



BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY



AACSB
ACCREDITED



ANNUAL ACTIVITY REPORT 2024-25



OUR VISION

DEVELOPING **RESPONSIBLE LEADERS**
WITH AN ENTREPRENEURIAL MINDSET
AND STRIVING FOR **SUSTAINABILITY**



Late Basant Kumar Birla and Sarala Birla

Content



Board of Governors	02
Message from Director	03
Our Annual Journey	04
Global Presence	10
New Horizons	14
Our Research Odyssey	16
Our Publications	22
Accreditation Journey	23
Leadership Deliberations	24
Centre for Entrepreneurial Development	26
Centre for Sustainability and CSR	28
Centre for Management Development and Consultancy	30
Centre for Faculty Development	32
Centre for Online Studies (COOLS)	34
Centre for Admission	36
Placements	38
Knowledge Centre	39
Intellectual Deliberations	40
Industry-Academia Connect	42
Learning Beyond Classroom	44
Alumni Activities	46
Infrastructure Development & Support Services	48
Students Clubs & Conduits	50
Life @ BIMTECH	52

BOARD OF GOVERNORS

2024-25



Smt. Jayashree Mohta
Chairperson
Board of Governors,
BIMTECH



Shri Vikash Kandoi
Director, Royal Touch
Fablon (P) Ltd.,
Kolkata



Dr. Ajit Ranade
Vice Chancellor,
Gokhale Institute of
Politics and Economics
Pune



Mr. Sakate Khaitan
Senior Partner, Khaitan
Legal Associates,
Mumbai



Shri G.N. Bajpai
Ex-Chairman, SEBI and
LIC, Mumbai



Dr Vipul Singh
People Director & HR Head
Lloyds Technology Centre, India



Mr. Nand Gopal Khaitan
Senior Partner (Dispute
Resolution, Real Estate),
Khaitan & Co.



Mr. Gautam Dalmia
Managing Director,
Dalmia Bharat Group



Shri Alok Gupta
Alumnus, BIMTECH,
Founder and CEO - Pyramid
Cyber Security Pvt. Ltd.



Dr. Prabina Rajib
Director
Birla Institute of Management
Technology



Dr. Pankaj Priya
Deputy Director and
Dean (Academics),
Birla Institute of Management
Technology



Dr. Arvind V. Shukla
Registrar and Professor,
Birla Institute of Management
Technology



Dr. Sourabh Bishnoi
Associate Professor,
Birla Institute of Management
Technology

MESSAGE FROM DIRECTOR DESK



BIMTECH remains committed to its position as a leader in management education and through its relentless focus on innovation, it continues to foster a dynamic learning environment.



BIMTECH has once again reaffirmed its commitment to nurturing and preparing students for the challenges and opportunities shaped by innovation and the rapid evolution of emerging technologies in the 2024-25 academic year.

This year, three new facilities were inaugurated to enrich experiential learning — the Bloomberg Finance Lab, the Retail & Marketing Lab, and the Blockchain Learning Center. These state-of-the-art resources bridge the gap between theory and practice, empowering students to engage with cutting-edge technologies and equipping them with the skills required to thrive in a dynamic global economy. Complementing these initiatives, our international exchange programs continue to offer students holistic exposure to diverse global perspectives.

Yet, what truly makes BIMTECH distinctive is not technology alone — it is the people who make learning meaningful and transformative. Our

faculty, through their dedicated mentorship, inspire students to think critically and act responsibly. Our alumni, with their vast experience, extend invaluable guidance and encouragement to the next generation. And our students, with their energy and determination, remind us every day of the power of education to drive positive change in society.

Beyond academics, BIMTECH continues to emphasize cutting-edge research, industry collaboration, sustainability, and ethics, ensuring that our learners evolve into responsible global leaders. This year, I have witnessed countless examples of teamwork, resilience, and innovation across our community — reaffirming my belief that education is not merely about acquiring knowledge, but about people inspiring one another and collectively shaping a better future.



Dr. Prabina Rajib
Director
BIMTECH

38th
COMMENCEMENT DAY



Chief Guest



Mr. Dinesh Gulati
Chief Operating Officer
IndiaMART InterMESH Ltd.

Guest of Honour



Ms. Manjari Jaruhar
IPS (Retd.)



Mr. Amit Gupta
Global Head "Data Strategy & AI,
Mastercard Data & Services

Greater Noida, 24th June, 2025

Birla Institute of Management Technology (BIMTECH), an AACSB-accredited B-school, welcomed 480 students of the 2025–27 batch at its 38th Deeksharambh ceremony. The students are enrolled in BIMTECH's four two-year full-time programs: PGDM, PGDM (International Business), PGDM (Insurance Business Management), and PGDM (Retail Management).

The event featured **Chief Guest Mr. Dinesh Gulati**, COO, IndiaMART, and **Guests of Honour Ms. Manjari Jaruhar**, IPS (Retd.), and **Mr. Amit Gupta**, Global Head 'Data Strategy & AI', Mastercard Data & Services.

Mr. Gulati urged students to “learn, unlearn and relearn” while focusing on critical thinking, problem solving, creativity, and innovation. Ms. Jaruhar emphasized responsibility, resilience, and passion for work, while Mr. Gupta highlighted humility, curiosity, risk-taking, communication, and networking as essential MBA learnings.

BIMTECH Director Dr. Prabina Rajib encouraged students to step out of comfort zones, embrace campus life, and focus on leadership and personality development.



The academic year 2024–2025 saw several milestones: the launch of a Bloomberg Lab, a Marketing & Retail Research Lab, and **BIMCOIN**, a blockchain-based campus currency. BIMTECH students also won the **UN PRME Global Students Sustainability Awards** in New York for impactful solutions.

This year also saw a significant rise in student enrollment, along with a well-balanced gender ratio—reflecting a strong commitment to inclusivity and diversity. Inspired by founders Late Basant Kumar Birla and Sarala Birla, the institute today offers flagship PGDM programs, online PGDM, and 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.

दीक्षारंभ

C E R E M O N Y



37th
FOUNDATION DAY



Chief Guest



Mr. Ashutosh Anshu
Board Director
CHRO & DE&I Lead
India Region, Hitachi India

Guest of Honour



Ms. Saurabh Verma
President, Head of Sales (CRS)
Strategic Accounts Management &
Japan Global Solutions (India)
Aon India Insurance Brokers Pvt. Ltd.

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

Greater Noida, October 2, 2024: To mark the 155th birth anniversary of Mahatma Gandhi, Birla Institute of Management Technology (BIMTECH) launched its social initiative **“Saaksharta Abhiyaan”**, aimed at promoting literacy and education among underprivileged communities. The initiative aligns with the institute’s 37th Foundation Day theme, **“The Future Depends on What You Do Today.”**

The campaign focuses on enhancing access to quality education for both children and adults through partnerships with schools, NGOs, and volunteers. It will provide resources, mentorship, and literacy programs to strengthen BIMTECH’s legacy of social responsibility.

Distinguished Chief Guest Mr. Ashutosh Anshu, Board Director & CHRO at Hitachi India, and **Guest of Honour Mr. Saurabh Verma**, President of Aon India Insurance Brokers Pvt. Ltd, graced the occasion with insightful addresses that inspired the attendees.

Chief Guest Mr. Ashutosh Anshu, Board Director & CHRO, Hitachi India, urged students to nurture curiosity, embrace challenges, and build networks, reminding them that “network is equal to net worth.” He emphasized persistence, self-belief, and the mantra of life.



Guest of Honour **Mr. Saurabh Verma**, President, Aon India Insurance Brokers Pvt. Ltd, encouraged students to make their alma mater proud, invest in themselves, build meaningful relationships, and seize every opportunity.

Welcoming the audience, **Dr. Prabina Rajib**, Director, **BIMTECH**, said, "Saaksharta Abhiyaan will markedly strengthen BIMTECH's legacy of social responsibility and innovation. The initiative seeks to empower schools, non-profits, and volunteers through resources, mentorship, and collaborative literacy programs, creating a stronger, more educated society."

The event also included a felicitation ceremony, honoring faculty members **Prof. Garima Malik**, **Dr. Khanindra Ch. Das**, and **Dr. Pooja Malik** with the Best Researcher Awards 2023–24.



37th ANNUAL CONVOCATION



Chief Guest



Shri Jagdeep Dhankhar
Hon'ble Vice President of India

BIMTECH Hosts 37th Annual Convocation Bids Farewell to 713 Students

Greater Noida, 6th May 2025: Birla Institute of Management Technology (BIMTECH), a leading AACSB-accredited B-school, held its 37th Annual Convocation on 5th May 2025 at India Exposition Mart Ltd., Greater Noida. Degrees were conferred to students of PGDM, PGDM (Retail Management), PGDM (Insurance Business Management), PGDM (International Business), PGDM (Online), and FPM/EFPM programs.

The ceremony was virtually graced by **Hon'ble Vice-President of India, Shri Jagdeep Dhankhar**, and presided by **Smt. Jayashree Mohta**, Chairperson, Board of Governors, alongside **Dr. Prabina Rajib**, Director, BIMTECH, **Mr. Nand Gopal Khaitan**, Senior Partner, Khaitan & Co, and **Mr. Vikash Kandoi**, Member-Board of Governors.

Addressing the gathering, **Hon'ble Vice-President of India, Shri Jagdeep Dhankhar**, said, Our greatest assurance today is our visionary leadership. The world is transforming faster than past industrial revolutions, and Bharat has emerged as a global center of opportunity and growth. From being among the Fragile 5 to joining the world's top 5 economies, we have sustained our trajectory. Let us now work together to strengthen our democracy and uphold its values with the highest commitment.



Delivering the welcome address, **Smt. Jayashree Mohta**, Chairperson, Board of Governors, said, “Our legacy has fostered strong academia-industry collaborations, equipping students with knowledge, real-world insights, and a global perspective. As future leaders, I urge you to uphold integrity, inclusivity, and impact to every boardroom, start-up, and enterprise you become part of.

Dr. Prabina Rajib, Director, BIMTECH, said, “Your time here has prepared you to navigate rapid geopolitical and technological shifts. As you move forward, carry the values of integrity, sustainable innovation, and inclusivity.”

