



PR REPORT

AUGUST 2025

Prepared By



Activity Sheet – August 2025

- **Press Release:** BIMTECH Honoured by AACSB for Innovation and Leadership
- **Press Release:** UNIQLO and BIMTECH partner to shape future retail leaders
- **Authored Article:** Dr. Ruchi Arora in HBL
- **Authored Article :** Dr. Reeti Kulshrestha in Central Chronicle
- **Authored Article:** Dr. Shailja Vasisth in ET Govt.
- **Listicle:** Authoritative Reads on Business, Marketing & Markets by BIMTECH Greater Noida; Professors- Prateek Jain, Jyoti Das & Arun Mittal
- **Industry Story:** Pratyush Vidyarthi, PGDM 2024-2026 Batch in News 18



OUTLINE OF PR ACTIVITIES

Press Release: 02

Article + Listicle: 04

TOP PUBLICATIONS:

ANS, ANI, PTI, The Hindu Business Line, The Hindu, Business Standard, ET Govt., The Tribune, Lokmat Times, The Week, Amar Ujala, News 18, India Today, Edex Live, BW Education, Patrika, Rediff, Indian Retailer, Careers 360, Central Chronicle etc.

**TOTAL PRINT AND
ONLINE COVERAGES:**

22 + 67

Industry Story:
01

Print Circulation is
7,45,287 and **Earned
Influence Value** is
7,13,093.

**Cumulative Online
Reach** 342.76 M is and
PR Value is 28,22,800.



PENDING ACTIVITIES

- **Authored Articles-** 03
- **Industry Story** - The Indian Express



ADFACTORS PR
Reputation & Critical Issues Advisory

PR DOCUMENT

Press Release

BIMTECH Earns Global Recognition from AACSB for Innovation and Leadership Impact

Or

BIMTECH Honoured by AACSB for Innovation and Leadership; Celebrates Entrepreneurial Success of Alumna

Greater Noida, 1st August 2025: Reflecting the global impact of Indian education, Birla Institute of Management Technology (BIMTECH), has earned a prestigious recognition from **AACSB International (Association to Advance Collegiate Schools of Business)**, the world's leading accrediting body for business schools. The institute has been honoured under **AACSB's 2025 "Innovations That Inspire" and "Influential Leaders" initiatives.**

A key highlight of the event was the felicitation to Ms. Manya Jha, Founder and Chairperson of Morphedo Technologies Pvt. Ltd. Being a distinguished alumni (PGDM 2014–16), her entrepreneurial journey from campus to building ventures with a projected INR 1,000 crore turnover by 2030, reflects the vision, leadership, innovation, and societal impact the institute embodies in its students.

As part of this recognition, Mr. Prathap Das, Regional Head, South Asia, AACSB International, visited the B-school to formally present the award. His visit included interactions with the leadership team, standard owners, mentors, and faculty members, as well as an inspirational address on excellence in business education and AACSB accreditation.

Expressing delight at this achievement, Dr. Prabina Rajib, Director, BIMTECH, shared, "This award is a testament to our vision of producing globally competent, socially responsible leaders. We reaffirm our dedication to driving academic and societal impact in alignment with AACSB's values of innovation, engagement, and impact. We have built an ecosystem that encourages innovation, inclusivity, and industry alignment."

Inspired by its founders Late Basant Kumar Birla and Sarala Birla, BIMTECH has 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 is amongst the Ivy League of Top Globally Recognized B-Schools that excels in management education, supported by its globally placed robust alumni network of over 8000 individuals.

Press Release

Japanese Global Apparel Retailer, UNIQLO Inks MoU with BIMTECH to develop future Talent and enhance student opportunities

National, 11th August 2025: Fast Retailing Co., Ltd., parent company of UNIQLO and Birla Institute of Management Technology (BIMTECH) have formalized a strategic partnership through a Memorandum of Understanding (MoU) aimed at nurturing future leaders in retail management. This collaboration addresses the rising demand for specialized post-graduate programs in retail management by providing students with industry-aligned education, practical exposure, and career opportunities to meet the evolving needs of the retail sector. At the MoU signing ceremony, Mr. Kenji Inoue, CFO & COO UNIQLO India; Dr. Prabina Rajib, Director, BIMTECH; and Prof. Pankaj Priya, Deputy Director, BIMTECH, were present.

This one-of-a-kind partnership will facilitate industry lectures, internships, and campus placements through UNIQLO's Management Candidate Program. In addition, a selected group of students will be nominated for Fast Retailing's Global Management Program in Japan, aimed at offering international exposure to emerging retail leaders. UNIQLO and BIMTECH aim to develop future retail leaders through structured, merit-based engagement.

The initiative is part of a broader push to align academic curricula with real-world industry expectations in one of the world's fastest-growing retail markets.

Mr. Kenji Inoue, Chief Financial Officer and Chief Operating Officer, UNIQLO India said, "UNIQLO is delighted to collaborate with BIMTECH fostering innovation and talent development. This collaboration will offer students a unique opportunity to have business sessions with global market specialists in order to learn more about world industry and business."

Dr. Prabina Rajib, Director, BIMTECH, shared, "At BIMTECH, we firmly believe that future retail leaders must be developed through strong engagement with the industry and global exposure. This partnership with UNIQLO is not merely a MoU, but a collaborative effort to co-develop talent through real-world experience, global best practices, and retail innovation to shape the future of retail."

The collaboration will provide PGDM (Retail Management) students with opportunities to interact directly with veteran retail professionals, engage in experiential learning, and explore career pathways in domestic and international retail operations.

Inspired by its founders Late Basant Kumar Birla and Sarala Birla, BIMTECH has pioneered innovative programs like PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management), PGDM-Online and Fellow programs (FPM/E-FPM) nurturing individuals into global leaders. BIMTECH is amongst the Ivy League of top globally recognized B-Schools that excels in management education, supported by its globally placed robust alumni network of over 8000 individuals.



PRESS RELEASE– BIMTECH
Honoured by AACSB for Innovation
and Leadership



PRINT

COVERAGES

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| BIMTECH Honoured by AACSB for Innovation and Leadership | | | | | | |
|--|--------------|---------------------|-----------------|----------------|--------------------|-----------------|
| Sr. No. | Date | Publication | Page No. | Edition | Circulation | EIV |
| 1 | 05.08.25 | Hamara Mahanagar | 7 | Mumbai | 25000 | 24,648 |
| 2 | 04.08.25 | Herald Young Leader | 7 | Ahmedabad | 25000 | 25,806 |
| 3 | 04.08.25 | Jan Hitanshi | 4 | Ahmedabad | 5045 | 13,500 |
| 4 | 04.08.25 | Palash News | 3 | Ahmedabad | 25000 | 25,500 |
| 5 | 04.08.25 | Arthik Lipi | 4 | Kolkata | 24993 | 24,480 |
| 6 | 04.08.25 | Info India | 3 | Kolkata | 16759 | 20,196 |
| 7 | 04.08.25 | The Echo of India | 11 | Kolkata | 24974 | 23,460 |
| 8 | 05.08.25 | Alpviram | 3 | Ahmedabad | 24000 | 21,318 |
| 9 | 05.08.25 | Vande Jaipur | 8 | Jaipur | 5000 | 8,640 |
| | TOTAL | | | | 1,75,771 | 1,87,548 |

PUBLICATION : Hamara Mahanagar

DATE : 05.08.2025

EDITION : Mumbai

PAGE No. : 7

भारत की ग्रीन वर्कफोर्स को मिलेगा नया संबल

भारत के नेट-जीरो
उत्सर्जन को बढ़ावा
देने के लिए
सर्टिफिकेट कोर्स शुरू

नई दिल्ली। भारत के अग्रणी AACSB-मान्यता प्राप्त बिजनेस स्कूलों में से एक बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) ने नेट-जीरो और कार्बन ईकोसिस्टम्स पर आधारित एक सर्टिफिकेट प्रोग्राम की घोषणा की है। यह कार्यक्रम 23-24 अगस्त 2025 को आयोजित किया जाएगा और इसे इंडोकार्बन सेक्टर स्किल काउंसिल (HSSC) के साथ मिलकर डिज़ाइन किया गया है। आवेदन की अंतिम तिथि 16 अगस्त 2025 है। यह प्रोग्राम मिड-लेवल प्रोफेशनल्स, प्रारंभिक करियर शोधकर्ताओं और ESG एवं सस्टेनेबिलिटी क्षेत्र के पेशेवरों के लिए आदर्श है। कोर्स में हैंड्स-ऑन



लर्निंग, न्यूमेरिकल एक्सरसाइज़, नेटवर्किंग अवसर और उद्योग विशेषज्ञों के साथ इंटरैक्टिव सेशंस शामिल होंगे।

PUBLICATION : Herald Young Leader

DATE : 04.08.2025

EDITION : Ahmedabad

PAGE No. : 7

बिमटेक को AACSB से नवाचार और नेतृत्व के लिए अंतरराष्ट्रीय सम्मान

भारत की प्रबंधन शिक्षा को वैश्विक स्तर पर नई पहचान मिल रही है। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) को एएसीएसबी इंटरनेशनल (एसोसिएशन टू एडवांस कोलेजिएट स्कूल्स ऑफ बिजनेस) ने नवाचार और नेतृत्व के क्षेत्र में उत्कृष्ट योगदान के लिए सम्मानित किया है। संस्थान को एएसीएसबी की वर्ष 2025 की दो प्रमुख पहलों - इनोवेशन्स वैट इन्फायर और इन्प्लुएशियल लीडर्स - के अंतर्गत यह सम्मान प्राप्त हुआ है।

इस अवसर पर एएसीएसबी इंटरनेशनल के दक्षिण एशिया क्षेत्र प्रमुख श्री प्रताप दास ने बिमटेक का दौरा किया और संस्थान को औपचारिक रूप से यह सम्मान प्रदान किया। उन्होंने संस्थान की नेतृत्वकारी टीम, सकाथ सदस्यों और अन्य

हितधारकों से मुलाकात की तथा व्यवसायिक शिक्षा में उत्कृष्टता और एएसीएसबी मान्यता के महत्व पर प्रेरणादायक संबोधन दिया।

बिमटेक की निदेशक डॉ. प्रवीणा राजीव ने इस उपलब्धि पर प्रसन्नता व्यक्त करते हुए कहा, यह सम्मान हमारे उस दृष्टिकोण की पुष्टि करता है, जिसके तहत हम वैश्विक स्तर पर सक्षम, नवाचारी और सामाजिक रूप से जिम्मेदार नेताओं को तैयार करने के लिए प्रतिबद्ध हैं। यह हमारी शैक्षणिक और सामाजिक प्रभाव के प्रति समर्पण को दर्शाता है, जो एएसीएसबी के नवाचार, सहभागिता और प्रभाव के मूल्यों के अनुरूप है।

इस कार्यक्रम की एक और उल्लेखनीय उपलब्धि बिमटेक की पूर्व छात्रा सुश्री मान्या झा (पीजीडीएम 2014-16)

की एएसीएसबी की इन्प्लुएशियल लीडर्स श्रेणी में शामिल होना है। वे मोर्फेडो टेक्नोलॉजीज प्राइवेट लिमिटेड की संस्थापक और चेयरपर्सन हैं, जो एक अग्रणी डीप-टेक कंपनी है। यह कंपनी राष्ट्रीय सुरक्षा, स्वास्थ्य देखभाल और सतत निर्माण जैसे क्षेत्रों में नवाचार कर रही है।

मान्या झा और उनके सह-संस्थापक व जीवनसाथी श्री सुशील बर्णवाल की नेतृत्व क्षमता और सामाजिक जिम्मेदारी ने बिमटेक परिसर से शुरू हुए एक विचार को एक सफल स्टार्टअप में बदल दिया है। इस स्टार्टअप का लक्ष्य वर्ष 2030 तक 1,000 करोड़ रुपये का कारोबार हासिल करना है। यह यात्रा नवाचार, दूरदृष्टि और सामाजिक उत्तरदायित्व की मिसाल बन चुकी है।

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PAGE No. : 4

बिमटेक को AACSB से नवाचार और नेतृत्व के लिए अंतरराष्ट्रीय सम्मान, पूर्व छात्रा मान्या झा की उद्यमिता को भी मिली वैश्विक पहचान

चेटर नोएडा, 2 अगस्त 2025: भारत की प्रबंधन शिक्षा को वैश्विक स्तर पर नई पहचान मिल रही है। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) को एएसीएसबी इंटरनेशनल (एसोसिएशन टू एडवॉंस कोलेजिएट स्कूल्स ऑफ बिजनेस) ने नवाचार और नेतृत्व के क्षेत्र में उत्कृष्ट योगदान के लिए सम्मानित किया है। संस्थान को एएसीएसबी की वर्ष 2025 की दो प्रमुख पहलों - इनोवेशन्स रेट इन्सायर और इन्प्लुरेंशियल लीडर्स - के अंतर्गत यह सम्मान प्रदान हुआ है।

