



PR REPORT

OCTOBER 2024

Prepared By





Activity Sheet – October 2024

- **Press Release-** BIMTECH Launches 'Saaksharta Abhiyaan' Campaign on 37th Foundation Day.
- **Industry Story** – How India's B-schools are preparing graduates for success in an era of digitisation and generative AI transformation (Business Today) □ **Industry Story** – 25-Year Special Issue | Silver Jubilee Edition of Business Today's Best B-Schools Rankings (Business Today) □ **Authored Article** – Abhishek Gupta & Khanindra Das in The Hindu Business Line
- **Authored Article-** SM Fatah Uddin in India Retailing.
- **Director Interview** – Business Today

Outline of PR Activities

Press Event & Press Releases

Press Release

1

Top Publications

ANI, PTI, IANS, Business Standard, Business Today, The Print, The Week, The Indian Express, The Hindu Business Line, Dainik Jagran, Hindustan etc.

Proposed Opportunities (Missed / Pending)

Press Release- MeitY Samridh Program, Article- (Prof. Somonnoy Ghosh, Predeep Kumar), **LinkedIn Workshop**, **Profiling Story-Shiksha**, **Industry Story- Education Times** (dropped by journalist)

Article

02

Total Print and Online Coverages

14 + 51

Print Circulation is 13,96,562, & Earned Influence Value is Rs. 14,02,917.

Cumulative Online Reach is 54.57M and PR Value is 9,11,500.

PR

DOCUMENT

Press Release

BIMTECH Launches 'Saaksharta Abhiyaan' Campaign on 37th Foundation Day to Mark 155th Birth Anniversary of Mahatma Gandhi

Greater Noida, October 2, 2024; To mark the 155th birth anniversary of Mahatma Gandhi, Birla Institute of Management Technology (BIMTECH) is thrilled to announce the launch of its social initiative “Saaksharat Abhiyaan” campaign aimed at promoting literacy and education within the local communities. The initiative constitutes an integral part of BIMTECH's endeavour to contributing to society through educational empowerment focussing on underprivileged populations of the society. The event also coincides with the theme of the institution’s 37th foundation day “The Future Depends on What You Do Today”. Through “Saaksharta Abhiyaan”, the institution seeks to enhance access to quality education and literacy resources both for children and adults in local areas.

Distinguished Chief Guest Mr. Ashutosh Anshu, Board Director and CHRO at Hitachi India, and guest of honor Mr. Saurabh Verma, President at Aon India Insurance Brokers Pvt. Ltd, graced the occasion by delivering insightful addresses that enlightened the attendees.

Mr Ashutosh Anshu, Board Director and CHRO at Hitachi India, said, “Nurture curiosity through questioning and seeking knowledge, embrace challenges with determination, be insightful, networking is important and remember that ‘network is equal to net worth’. Your connections can really make a difference for your success. Lastly, one should never forget the mantra of life: Birth, Death, Choices, and Action. Never give up, believe in yourselves, learn from inspiring people, and always remember that nothing is impossible.”

Mr Saurabh Verma, President at Aon India Insurance Brokers Pvt. Ltd, said, “As you enter the corporate world, make your alma mater and parents proud. Invest in yourself, cultivate meaningful relationships, and dedicate your time and energy wisely. Be mindful of your choices and own your decisions that will make you happy and fulfilled. Grab every opportunity that comes along the way.”

During the welcome address, Dr. Prabina Rajib, Director, BIMTECH, said, "Saaksharta Abhiyaan will markedly strengthen BIMTECH's legacy of social responsibility and innovation. The initiative seeks to empower local schools, non-profit organisations, and young volunteers by creating communication channels, providing educational resources, offering mentorships, and organising literacy programmes through collaborative efforts. We believe this initiative will empower individuals and contribute to creating a stronger, more educated society."

The felicitation ceremony was also organised during the event honouring esteemed faculty members Professor Garima Malik, Dr. Khanindra Ch. Das and Dr. Pooja Malik with the Best Researcher Awards for the academic year 2023-24. The award is a testament to their contribution towards academic research and excellence in their respective fields.

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 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 BSchools. Fostering a symbiotic relationship, the institute excels in management education, supported by its globally placed robust alumni network of over 7000 individuals.

Authored Article- Abhishek Gupta & Khanindra Das



The growth momentum: Focus on both investment and demand drivers

Abhishek Gupta, Khanindra Ch. Das

Indian economic growth recouped strongly in the aftermath of the pandemic, with real GDP growth of 8.2% in FY 2023-4 driven by government capital expenditure. The economy is projected to grow by 7.2% in FY 2024-25 with strong macroeconomic fundamentals. Forex reserves reached a record high of reserves of over \$700 billion in October 2024 to become 4th largest holders in the world strengthening India's ability to manage external shocks. The headline inflation fell significantly from 5.08% in June to 3.54% in July easing the alarming inflationary pressure. However, in the current fiscal, the FII sold a net total of Rs 1.78 lakh crore. The current account deficit of \$9.7 bn in Q1FY25 from surplus in previous quarter is a sign of poor export performance. Previously, India saved \$2.7 billion by purchasing discounted Russian oil in the first nine months since the Russia-Ukraine conflict began, which alleviated the pressure on the trade deficit.

According to RBI's recent paper, the private capital expenditure is expected to grow by 54% in a year reaching 2.45 lakh crore for FY24-25 as against Rs 1.59 lakh crore for FY23-24.

While the food inflation has been moderated starting from the month of July, yet remains elevated. On October 9th, the RBI decided to keep the rates unchanged for the 10th consecutive time due to inflation persistence. However, the recent sharp decline in inflation in India and the US has provided the authority much room for rate cuts. US FED has announced a jumbo rate cut of 50 basis points to stimulate the economy.

Recently RBI advised major banks to refrain from increasing their current positions against the rupee to stabilize the rupee. A weaker rupee makes the imports (crude petroleum, coal, electronics, chemicals, lithium-ion batteries, etc.) costlier, raising the price of imported crude which accounts for approx. 25% of India's gross imports

According to the MPC report on 9th October, the moderation in headline inflation is likely to remain elevated in the near term and a rate cut in India is not anticipated anytime soon, although the widening current account deficit could potentially depreciate the rupee. It is projected that India's current account deficit may increase by over 1% of GDP. Global risk can also come from sources like the UK due to its higher debt-to-GDP ratio. Focus on domestic resilience in consumption and investment will be the key to sustaining a high growth rate.

Policy priorities

The monetary authority needs to be watchful about higher headline inflation, which could delay a dovish monetary policy regime. It is important to boost domestic consumption and investment as much of the global economy is in trouble due to protectionism and geopolitical conflict. Lower domestic and global inflationary pressure would leave room for monetary policy measures to boost consumption and investment. However, supply-side measures need to be strengthened through the management of production, distribution, and imports. Global

headwinds continue to pose a challenge in propelling both domestic consumption and investment. Private final consumption expenditure growth needs to improve from the low of FY24. What ails private investment is demand shortage. The time is ripe to address both the demand drivers as well as the derived demand problems.

The stability of the rupee is crucial as import dependence continues in critical sectors.

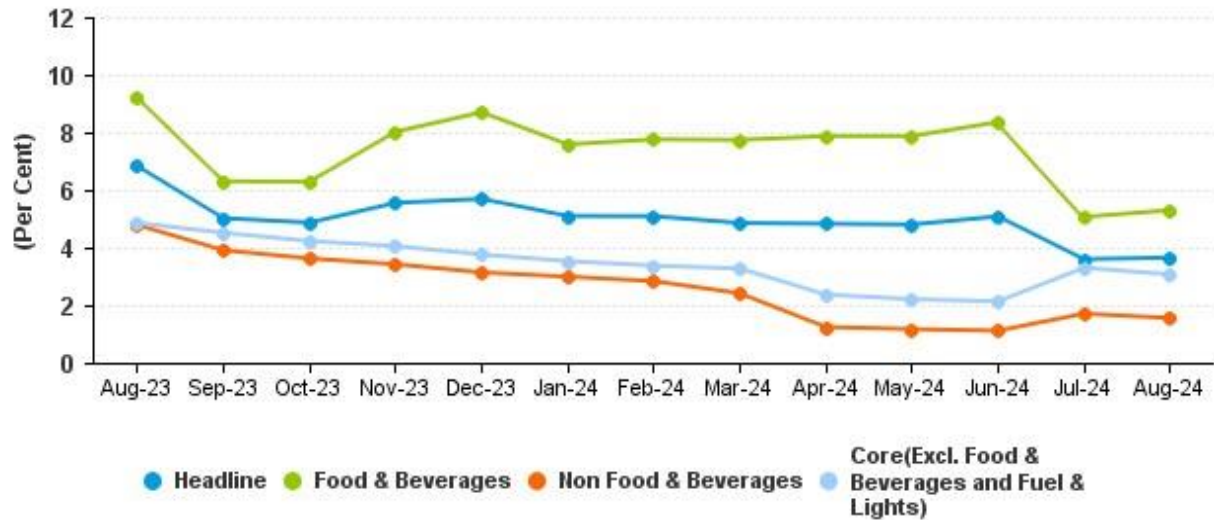
Longterm measures such as currency swap agreements with major trading partners can stabilize the impact of exchange rate volatility, mitigate capital outflows, and build economic resilience.

Global headwinds are not only via financial markets but also through the trade channels as export restrictions are rising in the West on climatic grounds. To remain competitive, sustained private sector investment is needed including in the MSMEs. Manufacturing investment currently enjoys lower corporate tax rates and the benefits of several government schemes. The conditions are in India's favor but it needs to be capitalised across sectors.

Abishek Gupta and Khanindra Ch. Das are researcher and faculty of economics respectively at Birla Institute of Management Technology. Views are personal.

Figure: CPI Inflation in India (Y-O-Y)

(Base 2012:100)



Authored Article- SM Fatah Uddin



How retail is benefiting from Data Science

The advantages of data science in retail cannot be underestimated for gaining insights into consumer behaviour for implementing dynamic, robust and responsive strategies

The retail industry contributes significantly to the global economy. In 2023, the US economy alone recorded a revenue of \$7 trillion from retail; the figure is \$ 2 trillion for China and \$ 1.4 trillion for India (Sabanoglu, 2024). Whereas the number of visitors flocking the offline stores is increasing, in the online mode, consumers are shopping by the minute, thanks to an expanding e-commerce.