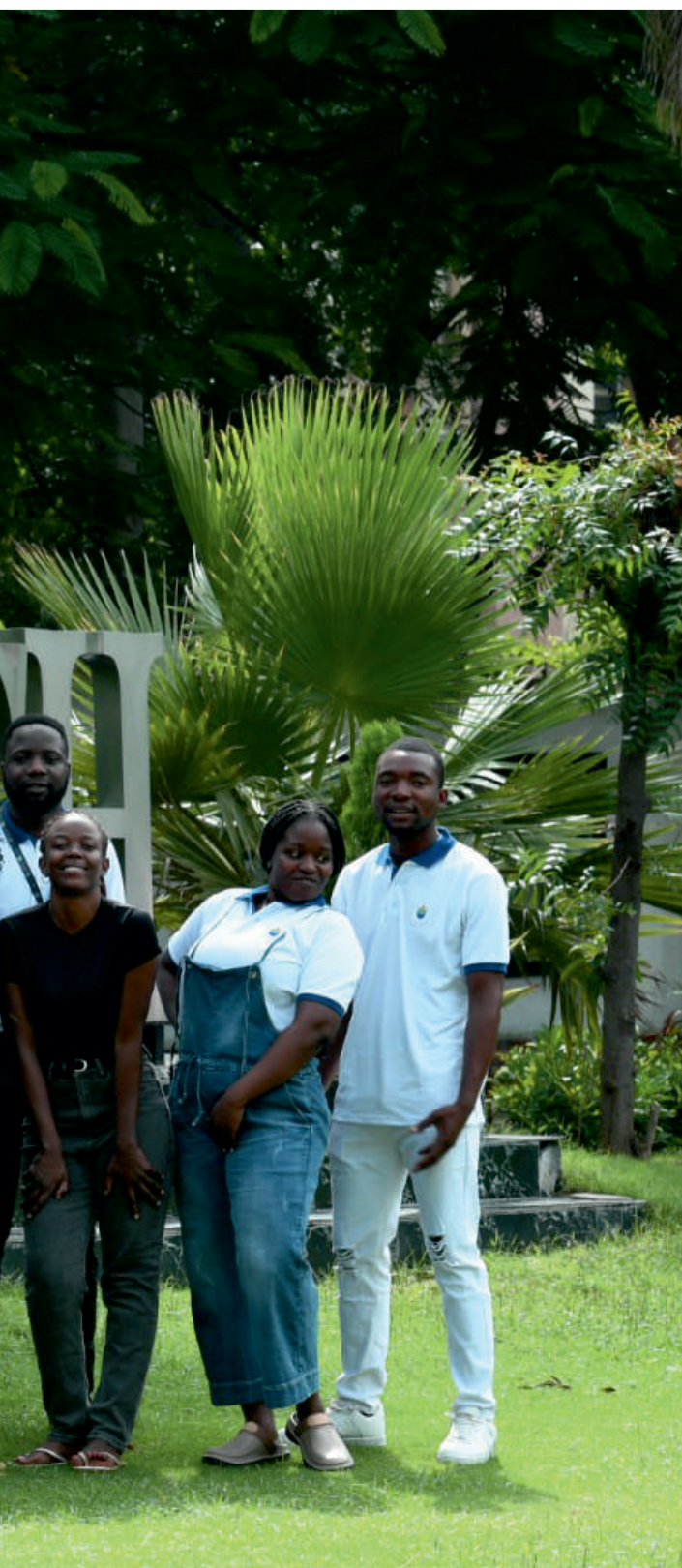
Inspiring the students, **Mr. Nand Gopal Khaitan**, Senior Partner, Khaitan & Co, said, “You are born in a Golden India where opportunities are limitless. Work diligently and be credible—success will follow. Transform yourself from a fly into a butterfly, someone admired and valued by others.”

The graduating class included 713 students, with 18 medalists honored for academic excellence.



CENTRE FOR INTERNATIONAL AFFAIRS





1. **BIMTECH goes global!**

Aligned with the NEP 2020's vision of making India as a potential destination for international students, BIMTECH, home to students from all parts of India, welcomed 31 international students in its 2-year full-time PGDM program in the academic year 2024-25. The presence of international students in campus has enhanced the cross-cultural exchanges, fostering diversity in the campus. Presence of international students in BIMTECH aligns with the institution's commitment to excellence, diversity, and the holistic development of its students.

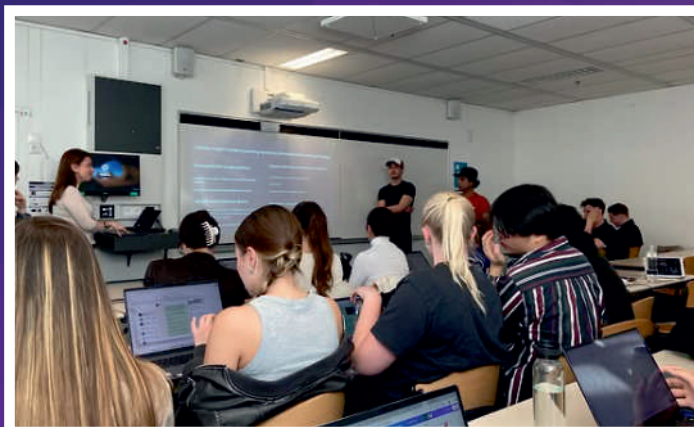
2. **International Student Mobility**

BIMTECH has a well-established Student Exchange Program under which student mobility takes place annually. By participating in the Student Exchange Program of BIMTECH, students gain a deeper understanding of diverse cultures, enhance their language skills, foster global networks, and develop the cross-cultural competencies required to thrive in an increasingly globalized job market.

Under the Student Exchange program, outgoing mobility, 21 BIMTECH students pursued their exchange trimesters in Sydney Business School, University of Wollongong-Australia, FH Joanneum-Austria, ESSCA, Angers-France, Excelia Business School-France, Léonard de Vinci Business School (ALDV)-France, NEOMA Business School, France University of Warsaw-Poland and Solbridge University, South Korea.

3. **BIMTECH's India Study Program: Unlocking Diversity, Igniting Sustainability**

The "India Study Program", a short term immersion program was organised by the Centre for International Affairs from 9-18 February 2025 aimed at master students from FH Vorarlberg, Austria with a thematic focus on "Diversity and Sustainable Development in India". The program offered the participants from diverse backgrounds a comprehensive understanding of India's multifaceted approach to addressing environmental, social, and economic challenges. Through a blend of classroom sessions, interactive discussions, and insightful field visits, participants delved into the intricacies of sustainable development practices across various sectors, nurturing global perspectives and fostering innovation for a better tomorrow. As the executive learners from varied backgrounds came together, they established cross-cultural ties, nurturing a global outlook essential for navigating challenges.



4. Global Immersion Program at National University of Singapore (NUS) and Singapore Management University (SMU):

a) National University of Singapore (NUS)

11 students from BIMTECH were selected to participate in the 1-week Global Immersion Program from July 7-13, 2024 on AI-Powered Business Analytics, at the National University of Singapore (NUS), which is the world's 8th ranked university. The program equipped students with both theoretical knowledge and hands-on skills in Business Analytics driven by Artificial Intelligence. The program featured Classroom Training Sessions, an Industry Visit, Cultural Exposure, Project Work, and Final Presentations.

b) Singapore Management University (SMU)

25 students from BIMTECH were selected for an Inclusive and Immersive Experiential Learning Program at Singapore Management University from March 31 – April 4, 2025. During the program, BIMTECH students engaged in a series of enriching activities at SMU, including course work, tackling real world challenges through a live project assigned by a company and visits to the Singapore Stock Exchange which helped them gain valuable insights into international industry practices.



5. Faculty Exchange

(a) Outbound Mobility

In AY 2024-25, 6 faculty members from BIMTECH were selected for delivering lectures in the International week by De Vinci Higher Education, France, from 31st March to 4th April, 2025 and 1 faculty member delivered lectures in FH Joanneum, Austria. One faculty member participated in International Conference and delivered lectures at various universities.

Sl. No.	Faculty Name	Engagement	University	Date
1.	Prof. Sunil Sangra	Teaching (Erasmus+ grant)	FH Joanneum, Austria	December 2-13, 2024
2.	Dr. Poonam Vyas	Teaching	ALDV, France	March 31 – April 4, 2025
3.	Dr. Ruchi Arora	Teaching	ALDV, France	March 31 – April 4, 2025
4.	Dr. Reeti Kulshrestha	Teaching	ALDV, France	March 31 – April 4, 2025
5.	Prof. Khanindra Ch. Das	Teaching	ALDV, France	March 31 – April 4, 2025
6.	Prof. Saloni Sinha	Teaching	ALDV, France	March 31 – April 4, 2025
7.	Dr. Meena Bhatia	Teaching	ALDV, France	March 31 – April 4, 2025
8.	Pratik Priyadarshi	20th Asia NAT CAT and Climate Change Summit 2024, Fairmont Makati, Philippines	International Conference	10-11 July 2024

b. Inbound Mobility

In AY 2024-25, we had the following professors who visited BIMTECH for various engagements.

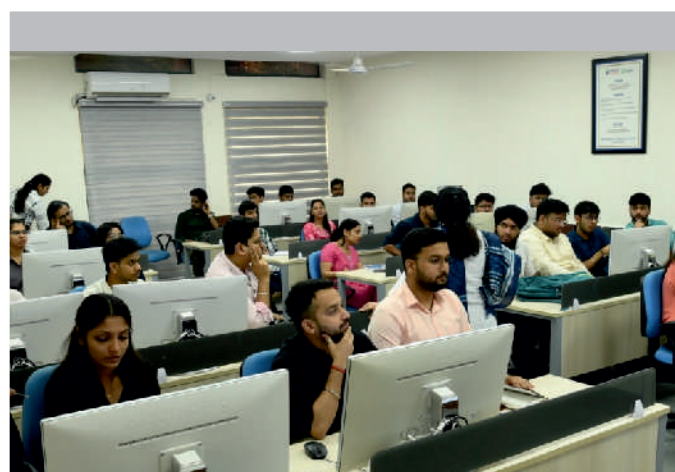
Sl. No.	Name	Institution	Type of Engagement
1.	Prof. Hiranya Nath	Professor of Economics from Sam Houston State University, USA	Academic collaboration
2.	Dr. Cecília Szigeti	Assistant Professor and Head of the Institute of Sustainable Studies, Budapest Metropolitan University (METU), Hungary	Academic collaboration
3.	Dr. András Szeberényi	lecturer of the Institute of Sustainable Studies, Budapest Metropolitan University (METU), Hungary	Academic collaboration
4.	Anthony Kilili	Data Science Leader, Kroger Precision Marketing, Indianapolis, Indiana, United States	Teaching
5.	Dr. Violeta Cvetkoska	SS. CYRIL AND METHODIUS UNIVERSITY IN SKOPJE	Teaching
6.	Prof. Stefanie Chen	Fachhochschule Vorarlberg (FHV – Vorarlberg University of Applied Sciences), Austria	Guest Lecture
7.	Prof. Wilfried Manhart	Fachhochschule Vorarlberg (FHV – Vorarlberg University of Applied Sciences), Austria	Guest Lecture
8.	Thierry PROVIN	Direction of International Development, KEDGE Business School, France	Academic collaboration
9.	Ms. Dasho Kinlay Tshering	Commissioner, Royal Civil Service Commission, Royal Govt. of Bhutan	Academic collaboration
10.	Mr. Karma Wangdi	Education Attache, Royal Civil Service Commission, Royal Govt. of Bhutan	Academic collaboration
11.	Mr. Galay Samdrup	Deputy Chief Program Officer, Royal Civil Service Commission, Royal Govt. of Bhutan	Academic collaboration
12.	Ms. Sonam Wangmo	HRO, Royal Civil Service Commission, Royal Govt. of Bhutan	Academic collaboration
13.	Ms. Pema Lhamo	HRO, Royal Civil Service Commission, Royal Govt. of Bhutan	Academic collaboration

BLOOMBERG FINANCE LAB

The Bloomberg Finance Lab has had an exceptionally productive year, solidifying its role as a cornerstone for practical, industry-relevant financial education. With a strong focus on student engagement, certifications, and applied learning, the lab has set new benchmarks.

