



PR REPORT

FEBRUARY 2025

Prepared By





Activity Sheet – February 2025

- **Press Release** - BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management; Last Date to Apply 23rd February 2025
- **Industry Story** – Derivatives trading ban in 7 commodities extended- The Hindu Business Line (Print)
- **Industry Story** – Post Budget 2025 ; Prabina Rajib, Director Quote in News 18, Money Control, NDTV, Shiksha, Amar Ujala, The Economic Times, Zee Biz, BW Education etc.
- **Industry Story** – Rising layoffs sectors – Prof. Archana Shrivastava Quote – The Indian Express
- **Industry Story** – Income Tax Bill – Prof. Manoj Pandey Quote in The Tribune (Print & Online)
- **Authored Article** - Prof. Dr. Sugandh Ahuja – The Hindu
- **Authored Article** – DY Director – Dainik Bhaskar (Print)
- **Authored Article** – Prof. Ram Mohan Dhara – ABP Live
- **Authored Article** – Prof. Garima Malik – ET Hospitality
- **Authored Article** – Dr. A.V Shukla & Ashish Awasthi – ET Government

OUTLINE OF PR ACTIVITIES

Press Release: 01

TOP PUBLICATIONS:

The Hindu, The Hindu Business Line, Hindustan Times, The Indian Express, The Economic Times, The Education Times (Times of India), News 18, Money Control, NDTV, ET Government, ET Hospitality, Dainik Bhaskar, Zee Biz, Outlook Money, ABP Live, The Tribune, Amar Ujala, Jagran Josh, BW Education, Shiksha, Careers 360 and more

Industry Story: 16

ARTICLE: 05

TOTAL PRINT AND ONLINE COVERAGES:

20 + 37

Print Circulation is
1,890,180 and **Earned**
Influence Value is
8,120,746

Cumulative Online
Reach 465.6M is and
PR Value is 44,44,500

PENDING ACTIVITIES

- **Faculty Article** - Do robots impact artificial intelligence (AI)-related employment? By Prof. Khanindra
- **Faculty Article** - Artificial Intelligence (AI)-augmented Knowledge Management and Clinical Performance in Healthcare Sector By Dr. Pradeep Kumar
- **Faculty Article** - When Memes Affect the Budget—How the Internet Won in 2025 By Neha Sharma and Himanshu Sharma
- **Faculty Article** - Tech-Driven Transformation: Unravelling the Role of Artificial Intelligence in Shaping Strategic Decision-Making By Prof. Anurag Chaturvedi
- **Speaker Opportunity** - The Times Group: 3rd Edition of the Festival of Manufacturing in Mumbai
- **Event** - Rural Immersion Program 2025
- **Listicle** - Achieving Vikshit Bharat 2024 through holistic development of the New - age workforce



PR DOCUMENT

Press Release

BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management; Last Date to Apply 23rd February 2025

Editor's Synopsis:

- Birla Institute of Management Technology (BIMTECH) invites applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025.
- Last date to apply- 23rd February 2025.
- The program offers financial grants.
- The programs span 4-year.

Greater Noida, 14TH February 2025: Birla Institute of Management Technology (BIMTECH), one of India's leading business schools, is excited to invite applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025. The last date to secure a seat in this immersive fellow program is 23rd February 2025.

Approved by the All India Council for Technical Education (AICTE), Association of Indian Universities (AIU), Ministry of Education, Govt. of India, the program is based on a structure that facilitates the empowerment of research-driven scholars for rewarding careers in academia, industry, or consultancy.

Inviting the aspiring candidates, Dr. Prabina Rajib, Director, BIMTECH, shared, "Our institute is committed to building an environment that equips research enthusiasts with the skills required to make significant contributions in the management field. Hence, we seek candidates who demonstrate a good academic record, professional accomplishments, and a strong urge to contribute to the movement of knowledge creation and dissemination in the field of management. We encourage aspiring scholars to seize this opportunity to address the gaps in knowledge of management theory and practices."

The 4-year long journey recruits researchers in Finance, Insurance and Risk Management, Operations and Decision Sciences, Strategy, Innovation and Entrepreneurship, Sustainability and CSR, Business Communication, Economics, Marketing, and OB & HR.

The FPM program will support the participants with a one-time research grant of up to Rs.1, 80, 000 for attending doctoral consortium and conference. The 1st and 2nd-year FPM students will be offered a scholarship of Rs.45, 000, Rs.50, 000, while the 3rd and 4th-year FPM candidates will be given Rs.55, 000 scholarships each. Additionally, FPM students with a valid UGC-NET JRF or CAT score of 90 percentile and above are eligible for higher scholarships, receiving ₹50,000 in the first year, ₹55,000 in the second year, and ₹60,000 in the third and fourth years.

Interested candidates should possess a master's degree or equivalent in Engineering and Technology, Management, Economics, Social Science, Commerce, or Humanities with at least 60% marks or equivalent grade point average, recognized by AICTE/AIU, along with a bachelor's degree after completing higher secondary schooling (10+2). Candidates holding CA/CS/ICWA qualifications must have a minimum of 50% marks along with a B.Com degree. Applicants with a five-year integrated master's degree in Engineering and Technology, Management, Economics, Social Science, Commerce, or Humanities must have secured at least 60% marks. Additionally, aspirants of EFPM must have a minimum of five years of managerial, executive, or teaching experience, with a maximum age limit of 50 years as of March 31, 2025. The maximum age limit for FPM candidates is 45 years as of March 31, 2025.

For further details enquire at:

https://fpm.admissions.bimtech.ac.in/?utm_source=Google&utm_medium=Search+Ads&utm_campaign=Fellow+Programmes+in+Management+Admissions+2025&gad_source=1&gclid=CjwKCAiAh6y9BhBREiwApBLHC-011CCyq2ddmqd1inyVuByanPkzdn JjODvbciEwvgbtrBKwLFVfRoC4kAQAvD BwE

The last date to secure a seat in this immersive fellow program is 23rd February 2025.

Inspired by its founders Late Basant Kumar Birla and Sarala 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. Also, BIMTECH is now AACSB accredited, joining the Ivy League of Top Globally Recognized B-Schools. Fostering a symbiotic relationship, the institute excels in management education, supported by its globally placed robust alumni network of over 8000 individuals.

प्रेस विज्ञप्ति

बिमटेक ने प्रबंधन में पीएच.डी. समकक्ष फेलो प्रोग्राम के लिए आवेदन आमंत्रित किए; अंतिम तिथि 23 फरवरी 2025

सारांश:

- बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) बिमटेक ने 2025 सत्र के लिए प्रबंधन में पीएच.डी. इक्विवलेंट फेलो प्रोग्राम (ईपीएम/ईएफपीएम) के लिए आवेदन आमंत्रित किए।
- आवेदन की अंतिम तिथि: 23 फरवरी 2025।
- यह प्रोग्राम वित्तीय सहायता प्रदान करता है।
- प्रोग्राम की अवधि 4 साल है।

ग्रेटर नोएडा, 14 फरवरी 2025: भारत के प्रमुख बिजनेस स्कूलों में से एक बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएच.डी. इक्विवलेंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है।

यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन (एआईसीटीई), एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है।

इच्छुक उम्मीदवारों को आमंत्रित करते हुए बिमटेक की डायरेक्टर डॉ. प्रबीना राजीब ने कहा, 'हमारा संस्थान एक ऐसा वातावरण तैयार कर रहा है, जो शोध करने के इच्छुक छात्रों को प्रबंधन क्षेत्र में योगदान देने के लिए आवश्यक कौशल प्रदान करेगा। इसलिए, हम ऐसे उम्मीदवारों की तलाश कर रहे हैं जिनका शैक्षिक रिकॉर्ड अच्छा हो, जिन्होंने पेशेवर रूप से सफलता प्राप्त की हो, और जो ज्ञान सृजन और प्रसार में योगदान देने के लिए तैयार हों। हम शोध करने के इच्छुक छात्रों को इस अवसर का उपयोग करने के लिए प्रेरित करते हैं ताकि वे प्रबंधन के सिद्धांतों और प्रथाओं में खामियों को दूर कर सकें।'

यह चार साल का कार्यक्रम फाइनेंस, रिस्क मैनेजमेंट, ऑपरेशन्स और डिजीजन साइंसेज, स्ट्रैटेजी, इनोवेशन और एंटरप्रेन्योरशिप, सस्टेनेबिलिटी और सीएसआर, बिजनेस कम्प्युनिकेशन, इकनॉमिक्स, मार्केटिंग, और ओबी एंड एचआर जैसे क्षेत्रों में शोधकर्ताओं की भर्ती करता है।

एफपीएम प्रोग्राम प्रतिभागियों को डॉक्टरेट कंसोर्टियम और कॉन्फ्रेंस तथा अन्य प्रोग्राम में भाग लेने के लिए 1,80,000 रुपये तक के एकमुश्त शोध अनुदान के साथ सहायता करेगा। पहले और दूसरे वर्ष के एफपीएम छात्रों को 45,000 रुपये, 50,000 रुपये की छात्रवृत्ति दी जाएगी, जबकि तीसरे और चौथे वर्ष के एफपीएम उम्मीदवारों को 55,000 रुपये की छात्रवृत्ति दी जाएगी। इसके अतिरिक्त, 90 प्रतिशत और उससे अधिक के वैलिड यूजीसी-नेट जेआरएफ या कैट स्कोर वाले एफपीएम छात्र उच्च छात्रवृत्ति के लिए पात्र हैं, जिन्हें पहले वर्ष में 50,000 रुपये, दूसरे वर्ष में 55,000 रुपये और तीसरे और चौथे वर्ष में 60,000 रुपये मिलते हैं।

इच्छुक उम्मीदवारों के पास इंजीनियरिंग और प्रौद्योगिकी, प्रबंधन, अर्थशास्त्र, सामाजिक विज्ञान, वाणिज्य या मानविकी में कम से कम 60% अंकों या समकक्ष ग्रेड पॉइंट औसत के साथ एआईसीटीई/एआईयू द्वारा मान्यता प्राप्त मास्टर डिग्री या समकक्ष डिग्री होनी चाहिए, साथ ही उच्चतर माध्यमिक स्कूली शिक्षा (10+2) पूरी करने के बाद स्नातक की डिग्री भी होनी चाहिए। सीए/सीएस/आईसीडब्ल्यूए योग्यता रखने वाले उम्मीदवारों के पास बी.कॉम डिग्री के साथ न्यूनतम 50% अंक होने चाहिए। इंजीनियरिंग और प्रौद्योगिकी, प्रबंधन, अर्थशास्त्र, सामाजिक विज्ञान, वाणिज्य या मानविकी में पांच वर्षीय एकीकृत मास्टर डिग्री वाले आवेदकों को कम से कम 60% अंक प्राप्त करने चाहिए। इसके अतिरिक्त, ईएफपीएम के उम्मीदवारों के लिए 31 मार्च, 2025 तक अधिकतम आयु सीमा 50 वर्ष के

साथ न्यूनतम पांच वर्ष का प्रबंधकीय, कार्यकारी या शिक्षण अनुभव होना चाहिए। एफपीएम उम्मीदवारों के लिए अधिकतम आयु सीमा 31 मार्च, 2025 तक 45 वर्ष है।

अधिक जानकारी के लिए यहां विजिट करें:

https://fpm.admissions.bimtech.ac.in/?utm_source=Google&utm_medium=Search+Ads&utm_campaign=Fellow+Programmes+in+Management+Admissions+2025&gad_source=1&gclid=CjwKCAiAh6y9BhBREiwApBLHC-O11CCyq2ddmqd1inyVuByanPkzdn_JjODvbcieWvgbtrBKwLFVfRoC4kAQAvD_BwE