इस अवसर पर एएसीएसबी इंटरनेशनल के दक्षिण एशिया क्षेत्र प्रमुख श्री प्रताप दास ने बिमटेक का दौरा किया और संस्थान को औपचारिक रूप से यह सम्मान प्रदान किया। उन्होंने संस्थान की नेतृत्वकारी टीम, संकाय सदस्यों और अन्य हितधारकों से मुलाकात की तथा व्यवसायिक शिक्षा में उत्कृष्टता और एएसीएसबी मान्यता के महत्व पर प्रेरणादायक संबोधन दिया।

बिमटेक की निदेशक डॉ. प्रवीणा राजीव ने इस उपलब्धि पर प्रसन्नता व्यक्त करते हुए कहा, "यह सम्मान हमारे उस नृसिंहों की पुष्टि करता है, जिसके तहत हम वैश्विक स्तर पर सहज, नवाचारी और सामाजिक

रूप से जिम्मेदार नेताओं को तैयार करने के लिए प्रतिबद्ध हैं। यह हमारी शैक्षणिक और सामाजिक प्रभाव के प्रति समर्पण को दर्शाता है, जो एएसीएसबी के नवाचार, सहभागिता और प्रभाव के मूल्यों के अनुरूप है।"

इस कार्यक्रम की एक और उल्लेखनीय उपलब्धि बिमटेक की पूर्व छात्रा सुश्री मान्या झा (बीबीडीएस 2014-16) का एएसीएसबी की उद्यमिताप्रतिष्ठान लीडर्सड क्षेत्र में शामिल होना है। वे मोपैडो टेक्नोलॉजीज प्राइवेट लिमिटेड की संस्थापक और चेयरपर्सन हैं, जो एक अग्रणी डीप-टेक कंपनी है। यह कंपनी रात्रिच सुरक्षा, स्वास्थ्य देखभाल और सतत निर्माण जैसे क्षेत्रों में नवाचार कर रही है।

मान्या झा और उनके सह-संस्थापक व जीवनसाथी श्री मुरलिन वर्माचाल की नेतृत्व क्षमता और सामाजिक जिम्मेदारी ने बिमटेक परिसर से शुरू हुए एक विचार को एक सफल स्टार्टअप में बदल दिया है। इस स्टार्टअप का लक्ष्य वर्ष 2030 तक 1,000 करोड़ रुपये का कारोबार हासिल करना है। यह पात्र नवाचार, दूरदृष्टि और सामाजिक उत्तरदायित्व की मिसाल बन चुकी है।

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EDITION : Ahmedabad
PAGE No. : 3

बिमटेक को AACSB से नवाचार और नेतृत्व के लिए अंतरराष्ट्रीय सम्मान, पूर्व छात्रा मान्या झा की उद्यमिता को भी मिली वैश्विक पहचान

ग्रेटर नोएडा, २ अगस्त २०२५
भारत की प्रबंधन शिक्षा को वैश्विक स्तर पर नई पहचान मिल रही है। बिरल इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) को एएसीएसबी इंटरनेशनल (एसोसिएशन टू एडवांस कोलेजिएट स्कूल्स ऑफ बिजनेस) ने नवाचार और नेतृत्व के क्षेत्र में उत्कृष्ट योगदान के लिए सम्मानित किया है। संस्थान को एएसीएसबी की वर्ष २०२५ की दो प्रमुख पहलियाँ — "इनोवेशन्स टैट इनस्पिरर" और "इन्फ्लुएण्शियल लीडर्स" — के अंतर्गत यह सम्मान प्राप्त हुआ है।

इस अवसर पर एएसीएसबी इंटरनेशनल के दक्षिण एशिया क्षेत्र प्रमुख श्री प्रताप दास ने बिमटेक का दौरा किया और संस्थान को औपचारिक रूप से यह सम्मान प्रदान किया। उन्होंने संस्थान की नेतृत्वकारी टीम, संकाय सदस्यों और अन्य हितधारकों से मुलाकात



की तथा व्यवसायिक शिक्षा में उत्कृष्टता और एएसीएसबी मान्यता के महत्व पर प्रेरणादायक संवोधन दिया।

बिमटेक की निदेशक डॉ. प्रवीणा राजीव ने इस उपलब्धि पर प्रसन्नता व्यक्त करते हुए कहा, "यह सम्मान हमारे उस दृष्टिकोण की पुष्टि करता है, जिसके तहत हम वैश्विक स्तर पर सक्षम, नवाचारी और सामाजिक रूप से जिम्मेदार नेताओं को तैयार करने के लिए प्रतिबद्ध हैं। यह हमारी शैक्षणिक और सामाजिक प्रभाव के प्रति समर्पण को दर्शाता है, जो एएसीएसबी के

नवाचार, सहभागिता और प्रभाव के मूल्यों के अनुरूप है।"

इस कार्यक्रम की एक और उल्लेखनीय उपलब्धि बिमटेक की पूर्व छात्रा सुश्री मान्या झा (बीजीडीएम २०१४-१६) का एएसीएसबी की "इन्फ्लुएण्शियल लीडर्स" श्रेणी में शामिल होना है। वे मोफैडो टेक्नोलॉजीज प्राइवेट लिमिटेड की संस्थापक और चेयरपर्सन हैं, जो एक अग्रणी डीप-टेक कंपनी है। यह कंपनी राष्ट्रीय सुरक्षा, स्वास्थ्य देखभाल और सतत निर्माण जैसे क्षेत्रों में नवाचार कर रही है।

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উদ্ভাবন এবং নেতৃত্বের জন্য এএসিএসবি কর্তৃক সম্মানিত বিমটেক

কলকাতা: ভারতীয় শিক্ষার বিশ্বব্যাপী প্রভাব প্রতিফলিত করে, বিড়লা ইনস্টিটিউট অফ ম্যানেজমেন্ট টেকনোলজি, ব্যবসায়িক স্কুলগুলির জন্য বিশ্বের শীর্ষস্থানীয় স্বীকৃতি প্রদানকারী সংস্থা এএসিএসবি ইন্টারন্যাশনাল (অ্যাসোসিয়েশন টু অ্যাডভান্স কলেজিয়েট স্কুল অফ বিজনেস) থেকে একটি মর্যাদাপূর্ণ স্বীকৃতি অর্জন করেছে। ইনস্টিটিউটটি এএসিএসবি-এর ২০২৫ সালের ইনোভেশনস দ্যাট ইমপায়ার এবং ইনকুয়েনশিয়াল লিডারস উদ্যোগের অধীনে সম্মানিত হয়েছে। এই স্বীকৃতির অংশ হিসাবে, এএসিএসবি ইন্টারন্যাশনালের দক্ষিণ এশিয়ার আঞ্চলিক প্রধান প্রতাপ দাস আনুষ্ঠানিকভাবে পুরস্কার প্রদানের জন্য বি-স্কুল পরিদর্শন করেন। তার সফরে নেতৃত্ব দল, স্ট্যান্ডার্ড মালিক,



পরামর্শদাতা এবং ফ্যাকাল্টি সদস্যদের সাথে মতবিনিময়ের পাশাপাশি ব্যবসায়িক শিক্ষায় উৎকর্ষতা এবং এএসিএসবি স্বীকৃতির উপর একটি অনুপ্রেরণামূলক বক্তৃতা অত্যন্ত উচ্চ ছিল।

এই অর্জনে আনন্দ প্রকাশ করে, বিমটেক-এর অধিকর্তা ডঃ প্রবীণা রাজীব বলেন, এই পুরস্কার বিশ্বব্যাপী যোগ্য, সামাজিকভাবে দায়ী নেতা তৈরির ক্ষেত্রে আমাদের দৃষ্টিভঙ্গির প্রমাণ। আমরা এএসিএসবি-এর উদ্ভাবন, সম্পৃক্ততা এবং প্রভাবের মূল্যবোধের সাথে সামঞ্জস্য রেখে

শিক্ষাগত এবং সামাজিক প্রভাব পরিচালনার প্রতি আমাদের নিষ্ঠা পুনর্ব্যক্তি করছি।

আমরা এমন একটি বাস্তবতায় তৈরি করেছি যা উদ্ভাবন, অন্তর্ভুক্তি এবং শিল্পের সাথে সামঞ্জস্যপূর্ণতাকে উৎসাহিত করে। অনুষ্ঠানের একটি গুরুত্বপূর্ণ আকর্ষণ ছিল এএসিএসবি-এর প্রভাবশালী লিডারদের শ্রেণী ২০২৫-এর অংশ হিসেবে বিমটেক-এর বিশিষ্ট প্রাক্তন পড়ুয়া মান্য ঝা (পিজিডিএম ২০১৪-১৬) কে সংবর্ধনা প্রদান করা হয়। ঝা হলেন মরফেডো টেকনোলজিস প্রাইভেট লিমিটেডের প্রতিষ্ঠাতা এবং চেয়ারপার্সন, যা জাতীয় নিরাপত্তা, স্বাস্থ্য পরিষেবা এবং সুসংহত নির্মাণে উদ্ভাবন পরিচালনাকারী একটি অগ্রণী ডিপ-টেক সংস্থা।

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बिमटेक को AACSB से नवाचार और नेतृत्व के लिए अंतरराष्ट्रीय सम्मान पूर्व छात्रा मान्या झा की उद्यमिता को भी मिली वैश्विक पहचान

कोलकाता, 2 अगस्त। भारत की प्रबंधन शिक्षा को वैश्विक स्तर पर नई पहचान मिल रही है। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) को एएसोएसबी इंटरनेशनल (एसोसिएशन टू एडवेंस कोलेजिएट स्कूल्स ऑफ बिजनेस) ने नवाचार और नेतृत्व के क्षेत्र में उत्कृष्ट योगदान के लिए सम्मानित किया है। संस्थान को एएसोएसबी की वर्ष 2025 की दो प्रमुख पहलों 'इनोवेशन्स टैट इनसायर' और 'इन्सुएशियल लीडर्स' के अंतर्गत यह सम्मान प्राप्त हुआ है। इस अवसर पर एएसोएसबी इंटरनेशनल के दक्षिण एशिया क्षेत्र प्रमुख श्री प्रताप दास ने बिमटेक का दौरा किया और संस्थान को औपचारिक रूप से यह सम्मान प्रदान किया। उन्होंने संस्थान की नेतृत्वकारी टीम, संकाय सदस्यों और अन्य हितधारकों से मुलाकात की तथा व्यवसायिक शिक्षा में उत्कृष्टता और एएसोएसबी मान्यता के महत्व पर प्रेरणादायक संबोधन दिया। बिमटेक की निदेशक डॉ. प्रबीना राजीव ने इस उपलब्धि पर प्रसन्नता व्यक्त करते हुए कहा, यह सम्मान हमारे उस दृष्टिकोण की पुष्टि करता है, जिसके तहत हम वैश्विक स्तर पर सक्षम, नवाचारी और सामाजिक रूप से जिम्मेदार नेताओं को तैयार करने के लिए प्रतिबद्ध हैं। यह हमारी शैक्षणिक और सामाजिक प्रभाव के प्रति समर्पण को दर्शाता है, जो एएसोएसबी के नवाचार, सहभागिता और प्रभाव के मूल्यों के अनुरूप है। इस कार्यक्रम की एक और उल्लेखनीय उपलब्धि बिमटेक की पूर्व छात्रा मुनी मान्या झा (पीजीडीएम 2014&16) का एएसोएसबी की 'इन्सुएशियल लीडर्स' श्रेणी में शामिल होना है। वे मोफेडो टेक्नोलॉजी प्राइवेट लिमिटेड की संस्थापक और चेयरपर्सन हैं, जो एक अग्रणी डीप-टेक कंपनी है। यह कंपनी राष्ट्रीय सुरक्षा, स्वास्थ्य



देखभाल और सतत निर्माण जैसे क्षेत्रों में नवाचार कर रही है। मान्या झा और उनके सह-संस्थापक च जीवन्मुसाथी श्री सुशील बर्णवाल की नेतृत्व क्षमता और सामाजिक जिम्मेदारी ने बिमटेक परिसर से शुरू हुए एक विचार को एक सफल स्टार्टअप में बदल दिया है। इस स्टार्टअप का लक्ष्य वर्ष 2030 तक 1,000 करोड़ रुपये का कारोबार हासिल करना है। यह यात्रा नवाचार, दूरदृष्टि और सामाजिक उत्तरदायित्व की मिसाल बन चुकी है। बिमटेक, अपने संस्थापकों स्वर्गीय बसंत कुमार बिरला और गीमती सरला बिरला की प्रेरणा से, पीजीडीएम, पीजीडीएम (अंतरराष्ट्रीय व्यापार), पीजीडीएम (बीमा व्यवसाय प्रबंधन), पीजीडीएम (खुदरा प्रबंधन), पीजीडीएम-ऑनलाइन और फेलो प्रोग्राम (एफपीएम/ई-एफपीएम) जैसे कार्यक्रमों के माध्यम से वैश्विक नेतृत्व निर्माण में अग्रणी भूमिका निभा रहा है। यह संस्थान आज विश्वस्तरीय प्रबंधन संस्थानों की श्रेणी में शामिल है और इसके 8,000 से अधिक पूर्व छात्र विश्व भर में विभिन्न नेतृत्वकारी पदों पर कार्यरत हैं।

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BIMTECH honoured by AACSB for Innovation & Leadership Celebrates Entrepreneurial Success of Alumna

EOI CORRESPONDENT

KOLKATA, AUG 2/- Reflecting the global impact of Indian education, Birla Institute of Management Technology (BIMTECH), has earned a prestigious recognition from AACSB International (Association to Advance Collegiate Schools of Business), the world's leading accrediting body for business schools. The institute has been honoured under AACSB's 2025 "Innovations That Inspire" and "Influential Leaders" initiatives.