Key Highlights & Achievements

- **Record Certifications:** 480 students completed the Bloomberg Market Concepts (BMC) certification, reflecting their growing commitment to mastering global financial markets.
- **Bloomberg Champion Program:** We successfully trained and certified a new cohort of 15 Bloomberg Student Champions. These champions have been instrumental in peer-to-peer mentoring, assisting over 400 students with terminal navigation, module completion, and data analytics projects.
- **Workshops:** Five high-impact sessions covered themes such as Equity Research, ESG Investing, and Fixed Income Analytics.
- **Curriculum Integration:** The Bloomberg Terminal was embedded into three new courses—Corporate Finance, Responsible Business, and Financial Accounting—where students applied real-time data to assessments, case studies, and capstone projects.



MARKETING & RETAIL RESEARCH LAB – A STRATEGIC BEHAVIORAL INSIGHT INITIATIVE AT BIMTECH



BIMTECH is establishing the Marketing & Retail Research Lab, equipped with an advanced Eye Tracking solution, as part of its strategic efforts to enhance research, experiential learning, and industry engagement across all PGDM programs. This lab will support in-depth exploration of consumer attention and behavior by analyzing real-time eye movements, gaze paths, fixation points, and viewing patterns on digital interfaces.

The Eye Tracking system enables faculty and students to conduct research in areas such as consumer psychology, neuromarketing, digital advertising, user interface evaluation, and cross-cultural behavior analysis. It provides a practical framework for understanding how users engage with marketing content, websites, and retail layouts in a digital setting.

The lab will also support curriculum delivery through hands-on projects, classroom demonstrations, and student-led experiments. It will enhance the academic experience by integrating practical behavioral data into teaching and allow for faculty-led research, academic publications, and collaboration with industry on live projects.



BIMTECH PARTNERS WITH KALP DECENTRA FOUNDATION TO LAUNCH STATE-OF-THE-ART BLOCKCHAIN LEARNING CENTER AND INTRODUCE BIMCOIN, A CAMPUS DIGITAL CURRENCY

BIMTECH has signed an MoU with Kalp Decentra Foundation, USA, to set up a **state-of-the-art Blockchain Learning Center** on campus. This initiative strengthens BIMTECH's focus on academic excellence through technology-driven learning. The Center aims to:

- Provide hands-on blockchain training and simulations.
- Empower students, faculty, and professionals with practical skills in blockchain technology.
- Foster innovation and interdisciplinary research.
- Build industry-ready talent for the digital economy.

Alongside the Center, BIMTECH and Kalp Decentra Foundation have co-developed **BIMCOIN**, a blockchain-based digital currency for secure and transparent campus transactions.

CENTRE FOR RESEARCH



DOCTORAL PROGRAMME

BIMTECH’s Executive/Fellow Programme in Management (E/FPM) is designed to develop the next generation of management faculty as global thought leaders. The programme aims to transform young researchers into innovative thinkers and effective problem-solvers. The E/FPM, approved by the All India Council for Technical Education (AICTE), is a doctoral-level program. Recognized by the Association of Indian Universities (AIU) as equivalent to a Ph.D. degree from an Indian university for four years (from July 1, 2024, to June 30, 2028).

The program leverages the extensive research strengths of BIMTECH’s faculty, who possess cutting-edge expertise. With a curriculum that is both academically rigorous and highly relevant to today’s globalized business environment, the E/FPM is well-equipped to meet the dynamic needs of our society.

A total of 6 research scholars were admitted to the E/FPM doctoral level programmes in the academic year of 2025-26. At the beginning of the year there were 39 doctoral students registered with the center. Five scholars have submitted their thesis and three scholars were awarded doctoral degrees.

The table below presents a snapshot of the enrollment status with the Center for Research.

S. No.	Doctoral Programmes	Ongoing	Awarded
1.	FPM Programme (BIMTECH) Thesis submitted (during 2024-25)	12 03	01 ----
2.	EFPM Programme (BIMTECH) Thesis submitted (during 2024-25)	22 02	02 ----
Total		39	03

ORIENTATION PROGRAM FOR 13th E/FPM BATCH OF 2025



On July 12, 2025, BIMTECH organized the Orientation Program for the 13th E/FPM batch. Chief Guests Dr. Smita Kashiramka (IIT Delhi) and Dr. O.P. Wali (IIT Delhi), along with Director Dr. Prabina Rajib, Deputy Director Dr. Pankaj Priya, and Chairperson CFR Dr. G.N. Patel, graced the occasion. The guests emphasized ethical, impactful, and high-quality research, encouraging scholars not to fear rejection. Alumni Dr. Vikas Gupta (NatWest Group) and Dr. Smriti Pande (IIM Raipur) shared inspiring research journeys. Area Heads and current scholars extended guidance and support to the new batch.

FPM Degree Awarded during the year:

- 1. **Dr. Monika Mittal** (17JLYF06) completed her thesis on “Impact of Social Media Advertisement on Purchase Intention for Life Insurance in India” under the guidance of Dr. G.N. Patel, Dr. Jagdish Shettigar, and Dr. Pankaj Priya.
- 2. **Dr. Vikas Gupta** (20EFPM10) researched “Impact of Ethical Leadership on the Green Behaviour of Employees in the Indian Services Sector”, guided by Dr. M. Akbar, Dr. Navin Shrivastava, and Dr. Amrendra Pandey.
- 3. **Dr. Suman** (20FPM05) presented her thesis on “Role of Intermediaries in Commercialization of Grassroots Innovation in India” under the mentorship of Dr. A. Sahay, Dr. M. Akbar, and Dr. Pradeep Kumar.

S.No.	Name	Thesis Supervisory Committee
1.	Shailee Singh	GN Patel, Jaya Gupta, Amarnath Bose
2.	Nivedita Jha	GN Patel, Pooja Malik, Violeta Cvetkoska
3.	Arnab Kumar Das	Pooja Malik, A.K. Dey
4.	Riya Bindra	J Shettigar, Pooja Misra, Amrendra Pandey
5.	Shreeram Iyer	Dr. Nisha Bamel, and Dr. M. Akbar



AIDEdU PROJECT



During 2024–25, BIMTECH played a leading role in the EU-funded AIDEdU Project, advancing accessible, inclusive, and digitized management education across India and Nepal. Activities spanned capacity building, national and institutional initiatives, and the creation of Centres of Excellence in Teaching & Learning (T&L), all strongly aligned to SDGs 4, 10, and 17.

Global Capacity Building

BIMTECH faculty Dr. Himanshi Tiwari and Dr. Shreya Mishra began the year's engagements with intensive training at Riga Technical University, Latvia, followed by a second program at F.H. Joanneum, Austria. Later, they joined consortium activities at the University of Alicante, Spain, and visited partner institutions in Cartagena and Barcelona, building momentum for cross-border academic collaboration.

National & Institutional Initiatives

On August 24th, 2024, The Economic Times – Government featured BIMTECH's leadership role in the €719,953 AIDEdU Project, highlighting its responsibility in establishing Centres of Excellence and advancing inclusive, digitized management education. This momentum continued in November 2024 with the launch of the official AIDEdU webpage, centralizing project updates, events, and resources for a broad stakeholder base.

BCALL Launch & Student Engagement

On June 23rd, 2025, BIMTECH inaugurated BCALL – the BIMTECH Centre of Education for All, equipped with assistive technologies to promote inclusion and accessibility for diverse learners. Soon after, BCALL conducted a Situation Analysis Survey during Immersion Week for first-year PGDM students, gathering insights on inclusivity, digital access, and learning support to shape future initiatives.



IMPACT ON SUSPENSION OF COMMODITY DERIVATIVES ON COMMODITY MARKET ECOSYSTEM

During 2024–25, BIMTECH played a leading role in the NCDEX project on “Impact on Suspension of Commodity Derivatives on Commodity Market Ecosystem”.

BIMTECH faculty Dr Prabina Rajib and Dr. Ruchi Arora along with Prof Parama Barai (IIT, Kharagpur) took this project initiated by NCDEX. The project is about the SEBI’s suspension of seven commodities in the derivative segment. Dr Prabina shared the findings of the report with the media on ET news, Zee business and other media coverage took place.



Briefing document by NCDEX (Media Coverage)

Event	:	Press Meet: Unveiling Research Reports Impact of Suspension of Commodity Derivatives on the Agri-ecosystem by IIT Bombay and BIMTECH
Mode	:	Hybrid (Zoom Link to be shared on the morning of 12th November)
Date	:	12th November 2024
Venue	:	Gate #1, Blue Triangle Family Hostel, Conference # 1, Ashoka Road, Janpath, Delhi https://g.co/kgs/sjehBJV

ADAPTIVE RISK ASSESSMENT OF LOAN APPLICANTS

Prof. Ram Mohan Dhara, BIMTECH, led a consulting engagement with a financial loan underwriting company to strengthen risk assessment methods for underserved borrowers, particularly those lacking conventional credit records. The project focused on developing adaptive psychometric techniques to evaluate applicant behavior more accurately. The study outcomes provide a pathway for more inclusive, data-driven credit evaluation, highlighting BIMTECH’s expertise in applied research and innovative financial solutions.

SEGMENTING INDIAN FARMERS FOR TARGETED FERTILIZER STRATEGIES

Prof. Ram Mohan Dhara, BIMTECH, led a farmer segmentation study in collaboration with a Rural Management Consulting Firm, commissioned by a multi-national agrochemicals company to strengthen understanding of India’s agricultural ecosystem. The project focused on identifying distinct farmer profiles based on fertilizer usage patterns, cropping systems, technology adoption, and willingness to pay. The research identified distinct farmer personas, reflecting both psychographic and behavioral diversity, and providing actionable insights for more effective engagement of different groups. The study’s outcomes will enable the company to design targeted fertilizer strategies, enhance outreach, and promote sustainable farming.

LAUNCH OF DIGI-SUSTEACH CENTRE AT BIMTECH



Knowledge Development for Circular Economy Transition (KODECET) – creating a digital centre of excellence in universities in Asian emerging markets (India and Thailand).

Partner Institution:

- FH JOANNEUM GESELLSCHAFT MBH (FHJ), Austria
- JYVASKYLAN YLIOPISTO (JYU), Finland
- BIRLA ACADEMY OF ART AND CULTURE (BAAC), India
- NIRMA UNIVERSITY (IMNU), India
- PRINCE OF SONGKLA UNIVERSITY (PSU), Thailand
- PAYAP UNIVERSITY (PYU), Thailand

BIMTECH proudly inaugurated the DIGI-SUSTEACH Centre under the KODECET project on April 7, 2025. The Centre has been envisioned as a hub of innovation, sustainability, and circular economy education, reinforcing BIMTECH's commitment to preparing responsible business leaders for the future.