Quick commerce (Q-commerce), which promises superfast deliveries, is the latest frenzy in India's retail revolution. A survey conducted in by Rakuten insights on consumers' online shopping behaviour in India mentions that 24% of Indian consumers shop online several times a week. This data is a blessing in disguise for retail firms, for it could be churned into meaningful insights, which the firms leverage for making better, informed and data-based decisions, courtesy, data science.

The Data Science Edge

According to world-renowned data science expert Dr Anthony Kili from Kroger Precision Marketing, USA, personalization is perhaps the biggest advantage that data science has to offer to the retail industry.

Data science, which finds wide applications in retail, utilizes a plethora of quantitative as well as qualitative consumer data ranging from contact details, PIN codes, shopping frequency, purchase amount, types of products purchased to number of website visits, time of visit, cart composition, app download, social media interactions, and online rating and reviews to churn meaningful insights.

Predictive analytics, machine learning models and neural networks have made it possible for companies to customize their offerings in line with consumers' preferences. Today, the recommendation systems in online retail work on sophisticated algorithms, personalizing shopping experience of the consumers in unthinkable ways. This in turn helps the companies strengthen their relationship with customers.

Data has helped companies offer tailored 'loyalty programs' to their consumers. The theory of 'one size fits all' has been shunned and the current approach is to offer different types of rewards to different types of customers to motivate them to make repeat purchases. Data science has helped companies create consumer profiles and decide the most suitable loyalty programs for each profile to maximize consumer engagement. This, in turn, has had a positive impact on consumer lifetime value (CLV).

Platforms like Facebook, Twitter, YouTube and Instagram carry huge chunks of textual and other kinds of data (e.g. emoji), where customers post their views and interact without hesitation, thus offering rich and unbiased qualitative data to the companies, which, by conducting social media 'sentiment analysis' obtain useful and relevant information.

Role of new-age tech

Technologies like Augmented Reality (AR) and Virtual Reality (VR) can elevate the online shopping experience to a new level. Realising this, companies are increasing their investments in such technologies. It is estimated that by the end of 2024, global retail sector investment in new-age technologies will reach \$12 billion as per Statista. Working in tandem with data science, AR/VR would further push the 'richness' of consumer data, ready to be captured by the retailers for 'hyper-personalization'.

AI and Data Science

The knowledge generated by AI technology while analysing (descriptive, predictive, cognitive) data reveals hidden patterns and predicts future trends. This enables better decision-making at all levels—strategic, tactical and operational management for

organizations operating in retail—thereby enhancing customer satisfaction and loyalty. It also helps gain insights into consumer behaviour (Timofeeva, 2019).

The potential value of data science and AI has galvanised organisations into re-working their approach towards business because it is not the customer alone which is centre of this technology. The data science enables efficient management of supply chain, inventory controls, dynamic pricing, competition and much more as the data comes from various sources, which is analysed for overall efficiency and profitability.

But with the growing use of real-time data, there is risk of fraud, cyber-attacks, malware, bias, data theft and data privacy (McKinsey Report, 2024). To counter the challenge of data accuracy and data privacy, the use of synthetic data (mimics real data) has been explored by Xia et al., (2024).

Be it real-time or synthetic data, the advantages of data science in retail cannot be underestimated for gaining insights into consumer behaviour for implementing dynamic, robust and responsive strategies. The future trends can be analysed keeping in view the changing patterns of consumer preferences.



Press Release- BIMTECH Launches 'Saaksharta Abhiyaan' Campaign on 37th Foundation Day

**On
4.10.2024**

PRINT COVERAGE

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Press Release: BIMTECH Launches 'Saaksharta Abhiyaan' Campaign on 37th Foundation Day

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12	11.10.2024	The Indian Express	20	Delhi	77700	78046
TOTAL					911562	924467

PUBLICATION : The Indian Express
DATE : 11.10.2024
EDITION : Delhi
PAGE No. : 20

EVENT — BIMTECH

To mark the 155th birth anniversary of Mahatma Gandhi, BIMTECH announced the launch of its social initiative "Saaksharat Abhiyaan" campaign aimed at promoting literacy & education within the local communities. Distinguished Chief Guest Ashutosh Anshu, Board Director & CHRO; Hitachi India, Guest of honor Saurabh Verma, President at Aon India Insurance Brokers Pvt. Ltd, graced the occasion by delivering insightful addresses.



PUBLICATION : Dainik Jagran
DATE : 04.10.2024
EDITION : Greater Noida
PAGE No. : 04

गांधी गैलरी में छात्रों ने हिंद स्वराज की पांडुलिपि देखी



विद्यालय में सफाई करती छात्राएं। स्रोत स्वयं

कुमारी मायावती राजकीय स्नातकोत्तर महाविद्यालय बादलपुर में प्रो. रश्मि कुमारी के प्रयासों से गांधी जी के जीवन के दुर्लभ चित्रों का संकलन कर गांधी गैलरी का निर्माण किया गया। गैलरी में हिंद स्वराज की पांडुलिपि की छायाप्रति सभी के अवलोकनार्थ रखी गई। इस मौके पर डॉ. बॉबी यादव, डॉ. भावना यादव आदि मौजूद रहे।

वहीं गांधी जयंती के अवसर पर बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) में साक्षरता अभियान की शुरुआत की गई। इस मौके पर सीएचआरओ आशुतोष अंशु, प्रो. गरिमा मलिक, डॉ. खानिंद्र सीएच. दास और डॉ. पूजा मलिक को शैक्षणिक वर्ष 2023-24 के लिए सर्वश्रेष्ठ शोधकर्ता पुरस्कार से सम्मानित किया गया। वहीं जीवीयू में जनसंचार एवं मीडिया अध्ययन विभाग द्वारा गांधी जयंती की पर गांधी दर्शन की प्रासंगिकता विषय पर कार्यक्रम का आयोजन किया गया।

PUBLICATION : Hindustan

DATE : 04.10.2024

EDITION : Greater Noida

PAGE No. : 02

ने मेले में लगे खाने-पीने की दुकानों के लजीज व्यंजन का भी लोगों ने तुफान
प्राथ जगमग खरीदारी भी की।

धियेटर के कलाकारों ने जीवंत
अभिनय से दर्शकों को मंत्र मुग्ध कर

शिक्षा विभाग के सह सचिव रविन्द्र
पाल सिंह मौजूद रहे।

साक्षरता अभियान से वंचितों को बेहतर शिक्षा मिलेगी

टर नोएडा, संवाददाता। बिरला
स्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी
बिमटेक) ने अपनी सामाजिक पहल
; तहत अपने स्थापना दिवस पर
साक्षरता अभियान की शुरुआत की।
शिक्षा अभियान के माध्यम से संस्थान
खानीय क्षेत्रों में बच्चे और वयस्क दोनों
; लिए बेहतर और गुणवत्तापूर्ण शिक्षा
ने के साथ ही साक्षरता संसाधनों तक
हूच बढ़ाने का प्रयास करेगा।

इस साक्षरता अभियान के अंतर्गत
खानीय समुदायों में साक्षरता और शिक्षा
ने बढ़ावा देने के लिए विशेष प्रयास
हए जाएंगे। दरअसल, यह पहल
माज की वंचित आबादी पर ध्यान
प्रित करते हुए शैक्षिक सशक्तिकरण
; माध्यम से समाज में योगदान देने का
भमटेक का एक महत्वपूर्ण प्रयास है।
तापी इंडिया के बोर्ड निदेशक और



स्थापना दिवस पर गुरुवार को एअन इंडिया इंश्योरेंस ग्रोकर्स के अध्यक्ष सौरभ वर्मा,
बिमटेक निदेशक डॉ. प्रवीणा राजीव, हिताची इंडिया के बोर्ड निदेशक आशुतोष अंशु,
निदेशक और डीन अकादमिक के उपनिदेशक पंकज प्रिया और एपी शुक्ला मौजूद रहे।

सीएचआरओ आशुतोष अंशु ने कहा
कि हमेशा प्रश्न पूछने और ज्ञान प्राप्त
करने के माध्यम से जिज्ञासा को बढ़ावा
देना चाहिए। वहीं, एअन इंडिया

इंश्योरेंस ग्रोकर्स प्राइवेट लिमिटेड के
प्रेसिडेंट सौरभ वर्मा ने कहा कि जैसे ही
आप कॉर्पोरेट की दुनिया में प्रवेश करते
हैं तो अपने अल्पा मंटर और मातृ-पिता

बिमटेक की विरासत को मजबूत करेगा अभियान

बिमटेक की डायरेक्टर डॉ. प्रवीणा
राजीव ने कहा कि यह साक्षरता
अभियान बिमटेक की सामाजिक
जिम्मेदारी और इन्वैशन की
समृद्ध विरासत को उल्लेखनीय
रूप से मजबूत करेगा। इस पहल
के तहत संस्थान की ओर से
संसार वैज्ञानिक बनाकर, शैक्षिक
संसाधन प्रदान करके मेटरिजियल
प्रदान करके और सहयोगात्मक
प्रयासों के माध्यम से साक्षरता
कार्यक्रम आयोजित किए जाएंगे।

को गौरवान्वित होने का अवसर दें।
इसके लिए अपने आप में निवेश करें,
सार्विक संबंध विकसित करें और समय
और ऊर्जा बुद्धिमान से समर्पित करें।

PUBLICATION : Gujarat Pranam

DATE : 04.10.2024

EDITION : Ahmedabad



બીમટેકે મહાત્મા ગાંધીની ૧૫૫મી જન્મતિથિ પ્રસંગે ૩૭મા સ્થાપના દિને 'સાક્ષરતા અભિયાન' કેમ્પેઈન લોન્ચ કર્યું



ગ્રેટર નોર્થડા, ૨ ઓક્ટોબર, ૨૦૨૪ – મહાત્મા ગાંધીની ૧૫૫મી જન્મતિથિના પ્રસંગે બિરલા ઈન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) સ્થાનિક સમુદાયોમાં સાક્ષરતા અને શિક્ષણને પ્રોત્સાહન આપવાના ઉદ્દેશથી તેની સામાજિક પહેલ 'સાક્ષરતા અભિયાન' કેમ્પેઈનના લોન્ચની જાહેરાત કરતા રોમાંચ અનુભવે છે.