इस इमर्सिव फेलो प्रोग्राम में सीट सुरक्षित करने की आखिरी तारीख 23 फरवरी 2025 है।

अपने संस्थापकों, स्व. बसंत कुमार बिरला और सरला बिरला की प्रेरणा से बिमटेक ने पीजीडीएम, पीजीडीएम-इंटरनेशनल बिजनेस (आईबी), पीजीडीएम-रिटेल मैनेजमेंट (आरएम), और पीजीडीएम-इंश्योरेंस बिजनेस मैनेजमेंट (आईबीएम) जैसे अभिनव प्रोग्राम शुरू किए, जो व्यक्तियों को वैश्विक नेता बनने के लिए पोषित करते हैं। इसके अतिरिक्त, बिमटेक अब एएसीएसबी द्वारा मान्यता प्राप्त है, जो इसे दुनिया के शीर्ष वैश्विक मान्यता प्राप्त बी-स्कूलों के आईवी लीग में शामिल करता है। साथ मिलकर संस्थान प्रबंधन शिक्षा में उत्कृष्टता हासिल कर रहा है, जो इसके मजबूत पूर्व छात्रों के वैश्विक नेटवर्क द्वारा समर्थित है, जिसमें 8000 से अधिक लोग शामिल हैं।

Press Release**બીમટેક મેનેજમેન્ટમાં પીએચ.ડી. સમકક્ષ ફેલો પ્રોગ્રામ્સ માટેની અરજીઓ
આમંત્રિત કરે છે, અરજી માટેની છેલ્લી તારીખ 23 ફેબ્રુઆરી, 2025****એડિટર માટેની નોંધ:**

- બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) સેશન 2025 માટે પીએચ.ડી. સમકક્ષ ફેલો પ્રોગ્રામ્સ ઇન મેનેજમેન્ટ (એફપીએમ/ઇએફપીએમ) માટે અરજીઓ આમંત્રિત કરે છે
- અરજી કરવાની છેલ્લી તારીખ – 23 ફેબ્રુઆરી, 2025
- પ્રોગ્રામ નાણાંકીય ગ્રાન્ટ ઓફર કરે છે
- પ્રોગ્રામ ચાર વર્ષના સમયનો છે

ગ્રેટર નોઇડા, 14 ફેબ્રુઆરી, 2025 – ભારતની અગ્રણી બિઝનેસ સ્કૂલ્સ પૈકીની એક બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) સેશન 2025 માટે પીએચ.ડી. ઇક્વલન્ટ ફેલો પ્રોગ્રામ્સ ઇન મેનેજમેન્ટ (એફપીએમ/ઇએફપીએમ) માટે અરજીઓ આમંત્રિત કરતા રોમાંચિત છે. આ ઇમર્સિવ ફેલો પ્રોગ્રામ માટે સીટ આરક્ષિત કરવાની છેલ્લી તારીખ 23મી ફેબ્રુઆરી, 2025 છે.

ઓલ ઇન્ડિયા કાઉન્સિલ ફોર ટેકનિકલ એજ્યુકેશન (એઆઈસીટીઈ), એસોસિયેશન ઓફ ઇન્ડિયન યુનિવર્સિટીઝ (એઆઈયુ), ભારત સરકારના શિક્ષણ મંત્રાલય દ્વારા મંજૂર આ પ્રોગ્રામ શિક્ષણ જગત, ઉદ્યોગ કે કન્સલ્ટન્સીમાં આકર્ષક કારકિર્દી માટે સંશોધન આધારિત સ્કોલર્શિપ સશક્તિકરણને સુનિશ્ચિત કરે તેવા માળખા પર આધારિત છે.

ઉત્સાહી ઉમેદવારોને આમંત્રિત કરતા બીમટેકના ડિરેક્ટર ડો. પ્રવીણા રજિબે જણાવ્યું હતું કે અમારું ઇન્સ્ટિટ્યૂટ મેનેજમેન્ટના ક્ષેત્રે નોંધપાત્ર યોગદાન આપવા માટે જરૂરી કુશળતાઓ સાથે સંશોધનના ઉત્સાહીઓને સજ્જ કરે તેવો માહોલ બનાવવા માટે પ્રતિબદ્ધ છે. આથી, અમે એવા ઉમેદવારો ઇચ્છીએ છીએ જેઓ સારો શૈક્ષણિક રેકૉર્ડ, વ્યવસાયિક સિદ્ધિઓ અને મેનેજમેન્ટના ક્ષેત્રે જ્ઞાન સર્જન તથા વિતરણના અભિયાનમાં યોગદાન આપવા માટેની પ્રબળ ઇચ્છા દર્શાવતા હોય. અમે મેનેજમેન્ટ થિયરી અને પ્રેક્ટિસીસના જ્ઞાનમાં રહેલા અંતરને પૂરવા માટે આ તક છડપી લેવા ઉત્સાહી સ્કોલર્શિપ પ્રોત્સાહિત કરીએ છીએ.

આ ચાર વર્ષની લાંબી સફરમાં ફાઇનાન્સ, ઇન્ફોર્મેશન અને રિસ્ક મેનેજમેન્ટ, ઓપરેશન્સ અને ડિસિઝન સાયન્સિસ, સ્ટ્રેટેજી, ઇનોવેશન અને આંતરપ્રિન્યોરશિપ, સસ્ટેનેબિલિટી અને સીએસઆર, બિઝનેસ કમ્યૂનિકેશન, ઇકોનોમિક્સ, માર્કેટિંગ અને ઓબી એન્ડ એયઆરમાં સંશોધકોને લેવામાં આવશે.

એફપીએમ પ્રોગ્રામ ડોક્ટરલ કન્સોર્ટિયમ અને કોન્ફરન્સ તથા અન્ય કાર્યક્રમોમાં ભાગ લેવા માટે રૂ. 1,80,000 સુધીની એક વખતની રિસર્ચ ગ્રાન્ટ દ્વારા સહભાગીઓને મદદ પૂરી પાડશે. એફપીએમ પ્રોગ્રામના પહેલા અને બીજા વર્ષના વિદ્યાર્થીઓને રૂ. 45,000, રૂ. 50,000ની સ્કોલરશિપ ઓફર કરાશે જ્યારે એફપીએમના ત્રીજા અને ચોથા વર્ષના ઉમેદવારોને પ્રત્યેક રૂ. 55,000ની સ્કોલરશિપ અપાશે. આ ઉપરાંત 90 પર્સેન્ટાઇલ અથવા તેનાથી વધુનો યુજીસી-નેટ જેઆરએફ કે કેટ સ્કોર ધરાવતા એફપીએમ વિદ્યાર્થીઓ ઉચ્ચ સ્કોલરશિપ માટે લાયક રહેશે જેમને પહેલ વર્ષે રૂ. 50,000, બીજા વર્ષે રૂ. 55,000 અને ત્રીજા તથા ચોથા વર્ષે રૂ. 60,000 મળશે.

રસ ધરાવતા ઉમેદવારોએ ઉચ્ચ માધ્યમિક શાળા (10+2) પૂર્ણ કર્યા પછી સ્નાતકની ડિગ્રી સાથે ઓછામાં ઓછા 60 ટકા માર્ક્સ અથવા એઆઈસીટીઈ/એઆઈયુ દ્વારા માન્ય સમકક્ષ ગ્રેડ પોઈન્ટ એવરેજ સાથે એન્જિનિયરિંગ અને ટેકનોલોજી, મેનેજમેન્ટ, અર્થશાસ્ત્ર, સામાજિક વિજ્ઞાન, વાણિજ્ય અથવા માનવશાસ્ત્રમાં માસ્ટર ડિગ્રી અથવા સમકક્ષ મેળવેલા હોવા જોઈએ. સીએ/સીએસ/આઈસીડબ્લ્યુએ લાયકાત ધરાવતા ઉમેદવારો પાસે બી.કોમ. ડિગ્રી સાથે ઓછામાં ઓછા 50 ટકા ગુણ હોવા આવશ્યક છે. એન્જિનિયરિંગ અને ટેકનોલોજી, મેનેજમેન્ટ, ઇકોનોમિક્સ, સોશિયલ સાયન્સ, કોમર્સ અથવા હ્યુમેનિટીઝમાં પાંચ વર્ષની ઇન્ટિગ્રેટેડ માસ્ટર ડિગ્રી ધરાવતા અરજદારોએ ઓછામાં ઓછા 60 ટકા માર્ક્સ મેળવ્યા હોવા જોઈએ. વધુમાં, ઇએફપીએમના ઉમેદવારો પાસે 31 માર્ચ, 2025ના રોજ મહત્તમ 50 વર્ષની વય મર્યાદા સાથે ઓછામાં ઓછા પાંચ વર્ષનો મેનેજરીયલ, એકિઝક્યુટિવ અથવા શિક્ષણનો અનુભવ હોવો આવશ્યક છે. એફપીએમ ઉમેદવારો માટે મહત્તમ વય મર્યાદા માર્ચ 31, 2025 ના રોજ 45 વર્ષ છે.

વધુ વિગતો માટે આ લિંક પર પૂછપરછ કરો:

https://fpm.admissions.bimtech.ac.in/?utm_source=Google&utm_medium=Search+Ads&utm_campaign=Fellow+Programmes+in+Management+Admissions+2025&gad_source=1&gclid=CjwKCAiAh6y9BhBREiwApBLHC-O11CCyq2ddmqd1inyVuByanPkzdn_JiODvbcieWvgbtrBKwLFVfRoC4kAQAvD_BwE

આ ઇમર્સિવ ફેલો પ્રોગ્રામમાં સીટ મેળવવાની છેલ્લી તારીખ 23 ફેબ્રુઆરી 2025 છે.

તેના સ્થાપકો સ્વ.બસંત કુમાર બિરલા અને સરલા બિરલા દ્વારા પ્રેરિત બીમટેક પીજીડીએમ, પીજીડીએમ-ઇન્ટરનેશનલ બિઝનેસ (આઈબી), પીજીડીએમ-રિટેલ મેનેજમેન્ટ (આરએમ), અને પીજીડીએમ-ઇન્ફોર્મેશન બિઝનેસ મેનેજમેન્ટ (આઈબીએમ) જેવા નવીન કાર્યક્રમોની પહેલ કરી છે અને વ્યક્તિઓને ગ્લોબલ લીડર્સ બનાવ્યા છે. ઉપરાંત, બીમટેક હવે AACSB માન્યતા પ્રાપ્ત છે, જે ટોચની વૈશ્વિક માન્યતા પ્રાપ્ત બી-સ્કૂલ્સની પ્રતિષ્ઠિત લીગમાં જોડાય છે. સહજીવન સંબંધને ઉત્તેજન આપતા, સંસ્થા મેનેજમેન્ટ એજ્યુકેશનમાં ઉત્કૃષ્ટતા ધરાવે છે, જે તેના 8000 થી વધુ વ્યક્તિઓના વૈશ્વિક સ્તરે સ્થાન ધરાવતા મજબૂત ભૂતપૂર્વ વિદ્યાર્થીઓના નેટવર્ક દ્વારા સમર્થિત છે.