The launch drew coverage from 30+ leading national and international media outlets, highlighting BIMTECH's pioneering efforts in sustainability-focused digital education.



MAKING RURAL WOMEN DIGITALLY CAPABLE: EXAMINING NGOS' ROLE IN ENHANCING RURAL WOMEN'S DIGITAL EQUITY IN SELECTED REGION OF UTTAR PRADESH



Funding Agency:
Indian Council of Social Science Research (ICSSR), Ministry of Education

Grant Amount: 12,00,000

Duration: 8 months (Commencement: 28 Jan 2025)

Project Coordinator: Dr. Venu Sharma

Co-Investigators: Dr. Prabina Rajib, Dr. Ashutosh Kumar, Dr. Shreya Mishra, Dr. Shalini Singh

Affiliating Institution: Birla Institute of Management Technology, Greater Noida

The project aims to examine the role played by NGOs in the digital inclusion of the women in rural Uttar Pradesh. The inductive, qualitative, multiple-case study design is used for the comparative analysis of the study. As part of this initiative, a one-day National Seminar was successfully organized on 7 May 2025 at BIMTECH, Greater Noida, in collaboration with Jaipuria Institute of Management and ISDM, under the ICSSR grant, bringing together esteemed NGO leaders, academicians, policymakers, and professionals to deliberate on rural women's digital well-being.

COMMODITY OPTIONS STRATEGIES FOR EASING PARTICIPATION OF HEDGERS AND SMALL STAKEHOLDERS

Investigators: Dr Ruchi Arora and Dr Meena Bhatia

The project, "Commodity Options Strategies for Easing Participation of Hedgers and Small Stakeholders," aims to develop practical strategies for traders, hedgers, and arbitrageurs in the Indian commodity derivatives market. The study focuses on commodity options as effective financial instruments for managing risk and maximizing returns in volatile markets. The commodity exchanges have played a pivotal role in offering structured derivative contracts across various segments, including bullion, industrial metals, energy, and agricultural commodities. Given the increasing complexities in commodity price movements, this research provides structured option strategies for different market conditions and risk appetites.

PRODUCTION LINKED INCENTIVE (PLI) IN INDIAN MANUFACTURING: IMPACT ON FIRM PERFORMANCE, TRANSITION TO RENEWABLE ENERGY, AND BARRIERS

BIMTECH faculty has received research grant of GBP 24,311 from International Growth Centre (IGC) for carrying out a research study entitled "Production Linked Incentive (PLI) in Indian manufacturing: Impact on firm performance, transition to renewable energy, and barriers" in support of the delivery of the IGC India programme. Dr. Khanindra Ch. Das (Economics & IB area) is Principal Investigator (PI) of the project.

Our Publications

Marketing

A New Age Perspective

By Mukesh Chaturvedi & A.V Shukla

This book goes beyond traditional marketing texts, delving into advanced topics like integrated marketing communication and introducing cutting-edge themes not found in most other books. This book's engaging style and comprehensive pedagogy set it apart. Each chapter begins with a real-life vignette, drawing students into practical marketing scenarios, and ends with cases, review questions, and application exercises to solidify their understanding. The thoughtful organization into three parts - Marketing Concepts, Marketing Tools, and Marketing Applications-ensures a logical progression from theory to practice. real-world insights give this book an added and a rare dimension of reality and uniqueness.

Addressing Practical Problems Through the Metaverse and Game-Inspired Mechanics

The book, authored by **Dr. Garima Malik, Dharmendra Singh & Rohit Bansal** and published by IGI Global, was officially released in June 2025. It explores how organizations can effectively harness the metaverse and game-inspired mechanics to address real-world challenges. The book provides an in-depth analysis of the convergence between gamification and the metaverse, covering key themes such as brand awareness, sustainability, virtual experiences and more.

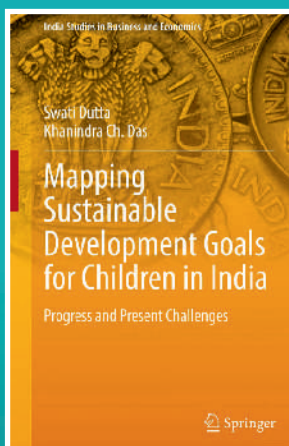
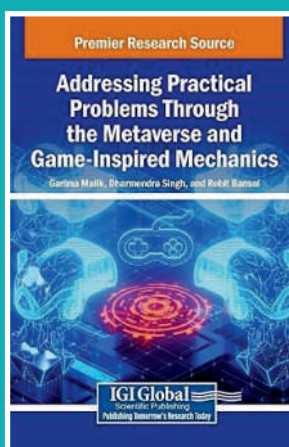
Children in Our Development Agendas

The book, authored by **Swati Dutta & Khanindra Ch. Das** and published by Springer Nature, meticulously presents detailed statistics on children's health, education, and various related indicators, offering a significant level of disaggregation. while the book thoroughly examines health statuses, it lacks an exploration of causal factors. For instance, it raises questions such as why, despite a consistent GDP growth of over 6% from 1995 to 2020, the health situation has not shown substantial improvement especially in rural areas. Furthermore, it prompts inquiry into the considerable gap between states in terms of these indicators

"One Water One World A Social Phygital Revolution"

Reeti Kulshrestha, Arunaditya Sahay, and Anurag Agarwal

The Research book titled, "**One Water One World A Social Phygital Revolution**" released in September 2024 addresses the grand societal challenges and brings out deeper insights into how social entrepreneurship as a phenomenon commits itself to sustainability and social innovation. The book is organized into twelve chapters, covering the ethos, vision, mission, eight innovative practices at JanaJal, its practices in developed, developing, and under-developed environments, and the reflections and learnings of the social entrepreneur based on their lived experiences. This longitudinal research spread over five years presents eight unique socially innovative practices that helped to remain sustainable, relevant and contribute to Sustainable Development Goals.



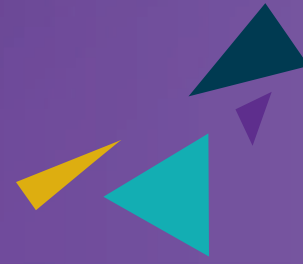


BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY



Accreditation

Journey



BIMTECH holds a well-rounded and highly credible accreditation profile nationally and internationally, making it stand out among private business schools in India. The AACSB and EFMD recognitions further elevate its stature, particularly in terms of quality assurance and impact.

International Accreditation

Association to Advance Collegiate Schools of Business (AACSB)

BIMTECH earned the prestigious Association to Advance Collegiate Schools of Business (AACSB) Accreditation in November 2022, placing it among an elite group of accredited business schools in India and worldwide. This recognition is considered the global gold standard in management education, achieved by fewer than 6% of business schools across the globe.

AACSB accreditation opens doors for BIMTECH to pursue global research, student and faculty exchange programs, and strategic global partnerships, aligning with National Education Policy 2020's vision for international collaboration.

Rooted in the Birla legacy of nation-building, BIMTECH remains committed to grooming ethical global leaders aligned with AACSB's quality benchmarks.

National Accreditation

National Board of Accreditation (NBA)

BIMTECH began its NBA accreditation journey in 2008, and since then all four flagship PGDM programmes have earned accreditation, affirming their quality, relevance, and commitment to continuous improvement. In June 2025, we applied for the 3rd accreditation cycle of the PGDM (International Business) programme, reflecting our ongoing pursuit of excellence. Through sustained efforts, BIMTECH continues to align its academic processes, pedagogy, and outcomes with NBA's outcome-based education (OBE) framework, reaffirming our dedication to academic excellence and global standards.

Rankings and Recognition

- **Ranked 17th among the Top Private Indian B-Schools by BT-MDRA Best B-Schools Survey 2024.**
- **Ranked 19th in the category of Private Management Institutes by the NIRF Rankings 2024, with an overall ranking of 64th among management institutions in India.**

These recognitions reaffirm BIMTECH's position as one of the leading business schools in the country, reflecting our commitment to academic excellence, industry relevance, and holistic student development.



AACSB
ACCREDITED



Leadership Deliberations

INTERNATIONAL CONFERENCE ON DATA ENVELOPMENT ANALYSIS



BIMTECH, Greater Noida, successfully hosted the Annual International Conference on Data Envelopment Analysis (DEA2024) from 18–21 November 2024 on the theme **“Advancing DEA: Bridging Theory and Practice.”** Jointly organized with the Centre for Business Analytics in Practice (CBAP), Surrey Business School, UK, the conference brought together over 80 global leaders and experts. Pre-conference workshops featured eminent scholars such as Prof. Subhash Ray (University of Connecticut), Prof. Victor Podinovski (Loughborough University), and Prof. Ali Emrouznejad (University of Surrey), sharing insights on DEA and AI applications. The main conference included plenary sessions, parallel workshops, industry-academia collaborations, and discussions on regulatory challenges and sustainable practices. Dr. Prabina Rajib, Director, BIMTECH, highlighted DEA’s role in driving innovation, productivity, and sustainable growth.

EXPERT SESSIONS FOR RESEARCH SCHOLARS AND FACULTY

Prof. Sonjaya S. Gaur, Professor, NYU School of Professional Studies, New York, delivered a session on “Publishing Good Quality Research Papers”, 8th January 2024 at BIMTECH.

Prof. Mehdi Toloo, Associate Professor in Business Analytics, Surrey Business School, University of Surrey, delivered a session on “Publish or Perish”, 23rd November 2024 at BIMTECH.

Prof. Violeta Cvetkoska, Professor of Business Analytics and Operations Research, Ss. Cyril and Methodius University in Skopje, delivered a session on 27th November 2024 at BIMTECH.

Prof. Sanjay Kumar Singh, Chair Professor of HRM at the University of Dundee, UK; Vice President, Asia Academy of Management; Editor-in-Chief, Journal of Asia Business Studies; and Associate Editor, International Journal of Human Resource Management, delivered a session on “Writing and Publishing Scientific Articles in Internationally Recognized Journals: An Editor’s Perspective”, 11th December 2024 at BIMTECH.