આ પહેલ સમાજના વંચિત લોકો પર ધ્યાન આપતા શૈક્ષણિક સશક્તિકરણ દ્વારા સમાજમાં યોગદાન આપવાના બીમટેકના પ્રયાસોનો એક અભિન્ન ભાગ છે. આ કાર્યક્રમ સંસ્થાના ૩૭મા સ્થાપના દિવસની થીમ "The Future

Depends on What You Do Today" સાથે સંલગ્ન છે. સાક્ષરતા અભિયાન દ્વારા સંસ્થા સ્થાનિક વિસ્તારોમાં બાળકો અને પુષ્કો બંનેમાં ગુણવત્તાસભર શિક્ષણ અને સાક્ષરતા સંસાધનોની એક્સેસ વધારવાની ઈચ્છા રાખે છે.

માનવતા મુખ્ય અતિથિ શ્રી આશુતોષ અંશુ, બોર્ડ ઓફ ડિરેક્ટર અને સીએચઆરઓ, હિટાચી ઈન્ડિયા અને શ્રી સૌરભ વર્મા, પ્રેસિડેન્ટ, એઓન ઈન્ડિયા ઈન્શ્યોરન્સ બ્રોકર્સ પ્રાઇવેટ લિમિટેડે અતિથિ વિશેષ તરીકે આ પ્રસંગની શોભા વધારી હતી અને ઉપસ્થિત લોકોને આંતરદ્રષ્ટિપૂર્ણ પ્રવચન આપીને મંત્રમુગ્ધ કર્યા હતા.

હિટાચી ઈન્ડિયાના સીએચઆરઓ અને બોર્ડ ડિરેક્ટર શ્રી આશુતોષ અંશુએ જણાવ્યું હતું કે "સવાલો પૂછીને અને જ્ઞાન મેળવવાની ઝંખના રાખીને તમારી ક્ષતિહલતાનું જતન કરો.

PUBLICATION : Herald Young Leader

DATE : 04.10.2024

EDITION : Ahmedabad

PAGE No. : 07



बिमटेक ने लॉन्च किया 'साक्षरता अभियान'

महात्मा गांधी की 155वीं जयंती के अवसर पर बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने अपनी सामाजिक पहल के तहत 'साक्षरता अभियान' की शुरुआत करने की घोषणा की है। इस अभियान के अंतर्गत स्थानीय समुदायों में साक्षरता और शिक्षा को बढ़ावा देने के लिए विशेष प्रयास किए जाएंगे। यह पहल दरअसल समाज की वंचित आबादी पर ध्यान केंद्रित करते हुए शैक्षिक सशक्तिकरण के माध्यम से समाज में योगदान देने का बिमटेक का एक महत्वपूर्ण प्रयास है। यह अभियान संस्थान के 37वें स्थापना दिवस को थीम 'द फ्यूचर डिपेंड्स ऑन व्हाट यू डू टुडे' से भी मेल खाता है। साक्षरता

अभियान के माध्यम से, संस्थान स्थानीय क्षेत्रों में बच्चों और वयस्कों दोनों के लिए गुणवत्तापूर्ण शिक्षा और साक्षरता संसाधनों तक पहुंच बढ़ाने का प्रयास करेगा।

इस अभियान की लॉन्चिंग के अवसर पर आयोजित समारोह में हिताची इंडिया के बोर्ड निदेशक और सीएचआरओ श्री आशुतोष अंशु और ए.ओ.ए. इंडिया इन्फोरेस ब्लोकर्स प्राइवेट लिमिटेड के प्रेसिडेंट श्री सौरभ वर्मा मुख्य अतिथि के तौर पर शामिल हुए।

हिताची इंडिया के बोर्ड निदेशक और सीएचआरओ श्री आशुतोष अंशु ने इस दौरान अपने संबोधन में कहा, 'हमें हमेशा प्रश्न पूछने और ज्ञान प्राप्त करने के माध्यम से जिज्ञासा को बढ़ावा देना चाहिए।

यह भी जरूरी है कि हम दृढ़ संकल्प के साथ चुनौतियों को स्वीकार करें, व्यावहारिक बनें। आज के दौर में नेटवर्किंग भी महत्वपूर्ण है और याद रखें कि नेटवर्क दरअसल नेटवर्क के बराबर है। आपके कनेक्शन वास्तव में आपकी सफलता को एक नई ऊंचाई पर पहुंचा सकते हैं। और अंत में, किसी को जीवन के इस मंत्र को कभी नहीं भूलना चाहिए- जन्म, मृत्यु, विकल्प और किया। कभी हार न मानें, खुद पर विश्वास करें, प्रेरक लोगों से सीखें और हमेशा याद रखें कि कुछ भी असंभव नहीं है।'

ए.ओ.ए. इंडिया इन्फोरेस ब्लोकर्स प्राइवेट लिमिटेड के प्रेसिडेंट श्री सौरभ वर्मा ने कहा, 'जैसे ही आप कॉर्पोरेट दुनिया में प्रवेश करते हैं, अपने अल्फा मेटर और माता-पिता को गौरवान्वित होने का अवसर दें। इसके लिए जरूरी है कि अपने आप में निवेश करें, सार्थक संबंध विकसित करें और अपना समय और ऊर्जा बुद्धिमानी से समर्पित करें। अपनी पसंद के प्रति सचेत रहें और अपने ऐसे निर्णयों को अपनाएं जो आपको खुश और संतुष्ट करेंगे। रास्ते में आने वाले हर अवसर का लाभ उठाएं।'

PUBLICATION : Standard Herald
DATE : 04.10.2024
EDITION : Ahmedabad
PAGE No. : 07



બીમટેકે 'સાક્ષરતા અભિયાન' કેમ્પેઇન લોન્ચ કર્યું

મહાત્મા ગાંધીની ૧૫૫મી જન્મતિથિના પ્રસંગે બિરલા ઈન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) સ્થાનિક સમુદાયોમાં સાક્ષરતા અને શિક્ષણને પ્રોત્સાહન આપવાના ઉદ્દેશથી તેની સામાજિક પહેલ 'સાક્ષરતા અભિયાન' કેમ્પેઇનના લોન્ચની જાહેરાત કરતા રોમાંચ અનુભવે છે.

આ પહેલ સમાજના વંચિત લોકો પર ધ્યાન આપતા શૈક્ષણિક સશક્તિકરણ દ્વારા સમાજમાં યોગદાન આપવાના બીમટેકના પ્રયાસોનો એક અભિન્ન ભાગ છે. આ કાર્યક્રમ સંસ્થાના ૩૭મા સ્થાપના દિવસની થીમ "The Future Depends on What You Do Today" સાથે સંલગ્ન છે. સાક્ષરતા અભિયાન દ્વારા સંસ્થા સ્થાનિક વિસ્તારોમાં બાળકો અને પુખ્તો બંનેમાં ગુણવત્તાસભર શિક્ષણ અને

સાક્ષરતા સંસાધનોની એક્સેસ વધારવાની ઈચ્છા રાખે છે. હિટાચી ઈન્ડિયાના સીએચઆરઓ અને બોર્ડ ડિરેક્ટર શ્રી આશુતોષ અંશુએ જણાવ્યું હતું કે "સવાલો પૂછીને અને જ્ઞાન મેળવવાની ઝંખના રાખીને તમારી કુતૂહલતાનું જતન કરો, પ્રતિબદ્ધતા સાથે પડકારોને સ્વીકારો, આંતરદ્રષ્ટિ રાખો, નેટવર્કિંગ મહત્વનું છે અને યાદ રાખો કે નેટવર્ક એ નેટવર્થ બરાબર છે. તમારા કનેક્શન્સ તમારી સફળતા માટે મહત્વના પુરવાર થઈ શકે છે. એ.ઓ.ન ઈન્ડિયા ઈન્શ્યોરન્સ બ્રોકર્સ પ્રાઈવેટ લિમિટેડના પ્રેસિડેન્ટ શ્રી સૌરભ વર્માએ જણાવ્યું હતું કે "તમે કોર્પોરેટ વિશ્વમાં પ્રવેશો ત્યારે તમે જ્યાંથી શિક્ષણ મેળવ્યું છે તે સંસ્થા અને તમારા માતાપિતાનું ગૌરવ વધારો. પોતાની જાતમાં રોકાણ કરો, અર્થપૂર્ણ સંબંધો કેળવો અને તમારો સમય તથા ઊર્જાને સમજદારીપૂર્વક

ફાળવો. તમાપી પસંદગીઓ સમજીવિચારીને કરો અને જાતે એવા નિર્ણયો લો જેનાથી તમે ખુશ અને સંપન્ન હોવાનું અનુભવી શકો. માર્ગમાં જે પણ તક મળે તેને ઝડપી લો." સ્વાગત પ્રવચન દરમિયાન બીમટેકના ડિરેક્ટર ડો. પ્રવીણા રાજિબે જણાવ્યું હતું કે "સાક્ષરતા અભિયાન સામાજિક જવાબદારી અને નવીનતાના બીમટેકના વારસાને મજબૂત બનાવશે. આ પહેલ કમ્યુનિકેશન ચેનલ્સ ઊભી કરીને, શૈક્ષણિક સંસાધનો પૂરા પાડીને, મેન્ટરશિપ પૂરી પાડીને અને સહયોગાત્મક પ્રયાસો દ્વારા સાક્ષરતા કાર્યક્રમોનું આયોજન કરીને સ્થાનિક સ્કૂલો, બિન-નફાકારી સંસ્થાઓ અને યુવા કાર્યકરોને સશક્ત બનાવવા માંગે છે. અમે માનીએ છીએ કે આ પહેલ લોકોને સશક્ત બનાવશે અને એક મજબૂત, વધુ શિક્ષિત સમાજની રચનામાં યોગદાન આપશે."