**Press Release- BIMTECH Invites Applications
for Ph. D. Equivalent Fellow Programmes in
Management; Last Date to Apply 23rd February
2025**

On
12.02.2025



PRINT **COVERAGES**

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પીએચ.ડી. સમકક્ષ ફેલો પ્રોગ્રામ્સ માટેની અરજી આમંત્રિત

મુંબઈ | બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) સેશન 2025 માટે પીએચ.ડી. ઇક્વિવલન્ટ ફેલો પ્રોગ્રામ્સ ઇન મેનેજમેન્ટ (એફપીએમ/ઈએફપીએમ) માટે અરજીઓ આમંત્રિત કરતા રોમાંચિત છે. આ ઇમર્સિવ ફેલો પ્રોગ્રામ માટે સીટ આરક્ષિત કરવાની છેલ્લી તારીખ 23મી ફેબ્રુઆરી, 2025 છે. ઓલ ઇન્ડિયા કાઉન્સિલ ફોર ટેકનિકલ એજ્યુકેશન (એઆઈસીટીઈ), એસોસિયેશન ઓફ ઇન્ડિયન યુનિવર્સિટીઝ (એઆઈયુ), ભારત સરકારના શિક્ષણ મંત્રાલય દ્વારા મંજૂર આ પ્રોગ્રામ શિક્ષણ જગત, ઉદ્યોગ કે કન્સલ્ટન્સીમાં આકર્ષક કારકિર્દી માટે સંશોધન આધારિત સ્કોલર્શિપના સશક્તિકરણને સુનિશ્ચિત કરે તેવા માળખા પર આધારિત છે.

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PUBLICATION : Haribhoomi
DATE : 16.02.2025
EDITION : Bhopal
PAGE No. : 07

बिमटेक ने पीएचडी समकक्ष फेलो प्रोग्राम के लिए आवेदन आमंत्रित किए

नोएडा। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएचडी इक्विवेलेंट फेलो प्रोग्राम में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है। यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन, एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है। बिमटेक की डायरेक्टर डॉ. प्रबीना राजीव ने कहा कि हमारा संस्थान एक ऐसा वातावरण तैयार कर रहा है, जो शोध करने के इच्छुक छात्रों को प्रबंधन क्षेत्र में योगदान देने के लिए आवश्यक कौशल प्रदान करेगा।

PUBLICATION : Swadesh
DATE : 16.02.2025
EDITION : Bhopal
PAGE No. : 10

बिमटेक ने पीएचडी समकक्ष फेलो प्रोग्राम के लिए आवेदन आमंत्रित किए

नोएडा। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएचडी इक्विवेलेंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है। यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन, एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है।

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DATE : 13.02.2025

EDITION : National

PAGE No. : 02

HYDERABAD

Fellow programmes



The Birla Institute of Management Technology (BIMTECH), a business school, invited applications for the PhD equivalent fellow programmes in management for the session 2025. The programme is based on a structure that facilitates the empowerment of research-driven scholars for rewarding careers in academia, industry, or consultancy. The last date to secure a seat in the immersive fellow programme is February 23.

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EDITION : Bhopal
PAGE No. : 06

**बिमटेक ने पीएचडी समकक्ष
फेलो प्रोग्राम के लिए
आवेदन आमंत्रित किए**

भोपाल। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएचडी इक्विवेलेंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है। यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन, एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है। बिमटेक की डायरेक्टर डॉ. प्रबीना राजीव ने कहा कि हमारा संस्थान एक ऐसा वातावरण तैयार कर रहा है, जो शोध करने के इच्छुक छात्रों को प्रबंधन क्षेत्र में योगदान देने के लिए आवश्यक कौशल प्रदान करेगा हम शोध करने के इच्छुक छात्रों को इस अवसर का उपयोग करने के लिए प्रेरित करते हैं ताकि वे प्रबंधन के सिद्धांतों और प्रथाओं में खामियों को दूर कर सकें।

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EDITION : Mumbai

PAGE No. : 11

बिमटेक ने प्रबंधन में पीएच.डी. समकक्ष फेलो प्रोग्राम के लिए आवेदन किया आमंत्रित

मुंबई : भारत के प्रमुख बिजनेस स्कूलों में से एक बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएच.डी. इक्विवेलेंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है। यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन (एआईसीटीई), एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है। इच्छुक उम्मीदवारों को आमंत्रित



करते हुए बिमटेक की डायरेक्टर डॉ. प्रबोना राजीव ने कहा, 'हमारा संस्थान एक ऐसा वातावरण तैयार कर रहा है, जो शोध करने के इच्छुक छात्रों को प्रबंधन क्षेत्र में योगदान देने के लिए आवश्यक कौशल प्रदान करेगा। इसलिए, हम ऐसे उम्मीदवारों की तलाश कर रहे हैं जिनका शैक्षिक रिकॉर्ड अच्छा हो, जिन्होंने पेशेवर रूप से सफलता प्राप्त की हो, और जो ज्ञान सृजन और प्रसार में योगदान देने के लिए तैयार हों। हम शोध करने के इच्छुक

छात्रों को इस अवसर का उपयोग करने के लिए प्रेरित करते हैं ताकि वे प्रबंधन के सिद्धांतों और प्रथाओं में खामियों को दूर कर सकें।' वह चार साल का कार्यक्रम फाइनेंस, रिस्क मैनेजमेंट, ऑपरेशन्स और डिजीटल साइसेज, स्ट्रैटेजी, इनोवेशन और एंटरप्रेन्योरशिप, सस्टेनेबिलिटी और सीएसआर, बिजनेस कम्युनिकेशन, इकनॉमिक्स, मार्केटिंग, और ओबी एंड एचआर जैसे क्षेत्रों में शोधकर्ताओं की भर्ती करता है।

एफपीएम प्रोग्राम प्रतिभागियों को डॉक्टरेट कंसोर्टियम और कॉन्फ्रेंस तथा अन्य प्रोग्राम में भाग लेने के लिए 1,80,000 रुपये तक के एकमुश्त शोध अनुदान के साथ सहायता करेगा। पहले और दूसरे वर्ष के एफपीएम छात्रों को 45,000 रुपये, 50,000 रुपये की छात्रवृत्ति दी जाएगी, जबकि तीसरे और चौथे वर्ष के एफपीएम उम्मीदवारों को 55,000 रुपये की छात्रवृत्ति दी जाएगी। इसके अतिरिक्त, 90 प्रतिशत और उससे अधिक के वैलिड यूजीसी-नेट जेअरएफ या कैट स्कोर वाले एफपीएम छात्र उच्च छात्रवृत्ति के लिए पात्र हैं, जिन्हें पहले वर्ष में 50,000 रुपये, दूसरे वर्ष में 55,000 रुपये और तीसरे और चौथे वर्ष में 60,000 रुपये मिलते हैं।

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बिमटेक ने प्रबंधन में पीएच.डी. समकक्ष फेलो प्रोग्राम के लिए आवेदन आमंत्रित किए

ग्रेटर नोएडा, एजेंसी। भारत के प्रमुख बिजनेस स्कूलों में से एक बिमटेक इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएच.डी. इक्विवेलेंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है। यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन (एआईसीटीई), एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या पसमश में बेहतर करियर बनाने के लिए तैयार करना है। इच्छुक उम्मीदवारों को आमंत्रित करते हुए बिमटेक की छायांकित डॉ. प्रवीणा राजीव ने कहा, हमारा संस्थान एक ऐसा वातावरण तैयार कर रहा है, जो शोध करने के इच्छुक छात्रों को प्रबंधन क्षेत्र में योगदान देने के लिए आवश्यक कौशल प्रदान करेगा। इसलिए, हम ऐसे उम्मीदवारों की तलाश कर रहे हैं जिनका शैक्षिक रिकॉर्ड अच्छा हो, जिनोंने पेशेवर रूप से सफलता प्राप्त की हो, और जो ज्ञान सृजन और प्रसार में योगदान देने के लिए तैयार हों। हम शोध करने के इच्छुक छात्रों को इस अवसर का उपयोग करने के लिए प्रेरित करते हैं ताकि वे प्रबंधन के मिट्टाओं और प्रथाओं में खासियां को दूर कर सकें।

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बिमटेक ने प्रबंधन में पीएच.डी. समकक्ष फेलो प्रोग्राम के लिए आवेदन आमंत्रित किए; अंतिम तिथि २३ फरवरी २०२५



ग्रेटर नोएडा, १४ फरवरी २०२५
 भारत के प्रमुख बिजनेस स्कूलों में से एक बिरल इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने २०२५ सत्र के लिए पीएच.डी. इक्विवलेंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि २३ फरवरी २०२५ है।

यह प्रोग्राम ऑल इंडिया कार्डेसिलफॉर टेक्निकल एजुकेशन (एआईसीटीई), एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक

क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है।

इच्छुक उम्मीदवारों को आमंत्रित करते हुए बिमटेक की डायरेक्टर डॉ. प्रवीणा राजीव ने कहा, 'हमारा संस्थान एक ऐसा वातावरण तैयार कर रहा है, जो शोध करने के इच्छुक छात्रों को प्रबंधन क्षेत्र में योगदान देने के लिए आवश्यक कौशल प्रदान करेगा।

इसलिए, हम ऐसे उम्मीदवारों की तलाश कर रहे हैं जिनका शैक्षिक रिकॉर्ड अच्छा हो, जिन्होंने पेशेवर रूप से सफलता प्राप्त की हो, और जो ज्ञान सृजन और प्रसार में योगदान देने के लिए तैयार हों। हम शोध करने के इच्छुक छात्रों को इस अवसर का उपयोग करने के लिए

प्रेरित करते हैं ताकि वे प्रबंधन के सिद्धांतों और प्रथाओं में खामियों को दूर कर सकें।'

यह चार साल का कार्यक्रम फाइनेंस, रिस्क मैनेजमेंट, ऑपरेशन्स और डिजीटल साइंसेज, स्ट्रेटेजी, इनोवेशन और एंटरप्रेन्योरशिप, सस्टेनेबिलिटी और सीएसआर, बिजनेस कम्युनिकेशन, इकनॉमिक्स, मार्केटिंग, और ओबी एंड एचआर जैसे क्षेत्रों में शोधकर्ताओं की भर्ती करता है।

एफपीएम प्रोग्राम प्रतिभागियों को डॉक्टरेट कंसोर्टियम और कॉन्फ्रेंस तथा अन्य प्रोग्राम में भाग लेने के लिए १,८०,००० रुपये तक के एकमुश्त शोध अनुदान के साथ सहायता करेगा।

पहले और दूसरे वर्ष के एफपीएम छात्रों को ४५,००० रुपये, ५०,००० रुपये की छात्रवृत्ति दी जाएगी, जबकि तीसरे और चौथे वर्ष के एफपीएम उम्मीदवारों को ५५,००० रुपये की छात्रवृत्ति दी जाएगी।



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PAGE No. : 07

બીમટેક મેનેજમેન્ટમાં પીએચ.ડી. સમકક્ષ ફેલો પ્રોગ્રામ્સ માટેની અરજીઓ આમંત્રિત કરી

ભારતની અગ્રણી બિઝનેસ સ્કૂલ પેઢીની એક ચિરલા ઉન્ડિસ્ટટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનાલોજી (બીમટેક) સેશન ૨૦૨૫ માટે પીએચ.ડી. ઉકલન્ટ ફેલો પ્રોગ્રામ્સ ઈન મેનેજમેન્ટ (એકપીએમ/ઈએકપીએમ) માટે અરજીઓ આમંત્રિત કરતા સોમંથિત છે. આ ઈમસિવ ફેલો પ્રોગ્રામ માટે સીટ આરસિત કરવાની છેલ્લી તારીખ ૨૩મી ફેબ્રુઆરી, ૨૦૨૫ છે.