As part of this recognition, Prathap Das, Regional Head, South Asia, AACSB International, visited the B-school to formally present the award. His visit included interactions with the leadership team, standard owners, mentors, and faculty members, as well as an inspirational address on excellence in business education and AACSB accreditation.

Expressing delight at this achievement, Dr. Prabina Rajib, Director, BIMTECH, shared, "This award is a testament to our vision of producing globally competent, socially responsible leaders. We reaffirm our dedication to driving academic and societal impact in alignment with AACSB's values of innovation, engagement, and impact. We have built an ecosystem that encourages innovation, inclusivity, and industry alignment."

A key highlight of the event was the felicitation of BIMTECH's distinguished alumna, Ms. Manya Jha (PGDM 2014-16), as part of AACSB's Class of Influential Leaders 2025. Ms. Jha is the Founder and Chairperson

of Morphedo Technologies Pvt. Ltd., a pioneering deep-tech company driving innovation in national security, healthcare, and sustainable construction. This entrepreneurial journey from ideation on the BIMTECH campus to building ventures with a projected INR 71,000 crore turnover by 2030 reflects the vision, leadership, innovation, and societal impact embodied by co-founders and life partners, Manya Jha and Sushil Barnwal.



Inspired by its founders, Late Basant Kumar Birla and Sarala Birla, BIMTECH offers programs like PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management). PGDM-Online and Fellow programs (FPM/E-FPM) nurturing individuals into global leaders. BIMTECH is amongst the Ivy League of top globally recognized B-Schools that excels in management education, supported by its globally placed robust alumni network of over 8000 individuals.

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अहमदाबाद। भारत की प्रबंधन शिक्षा को वैश्विक स्तर पर नई पहचान मिल रही है। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) को एएसीएसबी इंटरनेशनल (एसोसिएशन टू एडवांस कोलेजिएट स्कूल्स ऑफ बिजनेस) ने नवाचार और नेतृत्व के क्षेत्र में उत्कृष्ट योगदान के लिए सम्मानित किया है। संस्थान को एएसीएसबी की वर्ष 2025 की दो प्रमुख पहलों — इनोवेशन्स दैट इन्स्पायर और इन्फ्लुएंसियल लीडर्स — के अंतर्गत यह सम्मान प्राप्त हुआ है। इस अवसर पर एएसीएसबी इंटरनेशनल के दक्षिण एशिया क्षेत्र प्रमुख श्री प्रताप दास ने बिमटेक का दौरा किया और संस्थान को औपचारिक रूप से यह सम्मान प्रदान किया। उन्होंने संस्थान की



नेतृत्वकारी टीम, संकाय सदस्यों और अन्य हितधारकों से मुलाकात की तथा व्यवसायिक शिक्षा में उत्कृष्टता और एएसीएसबी मान्यता के महत्व पर प्रेरणादायक संबोधन दिया। बिमटेक की निदेशक डॉ. प्रवीणा राजीव ने इस उपलब्धि पर प्रसन्नता व्यक्त करते हुए कहा, यह सम्मान हमारे उस दृष्टिकोण

की पुष्टि करता है, जिसके तहत हम वैश्विक स्तर पर सक्षम, नवाचारी और सामाजिक रूप से जिम्मेदार नेताओं को तैयार करने के लिए प्रतिबद्ध हैं। यह हमारी शैक्षणिक और सामाजिक प्रभाव के प्रति समर्पण को दर्शाता है, जो एएसीएसबी के नवाचार, सहभागिता और प्रभाव के मूल्यों के अनुरूप है। (1)



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पूर्व छात्रा मान्या झा की उद्यमिता को भी मिली वैश्विक पहचान

■ कन्वे जगपुर, खीसा, ग्रेटर नोएडा

भारत की प्रबंधन शिक्षा को वैश्विक स्तर पर नई पहचान मिल रही है। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) को एएसीएसबी इंटरनेशनल ने नवाचार और नेतृत्व के क्षेत्र में उत्कृष्ट योगदान के लिए सम्मानित किया है। संस्थान को एएसीएसबी की वर्ष 2025 की दो प्रमुख पहलों इनिवेशन्स टैट इन्सायर और इन्फ्लुएंसियल लीडर्स - के अंतर्गत यह सम्मान प्राप्त हुआ है। इस अवसर पर एएसीएसबी इंटरनेशनल के दक्षिण एशिया क्षेत्र प्रमुख श्री प्रताप दास ने बिमटेक का दौरा किया और संस्थान की औपचारिक रूप से यह सम्मान प्रदान किया। उन्होंने संस्थान की नेतृत्वकारी टीम, संकाय सदस्यों और अन्य शिष्टाचारों से मुलाकात की तथा व्यवसायिक शिक्षा में उत्कृष्टता और एएसीएसबी मान्यता के महत्व पर प्रेरणादायक संवोधन

दिया। बिमटेक की निदेशक डॉ. प्रवीणा राजीव ने इस उपलब्धि पर प्रसन्नता व्यक्त करते हुए कहा, यह सम्मान हमारे उस दृष्टिकोण की पुष्टि करता है, जिसके तहत हम वैश्विक स्तर पर सक्षम, नवाचारी और सामाजिक रूप से जिम्मेदार नेताओं को तैयार करने के लिए प्रतिबद्ध हैं। यह हमारी शैक्षणिक और सामाजिक प्रभाव के प्रति समर्पण को दर्शाता है, जो एएसीएसबी के नवाचार, सहभागिता और प्रभाव के मूल्यों के अनुरूप है। इस कार्यक्रम की एक और विशेषता उपलब्धि बिमटेक की पूर्व छात्रा सुश्री मान्या झा का एएसीएसबी की इन्फ्लुएंसियल लीडर्स श्रेणी में शामिल होना है। वे मोफेडो टेक्नोलॉजीज प्राइवेट लिमिटेड की संस्थापक और चेयरपर्सन हैं, जो एक अग्रणी डिप्टेक कंपनी है। यह कंपनी राष्ट्रीय सुरक्षा, स्वास्थ्य देखभाल और सतत निर्माण जैसे क्षेत्रों में नवाचार कर रही है। मान्या झा और उनके सह-संस्थापक व जीवनसाथी श्री सुरेश वर्णवाल को

नेतृत्व क्षमता और सामाजिक जिम्मेदारी ने बिमटेक परिसर से शुरू हुए एक विचार की एक सफल स्टार्टअप में बदल दिया है। इस स्टार्टअप का लक्ष्य वर्ष 2030 तक 1,000 करोड़ रुपये का कारोबार हासिल करना है। यह यात्रा नवाचार, दूरदर्शिता और सामाजिक उत्तरदायित्व की मिसाल बन चुकी है। बिमटेक, अपने संस्थापकों स्वर्गीय बसंत कुमार बिरला और सरला बिरला की प्रेरणा से, पीजीडीएम, पीजीडीएम (अंतरराष्ट्रीय व्यापार), पीजीडीएम (बीमा व्यवसाय प्रबंधन), पीजीडीएम (खुदरा प्रबंधन), पीजीडीएम-ऑनलाइन और फेलो प्रोग्राम (एकपीएम/ई-एकपीएम) जैसे कार्यक्रमों के माध्यम से वैश्विक नेतृत्व निर्माण में अग्रणी भूमिका निभा रहा है। यह संस्थान आज विश्वस्तरीय प्रबंधन संस्थानों की श्रेणी में शामिल है और इसके 8,000 से अधिक पूर्व छात्र विश्व भर में विभिन्न नेतृत्वकारी पदों पर कार्यरत हैं।



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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-august-8-2025/article69911193.ece | 25 M | 3,025,00 |
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| 6 | Qutub Mail | https://qutubmail1.blogspot.com/2025/08/aacsb.html | - | - |
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| 12 | Business Digest Magazine | https://www.businessdigestmagazine.org/index.php/education/item/5631-bimtech-honoured-by-aacs-for-innovation-and-leadership | - | - |
| 13 | News Mantra | https://newsmantra.in/bimtech-honoured-by-aacsb-for-innovation-and-leadership-celebrates-entrepreneurial-success-of-alumna/ | - | - |
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BIMTECH Recognised By AACSB



Birla Institute of Management Technology (BIMTECH) has been recognised by AACSB International the global accrediting body for business schools under its 2025 "Innovations That Inspire" and "Influential Leaders" initiatives.

As part of the recognition, Prathap Das, Regional Head, South Asia, AACSB International, visited BIMTECH to formally present the award. During the visit, he engaged with the institute's leadership team, standard owners, mentors, and faculty members, and delivered a talk on excellence in business education and the significance of AACSB accreditation.

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BIMTECH Honoured by AACSB for Innovation and Leadership; Celebrates Entrepreneurial Success of Alumna



Bengaluru, 4th August 2025: Reflecting the global impact of Indian education, Birla Institute of Management Technology (BIMTECH), has earned a prestigious recognition from AACSB International (Association to Advance Collegiate Schools of Business), the world's leading accrediting body for business schools. The institute has been honoured under AACSB's 2025 "Innovations That Inspire" and "Influential Leaders" initiatives.

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BIMTECH Honoured by AACSB for Innovation and Leadership; Celebrates Entrepreneurial Success of Alumna



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Qutub Mail

"कुतुब मेल" दिल्ली से प्रकाशित, निष्पक्ष और स्वस्थ पत्रकारिता का सदैव समर्थक.

बिमटेक को मिला AACSB अंतरराष्ट्रीय सम्मान, मान्या झा की उद्यमिता को भी मिली वैश्विक पहचान



अगस्त 05, 2025



◦ संवाददाता द्वारा ◦

ग्रेटर नोएडा : बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) को एएसीएसबी इंटरनेशनल (एसोसिएशन टू एडवांस कोलेजिएट स्कूल्स ऑफ बिजनेस) ने नवाचार और नेतृत्व के क्षेत्र में उत्कृष्ट योगदान के लिए सम्मानित किया। संस्थान को एएसीएसबी की वर्ष 2025 की दो प्रमुख पहलों "इनोवेशन्स दैट इन्स्पायर" और "इन्फ्लुएंसियल लीडर्स" के अंतर्गत यह सम्मान प्राप्त हुआ है।

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अजमेरनामा

बिमटेक को AACSB से नवाचार और नेतृत्व के लिए अंतरराष्ट्रीय सम्मान, पूर्व छात्रा मान्या झा की उद्यमिता को भी मिली वैश्विक पहचान



ग्रेटर नोएडा, 04 अगस्त 2025: भारत की प्रबंधन शिक्षा की वैश्विक स्तर पर नई पहचान मिल रही है। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) को एसोसिएसबी इंटरनेशनल (एसोसिएशन टू एडवॉंस कोलेजिएट स्कूल्स ऑफ बिजनेस) ने नवाचार और नेतृत्व के क्षेत्र में उत्कृष्ट योगदान के लिए सम्मानित किया है। संस्थान को एसोसिएसबी की वर्ष 2025 की दो प्रमुख पहलों — “इनोवेशन्स देट इन्स्पायर” और “इन्स्ट्रुमेंटल सीडर्स” — के अंतर्गत यह सम्मान प्राप्त हुआ है।

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https://indiaeducationdiary.in/bimtech-honoured-by-aacsb-for-innovation-and-leadership-celebrates-entrepreneurial-success-of-alumna/#google_vignette

india education diary

BIMTECH Honoured by AACSB for Innovation and Leadership; Celebrates Entrepreneurial Success of Alumna



Greater Noida: Reflecting the global impact of Indian education, Birla Institute of Management Technology (BIMTECH), has earned a prestigious recognition from AACSB International (Association to Advance Collegiate Schools of Business), the world's leading accrediting body for business schools. The institute has been honoured under AACSB's 2021 "Innovations That Inspire" and "Influential Leadership" initiatives. As part of this recognition, Mr Prathap Das, Regional Head, South Asia, AACSB International, visited the B-school to formally present the award. His visit included interactions with the leadership team, standard owners, mentors, and faculty members, as well as an inspirational address on excellence in business education and AACSB accreditation.