PUBLICATION : Vrajkishan Bhoomi

DATE : 04.10.2024

EDITION : Ahmedabad

PAGE No. : 02

બીમટેકે મહાત્મા ગાંધીની ૧૫૫મી જન્મતિથિ પ્રસંગે ૩૭મા સ્થાપના દિને 'સાક્ષરતા અભિયાન' કેમ્પેઇન લોન્ચ કર્યું

વ્રજકિશનભૂમિ

ગ્રેટર નોઈડા, ૨ ઓક્ટોબર, ૨૦૨૪—મહાત્મા ગાંધીની ૧૫૫મી જન્મતિથિના પ્રસંગે બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) સ્થાનિક સમુદાયોમાં સાક્ષરતા અને શિક્ષણને પ્રોત્સાહન આપવાના ઉદ્દેશથી તેની સામાજિક પહેલ 'સાક્ષરતા અભિયાન' કેમ્પેઇનના લોન્ચની જાહેરાત કરતા રોમાંચ અનુભવે છે.

આ પહેલ સમાજના વંચિત લોકો પર ધ્યાન આપતા શૈક્ષણિક સશક્તિકરણ દ્વારા સમાજમાં યોગદાન આપવાના બીમટેકના પ્રયાસોનો એક અભિન્ન ભાગ છે. આ કાર્યક્રમ સંસ્થાના ૩૭મા સ્થાપના દિવસની થીમ "The Future Depends on What You Do Today" સાથે સંલગ્ન છે. સાક્ષરતા અભિયાન દ્વારા સંસ્થા સ્થાનિક વિસ્તારોમાં બાળકો અને પુષ્કો બંનેમાં ગુણવત્તાસભર શિક્ષણ



અને સાક્ષરતા સંસાધનોની એક્સેસ વધારવાની ઈચ્છા રાખે છે.

માનવતા મુખ્ય અતિથિ શ્રી આશુતોષ અંશુ, બોર્ડ ઓફ ડિરેક્ટર અને સીએચઆરઓ, હિટાચી ઈન્ડિયા અને શ્રી સૌરભ વર્મા, પ્રેસિડેન્ટ, એઓન ઈન્ડિયા ઈન્થોરન્સ બ્રોકર્સ પ્રાઇવેટ લિમિટેડે અતિથિ વિશેષ તરીકે આ પ્રસંગની શોભા વધારી હતી અને ઉપસ્થિત લોકોને આંતરદ્રષ્ટિપૂર્ણ પ્રવચન આપીને મંત્રમુગ્ધ કર્યા હતા.

હિટાચી ઈન્ડિયાના સીએચઆરઓ અને બોર્ડ ડિરેક્ટર શ્રી આશુતોષ અંશુએ જણાવ્યું હતું કે "સવાલો પૂછીને અને જ્ઞાન મેળવવાની ઝંખના રાખીને તમારી

કુતૂહલતાનું જતન કરો, પ્રતિબદ્ધતા સાથે પડકારોને સ્વીકારો, આંતરદ્રષ્ટિ રાખો, નેટવર્કિંગ મહત્વનું છે અને યાદ રાખો કે નેટવર્ક એ નેટવર્થ બરાબર છે. તમારા કનેક્શન્સ તમારી સફળતા માટે મહત્વના પુરવાર થઈ શકે છે. છેલ્લે, વ્યક્તિએ જીવનમંત્ર ન ભૂલવો જોઈએ: જન્મ, મૃત્યુ, પસંદગીઓ અને કામગીરી. હિંમત ન હારશો, પોતાની જાતમાં વિશ્વાસ રાખો, પ્રેરણાત્મક લોકો પાસેથી શીખો અને હંમેશા યાદ રાખો કે કશું જ અસંભવ નથી."

એઓન ઈન્ડિયા ઈન્થોરન્સ બ્રોકર્સ પ્રાઇવેટ લિમિટેડના પ્રેસિડેન્ટ શ્રી સૌરભ વર્માએ જણાવ્યું હતું કે "તમે કોર્પોરેટ વિશ્વમાં પ્રવેશો ત્યારે તમે જ્યાંથી શિક્ષણ મેળવ્યું છે તે સંસ્થા અને તમારા માતાપિતાનું ગૌરવ વધારો. પોતાની જાતમાં રોકાણ કરો, અર્થપૂર્ણ સંબંધો કેળવો અને તમારો સમય તથા ઊર્જાને સમજદારીપૂર્વક ફાળવો.

PUBLICATION : Spasht Awaz

DATE : 04.10.2024

EDITION : Lucknow

PAGE No. : 02



गांधी जयंती पर बिमटेक का 'साक्षरता अभियान' शुरु

नयी दिल्ली। महात्मा गांधी की 155वीं जयंती के अवसर पर बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने अपनी सामाजिक पहल के तहत 'साक्षरता अभियान' की शुरुआत की घोषणा की है। इस अभियान के अंतर्गत स्थानीय समुदायों में साक्षरता और शिक्षा को बढ़ावा देने के लिए विशेष प्रयास किए जाएंगे। यह पहल दरअसल समाज की वंचित आबादी पर ध्यान केंद्रित करते हुए शैक्षिक सशक्तिकरण के माध्यम से समाज में योगदान देने का बिमटेक का महत्वपूर्ण प्रयास है। यह अभियान संस्थान के 37वें स्थापना दिवस की थीम 'द फ्यूचर डिपेंड्स ऑन व्हाट यू डू टुडे' से मेल खाता है। साक्षरता अभियान के माध्यम से संस्थान स्थानीय क्षेत्रों में बच्चों और वयस्कों के लिए गुणवत्तापूर्ण शिक्षा और साक्षरता संसाधनों तक पहुँच बढ़ाने का प्रयास करेगा। हिताची इंडिया के बोर्ड निदेशक सीएचआरओ आशुतोष अंशु और एऑन इंडिया इश्योरेंस ब्रोकर्स प्रालि के प्रेसिडेंट सौरभ वर्मा मुख्य अतिथि ने कहा कि हमें हमेशा प्रश्न पूछने और ज्ञान प्राप्त करने के माध्यम से जिज्ञासा को बढ़ावा देना चाहिए। यह भी जरूरी है कि हम दृढ़ संकल्प के साथ चुनौतियों को स्वीकार करें, व्यावहारिक बनें। आज नेटवर्किंग भी महत्वपूर्ण है।

PUBLICATION : Everyday News

DATE : 04.10.2024

EDITION : Lucknow

PAGE No. : 08



महात्मा गांधी की 155वीं जयंती के उपलक्ष्य में बिमटेक ने अपने 37वें स्थापना दिवस पर लॉन्च किया 'साक्षरता अभियान'

लखनऊ, एवरीडे न्यूज संवाददाता। महात्मा गांधी की 155वीं जयंती के अवसर पर बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने अपनी सामाजिक पहल के तहत 'साक्षरता अभियान' की शुरुआत करने की घोषणा की है। इस अभियान के अंतर्गत स्थानीय समुदायों में साक्षरता और शिक्षा को बढ़ावा देने के लिए विशेष प्रयास किए जाएंगे। यह पहल दरअसल समाज की वंचित आबादी पर ध्यान केंद्रित करते हुए शैक्षिक सशक्तिकरण के माध्यम से समाज में योगदान देने का बिमटेक का एक महत्वपूर्ण प्रयास है। यह अभियान संस्थान के 37वें स्थापना दिवस की थीम 'द फ्यूचर डिपेंड्स ऑन व्हाट यू डू टुडे' से भी मेल खाता है। साक्षरता अभियान के माध्यम से, संस्थान स्थानीय क्षेत्रों में बच्चों और वयस्कों दोनों के लिए गुणवत्तापूर्ण शिक्षा और साक्षरता संसाधनों तक पहुँच बढ़ाने का प्रयास करेगा।

PUBLICATION : Readers Messengers

DATE : 04.10.2024

EDITION : Lucknow

PAGE No. : 03



महात्मा गांधी की 155वीं जयंती के उपलक्ष्य में बिमटेक ने अपने 37वें स्थापना दिवस पर लॉन्च किया 'साक्षरता अभियान'

लखनऊ। महात्मा गांधी की 155वीं जयंती के अवसर पर बिमटेक इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने अपनी सामाजिक पहल के तहत 'साक्षरता अभियान' की शुरुआत करने की घोषणा की है। इस अभियान के अंतर्गत स्थानीय समुदायों में साक्षरता और शिक्षा को बढ़ावा देने के लिए विशेष प्रयास किए जाएंगे। यह पहल दरअसल समाज की वर्चिष्ठ आबादी पर ध्यान केंद्रित करते हुए शैक्षिक सशक्तिकरण के माध्यम से समाज में योगदान देने का बिमटेक का एक महत्वपूर्ण प्रयास है। यह अभियान संस्थान के 37वें स्थापना दिवस की थीम 'द फ्यूचर डिपेंड्स ऑन व्हाट यू डू टुडे' से भी मेल खाता है। साक्षरता अभियान के माध्यम से, संस्थान स्थानीय क्षेत्रों में बच्चों और वयस्कों दोनों के लिए गुणवत्तापूर्ण शिक्षा और साक्षरता संसाधनों तक पहुँच बढ़ाने का प्रयास करेगा। इस अभियान की लॉन्चिंग के अवसर पर आयोजित समारोह में हिताची इंडिया के बोर्ड निदेशक और सीएचआरओ श्री आशुतोष अंशु और एऑन इंडिया इंश्योरेंस ब्रोकर्स प्राइवेट लिमिटेड के प्रेसिडेंट श्री सौरभ वर्मा मुख्य अतिथि के तौर पर शामिल हुए। हिताची इंडिया के बोर्ड निदेशक और सीएचआरओ श्री आशुतोष अंशु ने इस दौरान अपने संबोधन में कहा, "हमें हमेशा प्रश्न पूछने और ज्ञान प्राप्त करने के माध्यम से जिज्ञासा को बढ़ावा देना चाहिए। यह भी जरूरी है कि हम दृढ़ संकल्प के साथ चुनौतियों को स्वीकार करें, व्यावहारिक बनें।"

PUBLICATION : Telegana Today
DATE : 04.10.2024
EDITION : Hyderabad, Telangana
PAGE No. : 02



Telangana Today

HYDERABAD

BIMTECH's social initiative



Birla Institute of Management Technology (BIMTECH) announced the launch of its social initiative "Saaksharta Abhiyaan" campaign aimed at promoting literacy and education within the local communities. Through "Saaksharta Abhiyaan", the institution seeks to enhance access to quality education and literacy resources both for children and adults in local areas.