ઓલ ઈન્ડિયા કાઉન્સિલ ઓર ટેકિનકલ એજ્યુકેશન (એઆઈસીટીઈ), એસોસિયેશન ઓફ ઈન્ડિયન યુનિવર્સિટીઝ (એઆઈયુ), ભારત સરકારના શિક્ષણ મંત્રાલય દ્વારા મંજૂર આ પ્રોગ્રામ શિક્ષણ જગત, ઉદ્યોગ કે કન્સલ્ટન્સીમાં આકર્ષક કારકિર્દી માટે સંશોધન અધ્યયિત સ્કોલર્સના સશક્તિકરણને સુનિશ્ચિત કરે તેવા માળખા પર આધારિત છે.

ઉત્સાહી ઈમેલવારોને આમંત્રિત કરતા બીમટેકના

ડિરેક્ટર ડો. પ્રવીણ રશિભે જણાવ્યું હતું કે અમારું ઉન્ડિસ્ટટ્યૂટ મેનેજમેન્ટના શોઝે નોંધપાત્ર યોગદાન આપવા માટે જરૂરી કુશળતાઓ સાથે સંશોધનના ઉત્સાહીઓને સફળ કરે તેવો માલ્યલ બનાવવા માટે પ્રતિબદ્ધ છે. આથી, અમે એવા ઈમેલવારો ઈચ્છીએ છીએ જેઓ સારો શૈક્ષણિક રેકોર્ડ, વ્યવસાયિક સિદ્ધિઓ અને મેનેજમેન્ટના ભેજે જ્ઞાન સર્જન તથા વિતરણના અભિયાનમાં યોગદાન આપવા માટેની પ્રબળ ઈચ્છા દર્શાવતા હોય. અમે મેનેજમેન્ટ થિયરી અને પ્રેક્ટિસીસના જ્ઞાનમાં રહેલા અંતરને પૂરવા માટે આ તક છાપી લેવા ઉત્સાહી સ્કોલર્સને પ્રોત્સાહિત કરીએ છીએ.

આ ચાર વર્ષની લાંબી સફરમાં કાર્ફનાન્સ, ઈન્વેષ્ટમેન્ટ અને રિસ્ક મેનેજમેન્ટ, ઓપરેશન્સ અને ડિસિઝન સાયન્સિસ, સ્ટ્રેટેજી, ઈનોવેશન અને આંતરિખ્યારેશિપ, સસ્ટેનેબિલિટી અને સીએસઆર, બિઝનેસ કમ્યુનિકેશન,

ઈકોનોમિક્સ, માર્કેટિંગ અને ઓબી એન્ડ એચઆરમાં સંશોધકોને લેવામાં આવશે.

એકપીએમ પ્રોગ્રામ ડેક્ટરલ કન્સોર્ટિયમ અને કોન્ફરન્સ તથા અન્ય કાર્યક્રમોમાં ભાગ લેવા માટે રૂ. ૧,૮૦,૦૦૦ સુધીની એક વખતની રિસર્ચ ગ્રાન્ટ દ્વારા સહભાગીઓને મદદ પૂરી પાડશે. એકપીએમ પ્રોગ્રામના ફોલોઅ અને બીજા વર્ષના વિદ્યાર્થીઓને રૂ. ૪૫,૦૦૦, રૂ. ૫૦,૦૦૦ની સ્કોલરશિપ આંકર કરાશે જયારે એકપીએમના ત્રીજા અને ચોથા વર્ષના ઈમેલવારોને પ્રત્યેક રૂ. ૫૫,૦૦૦ની સ્કોલરશિપ અપાશે. આ ઉપરાંત ૯૦ પર્સેન્ટઈલ અથવા તેનાથી વધુનો યુજીસી-નેટ જેઆરએક કે કેટ સ્કોર પરાવના એકપીએમ વિદ્યાર્થીઓ ઈચ્છ્ય સ્કોલરશિપ માટે લાયક રહેશે જેમને પહેલ વર્ષે રૂ. ૫૦,૦૦૦, બીજા વર્ષે રૂ. ૫૫,૦૦૦ અને ત્રીજા તથા ચોથા વર્ષે રૂ. ૬૦,૦૦૦ મળશે.

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बिमटेक ने प्रबंधन में पीएच.डी. समकक्ष फेलो प्रोग्राम के लिए आवेदन आमंत्रित किए

भारत के प्रमुख बिजनेस स्कूलों में से एक बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएच.डी. इक्विवलेंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है।

यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन (एआईसीटीई), एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है।

इच्छुक उम्मीदवारों को आमंत्रित करते हुए बिमटेक की डायरेक्टर डॉ. प्रवीणा राजीव ने कहा, हमारा संस्थान एक ऐसा वातावरण तैयार कर रहा है, जो शोध करने के इच्छुक छात्रों को प्रबंधन क्षेत्र में योगदान देने के लिए आवश्यक कौशल प्रदान करेगा। इसलिए, हम ऐसे उम्मीदवारों की तलाश कर रहे हैं जिनका शैक्षिक रिकॉर्ड अच्छा हो, जिन्होंने पेशेवर रूप से सफलता प्राप्त की हो, और जो ज्ञान सृजन और प्रसार में योगदान देने के लिए तैयार हों। हम शोध करने के इच्छुक छात्रों को इस अवसर का उपयोग करने के लिए प्रेरित करते हैं ताकि वे प्रबंधन के सिद्धांतों और प्रथाओं में खामियों को दूर कर सकें।

यह चार साल का कार्यक्रम फाइनेंस, रिस्क मैनेजमेंट, ऑपरेशन्स और डिजीटल साइसेज, स्ट्रैटेजी, इनोवेशन और एंटरप्रेन्योरशिप, सस्टेनेबिलिटी और सीएसआर, बिजनेस कम्युनिकेशन, इकनॉमिक्स, मार्केटिंग, और ओबी एंड एचआर जैसे क्षेत्रों में शोधकर्ताओं की भर्ती करता है।



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બીમટેક મેનેજમેન્ટમાં પીએચ.ડી. સમકક્ષ ફેલો પ્રોગ્રામ્સ માટેની અરજીઓ આમંત્રિત કરે છે

ભારતની અગ્રણી બિઝનેસ સ્કૂલ્સ પૈકીની એક બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) સેશન ૨૦૨૫ માટે પીએચ.ડી. ઇક્વલન્ટ ફેલો પ્રોગ્રામ્સ ઇન મેનેજમેન્ટ (એફપીએમ/ઇએફપીએમ) માટે અરજીઓ આમંત્રિત કરતા રોમાંચિત છે. આ ઇમર્સિવ ફેલો પ્રોગ્રામ માટે સીટ આરબિત કરવાની છેલ્લી તારીખ ૨૩મી ફેબ્રુઆરી, ૨૦૨૫ છે.

ઉત્સાહી ઉમેદવારોને આમંત્રિત કરતા બીમટેકના ડિરેક્ટર ડો. પ્રવીણ રજિબે જણાવ્યું હતું કે અમારું ઇન્સ્ટિટ્યૂટ મેનેજમેન્ટના ક્ષેત્રે નોંધપાત્ર યોગદાન આપવા માટે જરૂરી કુશળતાઓ સાથે સંશોધનના ઉત્સાહીઓને સજ્જ કરે તેવો માહોલ જનાવવા માટે પ્રતિબદ્ધ છે. આથી, અમે એવા ઉમેદવારો ઇચ્છીએ છીએ જેઓ સારો શૈક્ષણિક રેકૉર્ડ, વ્યવસાયિક સિદ્ધિઓ અને મેનેજમેન્ટના ક્ષેત્રે જ્ઞાન સર્જન તથા વિતરણના અભિયાનમાં યોગદાન આપવા માટેની પ્રબળ ઇચ્છા દર્શાવતા હોય. અમે મેનેજમેન્ટ થિયરી અને પ્રેક્ટિસીસના જ્ઞાનમાં રહેલા અંતરને પૂરવા માટે આ તક છુડાવી લેવા ઉત્સાહી સ્કોલર્સને પ્રોત્સાહિત કરીએ છીએ.

આ ચાર વર્ષની લાંબી સફરમાં કાર્ગિલાન્સ, ઇન્ડયોરન્સ અને રિસ્ક મેનેજમેન્ટ, ઓપરેશન્સ અને ડિસિઝન સાયન્સિસ, સ્ટ્રેટેજી, ઇનોવેશન અને આંતરપ્રિન્યોરશિપ, સસ્ટેનેબિલિટી અને સીએસઆર, બિઝનેસ કમ્યુનિકેશન, ઇકોનોમિક્સ, માર્કેટિંગ અને ઓબી એન્ડ એચઆરમાં સંશોધકોને લેવામાં આવશે.

એફપીએમ પ્રોગ્રામ ડોક્ટરલ કન્સોર્ટિયમ અને કોન્ફરન્સ તથા અન્ય કાર્યક્રમોમાં ભાગ લેવા માટે રૂ. ૧,૮૦,૦૦૦ સુધીની એક વખતની રિસર્ચ ગ્રાન્ટ દ્વારા સહભાગીઓને મદદ પૂરી પાડશે. એફપીએમ પ્રોગ્રામના પહેલા અને બીજા વર્ષના વિદ્યાર્થીઓને રૂ. ૪૫,૦૦૦, રૂ. ૫૦,૦૦૦ની સ્કોલરશિપ ઓફર કરાશે જ્યારે એફપીએમના ત્રીજા અને ચોથા વર્ષના ઉમેદવારોને પ્રત્યેક રૂ. ૫૫,૦૦૦ની સ્કોલરશિપ અપાશે. આ ઉપરાંત ૮૦ પર્સેન્ટાઈલ અથવા તેનાથી વધુનો યુજીસી-નેટ જેઆરએફ કે કેટ સ્કોર ધરાવતા એફપીએમ વિદ્યાર્થીઓ ઉચ્ચ સ્કોલરશિપ માટે લાયક રહેશે જેમને પહેલ વર્ષે રૂ. ૫૦,૦૦૦, બીજા વર્ષે રૂ. ૫૫,૦૦૦ અને ત્રીજા તથા ચોથા વર્ષે રૂ. ૬૦,૦૦૦ મળશે.

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बिमटेक ने प्रबंधन में पीएचडी समकक्ष फेलो प्रोग्राम के लिए आवेदन आमंत्रित किए, अंतिम तिथि 23 फरवरी तक

लखनऊ, एवरीडे न्यूज संवाददाता। भारत के प्रमुख बिजनेस स्कूलों में से एक बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएच.डी. इक्विवलेंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है। यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन (एआईसीटीई), एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है। इच्छुक उम्मीदवारों को आमंत्रित करते हुए बिमटेक की डायरेक्टर डॉ. प्रवीणा राजीव ने कहा, %हमारा संस्थान एक ऐसा वातावरण तैयार कर रहा है, जो शोध करने के इच्छुक छात्रों को प्रबंधन क्षेत्र में योगदान देने के लिए आवश्यक कौशल प्रदान करेगा। इसलिए, हम ऐसे उम्मीदवारों की तलाश कर रहे हैं जिनका शैक्षिक रिकॉर्ड अच्छा हो, जिन्होंने पेशेवर रूप से सफलता प्राप्त की हो, और जो ज्ञान सृजन और प्रसार में योगदान देने के लिए तैयार हों। हम शोध करने के इच्छुक छात्रों को इस अवसर का उपयोग करने के लिए प्रेरित करते हैं ताकि वे प्रबंधन के सिद्धांतों और प्रथाओं में खामियों को दूर कर सकें।% यह चार साल का कार्यक्रम फाइनेंस, रिस्क मैनेजमेंट, ऑपरेशन्स और डिजीटल साइसेज, स्ट्रैटेजी, इनोवेशन और एंटरप्रेन्योरशिप, सस्टेनेबिलिटी और सीएसआर, बिजनेस कम्युनिकेशन, इकनॉमिक्स, मार्केटिंग, और ओबी एंड एचआर जैसे क्षेत्रों में शोधकर्ताओं की भर्ती करता है।