CXO TALKS



CXO Talks serve as a knowledge buffet for management students and faculty, providing a platform that brings together CXO-level business leaders for insightful conversations on changing market trends and how the corporate world addresses them. CXO Talks provides a valuable forum for executives to share their experiences and insights, helping shape the next generation of emerging leaders. The CXO Talks conducted this year include the following sessions:

Sl. No.	Company	Name	Designation	Topic	Date
1.	CRISIL	Mr. Ujwal Lambodary Mr. Siddhesh Pal	Team Lead Structured Finance, Lead Structured Finance	Up, Close and Personal	9th Aug 2024
2.	Ernst and Young	Mr. Abhishek Gupta	Executive Director at EY GDS	Technology in Finance	23rd Aug 2024
3.	CRISIL	Vidhya Venkatachalam and Ishan Shankar	Sector Lead: Structured Finance, Manager: Structured Finance	Structured Finance	28th Aug 2024
4.	Jubilant Consumer	Mr. Vishal Mahajan	CEO Jubilant Consumer	Leveraging B2B Partnerships to Enhance Retail Customer Experience: Bridging the Gap Between Wholesale and End-Consumer	14th Sep 2024
5.	Niva Bupa Health Insurance	Mr Suraj Mishra	Senior Director, Talent Academy	Career Prospects in the Insurance Industry	25th Sep 2024
6.	ADP	Deepa Vadhwanui	Head HR	C's of Communication	21st Oct 2024
7.	Haldiram	Kailash Agarwal	Managing Director	Future of Food Retail	16th Oct 2024
8.	Colgate-Palmolive	Ms. Mriganki Tyagi	Director of eCommerce (India)	Ecommerce	9th Nov 2024
9.	Purple Audacity Research & Innovation, India	Ms. Sharmila	Chairwoman & Founder Director	Entrepreneurship, Leadership, and Management	18th Dec 2024
10.	Dolat Capital	Amit Khurana	Head of Equities and Member Board of Directors	Finance	14th Dec 2024
11.	TCS	Dolly Mittal	Head – Inclusive Hiring	#IncludeToExce	24th Feb 2025
12.	IPSOS	Parijat Chakraborty		Marketing Research	17th Feb 2025
13.	For ever New	Isha Tandon	HR Head	Talent acquisition and Retail Brand	27th Feb 2025

Centre for Entrepreneurial Development

Entrepreneur Awareness Program

On 10th July 2024, AIC BIMTECH organized an Entrepreneur Awareness session for new PGDM aspirants, led by **Mr. Murnalsingh Thakur**. The program introduces entrepreneurship fundamentals, skills, and opportunities while offering networking, mentorship, and resources to empower aspiring entrepreneurs and strengthen the ecosystem.

Entrepreneurship & Incubation Ecosystem

Mr. Mrunal provided insights into the Entrepreneurship Ecosystem on 9th September, 2024 emphasizing essential elements for startup growth. Mr. Manish discussed the Incubation Ecosystem, highlighting the support and resources necessary for nurturing new ventures. Together, they outlined a comprehensive view of fostering innovation and entrepreneurship.

Problem Solving and Ideation Workshop

The session of the seminar on **"Achieving Problem Solution Fit & Product Market Fit"**, organized by the BIMTECH on 22nd October, 2024. The speaker explained **"problem"** and **"solution"** concepts in the software industry. The session also highlighted identifying socially impactful problems and adaptability as keys to entrepreneurial success, giving students practical insights into problem-solving and entrepreneurship.

Think Storm

Think Storm, hosted by **E-Cell BIMTECH** on 22–23 October 2024, was a two-day celebration of innovation and entrepreneurship. The event offered aspiring entrepreneurs a platform to pitch ideas, learn from industry leaders, and engage in workshops, sessions, and networking that fostered creativity and collaboration.

Learn to Launch

AIC-BIMTECH recently hosted an exclusive workshop for BIMTECH students in collaboration with BharataI Innovations, led by visionary founder **Mr. Keshav Jha** on 26th Nov, 2024. Students built 120 apps using the MIT Innovator platform, transforming ideas into functional prototypes while gaining practical skills and exploring innovation.

Entrepreneurial Movie Night

The **"Movie Night"** event was organized by E-Cell with the dual objective of fostering entrepreneurial skills among students and providing them with hands-on experience in managing small-scale business operations. The event took place on 4th December 2024 and was open to all students at BIMTECH.

Deal Breaker 3.0

Deal Breaker 3.0 an engaging Interactive Quiz held on 23rd Feb, 2024 in the Unstop platform. It was designed to test participants' negotiation acumen through thought-provoking questions and real-world case-lets. The top 12 teams advanced to the final stage, where they showcased their negotiation skills in a live trading environment to secure the most profitable deals.





Hult Prize

The E-cell club of BIMTECH organized the event **Hult Prize** on 25th Feb, 2025. The Hult Prize is a global social entrepreneurship competition that empowers university students to develop impact-driven business ideas aligned with the SDGs. Founded in 2010 in partnership with Hult International Business School and the UN, it follows a multi-stage format: Campus Rounds, Regional Summits, a Global Accelerator, and the Global Finals, where the winning team receives \$1 million in seed funding.

Business Model canvas

On 25th March 2025, AIC-BIMTECH hosted a session on the Business Model Canvas (BMC) by **Dr. Shalini Singh**. Covering its 9 Building Blocks with practical examples, she highlighted how a strong business model can outweigh the product itself.

World Creativity and Innovation Day

On 21st April 2025, AIC-BIMTECH celebrated World Creativity and Innovation Day. **Akash Singh**, founder of Energinee Innovations, showcased a smart walking stick for the elderly and a waste management initiative repurposing temple incense ash into crafts, stressing the balance of creativity and practicality. **Ankit and Atul Tripathi**, founders of Unico Green Earth, shared their journey of creating eco-friendly alternatives to single-use plastics, reducing 98,000 kg of CO₂, saving 3,000 trees, and empowering 25 marginalized communities.



Centre for Sustainability and CSR

Rural Immersion Program 2024-25: Bridging Classrooms with Communities

The Centre for Sustainability and CSR at BIMTECH successfully organized the **Rural Immersion Program 2024-25**, engaging **596 MBA students and 70 faculty members across 16 villages in Gautam Buddha Nagar district**. This flagship initiative is designed to bridge academic learning with real-world understanding through a three-phase journey: Orientation, Field Immersion, and Reflection.

Students explored five critical themes: **Health, Education, Livelihood, Self-Help Groups (SHGs), and Water, Sanitation & Hygiene (WASH)**, and actively engaged with Panchayat leaders, ASHA and Anganwadi workers, teachers, farmers, and grassroots entrepreneurs. The participation of **international students** added a valuable global perspective, fostering cultural exchange and inclusivity.

The program reinforced students' commitment to **responsible leadership and social innovation**. The insights gained will further BIMTECH's mission of promoting **equitable development and social justice**, while advancing the **United Nations Sustainable Development Goals (SDGs 3, 4, 6, and 11)**.

The program concluded on Reflection Day with inspiring feedback from rural women entrepreneurs, highlighting its direct impact on livelihood development.

CSR-CSO Exchange Roundtable on Education

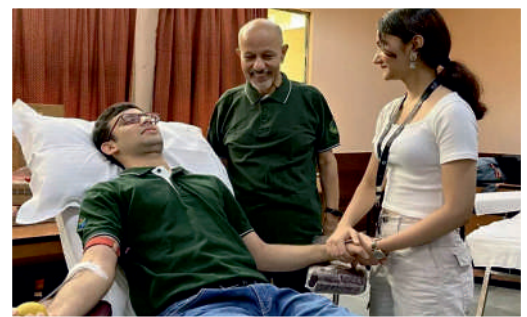
On 10 January 2025, the Centre for Sustainability and CSR at BIMTECH, in partnership with INDIAdonates, hosted the **CSR-CSO Exchange: Building Sustainable Futures**. Focused on **SDG 4 – Quality Education**, the roundtable brought together corporate leaders, CSOs, academics, and policymakers.

Sustainopoly at Vihaan – Learning Sustainability Through Play

At Vihaan 2024, BIMTECH's Sustainability Conduit launched Sustainopoly, an interactive board game that made sustainability concepts engaging and interactive. Conceived by students with faculty guidance, it combined fun, teamwork, and experiential learning to inspire real-world sustainable practices.

Impact Assessment of LTIMindtree CSR Program

The Centre for Sustainability and CSR at BIMTECH undertook a **comprehensive impact assessment of LTIMindtree's CSR initiatives across India** for the year 2022-23. Spanning multiple states and diverse thematic areas, the study evaluated projects in **Kolkata (Inclusive Park – CBM)**, **Karnataka (Foundational Learning & Numeracy – Shikshana)**, **Uttar Pradesh (Agro-Forestry – SGI Foundation)**, **Maharashtra (Mangrove Conservation – AERF)**, and **Jharkhand/Uttarakhand (Virtual Learning – eVidyaloka)**. Using the OECD-DAC framework, the assessment evaluated LTIMindtree's CSR initiatives through field visits, stakeholder consultations, case studies, and data analysis to measure outcomes and long-term social value.





The findings offered actionable insights, highlighting the company's impact on inclusive development, education, environmental sustainability, and community empowerment across India.

BIMTECH at the 8th Gender Equality Summit 2025: Advancing SDG 5

BIMTECH participated as an academic partner in the **8th Gender Equality Summit 2025**, organised by the **UN Global Compact Network India**. The summit convened leaders from business, government, academia, and development organisations across South Asia to advance **SDG 5 – Gender Equality**. BIMTECH faculty and researchers, including **Dr. K. K. Upadhyay, Dr. Reeti Kulshrestha, Dr. Veenu Sharma, Ms. Shreya Mishra, and Mr. Mohd Arif Ali**, contributed insights on education's role in driving inclusion and equity.

Other important BIMTECH projects that got people involved in sustainability, social welfare, and inclusion included planting trees, donating blood, teaching people to read, and giving away clothing.



CSR

Centre for Sustainability and CSR

ANNUAL HIGHLIGHTS





In the academic year 2024–2025, CMDC delivered a dynamic suite of 8 training programmes, spanning critical themes such as educational leadership, digital innovation, sustainability, and insurance strategy. These programmes not only showcased the Centre's thematic depth but also reinforced BIMTECH's position as a leading centre of executive learning.

The successful adoption of an online mode for the ESG and Sustainability certificate reflects CMDC's agile adoption of technology and evolving learning modalities, broadening its reach significantly. Repeated delivery of programmes for educators underscores its influence in shaping academic leadership, while the launch of focused industry programs cements its relevance across sectors.

These efforts have enriched BIMTECH's institutional narrative-positioning the Centre as a hub of excellence, innovation, and impactful engagement. Through a blend of innovative design, faculty expertise, and flexible delivery modes, these programmes not only expanded BIMTECH's outreach but also reinforced its brand as a leader in executive education.

Achievements & Strategic Impact

- **Diverse & Relevant Portfolio**

CMDC tackled a wide spectrum of themes, from niche sector innovation to ESG leadership, reaffirming its role as a versatile and responsive executive education provider.

- **Educational Leadership Impact**

With repeated delivery of "Leading the Future: Empowering Educators and Innovators" and the introduction of "Visionary Leadership in Education," CMDC emerged as a thought leader in empowering academic professionals to lead transformation.

- **Innovative Delivery & Reach**

The online mode delivery for the ESG and Sustainability programme signalled CMDC's adaptation to evolving learning needs, enabling broader reach and flexibility.

- **Sustainability Leadership**

Launching the ESG and Sustainability certification solidified BIMTECH's relevance in global sustainability trends, positioning it at the forefront of responsible management education.