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BIMTECH Honoured by AACSB for Innovation and Leadership; Celebrates Entrepreneurial Success of Alumna



Greater Kolkata : Reflecting the global impact of Indian education, Birla Institute of Management Technology (BIMTECH), has earned a prestigious recognition from AACSB International (Association to Advance Collegiate Schools of Business), the world's leading accrediting body for business schools. The institute has been honoured under AACSB's 35/35 "Innovations That Inspire" and "Influential Leaders" initiatives.

As part of this recognition, Mr. Prithviraj Das, Regional Head, South Asia, AACSB International, visited the B-school to formally present the award. His visit included interactions with the leadership team, standard owners, mentors, and faculty members, as well as an inspirational address on excellence in business education and AACSB accreditation.

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BIMTECH Honoured by AACSB for Innovation and Leadership; Celebrates Entrepreneurial Success of Alumna



Greater Noida, August 05, 2025: Reflecting the global impact of Indian education, Birla Institute of Management Technology (BIMTECH), has earned a prestigious recognition from **AACSB International (Association to Advance Collegiate Schools of Business)**, the world's leading accrediting body for business schools. The institute has been honoured under **AACSB's 2025 "Innovations That Inspire" and "Influential Leaders"** initiatives.

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बिमटेक को AACSB से नवाचार और नेतृत्व के लिए अंतरराष्ट्रीय सम्मान



पेटर नोबेल। भारत की प्रबंधन शिक्षा को वैश्विक स्तर पर नई पहचान मिल रही है। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) को एएसोसिएट इंटरनेशनल एसोसिएशन टू एडवांस कॉलेजिएट स्कूल्स और बिजनेस ने नवाचार और नेतृत्व के क्षेत्र में एककृष्ट योगदान के लिए सम्मानित किया है। संस्थान को एएसोसिएट की वर्ष 2025 की दो प्रमुख पहलों – “इन्ोवैशन्स टैट इनस्पायर” और “इन्क्यूबेटिवल लीडर्स” – के अंतर्गत यह सम्मान प्राप्त हुआ है।

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BIMTECB honoured by AACSB for Innovation and Leadership



Celebrates Entrepreneurial Success of Alumna

Greater Noida : Reflecting the global impact of Indian education, Birla Institute of Management Technology (BIMTECH), has earned a prestigious recognition from AACSB International (Association to Advance Collegiate Schools of Business), the world's leading accrediting body for business schools. The institute has been honoured under AACSB's 2025 "Innovations That Inspire" and "Influential Leaders" initiatives.

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News mantra

BIMTECH Honoured by AACSB for Innovation and Leadership; Celebrates Entrepreneurial Success of Alumna



Bengaluru. 4th August 2025; Reflecting the global impact of Indian education, Birla Institute of Management Technology (BIMTECH), has earned a prestigious recognition from **AACSB International (Association to Advance Collegiate Schools of Business)**, the world's leading accrediting body for business schools. The institute has been honoured under **AACSB's 2025 "Innovations That Inspire" and "Influential Leaders"** initiatives.



**PRESS RELEASE– UNIQLO and
BIMTECH partner to shape future
retail leaders**



PRINT

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| 1 | 09.08.2025 | Amar Ujala | 8 | Greater Noida | 136382 | 78000 |
| 2 | 21.08.2025 | Divya Bhaskar | 2 | Mumbai | 16657 | 22,950 |
| 3 | 12.08.2025 | Gujarat Mail | 8 | Ahmedabad | 25000 | 30,440 |
| 4 | 12.08.2025 | Gujarat Pranam | 5 | Ahmedabad | 20984 | 24,633 |
| 5 | 12.08.2025 | Palash News | 4 | Ahmedabad | 25000 | 29,775 |
| 6 | 12.08.2025 | Prabhat | 6 | Ahmedabad | 25000 | 29,172 |
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| 9 | 13.08.2025 | Pradesh Today | 7 | Bhopal | 146462 | 92,610 |
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| 11 | 13.08.2025 | Samay Jagat | 9 | Bhopal | 43719 | 44,850 |
| 12 | 13.08.2025 | Fine Times | 7 | Bhopal | 6000 | 10,530 |
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PUBLICATION : Amar Ujala
DATE : 09.08.2025
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PAGE No. : 08

इंटरनशिप, कैपस प्लेसमेंट की मिलेगी सुविधा

ग्रेटर नोएडा। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) और फास्ट रिटेलिंग कंपनी लिमिटेड ने रणनीतिक साझेदारी को औपचारिक रूप दिया है। यूनिक्लो के मैनेजमेंट कैडिडेट प्रोग्राम के तहत उद्योग व्याख्यान, इंटरनशिप और कैपस प्लेसमेंट की सुविधा देगी। इसके अलावा, चुनिंदा छात्रों को फास्ट रिटेलिंग के ग्लोबल मैनेजमेंट प्रोग्राम (जापान) के लिए नामित किया जाएगा, जिससे उन्हें अंतरराष्ट्रीय स्तर पर रिटेल नेतृत्व का अनुभव मिलेगा। इस मौके पर डॉ. प्रवीणा राजीव और बिमटेक के डिप्टी डायरेक्टर प्रो. पंकज प्रिया उपस्थित रहे। ब्यूरो



PUBLICATION : Divya Bhaskar

DATE : 21.08.2025

EDITION : Mumbai

PAGE No. : 02

વિદ્યાર્થીઓ માટે તકોને વધારવા માટે જોડાણ

મુંબઈ | બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (BIMTECH) એ રિટેલ મેનેજમેન્ટમાં ફ્યૂચર લીડર્સને ઘડવાનું લક્ષ્ય રાખીને એક સમજૂતી કરાર દ્વારા એક વ્યૂહાત્મક ભાગીદારીને આકાર આપ્યો છે. આ સહકાર રિટેલ મેનેજમેન્ટમાં વિશિષ્ટ પોસ્ટ-ગ્રેજ્યુએટ કાર્યક્રમોની વધી રહેલી માગને ધ્યાનમાં રાખે છે અને વિદ્યાર્થીઓને ઉદ્યોગલક્ષી શિક્ષણ, વ્યાવહારિક અનુભવો અને કારકિર્દી માટેના અવસરો પૂરા પાડે છે જેથી તેઓ રિટેલ ક્ષેત્રની વિકસતી જરૂરિયાતોને પહોંચી વળવા સક્ષમ બને. કરાર પર હસ્તાક્ષર સમારોહ દરમિયાન યુનિકલો ઇન્ડિયાના સીએફઓ અને સીઓઓ કેનજી ઇનોઉએ, BIMTECHના ડિરેક્ટર ડૉ. પ્રભીના રાજિબ, અને ડેપ્યુટી ડિરેક્ટર પ્રો. પંકજ પ્રિયા હાજર રહ્યા હતા.

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જાપાનીઝ ગ્લોબલ એપેરલ રિટેલર યુનિક્લોએ BIMTECH સાથે ભાવિ પ્રતિભાને વિકસાવવા MoU કર્યા

ગુજરાત સર્વિસ • અંદોલન

યુનિક્લોની પેરેન્ટ કંપની ફાસ્ટ

રિટેઈલિંગ કંપની લિમિટેડ અને અને બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (BIMTECH)એ રિટેલ મેનેજમેન્ટમાં ક્યુચર લીડર્સને ધડવાનું લક્ષ્ય રાખીને એક સમજૂતી પત્ર (MoU) દ્વારા એક વ્યૂહાત્મક ભાગીદારીને આકાર આપ્યો છે. આ સહકાર રિટેલ મેનેજમેન્ટમાં વિશિષ્ટ પોસ્ટ-ગ્રેજ્યુએટ કાર્યક્રમોની વધી રહેલી માંગને ધ્યાનમાં રાખે છે અને વિદ્યાર્થીઓને ઉદ્યોગલક્ષી શિક્ષણ, વ્યાવહારિક અનુભવો અને કારકિર્દી માટેના અવસરો પૂરા પાડે છે જેથી તેઓ રિટેલ ક્ષેત્રની વિકસતી જરૂરિયાતોને પહોંચી વળવા સક્ષમ બને. MoU હસ્તાક્ષર સમારોહ દરમિયાન યુનિક્લો



ઇન્ડિયાના સીએફઓ અને સીઓઓ કેનજી ઇનોઉએ, BIMTECHના ડિરેક્ટર ડો. પ્રધીના રાજિબ, અને BIMTECHના ડેપ્યુટી ડિરેક્ટર પ્રો. પંકજ પ્રિયા હાજર રહ્યા હતા. આ અનોખી ભાગીદારી યુનિક્લોના મેનેજમેન્ટ કેન્ડિડેટ પ્રોગ્રામ દ્વારા ઉદ્યોગ વ્યાખ્યાનો, ઇન્ટર્નશિપ અને કેમ્પસ પ્લેસમેન્ટની સુવિધા આપશે. વધુમાં, પસંદગી પામેલા વિદ્યાર્થીઓના જૂથને જાપાનમાં ફાસ્ટ રિટેઈલિંગના ગ્લોબલ મેનેજમેન્ટ પ્રોગ્રામ માટે

નામાંકિત કરવામાં આવશે, જેનો ઉદ્દેશ ઉભરતા રિટેલ લીડર્સને આંતરરાષ્ટ્રીય અનુભવ પ્રદાન કરવાનો છે. યુનિક્લો અને બીઆઈએમટેકનો ઉદ્દેશ્ય ગુણવત્તા-આધારિત, સંરચિત જોડાણ દ્વારા ભાવિ રિટેલ લીડર્સનું નિર્માણ કરવાનો છે. આ પહેલ વિશ્વના સૌથી ઝડપથી વિકસતા રિટેલ બજાર પૈકીના એકમાં શૈક્ષણિક અભ્યાસક્રમોને હકીકતમાં ઉદ્યોગની અપેક્ષાઓ સાથે સુસંગત બનાવવાના વ્યાપક પ્રયત્નોનો એક ભાગ છે.

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જાપાનીઝ ગ્લોબલ એપેરલ રિટેલર યુનિક્લોએ **BIMTECH** સાથે ભાવિ પ્રતિભાને વિકસાવવા અને વિદ્યાર્થીઓ માટે તકોને વધારવા ર્કે કર્યા

યુનિક્લોની પેરેન્ટ કંપની ફાસ્ટ રિટેઈલિંગ કંપની લિમિટેડ અને અને બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (**BIMTECH**)એ રિટેલ મેનેજમેન્ટમાં ફ્યૂચર લીડર્સને ઘડવાનું લક્ષ્ય રાખીને એક સમજૂતી પત્ર (**MoU**) દ્વારા એક વ્યૂહાત્મક ભાગીદારીને આકાર આપ્યો છે. આ સહકાર રિટેલ મેનેજમેન્ટમાં વિશિષ્ટ પોશ્ટ-ગ્રેજ્યુએટ કાર્યક્રમોની વધી રહેલી માંગને ધ્યાનમાં રાખે છે અને વિદ્યાર્થીઓને ઉદ્યોગલક્ષી શિક્ષણ, વ્યાવહારિક અનુભવો અને કારકિર્દી માટેના અવસરો પૂરા પાડે છે જેથી

તેઓ રિટેલ ક્ષેત્રની વિકસતી જરૂરિયાતોને પહોંચી વળવા સક્ષમ બને. **MoU** હસ્તાક્ષર સમારોહ દરમિયાન યુનિક્લો ઇન્ડિયાના સીએફઓ અને સીઓઓ કેનજી ઇનોઉએ, **BIMTECH**ના ડિરેક્ટર ડો. પ્રબીના રાજિબ, અને મેંઈઝઝેના ડેપ્યુટી ડિરેક્ટર પ્રો. પંકજ પ્રિયા હાજર રહ્યા હતા.

આ અનોખી ભાગીદારી યુનિક્લોના મેનેજમેન્ટ કેન્ડિડેટ પ્રોગ્રામ દ્વારા ઉદ્યોગ વ્યાખ્યાનો, ઇન્ટર્નશિપ અને કેમ્પસ પ્લેસમેન્ટની સુવિધા આપશે.