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बिमटेक ने प्रबंधन में पीएच.डी. समकक्ष फेलो प्रोग्राम के लिए आवेदन आमंत्रित किए

ग्रेटर नोएडा, एजेंसी। भारत के प्रमुख बिजनेस स्कूलों में से एक बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएच.डी. इन्वेलेंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है। यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन (एआईसीटीई), एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है। इच्छुक उम्मीदवारों को आमंत्रित करते हुए बिमटेक की डायरेक्टर डॉ. प्रवीणा राजीव ने कहा, हमारा संस्थान एक ऐसा वातावरण तैयार कर रहा है, जो शोध करने के इच्छुक छात्रों को प्रबंधन क्षेत्र में योगदान देने के लिए आवश्यक कौशल प्रदान करेगा। इसलिए, हम ऐसे उम्मीदवारों की तलाश कर रहे हैं जिनका शैक्षिक रिकॉर्ड अच्छा हो, जिन्होंने पेशेवर रूप से सफलता प्राप्त की हो, और जो ज्ञान सृजन और प्रसार में योगदान देने के लिए तैयार हों। हम शोध करने के इच्छुक छात्रों को इस अवसर का उपयोग करने के लिए प्रेरित करते हैं ताकि वे प्रबंधन के सिद्धांतों और प्रथाओं में खामियों को दूर कर सकें।

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બીમટેક મેનેજમેન્ટમાં પીએચ.ડી. સમકક્ષ ફેલો પ્રોગ્રામ્સ માટેની અરજીઓ આમંત્રિત કરે છે, અરજી માટેની છેલ્લી તારીખ ૨૩ ફેબ્રુઆરી, ૨૦૨૫



ગ્રેટર નોર્થડા, ૧૪ ફેબ્રુઆરી, ૨૦૨૫—ભારતની અગ્રણી બિઝનેસ સ્કૂલ્સ પૈકીની એક બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (બીમટેક) સેશન ૨૦૨૫ માટે પીએચ.ડી. ઇક્વલન્ટ ફેલો પ્રોગ્રામ્સ ઇન મેનેજમેન્ટ (એફપીએમ/ઈએફપીએમ) માટે અરજીઓ આમંત્રિત કરતા સોમંચિત છે. આ ઈમર્સિવ ફેલો પ્રોગ્રામ માટે સીટ આરક્ષિત કરવાની છેલ્લી તારીખ ૨૩મી ફેબ્રુઆરી, ૨૦૨૫ છે. ઓલ ઇન્ડિયા કાઉન્સિલ ફોર ટેકનિકલ એજ્યુકેશન (એઆઈસીટીઈ), એસોસિયેશન ઓફ ઇન્ડિયન યુનિવર્સિટીઝ (એઆઈયુ), ભારત

સરકારના શિક્ષણ મંત્રાલય દ્વારા મંજૂર આ પ્રોગ્રામ શિક્ષણ જગત, ઉદ્યોગ કે કન્સલ્ટન્સીમાં આકર્ષક કારકિર્દી માટે સંશોધન આધારિત સ્કોલર્શિપ સશક્તિકરણને સુનિશ્ચિત કરે તેવા માળખા પર આધારિત છે. ઉત્સાહી ઉમેદવારોને આમંત્રિત કરતા બીમટેકના ડિરેક્ટર ડૉ. પ્રવીણા રજિબે જણાવ્યું હતું કે અમારું ઇન્સ્ટિટ્યૂટ મેનેજમેન્ટના ક્ષેત્રે નોંધપાત્ર યોગદાન આપવા માટે જરૂરી કુશળતાઓ સાથે સંશોધનના ઉત્સાહીઓને સજ્જ કરે તેવો માહોલ બનાવવા માટે પ્રતિબદ્ધ છે. આથી, અમે એવા ઉમેદવારો ઇચ્છીએ છીએ જેઓ સારો શૈક્ષણિક રેકૉર્ડ, વ્યવસાયિક સિદ્ધિઓ અને મેનેજમેન્ટના ક્ષેત્રે જ્ઞાન સર્જન તથા વિતરણના અભિયાનમાં યોગદાન આપવા માટેની પ્રબળ ઇચ્છા દર્શાવતા હોય.

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बिमटेक ने प्रबंधन में पीएच.डी. समकक्ष फेलो प्रोग्राम के लिए आवेदन आमंत्रित किए; अंतिम तिथि 23 को

ग्रेटर नोएडा। भारत के प्रमुख बिजनेस स्कूलों में से एक बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएच.डी. इन्फ्लुएंट फेलो प्रोग्राम (एफपीएम/ईएफपीएम) में आवेदन आमंत्रित किए हैं। इस इमर्सिव स्टडी प्रोग्राम में सीट सुरक्षित करने की अंतिम तिथि 23 फरवरी 2025 है। यह प्रोग्राम ऑल इंडिया काउंसिल फॉर टेक्निकल एजुकेशन (एआईसीटीई), एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज (एआईयू) और भारत सरकार के शिक्षा मंत्रालय द्वारा अनुमोदित है। इसका उद्देश्य शोध से जुड़ी शिक्षा देकर स्कॉलर्स को अकादमिक क्षेत्र, उद्योग या परामर्श में बेहतर करियर बनाने के लिए तैयार करना है।



ONLINE **COVERAGES**

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Sr. No.	Publication	Link	Reach	PR Value
1	The Hindu	https://www.thehindu.com/education/news-from-the-world-of-education-february-18-2025/article69233723.ece	24.2M	3,02,500
2	The Hindustan Times	https://www.hindustantimes.com/education/admissions/bimtech-invites-applications-for-phd-equivalent-fellow-programmes-in-management-101739543232693-amp.html	47.3M	2,42,000
3	Dainik Bhaskar	Jaipur News Update, BIMTECH starts PhD equivalent fellowship program बिमटेक में पीएचडी समकक्ष फेलो प्रोग्राम शुरू: 60 हजार तक स्कॉलरशिप, 1.80 लाख रिसर्च ग्रांट; 23 फरवरी तक करें आवेदन - Jaipur News Dainik Bhaskar	31.4M	2,75,000
4	Education Times (The Times of India)	https://www.educationtimes.com/article/campus-beat-college-life/99737662/weekly-alerts-find-out-all-about-admissions-in-iit-madras-iim-kozhikode-university-of-sheffield-and-more	19.7M	4,40,000
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6	Careers 360	https://news.careers360.com/bimtech-invites-applications-for-phd-equivalent-fellow-management-programmes-scholarships-up-rs-60000/amp	6.7M	-
7	Careers 360 (Hindi)	https://hindinews.careers360.com/bimtech-invites-applications-for-phd-equivalent-fellow-programmes-in-management-last-date-23-february	6.7M	-
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17	FM Live	BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management; Last Date to Apply 23rd February 2025 - FM Live		
Social Media				
1	Eduvice (FB)	https://www.facebook.com/story.php?story_fbid=1157507513052635&id=100063801910737&_rd	-	-
TOTAL			169M	12,59,500

www.thehindu.com

<https://www.thehindu.com/education/news-from-the-world-of-education-february-18-2025/article69233723.ece>

THE HINDU

News from the world of Education: February 18, 2025



BIMTECH invites applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for 2025.

Eligibility: At least 60% or equivalent GPA in Master's degree in Engineering and Technology, Management, Economics, Social Science, Commerce, or Humanities, recognised by AICTE/AIU. Candidates with CA, CS or ICWA qualifications must have minimum 50% and a B.Com degree. Those with a five-year integrated Master's degree in Engineering and Technology, Management, Economics, Social Science, Commerce, or Humanities must have at least 60%.

Deadline: February 23

Details at <https://tinyurl.com/3279p45n>

www.hindustantimes.com

**BIMTECH invites applications for PhD equivalent Fellow Programmes in Management -
Hindustan Times**

Hindustan Times

**BIMTECH invites applications for
PhD equivalent Fellow Programmes
in Management**



Birla Institute of Management Technology (BIMTECH) invites applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025.

www.bhaskar.com

Jaipur News Update, BIMTECH starts PhD equivalent fellowship program | बिमटेक में पीएचडी समकक्ष फेलो प्रोग्राम शुरू: 60 हजार तक स्कॉलरशिप, 1.80 लाख रिसर्च ग्रांट; 23 फरवरी तक करें आवेदन - Jaipur News | Dainik Bhaskar


दैनिक भास्कर

बिमटेक में पीएचडी समकक्ष फेलो प्रोग्राम शुरू: 60 हजार तक स्कॉलरशिप, 1.80 लाख रिसर्च ग्रांट; 23 फरवरी तक करें आवेदन



बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने 2025 सत्र के लिए पीएचडी समकक्ष फेलो प्रोग्राम में प्रवेश की घोषणा की है। एआईसीटीई, एआईयू और शिक्षा मंत्रालय से मान्यता प्राप्त इस चार वर्षीय कार्यक्रम में 23 फरवरी तक आवेदन किए जा सकते हैं।

www.educationtimes.com

<https://www.educationtimes.com/article/campus-beat-college-life/99737662/weekly-alerts-find-out-all-about-admissions-in-iit-madras-iim-cozhikode-university-of-sheffield-and-more>



WEEKLY ALERTS: Find out all about admissions in IIT Madras, IIM Kozhikode, University of Sheffield and more



BIMTECH, Greater Noida, invites applications for PhD Equivalent Fellow Programmes in Management

Eligibility: Minimum 60% marks in Master's degree in relevant subjects.

Deadline: February 23, 2025

Link: <https://shorturl.at/jp03f>

www.shiksha.com

**BIMTECH invites applications for PhD Equivalent Fellow Programmes in Management;
Apply by Feb 23**



BIMTECH invites applications for PhD Equivalent Fellow Programmes in Management; Apply by Feb 23



BIMTECH Admission 2025: The Birla Institute of Management Technology (BIMTECH) has announced the commencement of applications for its **Doctor of Philosophy (PhD) Equivalent Fellow Programmes in Management (FPM/EFPM)** for the session 2025. This AICTE and Association of Indian Universities (AIU)-approved programme is designed to nurture research-oriented scholars who will contribute to fields like academia, industry, and consultancy. The deadline to submit applications is **February 23, 2025**.

www.news.careers360.com

BIMTECH invites applications for PhD equivalent fellow management programmes; apply by February 23



BIMTECH invites applications for PhD equivalent fellow management programmes; scholarships up to Rs 60,000



NEW DELHI: The Birla Institute of Management Technology (BIMTECH) is inviting applications for its Doctor of Philosophy (PhD) Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025. The deadline to apply for the management programme is February 23, 2025. As per the institute, this All-India Council for Technical Education (AICTE) and the Association of Indian Universities (AIU) approved programme aims to support the development of research-oriented scholars in fields such as academia, industry, and consultancy.

www.hindinews.careers360.com

BIMTECH: बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने प्रबंधन में PhD समकक्ष फेलो कार्यक्रम के लिए आवेदन मांगे

NEWS

CAREERS360

BIMTECH: बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ने प्रबंधन में PhD समकक्ष फेलो कार्यक्रम के लिए आवेदन मांगे



नई दिल्ली: बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी, ग्रेटर नोएडा (BIMTECH Greater Noida) ने सत्र 2025 के लिए प्रबंधन में पीएचडी समकक्ष फेलो प्रोग्राम (FPM/EFPM) के लिए आवेदन आमंत्रित किया है। इच्छुक और योग्य उम्मीदवार ऑफिशियल वेबसाइट fpm.admissions.bimtech.ac.in पर जाकर प्रबंधन में पीएचडी समकक्ष फेलो कार्यक्रम के लिए अंतिम तिथि 23 फरवरी तक आवेदन कर सकते हैं।

www.apnnews.com

BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management;
Last Date to Apply 23rd February 2025 - APN News



**BIMTECH Invites Applications for Ph. D.
Equivalent Fellow Programmes in
Management; Last Date to Apply 23rd
February 2025**



Bengaluru - Birla Institute of Management Technology (BIMTECH), one of India's leading business schools, is excited to invite applications for the Ph. D. Equivalent Fellow Programmes in Management (FPMEFPM) for the session 2025. The last date to secure a seat in this immersive fellow program is 23rd February 2025.