PUBLICATION : Palash News

DATE : 07.10.2024

EDITION : Ahmedabad

PAGE No. : 03

महात्मा गांधी की 155वीं जयंती के उपलक्ष्य में बिमटेक ने अपने 37वें स्थापना दिवस पर लाँच किया 'साक्षरता अभियान'



गुंटुर नोएडा, 2 अक्टूबर, 2024- महात्मा गांधी की 155वीं जयंती के अवसर पर बिमटेक इन्स्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने अपनी सामाजिक पहल के तहत 'साक्षरता अभियान' को शुरूआत करने की घोषणा की है। इस अभियान के अंतर्गत स्थानीय समुदायों में साक्षरता और कौशल को बढ़ावा देने के लिए विशेष प्रयास किए जाएंगे। यह पहल दरअसल समाज को जांचित आवादी पर ध्यान केंद्रित करते हुए शैक्षिक असाक्षरता के माध्यम से समाज में योगदान देने का बिमटेक का एक महत्वपूर्ण प्रयास है। यह अभियान संस्थान के 37वें स्थापना दिवस की थीम 'द फ्यूचर डिपेंड्स ऑन क्वॉलिटी ऑफ़ ट्यूटर्स' से भी गैर जुड़ा है। साक्षरता अभियान के माध्यम से, संस्थान स्थानीय क्षेत्रों में बच्चों और वयस्कों दोनों के लिए गुणवत्तापूर्ण शिक्षा और साक्षरता संसाधनों तक पहुंच बढ़ाने का प्रयास करेगा।

इस अभियान की शान्ति के अवसर पर आयोजित समारोह में हिताची इंडिया के बोर्ड निदेशक और सीएचआरओ श्री अशुतोष अंगु और एअन इंडिया इन्वोर्मेंस बोर्डर्स प्राइवेट लिमिटेड के प्रेसिडेंट श्री सौरभ चर्मा मुख्य अतिथि के तौर पर शामिल हुए। हिताची इंडिया के बोर्ड निदेशक और सीएचआरओ श्री आशुतोष अंगु ने इस दौरान अपने संबोधन में कहा, "हमें हमेशा प्रश्न पूछने और ज्ञान प्राप्त करने के माध्यम से जिज्ञासा को बढ़ावा देना चाहिए। यह भी जरूरी है कि हम दृढ़ संकल्प के साथ नवीनता को स्वीकार करें, व्यावहारिक बनें। आज के दौर में नेटवर्किंग भी महत्वपूर्ण है और यह रखें कि नेटवर्क दरअसल नेटवर्क के बराबर है। आपके कनेक्शन वास्तव में आपको सफलता को एक नई ऊंचाई पर पहुंचा सकते हैं। और अंत में, किसी को जीवन के इस भंज को कभी नहीं भूलना चाहिए- जन्म, मृत्यु, विकल्प और क्रिया। कभी हार न मनें, खुद पर विश्वास करें, प्रेरक लोगों से सीखें और हमेशा याद रखें कि कुछ भी असंभव नहीं है।" एअन इंडिया इन्वोर्मेंस बोर्डर्स प्राइवेट लिमिटेड के प्रेसिडेंट श्री सौरभ चर्मा ने कहा, "जैसे ही आप कॉर्पोरेट दुनिया में प्रवेश करते हैं, अपने अल्पा मेटर और माता-पिता को गौरवान्वित होने का अवसर दें। इसके लिए जरूरी है कि अपने आप में निवेश करें, सार्थक संबंध विकसित करें और अपना समय और ऊर्जा बुद्धिमानी से समर्पित करें। अपनी परसंद के प्रति सचेत रहें और अपने ऐसे निर्णयों को अपनाएं जो आपको खुश और संतुष्ट करेंगे। रास्ते में अने वाले हर अवसर का लाभ उठाएं।" स्वगत भाषण के दौरान, बिमटेक की छात्रेकर डॉ. प्रवीणा राजीव ने कहा, "यह साक्षरता अभियान बिमटेक की सामाजिक जिम्मेदारी और इनीवेशन की समृद्ध विरासत को उल्लेखनीय रूप से मजबूत करेगा। इस पहल के तहत संस्थान की ओर से संचार चैनल बनाकर, शैक्षिक संसाधन प्रदान करके, मेंटरशिप प्रदान करके और सहयोगात्मक प्रयासों के माध्यम से आभारपूर्ण कार्यात्मक आयोजित किए जाएंगे। इस तरह हम स्थानीय स्कूलों, गैर-साभकारी संगठनों और युवा स्वयंसेवकों को सलाह बनाने की दिशा में प्रभावी कदम उठाएंगे। हमारा मानना है कि यह पहल व्यक्तियों को सलाह बनाएगी और एक मजबूत, अधिक शिक्षित समाज बनाने में योगदान देगी।"

कार्यक्रम के दौरान संकाय सदस्यों प्रोफेसर गरिमा मलिक, डॉ. खानिंद मीराच, दास और डॉ. पूजा मलिक को शैक्षणिक वर्ष 2023-24 के लिए सर्वश्रेष्ठ शोधकर्ता पुरस्कार से सम्मानित किया गया। यह पुरस्कार उनके संशोधित क्षेत्रों में अकादमिक शोध और उत्कृष्टता के प्रति उनके योगदान का प्रमाण है। अपने संस्थापक स्वर्गीय परमेश्वर बिबुला से प्रेरित होकर, बिमटेक ने पीजीडीएम, पीजीडीएम-इंटरनेशनल बिजनेस (आईबी), पीजीडीएम-रिट ए. मैनेजमेंट (आरएम), और पीजीडीएम-इंटरनेस बिजनेस मैनेजमेंट (आईबीएम) जैसे अभिनव कार्यक्रमों का बीड़ा उठाया, जिससे छात्रों को वैश्व स्तर पर उद्योग के रूप में विकसित होने का मौका मिला। बिजनेस टुडे-एमपीआरएथेस्ट-बी-स्कूल रैंकिंग 2023 के अनुसार, बिमटेक ने भारत के शीर्ष निजी बी-स्कूलों में 17वां स्थान प्राप्त किया है। इसके अलावा, बिमटेक अब एएसीएसबी से मान्यता प्राप्त है, जो शीर्ष वैश्विक रूप से मान्यता प्राप्त बी-स्कूलों को आशुतोष लीग में शामिल हो गया है। प्रबंधन शिक्षा में उत्कृष्ट संस्थान को 7000 से अधिक पूर्व छात्रों के नेटवर्क का सम्मान समारोह शामिल है।

कार्यक्रम के दौरान संकाय सदस्यों प्रोफेसर गरिमा मलिक, डॉ. खानिंद मीराच, दास और डॉ. पूजा मलिक को शैक्षणिक वर्ष 2023-24 के लिए सर्वश्रेष्ठ शोधकर्ता पुरस्कार से सम्मानित किया गया। यह पुरस्कार उनके संशोधित क्षेत्रों में अकादमिक शोध और उत्कृष्टता के प्रति उनके योगदान का प्रमाण है। अपने संस्थापक स्वर्गीय परमेश्वर बिबुला से प्रेरित होकर, बिमटेक ने पीजीडीएम, पीजीडीएम-इंटरनेशनल बिजनेस (आईबी), पीजीडीएम-रिट ए. मैनेजमेंट (आरएम), और पीजीडीएम-इंटरनेस बिजनेस मैनेजमेंट (आईबीएम) जैसे अभिनव कार्यक्रमों का बीड़ा उठाया, जिससे छात्रों को वैश्व स्तर पर उद्योग के रूप में विकसित होने का मौका मिला। बिजनेस टुडे-एमपीआरएथेस्ट-बी-स्कूल रैंकिंग 2023 के अनुसार, बिमटेक ने भारत के शीर्ष निजी बी-स्कूलों में 17वां स्थान प्राप्त किया है। इसके अलावा, बिमटेक अब एएसीएसबी से मान्यता प्राप्त है, जो शीर्ष वैश्विक रूप से मान्यता प्राप्त बी-स्कूलों को आशुतोष लीग में शामिल हो गया है। प्रबंधन शिक्षा में उत्कृष्ट संस्थान को 7000 से अधिक पूर्व छात्रों के नेटवर्क का सम्मान समारोह शामिल है।

ONLINE COVERAGE

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Press Release: BIMTECH Launches 'Saaksharta Abhiyaan' Campaign on 37th Foundation Day

Sr. No.	Publication	Links	Reach	PR Value
1	IANS	https://ians.in/vmpl/bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark155th-birth-anniversary-of-mahatma-gandhi	-	-
2	Business Standard	https://www.business-standard.com/content/pressreleases-ani/bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155thbirth-anniversary-of-mahatma-gandhi124100300937_1.html	15M	1,81,500
3	ANI	https://aninews.in/news/business/bimtech-launchessaaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi20241003173352/	2M	27500
4	The Print	https://theprint.in/ani-press-releases/bimtech-launches-saaksharta-abhiyaan-campaign-on-37thfoundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi/2295874/	6M	-
5	The Week	https://www.theweek.in/wire-updates/business/2024/10/03/dcm73--mahatma-gandhi.html	1M	-
6	PTI	https://www.ptinews.com/press-release/BIMTECH-Launches-'Saaksharta-Abhiyaan'-Campaign-on-37th-Foundation-Day-to-Mark-155th-Birth-Anniversary-ofMahatma-Gandhi/1872082	0.26M	-
7	Revoi	https://english.revoi.in/bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi/	-	-



8	Lokmat English	https://www.lokmattimes.com/business/bimtechlaunches-saaksharta-abhiyaan-campaign-on-37thfoundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi/	4M	-
9	The CEO Magazine	https://www.theceo.in/press-release/bimtech-launches-saaksharta-abhiyaan-campaign-on-37thfoundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi	-	-
10	Dailyhunt	http://dhunt.in/WSEwR	14M	-
11	Latestly_	https://www.latestly.com/agency-news/businessnews-bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155thbirth-anniversary-of-mahatma-gandhi-6315332.html	4M	-
12	Jaipur Times	https://en.jaipurtimes.org/bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatmaGandhi	-	-
13	Sangri Today Spotlight	https://www.sangritoday.com/spotlight/bimtechlaunches-saaksharta-abhiyaan-campaign-on-37thfoundation-day-to-mark-155th-birth-anniversary-of-mahatma-Gandhi	-	-
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15	India Dazzle	https://www.indiadazzle.com/bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi	-	-
16	Sangri Times	https://en.sangritimes.com/bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatmaGandhi	-	-
17	Nation Republiq	https://www.nationrepubliq.com/bimtech-launchessaaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatmaGandhi	-	-



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22	Rabale	https://rabale.com/news/26531	-	-
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25	India state News	https://indiastatenews.co.in/news/35051/	-	-
26	Indian Press Wire	https://indianpresswire.co.in/agency-news/14643/	-	-
27	Manipur News World	https://manipurnewsworld.in/news/23990	-	-
28	Indian Pulse Media	https://indianpulsemedia.co.in/news/42152	-	-
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TOTAL	46.59M	2,09,000
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www.ians.in

<https://ians.in/vmpl/bimtech-launches-saaksharta-abhiyaan-campaign-on-37thfoundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi>

IANS

BIMTECH Launches 'Saaksharta Abhiyaan' Campaign on 37th Foundation Day to Mark 155th Birth Anniversary of Mahatma Gandhi



Greater Noida, October 3, 2024: To mark the 155th birth anniversary of Mahatma Gandhi, Birla Institute of Management Technology (BIMTECH) is thrilled to announce the launch of its social initiative "Saaksharta Abhiyaan" campaign aimed at promoting literacy and education within the local communities.