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जापान की वैश्विक परिधान रिटेल कंपनी यूनिक्लो ने भावी प्रतिभाओं को विकसित करने और छात्रों के अवसरों को बढ़ाने के लिए बिमटेक के साथ समझौता किया



राष्ट्रीय, ११ अगस्त २०२५
फास्ट रिटेलिंग कंपनी लिमिटेड (यूनिक्लो की मूल कंपनी) और बिल्ट इंडस्ट्रीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने रिटेल मैनेजमेंट के भावी नेतृत्वकर्ताओं को तैयार करने के उद्देश्य से एक रणनीतिक साझेदारी को औपचारिक रूप दिया है। यह सहयोग रिटेल मैनेजमेंट में विशेषज्ञ पोस्ट-ग्रेजुएट कार्यक्रमों की खूबी मांग को पूरा करने के लिए छात्रों को उद्योग-उन्मुख शिक्षा, व्यावहारिक अनुभव और करियर अवसर प्रदान करेगा, जिससे रिटेल क्षेत्र की बढ़ती आवश्यकताओं को पूरा किया जा सके।
एमओयू हस्ताक्षर समारोह में यूनिक्लो इंडिया के सीएफओ और

सीओओ श्री केजी इनोए, बिमटेक की निदेशक डॉ. प्रवीणा राजीव और बिमटेक के डिप्टी डायरेक्टर प्रो. पंकज प्रिया उपस्थित थे।
यह अत्यंत साझेदारी यूनिक्लो के मैनेजमेंट कैडिडेट प्रोग्राम के तहत उद्योग व्याख्यान, इंटरनशिप और कैम्पस प्लेसमेंट की सुविधा देगी। इसके अलावा, बुनियादी छात्रों को फास्ट रिटेलिंग के ग्लोबल मैनेजमेंट प्रोग्राम (जापान) के लिए नामित किया जाएगा, जिससे उन्हें अंतरराष्ट्रीय स्तर पर रिटेल नेतृत्व का अनुभव मिलेगा। यूनिक्लो और बिमटेक का उद्देश्य सराफ़ और मेरिट-आधारित भागीदारी के माध्यम से भावी रिटेल नेताओं को विकसित करना है, यह फल दुनिया के सबसे तेजी से बढ़ते रिटेल

बाजारों में से एक में अकादमिक पाठ्यक्रम को वास्तविक उद्योग अपेक्षाओं के अनुरूप बनाने के व्यापक प्रयास का हिस्सा है।

श्री केजी इनोए, मुख्य वित्तीय अधिकारी और मुख्य परिचालन अधिकारी, यूनिक्लो इंडिया ने कहा, "यूनिक्लो को बिमटेक के साथ मिलकर नवाचार और प्रतिभा विकास को बढ़ावा देने में खुशी हो रही है। यह सहयोग छात्रों को वैश्विक बाजार विशेषज्ञों के साथ व्यापार सत्रों का अनुभव अवसर देगा, जिससे वे विश्व उद्योग और व्यापार के बारे में गहराई से सीख सकेंगे।" डॉ. डॉ. प्रवीणा राजीव, निदेशक, बिमटेक ने कहा, "बिमटेक में हमारा मानना ​​है कि भावी रिटेल नेताओं को उद्योग के साथ मजबूत जुड़ाव और वैश्विक अनुभव के माध्यम से विकसित किया जाना चाहिए। यूनिक्लो के साथ यह साझेदारी मात्र एक एमओयू नहीं है, बल्कि वास्तविक अनुभव, वैश्विक सर्वोत्तम प्रथाओं और रिटेल नवाचार के माध्यम से प्रतिभा को संयुक्तरूप से विकसित करने का प्रयास है, ताकि रिटेल के भविष्य को आकार दिया जा सके।"



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જાપાનીઝ ગ્લોબલ એપેરલ રિટેલર યુનિકલોએ BIMTECH સાથે MoU કર્યા

યુનિકલોની પેરેન્ટ કંપની ફાસ્ટ રિટેઈલિંગ કંપની લિમિટેડ અને અને બિરલા ઇન્સ્ટિટ્યુટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (BIMTECH) એ રિટેલ મેનેજમેન્ટમાં ક્યુચર લીડરને ઘડવાનું લક્ષ્ય રાખીને એક સમજૂતી પત્ર (MoU) દ્વારા એક વ્યૂહાત્મક ભાગીદારીને આકાર આપ્યો છે. આ સહકાર રિટેલ મેનેજમેન્ટમાં વિશિષ્ટ પોસ્ટ-ગ્રેજ્યુએટ કાર્યક્રમોની વધી રહેલી માંગને ધ્યાનમાં રાખે છે અને વિદ્યાર્થીઓને ઉદ્યોગલક્ષી શિક્ષણ, વ્યાવહારિક અનુભવો અને કારકિર્દી માટેના અવસરો પુરા પાડે છે જેથી તેઓ રિટેલ ક્ષેત્રની વિકસતી જરૂરિયાતોને પહોંચી વળવા સક્ષમ બને.

MoU હસ્તાક્ષર સમારોહ દરમિયાન યુનિકલો ઇન્ડિયાના સીએફઓ અને સીઓઓ કેનજી ઇનોઉએ, BIMTECHના ડિરેક્ટર ડો. પ્રભીના રાજિબ, અને BIMTECHના ડેપુટી ડિરેક્ટર પ્રો. પંકજ પ્રિયા હાજર રહ્યા હતા.

યુનિકલો ઇન્ડિયાના ચીફ

ફાઈનાન્સિયલ ઓફિસર અને ચીફ ઓપરેટિંગ ઓફિસર, કેનજી ઇનોઉએ કહ્યું કે, 'યુનિકલોને BIMTECH સાથે સહકાર કરીને નવીનતા અને પ્રતિભા વિકાસને પ્રોત્સાહન આપવાનો ખૂબ આનંદ છે. આ સહકાર વિદ્યાર્થીઓને વૈશ્વિક બજારના નિષ્ણાતો સાથે બિઝનેસ સત્રોમાં જોડાવાનો અનન્ય અવસર આપશે, જેથી તેઓ વૈશ્વિક ઉદ્યોગ અને બિઝનેસ વિશે વધુ સારી રીતે સમજ મેળવી શકે.'

BIMTECHના ડિરેક્ટર ડો. પ્રભીના રાજિબે જણાવ્યું, 'BIMTECHમાં અમે દ્રઢપણે કે ભવિષ્યના રિટેલ લીડરનો વિકાસ ઉદ્યોગ સાથેના ઘનિષ્ઠ સહકાર અને વૈશ્વિક અનુભવથી ઘવો જોઈએ. યુનિકલો સાથેની ભાગીદારી માત્ર એક સમજૂતી પત્ર (MoU) નહીં પરંતુ પ્રતિભાના સંવર્ધન માટે હકીકતલક્ષી અનુભવ, વૈશ્વિક શ્રેષ્ઠ પ્રવૃત્તિઓ અને રિટેલ ઇનોવેશન દ્વારા ભવિષ્યના રિટેલ ક્ષેત્રને આકાર આપવાનો સહયોગી પ્રયાસ છે.'

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જાપાનીઝ ગ્લોબલ એપેરલ રિટેલર યુનિક્લોએ BIMTECH સાથે MoU કર્યા

યુનિક્લોની પેરેન્ટ કંપની ફાસ્ટ રિટેઈલિંગ કંપની લિમિટેડ અને અને બિરલા ઇન્સ્ટિટ્યૂટ ઓફ મેનેજમેન્ટ ટેકનોલોજી (BIMTECH)એ રિટેલ મેનેજમેન્ટમાં ફ્યૂચર લીડર્સને ઘડવાનું લક્ષ્ય રાખીને એક સમજૂતી પત્ર (MoU) દ્વારા એક વ્યૂહાત્મક ભાગીદારીને આકાર આપ્યો છે. આ સહકાર રિટેલ મેનેજમેન્ટમાં વિશિષ્ટ પોસ્ટ-ગ્રેજ્યુએટ કાર્યક્રમોની વધી રહેલી માંગને ધ્યાનમાં રાખે છે અને વિદ્યાર્થીઓને ઉદ્યોગલક્ષી શિક્ષણ, વ્યાવહારિક અનુભવો અને કારકિર્દી માટેના અવસરો પૂરા પાડે છે જેથી તેઓ રિટેલ ક્ષેત્રની વિકસતી જરૂરિયાતોને પહોંચી વળવા સક્ષમ બને.

MoU હસ્તાક્ષર સમારોહ દરમિયાન યુનિક્લો ઇન્ડિયાના

સીએફઓ અને સીઓઓ કેનજી ઇનોઉએ, **BIMTECH**ના ડિરેક્ટર ડો. પ્રભીના રાજિબ, અને મેઈઝઝૈના ડેપ્યુટી ડિરેક્ટર પ્રો. પંકજ પ્રિયા હાજર રહ્યા હતા.

આ અનોખી ભાગીદારી યુનિક્લોના મેનેજમેન્ટ કેન્ડિડેટ પ્રોગ્રામ દ્વારા ઉદ્યોગ વ્યાખ્યાનો, ઇન્ટર્નશિપ અને કેમ્પસ પ્લેસમેન્ટની સુવિધા આપશે. વધુમાં, પસંદગી પામેલા વિદ્યાર્થીઓના જૂથને જાપાનમાં ફાસ્ટ રિટેલિંગના ગ્લોબલ મેનેજમેન્ટ પ્રોગ્રામ માટે નામાંકિત કરવામાં આવશે, જેનો ઉદ્દેશ ઉભરતા રિટેલ લીડર્સને આંતરરાષ્ટ્રીય અનુભવ પ્રદાન કરવાનો છે. યુનિક્લો અને બીઆઈએમટેકનો ઉદ્દેશ્ય ગુણવત્તા-આધારિત, સંરચિત જોડાણ દ્વારા ભાવિ રિટેલ લીડર્સનું

નિર્માણ કરવાનો છે.

આ પહેલ વિશ્વના સૌથી ઝડપથી વિકસતા રિટેલ બજાર પૈકીના એકમાં શૈક્ષણિક અભ્યાસક્રમોને હકીકતમાં ઉદ્યોગની અપેક્ષાઓ સાથે સુસંગત બનાવવાના વ્યાપક પ્રયત્નોનો એક ભાગ છે. યુનિક્લો ઇન્ડિયાના ચીફ ફાઈનાન્સિયલ ઓફિસર અને ચીફ ઓપરેટિંગ ઓફિસર, કેનજી ઇનોઉએ કહ્યું કે, 'યુનિક્લોને **BIMTECH** સાથે સહકાર કરીને નવીનતા અને પ્રતિભા વિકાસને પ્રોત્સાહન આપવાનો ખૂબ આનંદ છે. આ સહકાર વિદ્યાર્થીઓને વૈશ્વિક બજારના નિષ્ણાતો સાથે બિઝનેસ સત્રોમાં જોડાવાનો અનન્ય અવસર આપશે, જેથી તેઓ વૈશ્વિક ઉદ્યોગ અને બિઝનેસ વિશે વધુ સારી રીતે સમજ મેળવી શકે.'



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जापान की वैश्विक परिधान रिटेल कंपनी यूनिक्लो ने बिमटेक के साथ समझौता किया

अहमदाबाद,

फास्ट रिटेलिंग कंपनी लिमिटेड (यूनिक्लो की मूल कंपनी) और थिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने रिटेल मैनेजमेंट के भावी नेतृत्वकर्ताओं को तैयार करने के उद्देश्य से एक रणनीतिक साझेदारी को औपचारिक रूप दिया है। यह सहयोग रिटेल मैनेजमेंट में विशेषज्ञ पोस्ट-ग्रेजुएट कार्यक्रमों की बढ़ती मांग को पूरा करने के लिए छात्रों को उद्योग-उन्मुख शिक्षा, व्यावहारिक अनुभव और करियर अवसर प्रदान करेगा, जिससे रिटेल क्षेत्र की बदलती आवश्यकताओं को पूरा किया जा सके।

एमओयू हस्ताक्षर समारोह में यूनिक्लो इंडिया के सीएफओ और सीओओ श्री केजी इनोए, बिमटेक की निदेशक डॉ. प्रवीणा राजीव और बिमटेक के डिप्टी डायरेक्टर प्रो. पंकज प्रिया उपस्थित थे। यह अनोखी साझेदारी यूनिक्लो के मैनेजमेंट कैडिडेट प्रोग्राम के तहत उद्योग व्याख्यान, इंटर्नशिप और कैपस प्लेसमेंट की सुविधा देगी। इसके अलावा, चुनिंदा छात्रों को फास्ट रिटेलिंग के ग्लोबल मैनेजमेंट प्रोग्राम (जापान) के लिए नामित किया जाएगा, जिससे उन्हें अंतरराष्ट्रीय स्तर पर रिटेल नेतृत्व का अनुभव मिलेगा। यूनिक्लो और बिमटेक का उद्देश्य संरचित और मेरिट-आधारित भागीदारी के माध्यम से भावी रिटेल नेताओं को विकसित करना है।