Approved by the All India Council for Technical Education (AICTE), Association of Indian Universities (AIU), Ministry of Education, Govt. of India, the program is based on a structure that facilitates the empowerment of research-driven scholars for rewarding careers in academia, industry, or consultancy.

www.collegedunia.com

BIMTECH FPM and EFPM Admission Open; Apply Before Feb 23



BIMTECH FPM and EFPM Admission Open; Apply Before Feb 23



BIMTECH has opened applications for its Fellow Programme in Management (FPM) and Executive Fellow Programme in Management (EFPM) for 2025. The program will start from July 12, 2025.

www.indiaeducationdiary.in

**BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management;
Last Date to Apply 23rd February 2025 – India Education | Latest Education News | Global
Educational News | Recent Educational News**



BIMTECH Invites Applications For Ph. D. Equivalent Fellow Programmes In Management; Last Date To Apply 23rd February 2025

Greater Noida: Birla Institute of Management Technology (BIMTECH), one of India's leading business schools, is excited to invite applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025. The last date to secure a seat in this immersive fellow program is 23rd February 2025.

Approved by the All India Council for Technical Education (AICTE), Association of Indian Universities (AIU), Ministry of Education, Govt. of India, the program is based on a structure that facilitates the empowerment of research-driven scholars for rewarding careers in academia, industry, or consultancy.

www.skilloutlook.com

**BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management;
Last Date to Apply 23rd February 2025 | Skilloutlook.com**



BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management; Last Date to Apply 23rd February 2025

Greater Noida : Birla Institute of Management Technology (BIMTECH), one of India's leading business schools, is excited to invite applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025. The last date to secure a seat in this immersive fellow program is 23rd February 2025.

www.eduadvice.in

BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management



**BIMTECH Invites Applications for Ph. D. Equivalent
Fellow Programmes in Management**

Greater Noida, 12TH February 2025: Birla Institute of Management Technology (BIMTECH), one of India's leading business schools, is excited to invite applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025. The last date to secure a seat in this immersive fellow program is 23rd February 2025.

Approved by the All India Council for Technical Education (AICTE), Association of Indian Universities (AIU), Ministry of Education, Govt. of India, the program is based on a structure that facilitates the empowerment of research-driven scholars for rewarding careers in academia, industry, or consultancy.

www.htsyndication.com

BIMTECH invites applications for PhD equivalent Fellow Programmes in Management



**BIMTECH invites applications for PhD
equivalent Fellow Programmes in
Management**

India, Feb. 14 -- Birla Institute of Management Technology (BIMTECH) invites applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025.

Approved by the All India Council for Technical Education (AICTE), Association of Indian Universities (AIU), Ministry of Education, Govt. of India, the program is based on a structure that facilitates the empowerment of research-driven scholars for rewarding careers in academia, industry, or consultancy, informed BIMTECH.

www.tennews.in

BIMTECH Invites Applications for FPM and EFPM Programs 2025-26 - tennews.in:
National News Portal



**BIMTECH Invites Applications For FPM
And EFPM Programs 2025-26**



Greater Noida, 11th February 2025: Birla Institute of Management Technology (BIMTECH), one of India's leading business schools, is excited to invite applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025. The last date to secure a seat in this immersive fellow program is 23rd February 2025.

www.indiaccess.com

**BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management;
Last Date to Apply 23rd February 2025 - Education News India**

IndiAccess **Education News**

**BIMTECH Invites Applications for Ph.
D. Equivalent Fellow Programmes in
Management; Last Date to Apply 23rd
February 2025**



Greater Noida, 12TH February 2025: Birla Institute of Management Technology (BIMTECH), one of India's leading business schools, is excited to invite applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025. The last date to secure a seat in this immersive fellow program is 23rd February 2025.

www.eduvibes.in

<https://www.eduvibes.in/2025/02/bimtech-invites-applications-for-ph-d.html>

eduvibes.

BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management; Last Date to Apply 23rd February 2025

Greater Noida, 13TH February 2025: Birla Institute of Management Technology (BIMTECH), one of India's leading *business schools*, is excited to invite *applications* for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025. The *last* date to secure a seat in this immersive *fellow* program is 23rd February 2025.

www.fmlive.in

BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management;
Last Date to Apply 23rd February 2025 - FM Live



BIMTECH Invites Applications for Ph. D. Equivalent Fellow Programmes in Management; Last Date to Apply 23rd February 2025



Bengaluru : Birla Institute of Management Technology (BIMTECH), one of India's leading business schools, is excited to invite applications for the Ph. D. Equivalent Fellow Programmes in Management (FPM/EFPM) for the session 2025. The last date to secure a seat in this immersive fellow program is 23rd February 2025.

www.facebook.com

EduAdvice - BIMTECH Invites Applications for Ph. D.... | Facebook





Industry Story- Derivatives trading ban in
7 commodities extended (The Hindu
Business Line)

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Industry Story: HBL						
Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	01.02.2025	The Hindu Business Line	7	Mumbai	180000	64,92,000
TOTAL					180000	64,92,000

PUBLICATION : The Hindu Business Line
DATE : 01.02.2025
EDITION : National
PAGE No. : 07

Derivatives trading ban in 7 commodities extended

Our Bureau
Mumbai

SEBI has extended the ban on derivatives trading in seven agriculture commodities by two months till March 31. SEBI had suspended trading in the commodities, including paddy (non-basmati), wheat, chana, derivatives of mustard seeds and soyabean, crude palm oil and moong, on December 19, 2021, for one year on concerns over high inflation. The ban was then extended twice till December 2024.

HOPES RAISED

Last year, the ban was extended only for less than two months till this month end raising hopes that the trading in these commodities will start from February.

In contrast, SEBI has now extended the ban till March-

end without assigning any reason. Various studies by leading research firms and educational institutions have found that the derivatives on the recognised exchanges are not pushing up prices of these commodities, but they increased based on the demand and supply situation.

Recent studies conducted by academicians from reputed institutions such as the Birla Institute of Management Technology (BIMTECH), the Vinod Gupta School of Management at IIT-Kharagpur and the Shailesh J Mehta School of Management at IIT-Bombay have uniformly found that retail prices for none of the suspended commodities decreased after the ban. The volatility of many of these commodities rose significantly following the suspension of futures trading.



Industry Story- Post Budget 2025 Quote



ONLINE **COVERAGES**

INDEX

Industry Story: Post Budget 2025				
Sr. No.	Publication	Link	Reach	PR Value
1	News 18	https://www.news18.com/education-career/education-budget-2025-live-updates-nirmala-sitharaman-education-sector-allocation-announcements-key-points-in-parliament-liveblog-9210209.html	57.6M	2,42,000
2	Money Control	https://www.moneycontrol.com/education/education-budget-2025-industry-leaders-react-to-ai-skilling-and-higher-education-boost-article-12927337.html	34.8M	6,00,000
3	NDTV	https://www.ndtv.com/business-news/union-budget-2025-will-serve-as-catalyst-for-job-creation-say-experts-7610956	27.9M	4,84,000
4	Shiksha	https://www.shiksha.com/news/mba-union-budget-2025-management-institutions-respond-to-allocation-for-iims-and-educational-reforms-blogId-189366	28.6M	-
5	Amar Ujala	https://www.amarujala.com/education/education-budget-highest-allocation-in-2024-see-how-education-employment-benefited-in-the-last-10-years-2025-01-31	22.5M	2,20,000
6	The Economic Times	https://education.economictimes.indiatimes.com/news/higher-education/union-budget-2025-26-a-turning-point-for-education-or-another-year-another-budget-situation/117852164	11.4M	3,02,500
7	Zee Biz	https://www.zeebiz.com/hindi/economy/live-updates-budget-2025-fm-nirmala-sitharamans-speech-in-hindi-live-updates-india-aam-budget-new-income-tax-slabs-stock-market-education-railway-infra-defence-custom-duty-agriculture-sme-jobs-announcement-200300	8.1M	3,02,500
8	Jagran Josh	https://english.jagran.com/education/education-budget-2025-industry-experts-share-their-insights-on-transformative-initiatives-10216107	5.7M	-
9	One India	https://www.oneindia.com/india/budget-2025-massive-boost-for-digital-learning-ai-education-and-skill-development-experts-react-4059539.html	1.4M	-
10	BW Education	https://bweducation.com/article/higher-education-leaders-applaud-budget-2025-26-for-ai-skilling-and-startup-support-546734	50K	-
11	Outlook Money	https://www.outlookmoney.com/news/union-budget-2025-live-income-tax-regime-fm-nirmala-sitharaman-speech	16.1K	
12	Financial 360	https://www.thefinance360.com/indias-union-budget-2025-experts-eye-growth-in-education-startups-healthcare/	-	-
13	The News Strike	https://thenewsstrike.com/live-union-budget-2024-25-2024-25	-	-
TOTAL			198.1M	21,51,000

www.news18.com

<https://www.news18.com/education-career/education-budget-2025-live-updates-nirmala-sitharaman-education-sector-allocation-announcements-key-points-in-parliament-liveblog-9210209.html>



Education Budget 2025 Highlights: Highest-Ever Allocation, Reflects PM Modi's Commitment To Make Edu More Accessible, Says Pradhan

Education Budget 2025 Live Updates: Empowering Innovation, Education & Micro-Enterprises For A Viksit Bharat

Dr. Prabina Rajib, Director of Birla Institute of Management Technology (BIMTECH) Greater Noida, highlighted that the Union Budget 2025 aims to drive transformative reforms across six domains, envisioning a Viksit Bharat with quality education and affordable, comprehensive healthcare. She emphasized the budget's focus on inclusive growth and its potential to position India as a global leader in technology through investments in AI, cloud computing, 5G, and cybersecurity. The establishment of three AI Centres of Excellence, backed by Rs 500 crore, will advance research, innovation, and skill development, while increased funding for educational infrastructure will prepare a future-ready workforce. Additionally, micro-enterprises (with investments up to Rs 1 crore and turnover up to Rs 5 crore) will benefit from doubled credit guarantees to Rs 10 crore, enabling Rs 1.5 lakh crore in additional credit over five years, alongside customized credit cards. Small and medium enterprises will also see expanded investment and turnover thresholds. This budget aligns with the Atal Incubation Centre (AIC BIMTECH) mission to transform India's startup ecosystem by providing unparalleled support and

www.moneycontrol.com

<https://www.moneycontrol.com/education/education-budget-2025-industry-leaders-react-to-ai-skilling-and-higher-education-boost-article-12927337.html>



Education Budget 2025: Industry leaders react to AI, skilling and higher education boost

Transformative Reforms for a Viksit Bharat

Dr. Prabina Rajib, Director of BIMTECH Greater Noida, highlighted the budget's alignment with India's vision of Viksit Bharat by 2047.

"Investments in AI, cloud computing, 5G, and cybersecurity will strengthen India's technological leadership. The establishment of three AI Centres of Excellence with Rs 500 crore funding will foster research, innovation, and skill development. Increased funding for educational infrastructure will create a future-ready workforce," she stated.