The initiative constitutes an integral part of BIMTECH's endeavour to contributing to society through educational empowerment focusing on underprivileged populations of the society. The event also coincides with the theme of the institution's 37th foundation day "The Future Depends on What You Do Today". Through "Saaksharta Abhiyaan", the institution seeks to enhance access to quality education and literacy resources both for children and adults in local areas.

Distinguished Chief Guest Mr. Ashutosh Anshu, Board Director and CHRO at Hitachi India, and guest of honor Mr. Saurabh Verma, President at Aon India Insurance Brokers Pvt. Ltd, graced the occasion by delivering insightful addresses that enlightened the attendees.

www.business-standard.com

https://www.business-standard.com/content/press-releases-ani/bimtech-launchessaaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birthanniversary-of-mahatma-gandhi-124100300937_1.html

Business Standard
Thursday, October 17, 2024 | 12:57 PM IST EN | Hindi

BIMTECH Launches 'Saaksharta Abhiyaan' Campaign on 37th Foundation Day to Mark 155th Birth Anniversary of Mahatma Gandhi



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www.aninews.in

<https://aninews.in/news/business/bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatmagandhi20241003173352/>



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www.theweek.in

<https://www.theweek.in/wire-updates/business/2024/10/03/dcm73--mahatmagandhi.html>

THEWEEK

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www.ptinews.com

<https://www.ptinews.com/press-release/BIMTECH-Launches-'Saaksharta-Abhiyaan'->

Campaign-on-37th-Foundation-Day-to-Mark-155th-Birth-Anniversary-of-Mahatma-Gandhi/1872082

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BIMTECH Launches 'Saaksharta Abhiyaan' Campaign on 37th Foundation Day to Mark 155th Birth Anniversary of Mahatma Gandhi



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<https://english.revoi.in/bimtech-launches-saaksharta-abhiyaan-campaign-on-37thfoundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi/>

REVOI
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www.lokmatimes.com

<https://www.lokmatimes.com/business/bimtech-launches-saaksharta-abhiyaancampaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatmagandhi/>

LOKMAT TIMES

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www.theceo.in

<https://www.theceo.in/press-release/bimtech-launches-saaksharta-abhiyaancampaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatmagandhi>

The CEO Magazine®

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www.dailyhunt.in

<https://m.dailyhunt.in/news/india/english/sangri+today-epaperdhca0872bf801748bd9f43791084210e94/bimtech+launches+saaksharta+abhiyaan+ca>

[mpaign+on+37th+foundation+day+to+mark+155th+birth+anniversary+of+mahatma+gandhi-newsid-dhca0872bf801748bd9f43791084210e94_49653390818411ef9fbf33c9a8d5096a?sm=Y](https://www.latestly.com/agency-news/business-news-bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi-6315332.html)



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www.latestly.com

<https://www.latestly.com/agency-news/business-news-bimtech-launches-saaksharta-abhiyaan-campaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi-6315332.html>

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www.en.jaipurtimes.org

<https://en.jaipurtimes.org/bimtech-launches-saaksharta-abhiyaan-campaign-on-37thfoundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi>

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www.sangritoday.com

<https://www.sangritoday.com/spotlight/bimtech-launches-saaksharta-abhiyaancampaign-on-37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi>

Sangri Today

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www.devdiscourse.com

<https://www.devdiscourse.com/article/business/3109402-bimtech-launchessaaksharata-abhiyaan-to-boost-local-literacy-on-gandhis-155th-birth-anniversary>



BIMTECH Launches 'Saaksharat Abhiyaan' to Boost Local Literacy on Gandhi's 155th Birth Anniversary



The 'Saaksharat Abhiyaan' project stands as a cornerstone of BIMTECH's enduring commitment to uplifting underprivileged sectors through educational empowerment. The initiative, which aligns with the theme of BIMTECH's 37th foundation day, seeks to enhance access to education for both children and adults. Esteemed guests Ashutosh Anshu from Hitachi India and Saurabh Verma of Aon India addressed the assembled attendees with inspirational messages.

www.indiadazzle.com

<https://www.indiadazzle.com/bimtech-launches-saaksharta-abhiyaan-campaign-on37th-foundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi>



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www.en.sangritimes.com

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www.nationrepublic.com

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thehindustanexpress.co.in

<https://thehindustanexpress.co.in/archives/27380/>



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www.popularreads.co

<https://popularreads.co/bimtech-launches-saaksharta-abhiyaan-campaign-on-37thfoundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi-2/>

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www.knowthatsall.com

<https://knowthatsall.com/bimtech-launches-saaksharta-abhiyaan-campaign-on-37thfoundation-day-to-mark-155th-birth-anniversary-of-mahatma-gandhi/>

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www.newseagleindia.in

<https://newseagleindia.in/archives/26956/>



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www.rabale.com

<https://rabale.com/news/26531>

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www.indiatimesnews.co.in

<https://indiatimesnews.co.in/archives/25796/>



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www.panjabnewsupdate.in

<https://panjabnewsupdate.in/agency-news/17348/>



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www.indiastateneews.co.in

<https://indiastateneews.co.in/news/35051/>



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www.indianpresswire.co.in

<https://indianpresswire.co.in/agency-news/14643/>



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www.manipurnewsworld.in

<https://manipurnewsworld.in/news/23990>



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www.indianpulsemedia.co.in

<https://indianpulsemedia.co.in/news/42152>

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www.newswaveindia.co.in

<https://newswaveindia.co.in/agency-news/14491>



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www.indiastoryline.co.in

<https://indiastoryline.co.in/news/24026>



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www.latestnewskarnataka.in

<https://latestnewskarnataka.in/agency-news/17327/>

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www.nagalandnews24x7.in

<https://nagalandnews24x7.in/archives/25406/>

NAGALAND NEWS 24X7

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www.newspulseindia.co.in

<https://newspulseindia.co.in/agency-news/17344/>

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mizoramnewsbuzz.in

<https://mizoramnewsbuzz.in/archives/27330/>



BIMTECH Launches 'Saaksharta Abhiyaan' Campaign on 37th Foundation Day to Mark 155th Birth Anniversary of Mahatma Gandhi



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The initiative constitutes an integral part of BIMTECH's endeavour to contributing to society through educational empowerment focussing on underprivileged populations of the society. The event also coincides with the theme of the institution's 37th foundation day "The Future Depends on What You Do Today". Through "Saaksharta Abhiyaan", the institution seeks to enhance access to quality education and literacy resources both for children and adults in local areas.

Distinguished Chief Guest Mr. Ashutosh Anshu, Board Director and CHRO at Hitachi India, and guest of honor Mr. Saurabh Verma, President at Aon India Insurance Brokers Pvt. Ltd, graced the occasion by delivering insightful addresses that enlightened the attendees.

www.mizoramnewsvoice.in

<https://mizoramnewsvoice.in/news/26698>

MIZORAM

NEWS VOICE

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www.biharnewswatch.in

<https://biharnewswatch.in/agency-news/17152/>

BIHAR NEWS WATCH

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www.rajasthannewstime.in

<https://rajasthannewstime.in/news/37838/>



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www.rajasthanheadlines.in

<https://rajasthanheadlines.in/news/26816>



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www.indianpressconnect.co.in

<https://indianpressconnect.co.in/news/42107>

INDIAN PRESS CONNECT

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www.indiannewsviews.co.in

<https://indiannewsviews.co.in/agency-news/14668/>



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www.odishanewsvoice.in

<https://odishanewsvoice.in/archives/27337/>

Odisha

NEWS VOICE

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www.latestnewshimachal.in

<https://latestnewshimachal.in/agency-news/17236/>



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INDUSTRY STORY

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INDUSTRY STORY: <u>How India's B-schools are preparing graduates for success in an era of digitisation and generative AI transformation</u>				
No.	Publication	Link	Reach	PR Value
1	Business Today	https://www.businesstoday.in/magazine/cover-story/story/how-indiasb-schools-are-preparing-graduates-for-success-in-an-era-of-digitisation-and-generative-ai-transformation447977-2024-09-28	195K	2,00,000
2	AI Leap	https://www.aileap.ai/news/howindias-b-schools-are-preparing-graduates-for-success-in-an-era-ofdigitisation-and-generative-aitransformation-xdz016dcc	-	-



Social Media				
No.	Publication	Link	Reach	PR Value
1	Business Today	https://x.com/business_today/status/1840077519023738954	1 M	-
2	Business Today	https://www.facebook.com/BusinessToday/photos/25yearsofthebestschools-as-ai-transforms-industries-globally-businessschools-co/966539235520455/?rdr	1.9M	-
TOTAL			3.095M	2,00,000

www.businesstoday.in

<https://www.businesstoday.in/magazine/cover-story/story/how-indias-bschools-are-preparing-graduates-for-success-in-an-era-of-digitisation-andgenerative-ai-transformation-447977-2024-09-28>



Business Today

How India's B-schools are preparing graduates for success in an era of digitisation and generative AI transformation



Almost all firms, big and small, are investing heavily in embracing Gen AI. This will have an impact on the traditional job roles... while new job responsibilities will emerge for students

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

www.aileap.ai

<https://www.aileap.ai/news/how-indias-b-schools-are-preparing-graduates-for-success-in-an-era-of-digitisation-and-generative-ai-transformation-xdz016dcc>



How India's B-schools are preparing graduates for success in an era of digitisation and generative AI transformation



B-schools in India are adapting to the challenges posed by digitisation and generative AI, focusing on bridging the skills gap for graduates. The placement season has revealed a dismal job market, with many graduates struggling to secure positions. Despite top institutions like IIM Calcutta maintaining their rankings, the evolving corporate landscape demands a shift in educational approaches.