यह पहल दुनिया के सबसे तेजी से बढ़ते रिटेल बाजारों में से एक में अकादमिक पाठ्यक्रम को वास्तविक उद्योग अपेक्षाओं के अनुरूप बनाने के व्यापक प्रयास का हिस्सा है।

श्री केजी इनोए, मुख्य वित्तीय अधिकारी और मुख्य परिचालन अधिकारी, यूनिक्लो इंडिया ने कहा, यूनिक्लो को बिमटेक के साथ मिलकर नवाचार और प्रतिभा विकास को बढ़ावा देने में खुशी हो रही है। यह सहयोग छात्रों को वैश्विक बाजार विशेषज्ञों के साथ व्यापार सत्रों का अनूठा अवसर देगा, जिससे वे विश्व उद्योग और व्यापार के बारे में गहराई से सीख सकेंगे।

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भावी प्रतिभाओं को विकसित करने और छात्रों के अवसरों को बढ़ाने के लिए किया समझौता

नई दिल्ली। फास्ट रिटेलिंग कंपनी लिमिटेड (यूनिक्लो की मूल कंपनी) और बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने रिटेल मैनेजमेंट के भावी लीडर्स को तैयार करने के उद्देश्य से रणनीतिक साझेदारी को औपचारिक रूप दिया है। एमओयू हस्ताक्षर समारोह में यूनिक्लो इंडिया के सीएफओ व सीओओ केज्जी इनोए, बिमटेक की निदेशक डॉ. प्रवीणा राजीव और बिमटेक के डिप्टी डायरेक्टर प्रो. पंकज प्रिया उपस्थित थे। केज्जी इनोए, सीएफओ व सीओओ, यूनिक्लो इंडिया ने कहा यूनिक्लो को बिमटेक के साथ मिलकर नवाचार और प्रतिभा विकास को बढ़ावा देने में खुशी हो रही है। निदेशक डॉ. प्रवीणा राजीव ने कहा हमारा मानना है कि भावी रिटेल नेताओं को उद्योग के साथ मजबूत जुड़ाव और वैश्विक अनुभव के माध्यम से विकसित किया जाना चाहिए।

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जापान की वैश्विक परिधान रिटेल कंपनी यूनिक्लो ने भावी प्रतिभाओं को विकसित करने बिमटेक के साथ समझौता किया

नई दिल्ली। फास्ट रिटेलिंग कंपनी लिमिटेड (यूनिक्लो की मूल कंपनी) और बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने रिटेल मैनेजमेंट के भावी नेतृत्वकर्ताओं को तैयार करने के उद्देश्य से एक रणनीतिक साझेदारी को औपचारिक रूप दिया है। यह सहयोग रिटेल मैनेजमेंट में विशेषज्ञ पोस्ट-ग्रेजुएट कार्यक्रमों की बढ़ती मांग को पूरा करने के लिए छात्रों को उद्योग-उन्मुख शिक्षा, व्यावहारिक अनुभव और करियर अवसर प्रदान करेगा, जिससे रिटेल क्षेत्र की बदलती आवश्यकताओं को पूरा किया जा सके।

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PAGE No. : 09

जापान की वैश्विक परिधान रिटेल कंपनी यूनिक्लो ने भावी प्रतिभाओं को विकसित करने और छात्रों के अवसरों को बढ़ाने के लिए बिमटेक के साथ समझौता किया

नई दिल्ली। फास्ट रिटेलिंग कंपनी लिमिटेड (यूनिक्लो की मूल कंपनी) और बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने रिटेल मैनेजमेंट के भावी नेतृत्वकर्ताओं को तैयार करने के उद्देश्य से एक रणनीतिक साझेदारी को औपचारिक रूप दिया है। यह सहयोग रिटेल मैनेजमेंट में विशेषज्ञ पोस्ट-ग्रेजुएट कार्यक्रमों की बढ़ती मांग को पूरा करने के लिए छात्रों को उद्योग-उन्मुख शिक्षा, व्यावहारिक अनुभव और करियर अवसर प्रदान करेगा, जिससे रिटेल क्षेत्र की बदलती आवश्यकताओं को पूरा किया जा सके। एमओयू हस्ताक्षर समारोह में यूनिक्लो इंडिया के सीएफओ और सीओओ श्री केंजी इनोए, बिमटेक की निदेशक डॉ. प्रवीणा राजीव और बिमटेक के डिप्टी डायरेक्टर प्रो. पंकज प्रिया उपस्थित थे। यह अनोखी साझेदारी यूनिक्लो के मैनेजमेंट कैडिडेट प्रोग्राम के तहत उद्योग व्याख्यान, इंटर्नशिप और कैपस प्लेसमेंट की सुविधा देगी। इसके अलावा, चुनिंदा छात्रों को फास्ट रिटेलिंग के ग्लोबल मैनेजमेंट प्रोग्राम (जापान) के लिए नामित किया जाएगा, जिससे उन्हें अंतरराष्ट्रीय स्तर पर रिटेल नेतृत्व का अनुभव मिलेगा। यूनिक्लो और बिमटेक का उद्देश्य संरचित और मेरिट-आधारित भागीदारी के माध्यम से भावी रिटेल नेताओं को विकसित करना है। यह पहल दुनिया के सबसे तेजी से बढ़ते रिटेल बाजारों में से एक में अकादमिक पाठ्यक्रम को वास्तविक उद्योग अपेक्षाओं के अनुरूप बनाने के व्यापक प्रयास का हिस्सा है। श्री केंजी इनोए, मुख्य वित्तीय अधिकारी और मुख्य परिचालन अधिकारी, यूनिक्लो इंडिया ने कहा, 'यूनिक्लो को बिमटेक के साथ मिलकर नवाचार और प्रतिभा विकास को बढ़ावा देने में खुशी हो रही है। यह सहयोग छात्रों को वैश्विक बाजार विशेषज्ञों के साथ व्यापार सत्रों का अनूठा अवसर देगा, जिससे वे विश्व उद्योग और व्यापार के बारे में गहराई से सीख सकेंगे। डॉ. डॉ. प्रवीणा राजीव, निदेशक, बिमटेक ने कहा, बिमटेक में हमारा मानना है कि भावी रिटेल नेताओं को उद्योग के साथ मजबूत जुड़ाव और वैश्विक अनुभव के माध्यम से विकसित किया जाना चाहिए। यूनिक्लो के साथ यह साझेदारी मात्र एक एमओयू नहीं है, बल्कि वास्तविक अनुभव, वैश्विक सर्वोत्तम प्रथाओं और रिटेल नवाचार के माध्यम से प्रतिभा को संयुक्त रूप से विकसित करने का प्रयास है।



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PAGE No. : 07

जापान की वैश्विक परिधान रिटेल कंपनी यूनिवलो ने छात्रों के अवसरों को बढ़ाने के लिए बिमटेक के साथ समझौता किया

नई दिल्ली। फास्ट रिटेलिंग कंपनी लिमिटेड (यूनिवलो की मूल कंपनी) और बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने रिटेल मैनेजमेंट के भावी नेतृत्वकर्ताओं को तैयार करने के उद्देश्य से एक रणनीतिक साझेदारी को औपचारिक रूप दिया है। यह सहयोग रिटेल मैनेजमेंट में विशेषज्ञ पोस्ट-ग्रेजुएट कार्यक्रमों की बढ़ती मांग को पूरा करने के लिए छात्रों को उद्योग-उन्मुख शिक्षा, व्यावहारिक अनुभव और करियर अवसर प्रदान करेगा, जिससे रिटेल क्षेत्र की बदलती आवश्यकताओं को पूरा किया जा सके।



ADFACTORS PR
Reputation & Critical Issues Advisory

ONLINE COVERAGE

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|---|-----------------|---|-------|----------|
| Sr. No. | Publication | Link | Reach | PR Value |
| 1 | PTI | https://www.ptinews.com/story/business/UNIQLO--BIMTECH-ink-pact-to-develop-future-talent-enhance-student-opportunities/2804638 | 0.26M | - |
| 2 | News Drum | https://www.newsdrum.in/business/uniqlo-bimtech-ink-pact-to-develop-future-talent-enhance-student-opportunities-9639630 | - | - |
| 3 | News 18 | https://www.news18.com/agency-feeds/uniqlo-bimtech-ink-pact-to-develop-future-talent-enhance-student-opportunities-9493383.html | 53.9M | 2,42,000 |
| 4 | India Today | https://bestcolleges.indiatoday.in/news-detail/bimtech-signs-mou-with-uniqlo-to-boost-retail-talent-development-4972 | 36 M | 3,63,000 |
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| 10 | Rediff | https://money.rediff.com/news/market/uniqlo-bimtech-partner-for-retail-talent/31647620250808 | - | - |
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| 18 | PNI News | https://www.pninews.com/japanese-global-apparel-retailer-uniqlo-inks-mou-with-bimtech-to-develop-future-talent-and-enhance-student-opportunities/ | - | - |
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| 20 | SME Street | https://smestreet.in/sectors/uniqlo-bimtech-sign-mou-to-develop-retail-management-talent-9647237 | - | - |
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www.ptinews.com

<https://www.ptinews.com/story/business/UNIQLO--BIMTECH-ink-pact-to-develop-future-talent--enhance-student-opportunities/2804638>

PRESS TRUST OF INDIA **India's premier news agency**

UNIQLO, BIMTECH ink pact to develop future talent, enhance student opportunities

MUMBAI: (Aug 8) Fast Retailing Co, parent company of Japanese global apparel retailer UNIQLO, and Birla Institute of Management Technology (BIMTECH) on Friday said they have joined hands to nurture future leaders in retail management.

This collaboration addresses the rising demand for specialised post-graduate programmes in retail management by providing students with industry-aligned education, practical exposure, and career opportunities to meet the evolving needs of the retail sector, BIMTECH said in a statement.

Through this partnership, UNIQLO and BIMTECH aim to develop future retail leaders through structured, merit-based engagement.

www.newsdrum.in

<https://www.newsdrum.in/business/uniqlo-bimtech-ink-pact-to-develop-future-talent-enhance-student-opportunities-9639630>



UNIQLO, BIMTECH ink pact to develop future talent, enhance student opportunities



NewsDrum Desk

108 Aug 2025 10:45 IST



Mumbai, Aug 8 (PTI) Fast Retailing Co, parent company of Japanese global apparel retailer UNIQLO, and Birla Institute of Management Technology (BIMTECH) on Friday said they have joined hands to nurture future leaders in retail management.

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Through this partnership, UNIQLO and BIMTECH aim to develop future retail leaders through structured, merit-based engagement.

"This partnership with UNIQLO is... a collaborative effort to co-develop talent through real-world experience, global best practices, and retail innovation to shape the future of retail," BIMTECH Director Dr Prabina Rajib said. PTI SM TRB

www.news18.com

<https://www.news18.com/agency-feeds/uniqlo-bimtech-ink-pact-to-develop-future-talent-enhance-student-opportunities-9493383.html>



UNIQLO, BIMTECH ink pact to develop future talent, enhance student opportunities



Representational image (Image: News18)

Mumbai, Aug 8 (PTI) Fast Retailing Co, parent company of Japanese global apparel retailer UNIQLO, and Birla Institute of Management Technology (BIMTECH) on Friday said they have joined hands to nurture future leaders in retail management.

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bestcolleges.indiatoday.in

<https://bestcolleges.indiatoday.in/news-detail/bimtech-signs-mou-with-uniqlo-to-boost-retail-talent-development-4972>

**INDIA
TODAY**

BIMTECH signs MoU with UNIQLO to boost retail talent development

UNIQLO partners with BIMTECH to offer retail internships, lectures, and global exposure under a new MoU aimed at grooming future retail leaders.



UNIQLO, the global apparel retailer owned by Fast Retailing Co., Ltd., has signed a Memorandum of Understanding (MoU) with the Birla Institute of Management Technology (BIMTECH) to strengthen talent development in the retail sector.