CREDIT
CARDS

www.ndtv.com

<https://www.ndtv.com/business-news/union-budget-2025-will-serve-as-catalyst-for-job-creation-say-experts-7610956>



Union Budget 2025 Will Serve As Catalyst For Job Creation, Says Expert

Union Budget 2025 focuses on creating global leader in technology

The budget has a focus on inclusive growth and its potential to position India as a global leader in technology through investments in AI, cloud computing, 5G, and cybersecurity, notes Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH) Greater Noida. She added, "The establishment of three AI Centres of Excellence, backed by Rs 500 crore, will advance research, innovation, and skill development, while increased funding for educational infrastructure will prepare a future-ready workforce."

www.shiksha.com

<https://www.shiksha.com/news/mba-union-budget-2025-management-institutions-respond-to-allocation-for-iims-and-educational-reforms-blogId-189366>



Union Budget 2025: Management Institutions respond to Allocation for IIMs and Educational Reforms



Transformative Reforms for Inclusive Growth: Dr. Prabina Rajib's Perspective

Dr. Prabina Rajib, Director of **DIMTECH**, applauded the transformative reforms outlined in the Union Budget, particularly in the domains of AI and entrepreneurship. "The Rs 500 crore investment in AI Centres of Excellence will advance research and innovation. The focus on small and medium-sized enterprises, alongside measures to boost credit availability, will support India's startup ecosystem," she stated. Dr. Rajib also highlighted the increased funding for educational infrastructure, which she believes will strengthen India's competitive edge on the global stage.

www.amarujala.com

<https://www.amarujala.com/education/education-budget-highest-allocation-in-2024-see-how-education-employment-benefited-in-the-last-10-years-2025-01-31>

अमर उजाला

**Education Budget 2025: शिक्षा बजट में 6.65% का उछाल,
इतने लाख करोड़ रुपये का हुआ आवंटन**



विशेषज्ञों ने दी अपनी राय

बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) चेंटर नोएडा के निदेशक डॉ. प्रबिना राजीव ने कहा कि केंद्रीय बजट 2025 छह प्रमुख क्षेत्रों में परिवर्तनकारी सुधारों को आगे बढ़ाने का लक्ष्य रखता है, जिससे विकसित भारत की परिफ़लपना साकार हो सके। यह बजट अटल इनोवेशन सेंटर (AIC BIMTECH) के मिशन के अनुरूप है, जो भारत के स्टार्टअप इकोसिस्टम को विकसित करने के लिए अभूतपूर्व समर्थन और संसाधन प्रदान कर रहा है। यह नवाचार को बढ़ावा देने, आर्थिक विकास को गति देने और सतत, समृद्ध स्टार्टअप समुदाय बनाने की दिशा में महत्वपूर्ण भूमिका निभाएगा।

www.education.economictimes.indiatimes.com

<https://education.economictimes.indiatimes.com/news/higher-education/union-budget-2025-26-a-turning-point-for-education-or-another-year-another-budget-situation/117852164>

ET Education.com
From The Economic Times

Union Budget 2025-26: A turning point for education or another year - another budget situation?



Additionally, the establishment of three AI Centres of Excellence and a National Digital Repository for knowledge systems will foster collaboration between industry and higher education institutions (HEIs). Dr Prabina Rajib, Director of **BIMTECH**, highlighted that these initiatives will advance research, innovation, and skill development, positioning India as a global leader in technology.

www.zeebiz.com

<https://www.zeebiz.com/hindi/economy/live-updates-budget-2025-fm-nirmala-sitharamans-speech-in-hindi-live-updates-india-aam-budget-new-income-tax-slabs-stock-market-education-railway-infra-defence-custom-duty-agriculture-sme-jobs-announcement-200300>



Budget 2025 Big Highlights: बजट 2025 में टैक्सपेयर्स को सबसे बड़ा तोहफा, 12 लाख तक इनकम टैक्स फ्री, Income Tax Slab बदले, कई और तोहफे



01 Feb, 2025

02:21 PM

Budget 2025: 'अनुसंधान, नवाचार और कौशल विकास को बढ़ावा मिलेगा'

डॉ. प्रविना राजीव, निदेशक, बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) ग्रेंटर नोएडा ने कहा कि तीन एआई सेंटर ऑफ एक्सीलेंस की स्थापना के लिए 500 करोड़ रुपये का प्रावधान किया गया है, जिससे अनुसंधान, नवाचार और कौशल विकास को बढ़ावा मिलेगा।

इसके अतिरिक्त, माइक्रो-उद्यमों (जिनका निवेश 1 करोड़ रुपये तक और टर्नओवर 5 करोड़ रुपये तक है) को क्रेडिट गारंटी को दोगुना कर 10 करोड़ रुपये कर दिया गया है, जिससे अगले पांच वर्षों में 1.5 लाख करोड़ रुपये का अतिरिक्त ऋण उपलब्ध होगा। यह बजट अटल इनक्यूबेशन सेंटर (AIC BIMTECH) के मिशन के अनुरूप है, जो भारत के स्टार्टअप इकोसिस्टम को विकसित करने के लिए अभूतपूर्व समर्थन और संसाधन प्रदान कर रहा है।

www.english.jagran.com

<https://english.jagran.com/education/education-budget-2025-industry-experts-share-their-insights-on-transformative-initiatives-10216107>



Education Budget 2025: Industry Experts Share Their Insights On Transformative Initiatives

Dr Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH) Greater Noida, "highlighted that the Union Budget 2025 aims to drive transformative reforms across six domains, envisioning a Viksit Bharat with quality education, and affordable, comprehensive healthcare. She emphasised the budget's focus on inclusive growth and its potential to position India as a global leader in technology through investments in AI, cloud computing, 5G, and cybersecurity. The establishment of three AI Centres of Excellence, backed by Rs 500 crore, will advance research, innovation, and skill development, while increased funding for educational infrastructure will prepare a future-ready workforce. Additionally, micro-enterprises (up to Rs 1 crore investment, Rs 5 crore turnover) will benefit from doubled credit guarantees to Rs 10 crore, enabling Rs 1.5 lakh crore in additional credit over five years, alongside customised credit cards, while small and medium enterprises see expanded investment and turnover thresholds. This budget aligns with Atal Incubation Centre (AIC BIMTECH) mission to transform India's startup ecosystem by providing unparalleled support and resources to entrepreneurs, fostering innovation, driving economic growth, and building a sustainable, thriving startup community for a better future."

www.oneindia.com

<https://www.oneindia.com/india/budget-2025-massive-boost-for-digital-learning-ai-education-and-skill-development-experts-react-4059539.html>

Oneindia

**Budget 2025: Massive Boost For Digital Learning,
AI Education, And Skill Development – Experts
React**

Dr Prabina Rajib, Director of Birla Institute of Management Technology (BIMTECH), pointed out that investments in AI, cloud computing, 5G, and cybersecurity will position India as a global leader in technology. She also emphasised that increased funding for educational infrastructure will drive long-term economic growth.

www.bwedducation.com

<https://bwedducation.com/article/higher-education-leaders-applaud-budget-2025-26-for-ai-skilling-and-startup-support-546734>



Education Leaders Applaud Budget 2025-26 For AI, Skilling And Startup Support

Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH) Greater Noida, said, "highlighted that the Union Budget 2025 aims to drive transformative reforms across six domains, envisioning a Viksit Bharat with quality education, and affordable, comprehensive healthcare. She emphasized the budget's focus on inclusive growth and its potential to position India as a global leader in technology through investments in AI, cloud computing, 5G, and cybersecurity. The establishment of three AI Centres of Excellence, backed by Rs 500 crore, will advance research, innovation, and skill development, while increased funding for educational infrastructure will prepare a future-ready workforce. Additionally, micro-enterprises (up to Rs 1 crore investment, Rs 5 crore turnover) will benefit from doubled credit guarantees to Rs 10 crore, enabling Rs 1.5 lakh crore in additional credit over five years, alongside customised credit cards, while small and medium enterprises see expanded investment and turnover thresholds. This budget aligns with Atal Incubation Centre (AIC BIMTECH) mission to transform India's startup ecosystem by providing unparalleled support and resources to entrepreneurs, fostering innovation, driving economic growth, and building a sustainable, thriving startup community for a better future."

www.outlookmoney.com

<https://www.outlookmoney.com/news/union-budget-2025-live-income-tax-regime-fm-nirmala-sitharaman-speech>

Outlook MONEY

News

Union Budget Speech 2025 Highlights: After ● FM's Income Tax Bonanza For Middle Class, PM Modi Calls It People's Budget



Union Budget 2025 LIVE: Expert Reaction on Budget

Union Budget 2025 aims to drive transformative reforms across six domains, envisioning a Viksit Bharat with quality education, and affordable, comprehensive healthcare. She emphasized the budget's focus on inclusive growth and its potential to position India as a global leader in technology through investments in AI, cloud computing, 5G, and cybersecurity. This budget aligns with Atal Incubation Centre (AIC **BIMTECH**) mission to transform India's startup ecosystem by providing unparalleled support and resources to entrepreneurs, fostering innovation, driving economic growth, and building a sustainable, thriving startup community for a better future - Prabina Rajib, Director, Birla Institute of Management Technology (**BIMTECH**) Greater Noida

www.thefinance360.com

<https://www.thefinance360.com/indias-union-budget-2025-experts-eye-growth-in-education-startups-healthcare/>



FINANCE 360

GLOBAL FINANCIAL NEWS

India's Union Budget 2025: Experts Eye Growth In Education, Startups & Healthcare



Dr. Prabina Rajit, Director, Birla Institute of Management Technology (BIMTECH) Greater Noida, highlighted that the Union Budget 2025 aims to drive transformative reforms across six domains, envisioning a Viksit Bharat with quality education, and affordable, comprehensive healthcare.

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"This budget aligns with Atal Incubation Centre (AIC BIMTECH) mission to transform India's startup ecosystem by providing unparalleled support and resources to entrepreneurs, fostering innovation, driving economic growth, and building a sustainable, thriving startup community for a better future," she remarked.

www.thenewstrike.com

<https://thenewstrike.com/live-union-budget-2024-25-2024-25>

THE NEWS STRIKE

LOCAL FOR LOCAL NEWS

Live - Union Budget 2024-25 | केंद्रीय बजट 2024-25

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



Industry Story- Prof. Archana Shrivastava
Quote in The Indian Express

INDEX

Prof Archana Shrivastava Quote - The Indian Express (Layoff Story)				
Sr. No.	Publication	Link	Reach	PR Value
1	The Indian Express	Rising Layoffs: Sectors, roles most-affected and the way forward Education News - The Indian Express	36.6M	1,81,500
TOTAL			36.6M	1,81,500

www.indianexpress.com

Which sectors, roles are most-affected during Layoffs ? | Education News - The Indian Express

 **The Indian EXPRESS**
JOURNALISM OF COURAGE

Which sectors, roles are most-affected during Layoffs ?



Layoffs in recent years can be attributed to several key factors with economic downturns being a predominant driver, Dr Archana Shrivastava, professor at Birla Institute of Management Technology explained. During recessions or periods of reduced consumer spending, organisations are compelled to lower operational costs, often by streamlining their workforce. "Additionally, the growing adoption of technological advancements, including automation and artificial intelligence, frequently renders specific roles redundant, contributing to job reductions. Moreover, skill mismatches within the workforce also play a significant role, as companies seek to optimize efficiency and align talent with evolving business needs," she said.