- **Enhanced Brand Visibility**

Regular, well-timed execution of both classic and novel programmes upheld BIMTECH's reputation as a premier executive education partner in India and beyond.

- **Reinforced Faculty Excellence**

Across these programmes, CMDC leveraged its multidisciplinary faculty, combining academic, industry, and global expertise to deliver rich learning experiences.

Building on this momentum, CMDC will expand its footprint through more international collaborations, scale hybrid learning models, and introduce cutting-edge programmes aligned with future industry and societal priorities.

Centre for Faculty Development

BIMTECH organized a series of Faculty Development Programmes during the academic year 2024-25, aimed at strengthening the teaching, research, and industry connect of faculty members and scholars.



Mastering Erasmus+ Proposal Development

Organized by the Centre for Research, this two-day FDP equipped faculty members with the skills to successfully develop and submit competitive proposals for European Union (EU) funding under the Erasmus+ programme. Led by Dr. Himanshi Tiwari, the programme was widely appreciated for its practical approach.

Outcome-Based Education (OBE) Concept and Practice Workshop

The Internal Quality Assurance Cell (IQAC) at BIMTECH organized a two-day workshop on Outcome-Based Education (OBE), conducted by Dr. Somayajulu Garimella, an expert in business education and accreditation. Sessions covered the philosophy of OBE, formulation of mission and vision statements, and development of PEOs, POs, and PSOs. Using Revised Bloom's Taxonomy, participants engaged in hands-on exercises to design Course Learning Outcomes (COs) and map them to program outcomes, ensuring an outcome-driven curriculum.

Commodity Derivatives: Key to Market Mastery

In collaboration with the Multi Commodity Exchange (MCX), BIMTECH organized this FDP to provide participants with a comprehensive understanding of commodity derivatives and their role in financial markets. The sessions were led by Dr. Ruchi Arora (Finance Area, BIMTECH), Mr. Ashutosh Vasisht and Mr. Saurabh Khanna (MCX), along with Dr. Prabina Rajib, Director, BIMTECH. The FDP also featured live demonstrations of the Traders Work Station, making the learning highly practical.

Time Series Modelling and Applications

The Economics and International Business Area organized a five-day online FDP on Time Series Modelling and Applications. The programme focused on contemporary time series analysis techniques, with hands-on practice using R software and Bloomberg data. Sessions were facilitated by experts from IIT Goa, IIM Shillong, Gulati Institute, and BIMTECH.



The Transformative Impact of Financial Modeling Education

In collaboration with NSE Academy and the Financial Modeling Institute (FMI), BIMTECH hosted this FDP. The session was conducted by Mr. Ian Schnoor, CFA, CFM, Executive Director of FMI, who shared insights on integrating financial modeling into academic curricula to prepare students for professional careers.

Pedagogical Advancement for the New Age HR

BIMTECH's HR Area, led by Dr. Itilekha Dash, organized an online FDP. The programme was designed to empower mid-career faculty, research scholars, and aspiring educators with modern pedagogical techniques, digital tools, and learner-centered strategies essential for effective teaching in today's academic and professional environments.

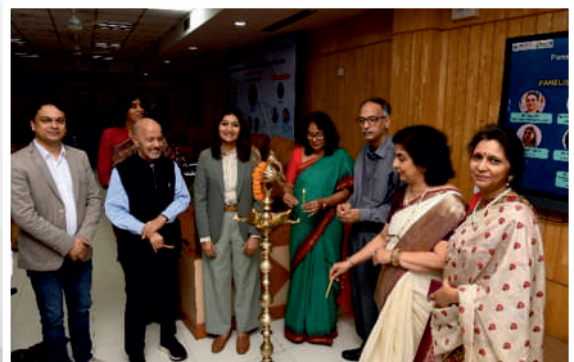
Decision Making & Optimization in Management Research

BIMTECH's Operations Area, led by Dr. Aseem Mishra, organized a three-day online FDP on decision-making and optimization techniques, covering MCDM, SEM, and advanced optimization techniques including heuristics and metaheuristics. Sessions by experts from IITs, NITs, and top B-schools combined theory with hands-on training using Excel, AMOS, and optimization solvers.



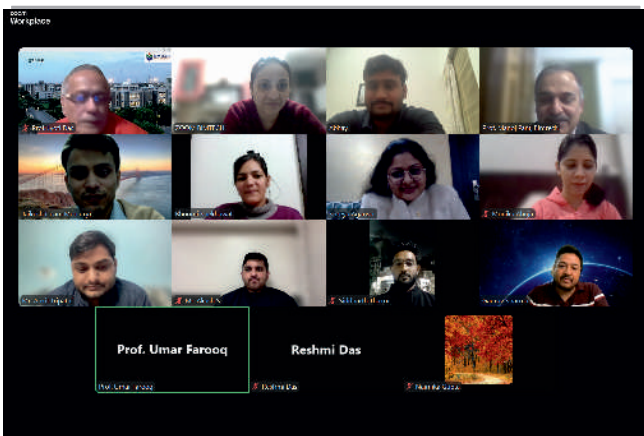
FDP AND PANEL DISCUSSION ON RESPONSIBLE LEADERSHIP AT BIMTECH

On 18th Sept 2024, BIMTECH conducted an FDP and Panel Discussion on the theme "Inculcating Responsible Leadership through Academic-Industry Collaborations". The panel featured experienced industry professionals, Sajid Ali, Rehana Khan, and Rupali Bhardwaj, along with accomplished academicians, Prof. Chandrika Parmar, Prof. Radha Sharma, and Prof. Pooran Chandra Pandey. They discussed community engagement, personal and corporate ethics, the importance of a strong value system, and the need to go beyond traditional boundaries to make a meaningful difference.



Centre for Online Studies (COOLS)

ANNUAL ACTIVITY 'LYCEUM'



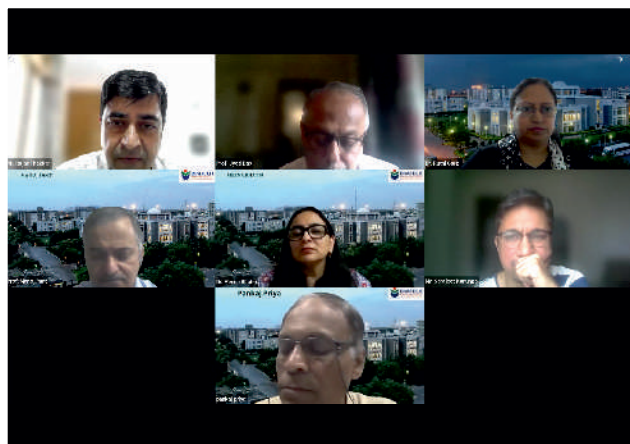
The Centre for Online Studies (COOLS) at BIMTECH encourages students to participate in various competitions to become well-equipped and competent professionals of tomorrow. One such annual event is the **'Lyceum'**, which was held on 15 December 2024. Lyceum is a concept derived from ancient Greece, where great philosophers such as Socrates, Aristotle, and Plato assembled in a designated area and engaged with their disciples through dialogues. Its essential feature is the interaction between experts and promising novices.

It serves as a platform for budding managers to engage with high-level industry panels on current and pressing issues. The overarching theme of this year's Lyceum Masterclass presentations was "Information Technology – Widespread Use of Facial Recognition Technology: Beneficial or Harmful to Personal Privacy". Learners participated enthusiastically in the event.

ORIENTATION PROGRAM FOR COHORT 10 OF PGDM ONLINE

The Orientation Day for the 10th Cohort of PGDM Online at the Centre for Online Studies (COOLS) was held on 15 February 2025. Cohort 10 comprises 39 students (70% male, 30% female), reflecting an inclusive academic environment. A majority (51.28%) have 1–5 years of work experience, 28.21% are freshers, and 7.69% have over 10 years of experience, creating a dynamic mix of early-career talent and seasoned professionals.

The event featured an inaugural address by Chairperson Prof. Manoj Kumar Pant and covered key aspects such as examination policies, student club activities, and alumni engagement. The session concluded with a career support briefing followed by an interactive Q&A.



ANNUAL CONVOCATION 2025 FOR PGDM (ONLINE) BATCH



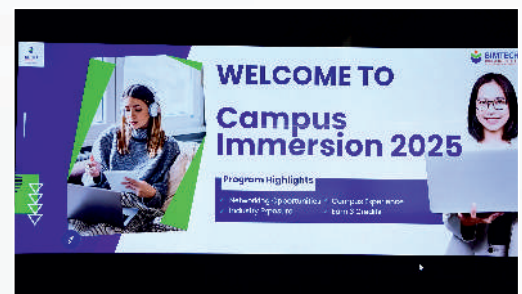
COOLS celebrated its third annual convocation on 5 May 2025, alongside the regular PGDM program, for online batches Jan 2023–Dec 2024 and July 2022–June 2024. In PGDM (Online), with a male-to-female ratio of 5:2, 76% of learners from Cohort 4 and 74% of learners from Cohort 5 met academic standards and graduated successfully.



CAMPUS IMMERSION PROGRAM

Campus Immersion for the learners of PGDM Online program was organized from May **9th to May 12th, 2025**. The program commenced with a welcome address and inaugural messages from Director Dr. Prabina Rajib, Deputy Director & Dean (Academics) Dr. Pankaj Priya, and Prof. Manoj Pant, Chairperson of COOLS. Participants engaged in team-building activities and gained practical exposure through a Bloomberg Lab session. An industry visit to the LG corporate office further enriched their understanding of corporate functioning.

The second day began with a motivational session by Mr. Amit Garg, and a CV-building workshop by Dr. Manujata Gupta. On the final day, a keynote session by Mr. Sandeep Tyagi, CHRO of Samsung, offered valuable insights on leadership and HR. Overall, the program blended academics, industry insights, skill-building, and cultural engagement, ensuring a holistic learning experience while fostering stronger connections between students, faculty, and industry leaders.





BIMTECH Admissions for 2025 commenced with the launch of the online application form on 17 September 2024.

This year’s admission cycle witnessed a notable rise in the number of eligible applicants across various programs. It was an enriching journey where we successfully replicated and enhanced last year’s initiatives, including the use of digital and social media for student engagement, the Extempore & PI process, and a student/alumni referral scheme. Additionally, selected candidates were able to upload their required documents directly through their dashboards, further digitizing the admission process.

This initiative streamlined operations, minimized errors, ensured transparency, and made the process entirely paperless. The strong response from applicants resulted in the successful selection of high-quality candidates, with all PGDM programs achieving full capacity. As of August 2025, the course-wise admission status is as follows:

PROGRAM	NO. ADMITTED
PGDM	300+13
PGDM-IB	60
PGDM-IBM	60
PGDM-RM	60
TOTAL	493

Once again, the Commerce stream led admissions, contributing 36% of the total intake, followed by Engineering graduates at 20%. Other streams constituted the remaining intake. A total of 183 female students joined across all programs, resulting in a male-to-female ratio of 63:37.