The integration of AI into business practices is reshaping job roles, necessitating a curriculum overhaul in B-schools. Companies are increasingly prioritizing technical skills over traditional qualifications, leading to a demand for graduates who can navigate the complexities of a tech-driven world. Institutions are responding by embedding AI-related content into their programs and collaborating with industry professionals to ensure relevance.

SOCIAL MEDIA

[x.com](https://www.x.com)

https://x.com/business_today/status/1840077519023738954

← Post

Business Today
@business_today

#25YearsOfBTBestBSchools | As #AI transforms industries globally, business schools confront new challenges and opportunities. Amid this landscape of transformative change, which #BSchools are rising to the challenge?

#BTBestBSchools2024 | Check out the latest ranking of India's #BestBSchools that are leading the way in transforming education into employment in the Silver Jubilee Edition of @business_today - On Stands Now!

Read #BTCoverStory: tinyurl.com/yxx8e4as

Know more about this special #BTMagazine issue: tinyurl.com/yun3yd3z



10:44 PM · Sep 28, 2024 · 11.3K Views

www.facebook.com

<https://www.facebook.com/BusinessToday/photos/25yearsofbtbestbschools-asai-transforms-industries-globally-business-schools-co/966539235520455/?rdr>



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INDUSTRY STORY: <u>25-Year Special Issue Silver Jubilee Edition of Business Today's Best B-Schools Rankings</u>				
No.	Publication	Link	Reach	PR Value
1	Business Today	https://www.businesstoday.in/bt-tv/video/25-year-special-issue-silver-jubilee-edition-of-business-todays-bestb-schools-rankings-448078-2024-09-30	195K	2,00,000
2	MSN	https://www.msn.com/en-in/video/money/how-technology-and-industry-changes-are-shaping-mbaplacement/vi-AA1rCM3H	-	-
Social Media				
No.	Publication	Link	Reach	PR Value
1	Business Today	https://www.youtube.com/watch?v=KiJsQ832_0	2.69M	-

<https://www.businesstoday.in/bt-tv/video/25-year-special-issue-silver-jubileedition-of-business-todays-best-b-schools-rankings-448078-2024-09-30>

Business Today

25-Year Special Issue | Silver Jubilee Edition Of Business Today's Best B-Schools Rankings



The Silver Jubilee Edition of the Business Today-MDRA India's Best B-schools Survey is out, marking 25 years of tracking the country's top business schools. This edition captures the major shifts occurring in B-schools, where both students and faculty are preparing for an AI-driven world. In the overall rankings, IIM Calcutta takes the top spot, followed by IIM Lucknow in second place. The S.P. Jain Institute of Management & Research (SPJIMR) is ranked third, with IIM Kozhikode and IIM Indore rounding out the top five. For one-year programs, the Indian School of Business (ISB) Hyderabad is ranked first, while IIM Ahmedabad, IIM Bangalore, IIM Calcutta, and IIM Kozhikode follow closely behind in the second, third, fourth, and fifth positions, respectively. In the executive programs category, IIM Ahmedabad leads the rankings, followed by IIM Bangalore, ISB Hyderabad, IIM Calcutta, and IIM Lucknow, which round out the top five. The top EdTech platforms for management courses include UpGrad at the top, followed by Coursera, Nulearn, Great Learning, and Emeritus. This special edition highlights how B-schools are evolving to bridge the gap between education and employment in a rapidly changing business world.

www.msn.com

<https://www.msn.com/en-in/video/money/how-technology-and-industrychanges-are-shaping-mba-placement/vi-AA1rCM3H>



How Technology And Industry Changes Are Shaping MBA Placement?

In a discussion about why MBA graduates are facing placement challenges, Prof. Ram Kumar Kakani, Director of IIM Raipur, sheds light on two critical aspects. First, he notes that placements are often cyclical and closely tied to macroeconomic conditions and election cycles in countries where recruitment takes place, such as the US, UK, India, and China. In FY22-24, elections in 76 countries created uncertainty in the recruitment market, impacting placements. Second, Prof. Kakani emphasizes the changing industry needs, where technological advancements have reduced the demand for certain roles, particularly in consulting. He stresses the importance of aligning MBA curriculums with the evolving needs of the industry, such as multilingual skills, social media expertise, and knowledge in emerging sectors like healthcare and sports management. He also points out the significance of behavioral competencies and ensuring that candidates are aware of what is most important for their career growth, rather than being influenced by social pressures or trends. Prof. Kakani underscores the need for regular industry interactions to ensure that the skills taught in MBA programs meet the demands of the job market, helping graduates succeed in an increasingly competitive environment. [See less](#)

SOCIAL MEDIA

www.youtube.com

https://www.youtube.com/watch?v=KiIsQ832_0



The image shows a YouTube video player interface. At the top center is the YouTube logo with 'IN' to its right. Below the logo is the video title: "25-Year Special Issue | Silver Jubilee Edition Of Business Today's Best B-Schools Rankings". The video player itself features a man in a blue suit, Siddharth Zarabi, sitting at a desk with a laptop. The video has several overlays: the "btTV" logo in the top left, a "25 Best Schools 25 YEARS SILVER JUBILEE EDITION" badge in the top right, and a "Subscribe" button in the bottom right. The video player controls at the bottom show a progress bar at 0:02 / 1:01:13, along with play, volume, and other standard controls.

AUTHORED **ARTICLE**

INDEX

Authored Article- Abhishek Gupta & Khanindra Das

No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	10.10.2024	The Hindu Business Line	7	National	290000	3,02,500

No.	Publication	Links	Reach	PR Value
1	The Hindu Business Line	https://www.thehindubusinessline.com/opinion/focus-on-investment-demanddrivers/article68741113.ece	2M	302500

PUBLICATION : The Hindu Business Line

DATE : 10.10.2024

EDITION : National



www.thehindubusinessline.com

<https://www.thehindubusinessline.com/opinion/focus-on-investment-demanddrivers/article68741113.ece>

THE HINDU
businessline.

Focus on investment, demand drivers

India's economy recouped strongly in the aftermath of the pandemic, with real GDP growth of 8.2 per cent in FY24 driven by government capital expenditure. The economy is projected to grow 7.2 per cent in FY25 with strong macroeconomic fundamentals. Forex reserves reached a record high of \$700 billion in October, strengthening India's ability to manage external shocks. Headline inflation fell significantly from 5.08 per cent in June to 3.54 per cent in July, easing inflationary pressure.

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Authored Article- S M Fatah Uddin				
No	Publication	Links	Reach	PR Value
1	India Retailing	https://www.indiaretailing.com/2024/10/19/how-retail-is-benefitting-from-datascience/	-	-

www.indiaretailing.com

<https://www.indiaretailing.com/2024/10/19/how-retail-is-benefitting-fromdata-science/>

IndiaRetailing
.com

How retail is benefiting from Data Science



The advantages of data science in retail cannot be underestimated for gaining insights into consumer behaviour for implementing dynamic, robust and responsive strategies

The retail industry contributes significantly to the global economy. In 2023, the US economy alone recorded a revenue of \$7 trillion from retail; the figure is \$ 2 trillion for China and \$ 1.4 trillion for India (Sabanoglu, 2024). Whereas the number of visitors flocking the offline stores is increasing, in the online mode, consumers are shopping by the minute, thanks to an expanding e-commerce.

Quick commerce (Q-commerce), which promises superfast deliveries, is the latest frenzy in India's retail revolution. A survey conducted in by Rakuten insights on consumers' online shopping behaviour in India mentions that 24% of Indian consumers shop online several times a week. This data is a blessing in disguise for retail firms, for it could be churned into meaningful insights, which the firms leverage for making better, informed and data-based decisions, courtesy, data science.

DIRECTOR

INTERVIEW

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Interview- Director						
No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	13.10.24	Business Today	51,54,56,58	National	195000	1,75,950
		TOTAL			195000	1,75,950

PUBLICATION : Business Today

DATE : 13.10.2024

: National

EDITION **PAGE No.** :

51

I era where digitisation and Gen AI are poised to reshape the corporate sector, B-schools have a crucial role to play in bridging the skills gap. The lacklustre placement outcomes this year are a sign of deeper structural issues. Clearly, there is a shift in the global economic narrative—from protectionist policies aimed at keeping jobs at home, to the disruption caused by Gen AI, and the rise of sunrise sectors like electric vehicles, renewables, and climate-focused sectors. Start-ups are also challenging the conventional ways of doing business.

“Every company, whether small or large, is capturing vast amounts of data. Analytics has become central to all initiatives that companies are undertaking,” says Prabina Rajib, Director at Birla Institute of Management Technology (BIMTECH).

So far, the industry’s response has been mixed—some choose to fight aggressively, others are exploring collaborations, while some are simply ignoring the changes. How are B-schools gearing up to address this issue?