Industry Story- Prof Manoj K Pandey Quote in The Tribune

INDEX

Industry Story: Income Tax Bill (Prof. Manoj Quote)						
Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	15.02.2025	The Tribune	14	Mumbai	96892	34,560
TOTAL					96892	34,560

PUBLICATION : The Tribune
DATE : 15.02.2025
EDITION : Mumbai
PAGE No. : 14

WHY THE CHANGE

The current Income Tax Act was enacted in 1961 and became applicable with effect from April 1, 1962. It has been amended nearly 65 times, with more than 4,000 amendments. Over the years, the amendments “accumulated” intricate language, detailed provisions and redundancies which made a common taxpayer’s job tough.

As Prof Manoj K Pandey, a faculty member at the Birla Institute of Management Technology, puts it, “With 64 years of legacy and a series of amendments, the existing I-T Act has become complicated, with scope for different interpretations leading to litigations. The simplification of wording in the new Act and the government’s thrust on the new tax regime would definitely improve self-compliance by individual taxpayers, leading to a reduction in cases.”

INDEX

Industry Story: Income Tax Bill (Prof. Manoj Quote)				
Sr. No.	Publication	Link	Reach	PR Value
1	The Tribune	https://www.tribuneindia.com/news/my-money/new-tax-dynamics/amp	1M	-
TOTAL			1M	-

www.tribuneindia.com

New Tax dynamics - The Tribune

The Tribune

New Tax dynamics

The Income Tax Bill, 2025, aims to ease payment, improve compliance and reduce litigation. Will it help in the long run?

As Prof Manoj K Pandey, a faculty member at the Birla Institute of Management Technology, puts it, "With 64 years of legacy and a series of amendments, the existing I-T Act has become complicated, with scope for different interpretations leading to litigations. The simplification of wording in the new Act and the government's thrust on the new tax regime would definitely improve self-compliance by individual taxpayers, leading to a reduction in cases."



AUTHORED **ARTICLES**



Article- Prof Sugandh Ahuja
The Hindu

INDEX

Article: Prof. Dr. Sugandh Ahuja				
Sr. No.	Publication	Link	Reach	PR Value
1	The Hindu	https://www.thehindu.com/education/union-budget-2025-26-key-allocations-and-initiatives-for-education/article69184337.ece	28M	3,02,500
TOTAL			28M	3,02,500

www.thehindu.com

<https://www.thehindu.com/education/union-budget-2025-26-key-allocations-and-initiatives-for-education/article69184337.ece>

THE HINDU

Union Budget 2025-26: Key allocations and initiatives for education

Focussed on the theme of "Sabka Vikas," the Union Budget 2025-26 emphasizes the importance of investment in people, economy, and innovation as a significant engine on the journey to reach the goal of "Viksit Bharat." Accordingly, to minimize the skill gap in the country by making quality education accessible, the Ministry of Education has been allocated ₹1,28,650 crore, 6.22% more than the budget estimate of 2024-2025.

In the total budget for the MoE, ₹78,572 crores (61.07%) has been allocated to the Department of School Education and Literacy, the highest-ever amount allocated to the department. The remaining ₹50,078 crore (38.93%) is allocated to the Department of Higher Education to be used across scheme (₹6,990.88 crores) and non-scheme (₹43,087.07 crores) expenditures. Some notable initiatives that have been rolled out for strengthening the education, research, and innovation ecosystem include:



Article- DY Director – Dainik Bhaskar

INDEX

Article: DY Director						
Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	10.02.25	Dainik Bhaskar	11	National	472951	3,37,500
TOTAL					472951	3,37,500

PUBLICATION : Dainik Bhaskar

DATE : 10.02.2025

EDITION : National

PAGE No. : 11

AI AGENTS | 2025 में एआई एजेंट्स निभाएंगे अहम भूमिका, खुद ले पाएंगे फैसला **अब एआई के अनुसार बदलेगा उच्च शिक्षा में करिकुलम**



पंकज प्रिय,
डिप्टी डायरेक्टर,
बिमटेक

एआई अब एडमिनिस्ट्रेटिव टास्क से लेकर एनालिटिकल टास्क भी कर सकता है। 2023 में ग्लोबल एआई मार्केट 142.3 बिलियन डॉलर पर था और 2030 तक इसकी 36% तक बढ़ने की उम्मीद है। 2025 में एआई एजेंट्स अहम भूमिका निभाएंगे। ये सॉफ्टवेयर प्रोग्राम्स होते हैं और डेटा और एल्गोरिथ्म के आधार पर खुद फैसला लेने

में सक्षम होते हैं। ये ऑटोमेशन, रोबोटिक्स, फाइनेंस और गेमिंग जैसे क्षेत्रों में इस्तेमाल किए जाते हैं। ये अपने आप सोचने में सक्षम हैं। एजुकेशन में एआई का इस्तेमाल हर साल 47.5% तक बढ़ रहा है। इससे लर्निंग इकोसिस्टम में बड़ा बदलाव आ रहा है। टीचर्स अब स्टूडेंट्स से कनेक्शन बनाने पर फोकस कर सकते हैं, इससे स्टूडेंट्स की ग्रोथ बढ़ेगी। एआई एजेंट इस तरह से बनाए गए हैं कि वे किसी छात्र के वर्तमान नॉलेज लेवल को समझ कर उसके अनुसार उत्तर दें, जिससे सीखने की प्रक्रिया सरल हो सके।

प्रॉम्प्ट इंजीनियर्स जैसे जॉब्स हैं डिमांड में

बड़े बिजनेस, एआई को तेजी से अपना रहे हैं। सॉफ्टवेयर बनाने और बिजनेस एनालिसिस जैसे क्षेत्रों में अब टास्क छोटी टीमों और एआई से पूरे होंगे। इससे एआई एजेंट डेवलपर्स, एथिसिस्ट और प्रॉम्प्ट इंजीनियर्स जैसे जॉब रोल्स पैदा होंगे। भविष्य में एआई ट्रेनर्स, मॉडल्स को बड़े डेटा की मदद से बेहतर कर सकते हैं।

मांग में हैं विशेषज्ञता आधारित कोर्सेज

भारतीय एजुकेशन के करिकुलम में भी कई बदलाव देखे जा सकते हैं। पोस्ट ग्रेजुएट डिप्लोमा मैनेजमेंट कोर्सेज ऐसे प्रोफेशनल्स तैयार कर रहा है जो एआई एजेंट डेवलपमेंट के विशेषज्ञ हों। एआई ड्रिवन बिजनेस स्ट्रेटेजीज जैसे कोर्सेज की मांग बढ़ रही है।



Article- Prof Ram Kumar Dhara
ABP LIVE

INDEX

Article - Prof. Dhara - ABP News				
Sr. No.	Publication	Link	Reach	PR Value
1	ABP Live	https://news.abplive.com/business/how-pack-sizes-can-trick-you-into-buying-more-bundle-product-offer-1751144	8.9M	-
TOTAL			8.9M	-

www.news.abplive.com

<https://news.abplive.com/business/how-pack-sizes-can-trick-you-into-buying-more-bundle-product-offer-1751144>



Product Bundles Or Mind Games? How Pack Sizes Can Trick You Into Buying More

By Ram Mohan Dhara

In today's world of endless shopping choices, the way products are bundled and packaged significantly influences consumer decisions. From supermarket shelves to e-commerce platforms, bundles combining products like 'potato chips and whole-grain salads' or 'ice cream and fresh fruit' are common. However, the interplay between pack sizes, product combinations, and consumer preferences remains poorly understood.

This study dives into the cognitive challenges shoppers face when choosing bundles with varying pack sizes, exploring how serving size impacts decision-making. By uncovering the psychological factors behind these choices, the research sheds light on better strategies for marketers and more informed decisions for consumers.

Overwhelming Consumers

Modern marketplaces offer countless product options and promotions, often overwhelming consumers with complex decisions. Product bundling — combining two or more products into a single offer — is a common marketing strategy. These bundles can range from straightforward combinations like 'two pairs of socks' to intricate mixes such as 'a family pack of salads and ice cream cones.' Statistics show that such bundling strategies are employed across industries, with e-commerce platforms and quick-service restaurants being notable adopters.

Existing research has extensively studied the impact of portion sizes and pack sizes on individual product consumption. Larger packs often lead to increased consumption, especially for hedonic products like snacks or desserts, due to their tempting nature. However, how these pack sizes influence consumer preferences for bundles remains less explored.




Article- Prof Garima Malik
ET Hospitality

INDEX

Article - Prof. Garima- ET Hospitality				
Sr. No.	Publication	Link	Reach	PR Value
1	ET Hospitality	Garima Malik: Leveraging gamification for tourism marketing activities, ET HospitalityWorld	12M	2,75,000
TOTAL			12M	2,75,000


www.hospitality.economictimes.indiatimes.com

Garima Malik: Leveraging gamification for tourism marketing activities, ET HospitalityWorld



From The Economic Times

Leveraging gamification for tourism marketing activities

 **Garima Malik** • ET HospitalityWorld
Published on Feb 20, 2020 at 07:00 AM IST

In the tourism sector, gamification is an emerging strategy used by Destination Marketing Organisations (DMOs), online tourism services providers, and tourist operators for sustainable and versatile engagement with tourists. Some of the noteworthy applications of gamification can be found in Thailand (SmileLand, 2012), Cape Town (The Real Time Report, 2012), Ireland (Tourism Ireland, 2011), and Nanjing, China (People, 2013).

These applications are crafted to increase the destination's visibility, fostering more significant interaction with the destination (Pradhan et al., 2023), enhancing the overall tourism experience, and engendering customer engagement. To this end, we integrate the uses and

While the UNG theory helps us explore individual motives, such as entertainment and information-seeking, TAM assesses how easy and valuable users find these activities. This mixture gives us a well-rounded view, helping explain and improve the adoption of OTA's gamified marketing strategies.

While the adoption of gamified tourism activities has gained attention in recent years, limited research has explored the underlying motivations driving online travel agency (OTA) customers to engage with such gamified experiences. Additionally, there is a lack of clarity on how the dimensions of the UNG theory interact with the perceived ease of use and usefulness of OTAs to influence this adoption. Understanding these dynamics is essential to uncover the psychological and practical factors that shape customer behavior. ❧ ❧ ❧ of gamified tourism, yet existing literature has not fully addressed these intersections.



Article- Dr. A V Shukla and Ashish
Awasthi
ET Government

INDEX

Article - Dr. AV Shukla & Ashish Awasthi - ET Government				
Sr. No.	Publication	Link	Reach	PR Value
1	ET Government	https://government.economictimes.indiatimes.com/blog/silver-economy-on-the-verge-of-boom-in-india-the-next-wave-of-social-business-opportunities/118454434	12M	2,75,000
<u>TOTAL</u>			12M	2,75,000

www.government.economictimes.indiatimes.com

<https://government.economictimes.indiatimes.com/blog/silver-economy-on-the-verge-of-boom-in-india-the-next-wave-of-social-business-opportunities/118454434>



Your Exclusive e-Government Source

Silver economy on the verge of boom in India: The next wave of social, business opportunities

 Dr A V Shrivastava & Ashish Awasthi • ETGovernment
Updated on Feb 22, 2023 at 07:28 AM IST



It was in 1970's that the term "Silver Economy" was coined in Japan. It referred to a market of aged buyers marked by their silver hair. This market, typically marked by people over 60 years of age, bought and consumed considerable amounts of a wide variety of market offerings.

While the "silver economy" offers great opportunities in a wide variety of businesses it is also true that companies need to understand the peculiar requirements of the elderly buyers in each product category.

Over the years the silver economy has rapidly grown in almost all countries all over the world. Any buzzing modern day economy can, today, ill afford to neglect this big and constantly growing segment. The article, firstly pinpoints the sectors to which the silver economy offers grand opportunities. It then highlights the major challenges associated.