Our ongoing international outreach also bore fruit, attracting 13 students from Nepal and Zimbabwe. Additionally, dependence on the northern region has decreased compared to previous years, while enrolments from the eastern and central regions increased.

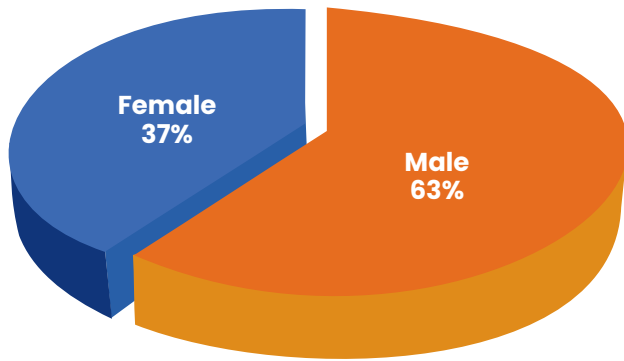
There was also a noticeable rise in students with prior work experience. The success of the process is further reflected in the diverse geographical representation, with students from 25 states and Union Territories. This achievement underscores our team’s dedication to building strong engagement, ensuring clear and consistent communication, and conducting live information sessions and webinars for prospective candidates.



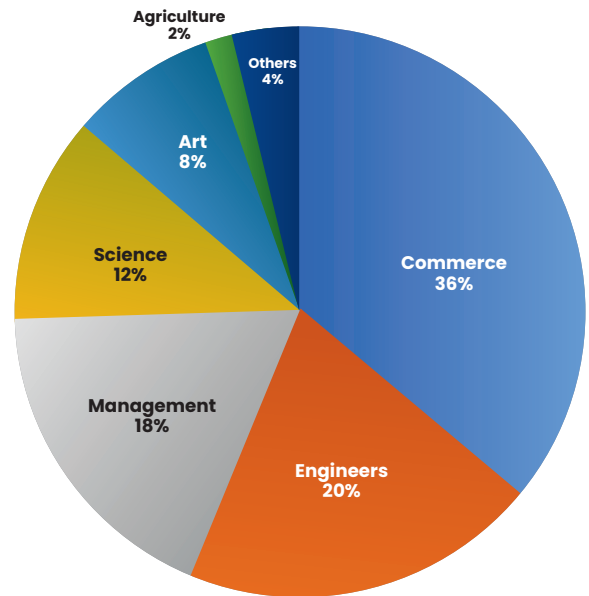


CLASS DIVERSITY

MALE – FEMALE RATIO

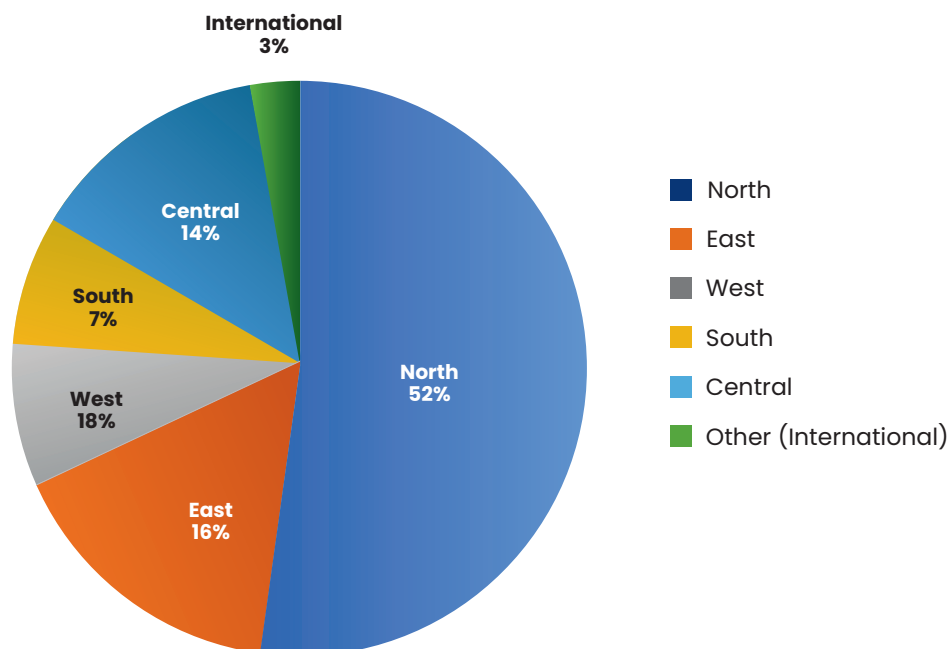
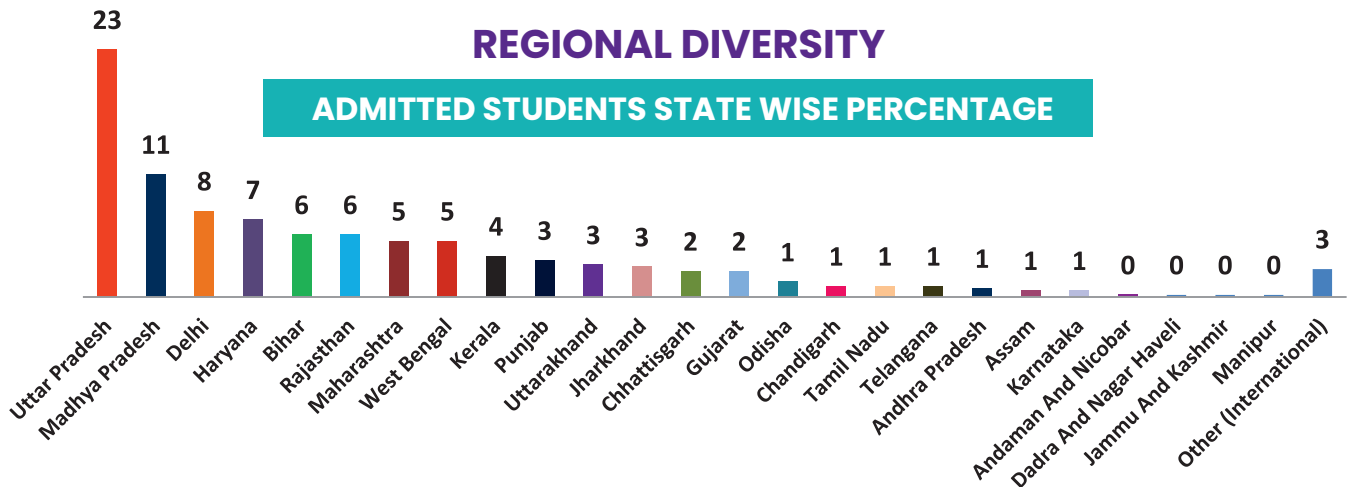


GRADUATION DEGREE



REGIONAL DIVERSITY

ADMITTED STUDENTS STATE WISE PERCENTAGE



Placements

The placement season at Birla Institute of Management Technology (BIMTECH) continues to reflect the institute's unwavering commitment to academic excellence, industry engagement, and holistic student development. The 2024-25 placement cycle was marked by robust participation from leading recruiters across diverse sectors, reaffirming BIMTECH's reputation as a premier business school.

International Opportunities

BIMTECH's growing global footprint was evident in the international offers extended to students, particularly in roles based in the Middle East and Southeast Asia. These placements reflect the institute's expanding network and the global relevance of its curriculum.

Internship-to-Placement Conversion

A significant number of final placements were secured through pre-placement offers (PPOs), showcasing the effectiveness of BIMTECH's summer internship program. Students demonstrated exceptional performance during internships, leading to full-time roles in well-reputed organizations.

BIMTECH remains committed to enhancing its placement ecosystem by aligning academic rigor with industry expectations. With a focus on emerging domains such as AI, sustainability, and digital transformation, the institute is preparing future-ready leaders equipped to thrive in a dynamic global economy.



Knowledge Centre



TRAINING AND DEVELOPMENT

The library resources are essential to the research process for faculty, scholars, and students, providing them with invaluable support as they tackle their assignments. Recognizing this need, the library organized 21 engaging short sessions on BIMTECH's diverse e-resources, helping students make the most of these tools. Additionally, 10 webinars on Turnitin were organized for faculty, research scholars, and managers, highlighting its key features and reinforcing a culture of academic integrity and excellence.

NEW ADDITIONS

Additions to the Library Collection:

2. A) **Physical Books:** The library has expanded significantly, adding 5,918 new titles to enrich its collection, across various management disciplines, along with a diverse array of literary works in 2024-2025.
2. B) **Bloomberg Terminal:** The Bloomberg Terminal is a powerful platform that provides real-time market data, research, analytics, and access to over five million financial instruments for smarter business decisions.
2. C) **Smart PLS:** SmartPLS is a world-renowned software for data analysis using the PLS-SEM method. It's a one-stop-shop for SEM. Its intuitive design simplifies complex modeling tasks, making it the go-to software for researchers.

2. D) **Eviews:** EViews is a modern econometric, statistics, and forecasting package that offers powerful analytical tools within a flexible, easy-to-use interface.

Promotion to Nurture Students' Dreams through Press Reporting and Writing Skills: BIMTECH Library provided an excellent opportunity to nurture students' aspirations of becoming a reporter of a leading business daily Newspaper "Business Standard" to the students of the 2024-2026 batch. One student, Pratyush Vidyarthi, was selected as the Campus Reporter for a year. He actively covers vital events at BIMTECH, delivering concise, impactful reports to the editorial board of Business Standard.

Online Access: All digital resources offered by the library are readily accessible online, empowering users to conveniently engage with materials anytime and from anywhere.

Footfall Counter: This system records accurate data on visitor numbers, peak usage times, and overall engagement trends, helping the library improve services and better meet community needs.



Intellectual Deliberations



Throughout the academic year 2024-25, BIMTECH organized a series of insightful guest lectures and workshops across diverse domains, connecting students with leading industry experts, policymakers, and academicians.

Future Focused India : Insights from the Union Budget 2024-25

On 9 August 2024, the Eco-Chamber Club of BIMTECH hosted **Dr. Pravakar Sahoo**, senior economist and NITI Aayog lead, for a session on the 2024 Union Budget. He shared insights on key themes such as Viksit Bharat, MSMEs, agriculture, upskilling, and post-pandemic growth challenges.

Empowering Youths with Constitutional Values and Fundamental Duties

On 12 August 2024, BIMTECH hosted a session by the Institute of Constitutional and Parliamentary Studies (ICPS) on the core values of the Constitution and citizens' fundamental duties. Speakers **Dr. Seema Kaul Singh**, **Mr. Pradeep Chaturvedi**, and **Ms. Ankita Bali** shared insights on the preamble, governance, rights, and duties.

Cybersecurity and Emerging Technologies

On 4 September 2024, PGDM-IB students attended a guest lecture by entrepreneur **Mr. Alok Gupta** on Cybersecurity and Emerging Technologies. The session emphasized cyber hygiene and strategies such as audits, multi-factor authentication, and secure configurations.