THE PLACEMENT CHALLENGE

A recent study by Bank of Baroda’s research unit found that the headcount growth rate fell to 1.5% in FY24, compared to 5.7% in FY23 (see box ‘Hiring Slowdown’). Puneet Arora, Managing Partner at HR services firm Biz Staffing Comrade, says campus placements at both engineering colleges and B-schools have been a cause for concern. “The IT and consulting and even manufacturing companies are getting a little nervous about their ability to forecast with confidence revenue growth and maintain their margins and bottom

THE TOP 5 B-SCHOOLS

● IIM Calcutta retains the top spot for the fourth year in a row ● There is a very close fight between IIM Lucknow and S.P. Jain for second spot

Rank (2024)	Rank (2023)	Institute	Overall Score (L,000)
1	1	Indian Institute of Management (IIM) Calcutta	898.4
2	4	Indian Institute of Management (IIM) Lucknow	862.7
3	5	S. P. Jain Institute of Management & Research (SPJIMR)	861.3
4	DNP	Indian Institute of Management (IIM) Kozhikode	851.5
5	6	Indian Institute of Management (IIM) Indore	850.3

NOTE DNP: DID NOT PARTICIPATE SOURCE MDRA

“It’s not business as usual for coveted IIMs this year”.

“Highest salary offer at IIM Ahmedabad Post Graduate Programme in Management for Executives drops to ₹54.8 lakh, the lowest in six years”

Such headlines have dominated the news this year, painting a dismal job market for management graduates. As the placement season wraps up, many B-school graduates are still without their dream jobs. Amidst these challenging times, *Business Today* and Marketing and Development Research Associates (MDRA) have completed this year’s survey of India’s Best B-schools—the 25th edition overall and the 12th in collaboration with MDRA.

And for the fourth consecutive year, IIM Calcutta has secured the top spot among institutes offering the two-year MBA programme. ISB also retains its leading position in the Executive MBA space, while upGrad and IIM Ahmedabad continue to dominate in edtech and short-term executive programmes, respectively (see the rankings starting page 120).

However, despite the top B-schools retaining their ranks, challenges are mounting. In an

EDITION **PAGE No.** :

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PUBLICATION : Business Today

DATE : 13.10.2024

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OPENING ESSAY • B-SCHOOLS

line,” says Himadri Das, Director General of International Management Institute (IMI).

Another key issue is the growing skills gap between academic training and industry requirements. Dhriti Prasanna Mahanta, Vice President and Business Head at TeamLease Degree Apprenticeship, says this mismatch is evident in the placement scenario at IITs, where the percentage of unplaced students has risen significantly.

Incidentally, almost all companies are investing, researching and exploring the impact of Gen AI. “This will significantly impact traditional job roles that management students typically pursue. Many of these roles will become redundant, while new job responsibilities will also emerge,” says BIMTECH’s Rajib.



“Almost all firms, big and small, are investing heavily in embracing Gen AI. This will have an impact on the traditional job roles... while new job responsibilities will emerge for students”

PRABINA RAJIB
DIRECTOR, BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY (BIMTECH)



“We really need to change the mindset of students and faculty to understand that any educational institution, particularly a B-school, is at best the beginning of a transformation journey”

RAMAN RAMACHANDRAN
DIRECTOR & DEAN, K J SOMAIYA INSTITUTE OF MANAGEMENT

WHAT DO COMPANIES WANT?

Hiring trends across industries are gradually shifting, leading to a demand for more technical and cross-functional skills over traditional qualifications like an MBA. Companies now hire individuals based on job description rather than educational background. “This shift is particularly evident in smart manufacturing, retail, logistics, and aviation sectors, where automation and AI have created a higher demand for engineers, IT specialists, data analysts, and supply chain experts,” says Mahanta.

“There is a shift in traditional marketing principles... MBA graduates specialising in marketing must now have a deep understanding of SEO, SEM, social media marketing, and other digital strategies,” says Rajesh Bharatiya, MD of Peoplefy, a staffing company.

Das says companies prioritise the ability to apply knowledge. “With the pace of change today, there’s no longer the luxury of time to teach application skills.” The changes in hiring practices are about building a workforce that is agile, diverse, and capable of meeting the needs of a tech-driven world, says Mahanta.

In the financial services sector, there is a growing trend of hiring more engineers than MBAs. “This is due to the increasing need for skills in data analysis, risk management, and cybersecurity. Banks

are using big data to understand customer behaviour, develop new products, and manage risk,” says Deepak Malkani, Co-founder of consulting firm IndusGuru. “Recruiters are also turning to undergraduate colleges, seeking individuals with strong backgrounds in economics, psychology, and commerce,” says Rajib.

Experts suggest that B-schools need to understand the changing talent requirements. For instance, Kotak Mahindra Bank has created a senior-level post of ‘Chief of Customer Experience’. Similarly, IT firms such as Wipro



PUBLICATION : Business Today

DATE : 13.10.2024

: National

OPENING ESSAY • B-SCHOOLS

BEYOND TRADITIONAL MBAs

Among the five institutes offering one-year management courses, IIM gives the top four IIMs a run for their money

TOP B-SCHOOLS FOR ONE-YEAR COURSES

Rank (2024)	Institute	Overall score (1,000)
1	Indian School of Business, Hyderabad	948.3
2	Indian Institute of Management Ahmedabad	933.0
3	Indian Institute of Management Bangalore	922.8
4	Indian Institute of Management Calcutta	895.3
5	Indian Institute of Management Kochi	879

TOP B-SCHOOLS FOR EXECUTIVE PROGRAMMES

Rank (2024)	Institute	Overall score (1,000)
1	Indian Institute of Management Ahmedabad	852.8
2	Indian Institute of Management Bangalore	842.3
3	Indian School of Business, Hyderabad	824.8
4	Indian Institute of Management Calcutta	805.4
5	Indian Institute of Management Lucknow	800.1

SOURCE: IIMs

HIRING SLOWDOWN

There was high growth post Covid-19 as companies resumed hiring, reflected in FY23 numbers

Private capex is still lagging behind, while sunrise sectors require new skills

Top companies	FY23	FY24
Total employees	6,160,968	6,251,808
Growth	5.7%	1.5%
Absolute increase	333,696	90,840

NOTE: SAMPLE OF 1,000 COMPANIES WITH NET SALES OF ₹20-30 LAKH CRORE IN FY24 WERE SURVEYED. SOURCE: ICAI RESEARCH

REIMAGINING BUSINESS EDUCATION

Traditional B-school curricula may not always align with industry demands. There is a need to revise the curriculum at least every two to three years, suggest experts. "You should bring in business practitioners to sit down with you and review the curriculum," advises Das of IIM.

Some B-schools have already started the process. For instance, Noida-based BIMTECH has completely overhauled its curriculum after intense brainstorming with faculty and industry. This has led to changing several compulsory subjects. For instance, subjects like Python and ESG are now mandatory. "We are mandated to have 20% of any subject taught by an industry professional," says Rajiv Raman Ramachandran, Director & Dean of E.I Somaiya Institute of Management, says his institute has created a position called "Experiential Learning Manager" and hired a person with industry experience to engage with industry, identify problem statements, and have students work on them.

"The global AI wave presents Indian B-schools with a choice. We can either ride this wave or be swept away by it," says Jain. The main challenge is figuring out how to teach using Gen AI and how students can best experience it, say experts. "We at NIIT are opti-

and HCL have appointed Chief Growth Managers. "You need to reverse-engineer the skills your students have so that they fit into industry needs," says Nitish Jain, Founder and President of S.P. Jain School of Global Management.

PUBLICATION : Business Today

DATE : 13.10.2024

: National

OPENING ESSAY • B-SCHOOLS

actively updating the curriculum to prepare students for Gen AI by embedding it into all courses," says Mita Mishra, National HR Head at NIFT Ltd.

But all this requires funds. "HRs are no longer supported by the government. We fund our operations primarily through module fees and, to some extent, executive education," says Raviel Garguly, Dean of Development at IIM Kashipur. There's also pressure to generate revenue from executive education. But increasing fees is a challenge as B-schools already charge high amounts.

Enter certificate courses—from digital marketing to data analytics—crafted by schools. According to estimates, there are currently about five such courses being offered by IIMs and other premier institutes across India. However, Jais of S.P. Jain feels schools dilute the brand image of B-schools. "They are useful only for increasing revenue at the low end, but they detract from the prestige of a degree awarding institution," he says.

STUDENTS' SURVIVAL GUIDE

B-schools also need to accept students' media consumption habits. They no longer prefer watching videos or listening to podcasts. Platforms like Coursera and edX, that have the largest MOOCs (massive open online courses) globally, offer high-quality video content that aligns with this generation's media preferences. "Partnerships with MOOCs will go a long way in democratizing education, espe-

THE PLACEMENT CHALLENGE

FALLING AVERAGE SALARIES AND PLACEMENTS SHOW A DISCONNECT BETWEEN TRADITIONAL EDUCATION AND INDUSTRY NEEDS

INDUSTRY 4.0 DEMANDS SKILLS IN DATA ANALYTICS, AI AND CLOUD COMPUTING, MAKING TECHNICAL EXPERTISE MORE VALUABLE

START-UP ENTREPRENEURSHIP CULTURE IS DRAWING THE BEST MBA TALENT AWAY FROM THE JOB MARKET

INDUSTRY IS CAUTIOUS ABOUT HIRING DUE TO DEMAND UNCERTAINTY AND RAPIDLY CHANGING BUSINESS STRATEGIES

RISE IN MBA PROGRAMMES HAS LED TO TOO MANY GRADUATES ENTERING THE JOB MARKET, POTENTIALLY SHOWING LOW INDUSTRY OFFTAKE

cially for B-schools that struggle to attract top faculty. Even lower-tier B-schools that employ high-quality professors can benefit from these collaborations," says Das of IIM.

At IIM Kashipur, the institution has reduced the duration of a class from 90 minutes to 75 minutes, "because we realized that 90 minutes is too long to hold a student's attention," says Garguly.

"To place the entire responsibility on academic institutions to produce brilliant professionals is also not correct. It's just that the industry's requirements are changing much quicker and faster than academia can adapt," says K.S. Viswanathan, Strategic Advisor at Peoplefy.

Students, too, must realize that pursuing an MBA is not a passport to a cushy job. "It is imperative for students to understand the latest trends and acquire relevant skills to enhance their employability," says Anuraj of his staffing Consult. This could mean pursuing additional certifications, engaging in continuous learning, or gaining practical experience through internships in innovative sectors.

Finally, the dominance of engineers in B-schools is likely to wane, with the growing demand for technical and analytical expertise. "A business school is at best the beginning of a transformation journey. It is important to recognize that you are here to start that journey, and when you leave, the transformational journey must continue," says Raju, chairman of K J Somaiya. Are you ready?

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