The agreement aims to align academic training with industry requirements through structured student engagement. It was signed by UNIQLO India's Chief Financial Officer and Chief Operating Officer Kenji Inoue, BIMTECH Director Dr. Prabina Rajib, and Deputy Director Prof. Pankaj Priya.

www.edexlive.com

<https://www.edexlive.com/campus/2025/Aug/09/partnerships-uniqlo-and-bimtech-partner-to-shape-future-retail-leaders>



Partnerships: UNIQLO and BIMTECH partner to shape future retail leaders

The collaboration between UNIQLO and BIMTECH aims to address the growing demand for specialised retail management expertise in India



Fast Retailing Co, Ltd., the parent company of UNIQLO, and Birla Institute of Management Technology (BIMTECH) have signed a Memorandum of Understanding (MoU) to foster the development of future retail leaders through industry-aligned education and global opportunities.

www.patrika.com

<https://www.patrika.com/business-news/japanese-company-signs-mou-with-bimtech-to-develop-talents-19854361>

पत्रिका

प्रतिभाओं को विकसित करने के लिए जापान की कंपनी का बिमटेक से समझौता



नई दिल्ली। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) का जापानी कंपनी के साथ रिटेल मैनेजमेंट के भावी नेतृत्वकर्ताओं को तैयार करने के लिए समझौता हुआ है।

एमओयू हस्ताक्षर समारोह में यूनिक्सो इंडिया के सीएफओ केंजी इनोप, बिमटेक की निदेशक डॉ. प्रवीणा राजीव और बिमटेक के डिप्टी डायरेक्टर प्रो. फंकज प्रिया उपस्थित थे। साझेदारी के तहत यूनिक्सो के मैनेजमेंट कैडिडेट प्रोग्राम के तहत उद्योग व्याख्यान, इंटरशिप और कैपस प्लेसमेंट की सुविधा देगी। इसके अलावा चुनिंदा छात्रों को फास्ट रिटेलिंग के ग्लोबल मैनेजमेंट प्रोग्राम (जापान) के लिए नामित किया जाएगा, जिससे उन्हें अंतरराष्ट्रीय स्तर पर रिटेल नेतृत्व का अनुभव मिलेगा।

www.amarujala.com

<https://www.amarujala.com/delhi-ncr/noida/internship-and-campus-placement-facility-will-be-available-noida-news-c-23-1-lko1064-70970-2025-08-08>

08

अमर उजाला

Noida News: इंटरनशिप और कैपस प्लेसमेंट की मिलेगी सुविधा



ग्रेटर नोएडा। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) और फास्ट रिटेलिंग कंपनी लिमिटेड ने रणनीतिक साझेदारी को औपचारिक रूप दिया है। यूनिक्लो के मैनेजमेंट कैडिडेट प्रोग्राम के तहत उद्योग व्याख्यान, इंटरनशिप और कैपस प्लेसमेंट की सुविधा देगी। इसके अलावा, चुनिंदा छात्रों को फास्ट रिटेलिंग के ग्लोबल मैनेजमेंट प्रोग्राम (जापान) के लिए नामित किया जाएगा, जिससे उन्हें अंतरराष्ट्रीय स्तर पर रिटेल नेतृत्व का अनुभव मिलेगा। इस मौके पर डॉ. प्रवीणा राजीव और बिमटेक के डिप्टी डायरेक्टर प्रो. पंकज प्रिया उपस्थित रहे। ब्यूरो

www.indianretailer.com

<https://www.indianretailer.com/news/fast-retailing-and-bimtech-partner-build-indias-next-gen-retail-leaders>



Fast Retailing and BIMTECH Partner to Build India's Next-Gen Retail Leaders



Fast Retailing Co Ltd, the parent company of UNI QLO, and Birla Institute of Management Technology (BIMTECH) have signed a Memorandum of Understanding to build a structured pipeline of talent for the retail sector. The partnership is designed to meet rising demand for specialized post-graduate retail management programs by aligning academic training with industry needs through classroom engagement, practical exposure, and defined career pathways. The MoU was signed in the presence of Kenji Inoue, CEO and COO UNI QLO India; Dr. Prabina Rajib, Director, BIMTECH; and Prof. Pankaj Priya, Deputy Director, BIMTECH.

www.devdiscourse.com

<https://www.devdiscourse.com/article/education/3534370-uniqlo-and-bimtech-team-up-to-train-future-retail-leaders>



UNIQLO and BIMTECH Team Up to Train Future Retail Leaders

Fast Retailing Co's UNIQLO partners with BIMTECH to nurture future leaders in retail management. This alliance offers industry-aligned education, practical exposure, and career opportunities in the retail sector, addressing the rising demand for specialized post-graduate programs that meet evolving retail needs.



Fast Retailing Co, the parent company of UNIQLO, has announced a partnership with the Birla Institute of Management Technology (BIMTECH) to train future leaders in retail management.

money.rediff.com

<https://money.rediff.com/news/market/uniqlo-bimtech-partner-for-retail-talent/31647620250808>

rediff

UNIQLO & BIMTECH Partner for Retail Talent



Mumbai, Aug 8 (PTI) Fast Retailing Co, parent company of Japanese global apparel retailer UNIQLO, and Birla Institute of Management Technology (BIMTECH) on Friday said they have joined hands to nurture future leaders in retail management.

This collaboration addresses the rising demand for specialised post-graduate programmes in retail management by providing students with industry-aligned education, practical exposure, and career opportunities to meet the evolving needs of the retail sector, BIMTECH said in a statement.

news.careers360.com

<https://news.careers360.com/bimtech-partners-uniqlo-placements-retail-management-global-programme-in-japan-pgdm-training>

NEWS by
CAREERS360

BIMTECH partners with UNIQLO for placements in retail management; global management programme in Japan



The Birla Institute of Management Technology (BIMTECH) has signed a partnership with the Japanese brand UNIQLO to develop student opportunities in retail management. The ceremony took place with Kenji Inoue, CFO and COO of UNIQLO India, Prabina Rajib, director of BIMTECH, and Pankaj Priya, deputy director of the institute.

www.mbarendezvous.com

<https://www.mbarendezvous.com/b-school-events/bimtech-to-develop-future-talent-and-enhance-student-opportunities/>

MBA RENDEZVOUS.COM

Japanese Global Apparel Retailer, UNIQLO Inks MoU with BIMTECH to develop future Talent and enhance student opportunities



Fast Retailing Co., Ltd., parent company of UNIQLO and Birla Institute of Management Technology (BIMTECH) have formalized a strategic partnership through a Memorandum of Understanding (MoU) aimed at nurturing future leaders in retail management. This collaboration addresses the rising demand for specialized post-graduate programs in retail management by providing students with industry-aligned education, practical exposure, and career opportunities to meet the evolving needs of the retail sector. At the MoU signing ceremony, Mr. Kenji Inoue, CFO & COO UNIQLO India; Dr. Prabina Rajib, Director, BIMTECH; and Prof. Pankaj Priya, Deputy Director, BIMTECH, were present.

womenstabloid.com

<https://womenstabloid.com/bimtech-partners-with-uniqlo-india-in-landmark-retail-collaboration/>

WOMEN'S TABLOID

THE VOICE OF THE WOMEN

BIMTECH partners with UNIQLO India in landmark retail collaboration

The agreement marks a milestone for BIMTECH's Retail Management Programme and paves the way for unique opportunities for its students. The signing ceremony was attended by prominent industry professionals from India and Japan.



The Birla Institute of Management Technology (BIMTECH) has announced a major strategic collaboration with UNIQLO India, sealed with the signing of a Memorandum of Understanding (MoU) on 6 August 2025. The agreement marks a milestone for BIMTECH's Retail Management Programme and paves the way for unique opportunities for its students.

www.imagesbof.in

<https://www.imagesbof.in/uniqlo-signs-mou-with-birla-institute-of-management-technology/>



UNIQLO signs MoU with Birla Institute of Management Technology to build future retail leaders



The Birla Institute of Management Technology (BIMTECH) has announced a major strategic collaboration with UNIQLO India, sealed with the signing of a Memorandum of Understanding (MoU) on 6 August 2025. The agreement marks a milestone for BIMTECH's Retail Management Programme and paves the way for unique opportunities for its students.

sahyadristartups.com

<https://sahyadristartups.com/spotlight/uniqlo-and-bimtech-partner-to-develop-future-talent-in-retail-management/>



UNIQLO and BIMTECH Partner to Develop Future Talent in Retail Management



The Birla Institute of Management Technology (BIMTECH) has announced a major strategic collaboration with UNIQLO India, sealed with the signing of a Memorandum of Understanding (MoU) on 6 August 2025. The agreement marks a milestone for BIMTECH's Retail Management Programme and paves the way for unique opportunities for its students.

infashionbusiness.com

https://infashionbusiness.com/home/news_details/6102/8



UNIQLO and BIMTECH Partner to Develop Future Talent in Retail Management



Fast Retailing Co., Ltd., parent company of UNIQLO and Birla Institute of Management Technology (BIMTECH) have formalized a strategic partnership through a Memorandum of Understanding (MoU) aimed at nurturing future leaders in retail management. This collaboration addresses the rising demand for specialized post-graduate programs in retail management by providing students with industry-aligned education, practical exposure, and career opportunities to meet the evolving needs of the retail sector. At the MoU signing ceremony, Kenji Inoue, CFO & COO UNIQLO India; Dr. Prabina Rajib, Director, BIMTECH; and Prof. Pankaj Priya, Deputy Director, BIMTECH, were present.

www.apnnews.com

<https://www.apnnews.com/japanese-global-apparel-retailer-uniqlo-inks-mou-with-bimtech-to-develop-future-talent-and-enhance-student-opportunities/>



Japanese Global Apparel Retailer, UNIQLO Inks MoU with BIMTECH to develop future Talent and enhance student opportunities



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www.pnnews.com

<https://www.pnnews.com/japanese-global-apparel-retailer-uniqlo-inks-mou-with-bimtech-to-develop-future-talent-and-enhance-student-opportunities/>



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www.edukida.in

<https://www.edukida.in/education/uniqlo-partners-with-bimtech-to-shape-retail-leaders/26375/>



UNIQLO Partners With BIMTECH To Shape Retail Leaders



In a significant move aimed at bridging the gap between academic learning and industry requirements, Japanese global apparel retailer UNIQLO has signed a Memorandum of Understanding (MoU) with the Birla Institute of Management Technology (BIMTECH). The collaboration, formalized on Monday, is designed to develop a new generation of leaders for the retail sector through a blend of academic rigor, industry expertise, and international exposure.

smestreet.in

<https://smestreet.in/sectors/uniqlo-bimtech-sign-mou-to-develop-retail-management-talent-9647237>

**SME
STREET**

UNIQLO Partners With BIMTECH To Shape Retail Leaders



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AUTHORED **ARTICLES**



INDEX

Article: Commodity options strategies for easing participation of hedgers and small stakeholders - Ruchi Arora

| Sr. No. | Publication | Link | Reach | PR Value |
|----------------|-------------------------|---|--------------|-----------------|
| 1 | The Hindu Business Line | https://www.thehindubusinessline.com/markets/commodities/commodity-options-strategies-for-easing-participation-of-hedgers-and-small-stakeholders/article69878242.ece/amp/ | 2.9M | 3,02,500 |
| | | TOTAL | 2.9M | 3,02,500 |



www.thehindubusinessline.com

<https://www.thehindubusinessline.com/markets/commodities/commodity-options-strategies-for-easing-participation-of-hedgers-and-small-stakeholders/article69878242.ece/amp/>



Commodity options strategies for easing participation of hedgers and small stakeholders

Ruchi Arora | Meena Rhatia | Updated - August 02, 2025 at 10:00 AM

India's commodity derivatives market has undergone a remarkable transformation, evolving from ancient barter systems to a sophisticated, forward contracting between producers and merchants, and subsequently to structured Futures markets with clearing houses that ensure the creditworthiness of transactions. The definition of contracts has progressed from basic forwards to complex options and structured products, enabling originators and intermediaries to mitigate risks beyond their primary expertise.

Derivatives deal with multi-economic functions and are complex and controversial; however, they are an integral part of the financial system. Frequently, the variables driving derivatives are the prices of market-traded assets. For instance, a bond option is a derivative whose value hinges on the price of a bond. However, derivatives are not limited to financial assets; they can derive their value from virtually any variable, such as the price of crude oil or the wind speed at a particular location. The underlying assets for derivatives can include foreign exchange, interest rates, equities, commodities, and credit.



INDEX

| Article: Digital Nomads embracing new working methods - Dr. Reeti Kulshrestha | | | | | | |
|--|--------------|--------------------|-----------------|----------------|--------------------|---------------|
| Sr. No. | Date | Publication | Page No. | Edition | Circulation | EIV |
| 1 | 08.08.2025 | Central Chronicle | 1 & 13 | Chhattisgarh | 25000 | 56160 |
| | TOTAL | | | | 25000 | 56,160 |



PUBLICATION : Central Chronicle

DATE : 08.08.2025

EDITION : Chhattisgarh

PAGE No. : 01



SCHOLAR

**Digital nomads
embracing new
working methods**

Digital nomads (DNs) are defined as individuals who operate remotely in an online environment and have a traveling lifestyle with freedom to work from anywhere.

Page 13

PUBLICATION : Central Chronicle
DATE : 08.08.2025
EDITION : Chhattisgarh
PAGE No. : 13

CAMPUS CALLING

Digital nomads embracing new working methods

By- Dr. Reeti
Kulshrestha
Faculty (Strategy,
Innovation,
Entrepreneurship and
CSR), BIMTECH, Greater
Noida



Identifying DN skills helps organizations improve job fit and supports DNs in upskilling and thriving despite time and location challenges.