Economic Growth and India's Retail Revolution BY- Mr. Sat Prakash Sharma

The Department of Retail Management at BIMTECH hosted an insightful guest lecture on Economic Growth and India's Retail Revolution, exploring how rapid economic development is fueling transformative shifts in the nation's retail sector.



Empowering Future Leaders through Image and Confidence Building

A transformative image management session with certified consultant **Nupur Mehta Kapoor** was held, focusing on assertive communication, professional presence, and impactful first impressions. Key takeaways emphasized stepping out of comfort zones, punctuality, and building confidence.

GST Law (2017) and Elements of Company Law (2013 Act)

The Department of Retail Management recently hosted a guest lecture by **Dr. Gopal Chandra Mandal**, designed to familiarize students with the complexities of Goods and Services Tax (GST) and Company Law.

Technological Foresight and Industry Disruption

A distinguished session led by **Dr. Mridul Bharadwaj**, an expert with over 25 years of industry experience, explored the evolution from agriculture to the digital era. The talk addressed Big Data, Artificial Intelligence, blockchain, and the challenges of information security—equipping students with insights into the future of technology and innovation.

Intellectual Deliberations



Quality of Financial Reporting and Business Forecasting ESG and Sustainability Reporting

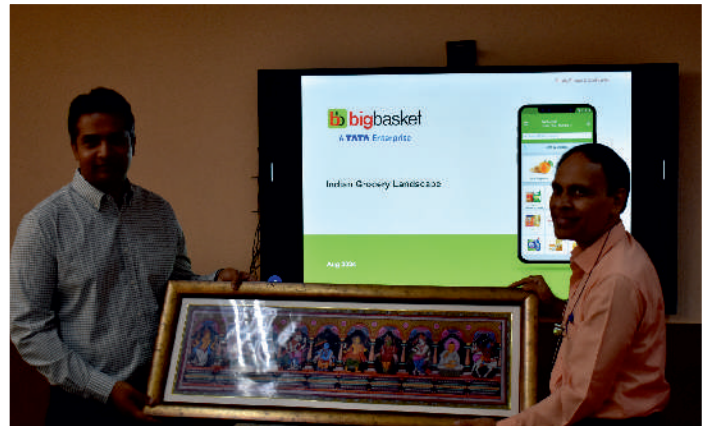
The Department of Retail Management hosted a two-day guest lecture on Financial Accounting, delivered by Dr. Sumit Gulati, founder of FINEXCELACADEMY. The lecture was designed to deepen students' understanding of essential financial accounting principles, their practical applications in business, and the growing importance of sustainability in financial reporting.

Fintech Innovation and Digital Transformation

Mr. Anil Verma, CEO of ISF Limited, introduced BFSI students to modern fintech developments including FLDG, BNPL, and supply chain finance. The session offered practical insights into emerging financial technologies and their transformative impact on the sector.

Business Model Innovation

Students specializing in Design Thinking explored the Business Model Canvas under the guidance of Mr. Shreeram, Chief Growth Officer at Bankai Labs. The session emphasized creative problem-solving and innovation frameworks applicable to real-world business challenges.



Global Talent Trends And Hr Innovation

Ms. Jovana Minic, International HR professional and Co-Founder of CareerfIT, delivered a session on talent retention and engagement challenges in companies across Germany, Switzerland, and the US. The lecture enriched the Talent Management course by blending global HR trends with AI-driven career development tools.

Quick Commerce

The Department of Retail Management at BIMTECH had the privilege of hosting an insightful guest lecture on Quick Commerce by Vishal Aggarwal, exploring how rapid fulfillment models are reshaping consumer behavior and retail strategies in today's digital economy.

Workshop on 'Negotiations' as part of sales & Distribution Management

The Department of Retail Management organized a guest lecture on Negotiations by Mr. Sandip Ghosh, Strategy and Growth Lead at Empower Swiss. The session blended theory with interactive exercises, equipping students with practical skills in persuasion, conflict resolution, and win-win strategies.



Industry - Academia Connect



Students visit to SIG Combibloc and Laem Chabang Port, Thailand

As part of the PGDM (International Business) curriculum at BIMTECH, students are given unique opportunities to explore global business operations and gain first-hand insights into international trade, innovation, and sustainability. On 20 and 22 January 2025, the students had the privilege of visiting two remarkable facilities in Thailand—SIG Combibloc Thailand's state-of-the-art packaging plant and Laem Chabang Port, a global logistics hub managed by DP World. These visits were not only educational but also transformative, offering students a valuable glimpse into the future of sustainable manufacturing and international trade.

Dubai Retail Study Tour Global Exposure and Experiential Learning for PGDM-RM Students 29th March – 3rd April, 2025

The PGDM-Retail Management program at BIMTECH organized an international study tour to Dubai for nearly 50 students, aimed at deepening their understanding of global retail practices and preparing them for dynamic careers in the international retail sector. The visit provided immersive exposure to diverse retail formats, luxury branding strategies, experiential merchandising, and consumer engagement approaches, complemented by insights from global retail leaders and executives.

Industry Visit to Fair Lighting Products

On July 13, PGDM Section-B students visited Fair Lighting Products Ltd., gaining insights into its safety-focused, innovative, and quality-controlled switchgear manufacturing and the critical role these products play in electrical system protection.

Industry Visit to Daikin: Insights into Japanese Work Culture and CSR

The visit to Daikin provided a deep dive into the renowned Japanese work ethic, emphasizing the efficiency of the 5S culture and a strong commitment to employee well-being through comprehensive facilities and robust safety



measures. Students also gained insights into their skill development initiatives and impactful CSR programs.

Industrial Visit to Escorts Kubota Agrimachinery Plant

On July 17, 2024, PGDM-IB students visited Escorts Kubota Limited, Faridabad, to gain first-hand insights into its advanced manufacturing processes and global operations. The visit featured presentations on the company's history and the Escorts-Kubota partnership, along with guided tours of plants showcasing automation, assembly, and quality control. Students also engaged with managers and engineers in interactive sessions on supply chain management, lean practices, and industry challenges.

Industry - Academia Connect



Industrial Visit to PASWARA Paper Mill, Meerut

On 17 July 2025, PGDM-IBM students from BIMTECH visited PASWARA Paper Mill in Meerut, U.P. The visit was particularly significant as the mill is owned by Mr. Akshar Agarwal, a proud alumnus of BIMTECH. The objective of the visit was to gain practical exposure to the paper manufacturing process and to understand the operational dynamics. For the Insurance Business Management students, the visit highlighted the critical role of insurance in managing industrial risks.

Industry Visit to Lava International Limited

On August 9, 2024, PGDM Section-D students visited Lava International Limited, where they gained valuable insights into the processes of mobile phone production and observed the meticulous standards required to manufacture dependable, high-quality electronic devices.

Visit to Inland Container Depot (ICD), Tughlakabad, Delhi

On November 29, 2024, students of the PGDM-IB 2024-26 batch visited ICD Tughlakabad, New Delhi. The visit offered first-hand exposure to:

Real-time operations of ICDs and their role in international trade. Customs clearance processes, container handling, and logistics management. Practical knowledge of supply chain integration in global trade systems.

Visit JNPT DP World Mumbai & CCL Optoelectronics, Navi Mumbai

As part of the PGDM (International Business) curriculum, students visited JNPT DP World Mumbai, India's premier container terminal, and CCL Optoelectronics, Navi Mumbai, a leading manufacturer of LED display solutions. These visits provided comprehensive exposure to India's evolving trade infrastructure and growing influence in high-tech manufacturing.

Industrial Visit to METRO Retail in Meerut

PGDM-Retail Management students visited Metro Retail, Meerut, gaining practical insights into operations, supply chain, and store management. The visit bridged classroom learning with real-world practices in merchandising,



consumer behavior, and retail analytics. Students also learned about sustainability initiatives and innovations shaping modern retail.

Industrial Visit to RACL Geartech

The Department of Retail Management organized an industrial visit to RACL Geartech, a leading engineering solutions provider specializing in machine parts and industrial gears. The visit immersed students in real-world manufacturing operations and highlighted the integration of theoretical knowledge with practical applications, along with sustainability practices in the industry.



Learning Beyond Classroom

HERMES DIALOGUES 5.0



Birla Institute of Management Technology (BIMTECH) hosted the 5th edition of Hermes Dialogues on 4 December 2024, themed “Countries Restrict Trade and Access to Critical Minerals to Achieve Climate Goals.” Organized by the Cosmopolitan Club of PGDM (International Business), the event enhanced students’ analytical, debating, and leadership skills. Ten student teams represented different countries, competing across three rounds: quiz, roundtable discussions, and perspective battles. The jury included Dr. Swati Singh (Director, Trade Policy Division, CII) and Mr. Jayant Jawa (GM, Overseas Business, Daikin India).

Director Dr. Prabina Rajib highlighted Hermes as a platform that extends learning beyond classrooms into global policy and trade. Modeled on UN-style debates, the event provided students with experiential learning in sustainability and international relations.

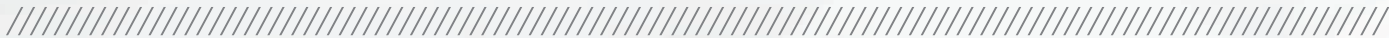
VISUAL MERCHANDISING – WINDOW DISPLAY



As part of the PGDM–Retail Management curriculum at BIMTECH, students participated in an experiential Visual Merchandising project that offered hands-on learning in designing impactful retail displays. Working in groups, they selected distinct themes for skincare brand displays and brought their concepts to life through custom-made shadow boxes, blending creativity, strategic thinking, and practical execution.



SMU INCLUSIVE AND IMMERSIVE EXPERIENTIAL I2XL LEARNING PROGRAM, SINGAPORE



Discovering Innovation Beyond Borders: SMU I2XL 2025

BIMTECH had the incredible opportunity to be represented at the prestigious SMU I2XL 2025 Programme, hosted by Singapore Management University. This five-day immersive programme brought together students from around the world to engage in interdisciplinary learning and real-world problem-solving. It offered participants exposure to AI, finance, sustainability, and global business practices, fostering critical thinking, innovation, and leadership through experiential learning.



Learning beyond Classroom

INDIA INSURTECH ANNUAL EVENT – MUMBAI



Students from PGDM-IBM course attended the India Insurtech Annual Event to explore the latest trends and innovations transforming the insurance sector. Discussions highlighted the role of AI, ML, and digitization in enhancing customer experiences, product delivery, and operational efficiency. The event provided valuable insights into contemporary challenges, innovative solutions, and the future of insurance in the digital era.

VISIT TO "DELHI FAIR - AUTUM 2024" AT EXPO MART

PGDM (IB) students had an opportunity to visit the 58th Indian Handicrafts and Gifts Fair (IHGF) at India Expo Centre & Mart, Greater Noida. The visit provided valuable insights into India's dynamic export and handicrafts industry, inspiring students to think globally and understand the intricacies of international trade. Students interacted with Mr. Dileep Baid, Chairperson, Export Promotion Council for Handicrafts (EPCH), