your Customer) through an **Aadhaar** Card," says Manoj Kumar Pant, associate professor of marketing and retail at the Birla Institute of Management Technology (BIMTECH). [12]

BOLSTERING THE RURAL ECONOMY

According to Pant, cashless transactions through UPI are helping the rural economy by boosting financial inclusion as it allows access to banking services without the need to physically visit a bank branch. It enables rural entrepreneurs access to online marketplaces, e-commerce, micro-finance, and loans. "Besides, as people become more digitally literate and comfortable, they start using technology more for their day-to-day use," he says. [12]

SUPPORTING OVERSEAS INDIANS

Meanwhile, countries like the UAE, Saudi Arabia, France, Nepal, Bahrain, Singapore, Maldives, Bhutan, and Oman use different forms of Indian payment systems. [10] "We expect more countries to adopt UPI as the software has been shared with many more countries with whom we have more people-to-people and people-to-merchant transactions," says Pant. [12]