**Campus
Calling**
THE FIRST LECTURE

Digital nomads (DNs) are defined as individuals who operate remotely in an online environment and have a traveling lifestyle with freedom to work from anywhere. Since the past decade, more people have been shifting from being digital settlers to becoming digital nomads embracing new working methods in digitally transforming organizations, rebelling against conventional job profiles. However, despite the growing trend, the skills that digital nomads need remain unexplored.

According to the MBO Partners research 12.3 million American workers are currently employed as DN, suggesting its popularity. Between 2010 and 2021, DN numbers surged by 17% due to shifting work attitudes post-pandemic. Notably, self-employed DNs rose by 14%, even as many return to office-based roles. Research shows that the likelihood of choosing a nomadic lifestyle increases with age. Millennials (17%) and Gen Z (11%) make up 58% of DNs, with 70% planning to continue this lifestyle.

As per survey by Rich- and Wells report, roughly 75% of professionals plan

to embrace remote work, willing to work longer hours (30%), take less paid leave (15%), or accept work-from-anywhere roles—even with a 35% pay cut.

Individuals and organizations must assess their skills to stay relevant in remote, digitally-driven workplaces. This underscores the importance of studying the skills required for navigating this human-digital shift.

Scholars note that DN are primarily young, unmarried professionals who only work online and seek jobs online. While past research highlights the importance of relevant skills in digitally evolving workplaces, little is known about environments where the workplace, task, and employee are all in flux. We aim to find the skills possessed by digital nomads that enhance job effectiveness at digital workplaces.

Our study collected online data consisting of

more than 1000 Google pages, 44 Meta groups, 10 online interviews of DN on YouTube and 14 Podcasts of DN communities. The two-stage analysis revealed personal, interpersonal and organizational skills along with evidence-based characteristics, qualities and lifestyle of a DN and the dichotomy in nomads.

1. Personal skills

According to literature, DNs need diverse skills to function in the modern tech-integrated workplace. Working remotely requires a higher level of clarity regarding the nature of the work and the expect-

tations. To interact with their work in a meaningful and productive way and produce better work, people must proactively plan and organize their work. Creative skills are also crucial because the job involves creativity. DNs must be open-minded approach opinions with an entrepreneurial spirit of resilience and attitude.

2. Interpersonal skills

DN needs strong social and communication skills to engage with the locals. As their line of work is temporary, it is critical that they possess networking skills to potentially acquire new assignments through their relationships. Since, they are virtually present, it is crucial to possess communication skills to prevent isolation. Conflict mediation is vital, as they often navigate cultural and interpersonal differences. Collaboration is also essential, given their work with diverse teams.

Organizational skills

Efficiency and orderliness in work, adaptability

in approach and technological proficiency are the organizational characteristics that a DN possesses. Using a workforce that is similarly adaptable in their approach is crucial as firms adopt new forms of structure and become more complicated. Because their workplaces rely on digital settings, they must accept technology quickly.

3. Characteristics, qualities

The DNs lead aspirational, wealthy and travel-driven lives, and are seeking a relaxed, bureaucracy-free existence in faraway places—occasionally, drawn to a romantic, colonial way of life. They are adaptable, idealistic, practical, and value supportive environments. Fascinatingly, the data revealed two DN kindred in their pleasure-driven, self-centered, loose, eccentric and restless, whereas the other is emotional, straightforward, preparation, person and calm.

The study holds relevance in creating effective onboarding procedures for digital nomads, training programs and recruitment policies, giving them better work opportunities and a successful career path.

INDEX

Article: Banking on Connections; CEO Social Capital Mitigates Geopolitical Risk in Indian Banks- Prof. Shailja Vasisht

| Sr. No. | Publication | Link | Reach | PR Value |
|----------------|--------------------|---|--------------|-----------------|
| 1 | ET Govt. | https://government.economictimes.indiatimes.com/blog/leveraging-ceo-social-capital-to-combat-geopolitical-risks-in-indias-banking-sector/123479943 | 37M | 6,39,100 |
| | | TOTAL | 37M | 6,39,100 |

government.economictimes.indiatimes.com

<https://government.economictimes.indiatimes.com/blog/leveraging-ceo-social-capital-to-combat-geopolitical-risks-in-indias-banking-sector/123479943>



Banking on connections: Can social capital of CEOs mitigate geopolitical risks in financial sector



Shalja Vasisht - ET Government
Published On Aug 24, 2023 at 08:35 AM IST



Due to the ill effects of geopolitical risk on financial institutions, reducing geopolitical uncertainty should be an top of the agenda for policymakers, especially in emerging economies.

In the current times of economic and political uncertainty, banks are looking more and more for ways to mitigate the impact of geopolitical risk on their stability.

This study explores whether the social capital of bank CEOs (their professional networks and external

affiliations) can help reduce the adverse impact of such risks on banks. India offers a fascinating context for the research, as it is not only one of the world's leading emerging economies, but also the focal point of geopolitical tensions because of its poor relations with some neighbors, while being vulnerable to other international geopolitical conflicts.



LISTICLE

INDEX

Listicle: 4 Authoritative Reads on Business, Marketing & Markets by BIMTECH Greater Noida Professors- Prateek Jain, Jyoti Das & Arun Mittal

| Sr. No. | Publication | Link | Reach | PR Value |
|---------|------------------------|---|-------|----------|
| 1 | ANI | https://www.aninews.in/news/business/4-authoritative-reads-on-business-marketing-amp-markets-by-bimtech-greater-noida-professors20250820122335/ | 2M | 27,500 |
| 2 | PTI | https://www.ptinews.com/story/business/4-Authoritative-Reads-on-Business--Marketing---Markets-by-BIMTECH-Greater-Noida-Professors/2839540 | 0.26M | - |
| 3 | IANs | https://www.ians.in/vmpl/4-authoritative-reads-on-business-marketing-and-markets-by-bimtech-greater-noida-professors | - | - |
| 4 | Business Standard | https://www.business-standard.com/content/press-releases-ani/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors-125082000665_1.html | 12.5M | 1,81,500 |
| 5 | Tribune | https://www.tribuneindia.com/news/advertorial-disclaimer/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors | 1M | - |
| 6 | Lokmat Times | https://www.lokmatimes.com/business/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors/amp/ | 10M | 1,65,000 |
| 7 | The Wire | https://thewire.in/ptiprnews/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors | 3M | - |
| 8 | The Week | https://www.theweek.in/wire-updates/business/2025/08/20/dcm58-bimtech-greater-noida-professors.html | 1M | - |
| 9 | Latestly | https://www.latestly.com/agency-news/business-news-4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors-7068205.html | 4M | - |
| 10 | News Nation | https://english.newsnationtv.com/business/4-authoritative-reads-on-business-marketing-amp-markets-by-bimtech-greater-noida-professors20250820122335 | - | - |
| 11 | Devdiscourse | https://www.devdiscourse.com/article/business/3547299-indian-authors-unveil-groundbreaking-insights-into-business-and-marketing | 0.33M | - |
| 12 | India Today News Flash | https://indiatodaynewsflash.co.in/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors/ | - | - |
| 13 | Tax TMI | https://www.taxtmi.com/news?id=53027 | - | - |



| | | | | |
|----|--------------------------|---|---|---|
| 14 | Sangri Times | https://en.sangritimes.com/spotlight/topic/4-authoritative-reads-on-business | - | - |
| 15 | Indian Economic Observer | https://www.indianeconomicobserver.com/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 16 | Washington DC Despatch | https://www.washingtondcdespatch.com/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 17 | UAE Times | https://www.uaetimes.news/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 18 | US World Today | https://www.usworldtoday.com/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 19 | British News Network | https://www.britishnewsnetwork.com/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 20 | Sri Lanka Island News | https://www.srilankaislandnews.com/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 21 | Jaipur Times | https://en.jaipurtimes.org/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors | - | - |
| 22 | Odisha Post | https://www.odishapost.news/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 23 | Maharashtra Samachar | https://www.maharashtrasamachar.com/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 24 | Telangana Journal | https://www.telanganajournal.in/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 25 | West Bengal Khabar | https://www.westbengalkhabar.in/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 26 | Bihar 24x7 | https://www.bihar24x7.com/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |
| 27 | Karnataka Live | https://www.karnatakalive.in/news/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors20250820122331/ | - | - |



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|----|-----------------------|---|---------------|-----------------|
| 28 | The Hindustan Express | https://thehindustanexpress.co.in/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors/ | - | - |
| 29 | India Times Online | https://indiatimesonline.co.in/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors/ | - | - |
| 30 | APN News | https://www.apnnews.com/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors/ | - | - |
| 31 | Nation Republiq | https://www.nationrepubliq.com/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors | - | - |
| | | TOTAL | 34.09M | 3,74,000 |

www.aninews.in

<https://www.aninews.in/news/business/4-authoritative-reads-on-business-marketing-amp-markets-by-bimtech-greater-noida-professors20250820122335/>



4 Authoritative Reads on Business, Marketing & Markets by BIMTECH Greater Noida Professors



New Delhi [India], August 20: India is in the midst of a business renaissance. Start-ups are budding beyond metros; SMEs are looking at creative ways of marketing on a shoestring budget, even luxury brands eyeing Tier-2 and Tier-3 markets. Against this backdrop, some recent Indian authors' books are generating the buzz for doing something rare, meshing theory with raw on-ground reality. These very works are books that don't tell you just what to do; they show you how it works in the Indian environment.

www.ptinews.com

<https://www.ptinews.com/story/business/4-Authoritative-Reads-on-Business-Marketing---Markets-by-BIMTECH-Greater-Noida-Professors/2839540>



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www.ians.in

<https://www.ians.in/vmpl/4-authoritative-reads-on-business-marketing-and-markets-by-bimtech-greater-noida-professors>



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www.business-standard.com

https://www.business-standard.com/content/press-releases-ani/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors-125082000665_1.html

Business Standard

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www.tribuneindia.com

<https://www.tribuneindia.com/news/advertorial-disclaimer/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors>

The Tribune

— VOICE OF THE PEOPLE —

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www.lokmattimes.com

<https://www.lokmattimes.com/business/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors/amp/>

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thewire.in

<https://thewire.in/ptiprnews/4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors>

THE
WIRE

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www.theweek.in

<https://www.theweek.in/wire-updates/business/2025/08/20/dcm58-bimtech-greater-noida-professors.html>

THEWEEK

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www.latestly.com

<https://www.latestly.com/agency-news/business-news-4-authoritative-reads-on-business-marketing-markets-by-bimtech-greater-noida-professors-7068205.html>



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english.newsnationtv.com

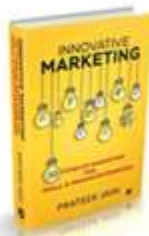
<https://english.newsnationtv.com/business/4-authoritative-reads-on-business-marketing-amp-markets-by-bimtech-greater-noida-professors20250820122335>



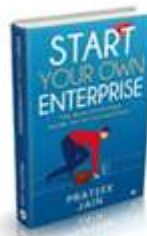
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www.devdiscourse.com

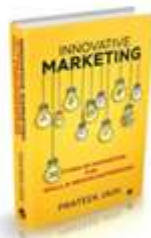
<https://www.devdiscourse.com/article/business/3547299-indian-authors-unveil-groundbreaking-insights-into-business-and-marketing>



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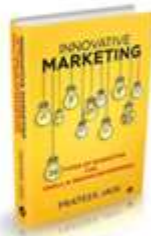
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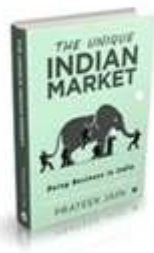
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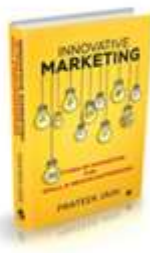
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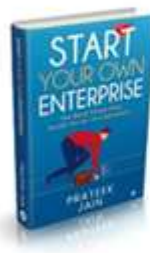
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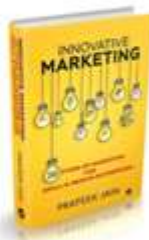
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| 1 | News 18 | https://www.news18.com/education-career/from-arts-to-commerce-why-ai-is-every-students-future-9536137.html | 53.9M | 2,42,000 |
| | | TOTAL | 53.9M | 2,42,000 |

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From Arts To Commerce, Why AI Is Every Student's Future?

Pratyush Vidyarthi, a PGDM student at Birla Institute of Management Technology (BIMTECH), said that for commerce students, AI is crucial in financial modelling, portfolio analysis, risk management, and interpreting large volumes of market data. AI-driven tools such as algorithmic trading platforms, credit risk assessment models, fraud detection systems, and predictive analytics assist students in making informed decisions," Vidyarthi said.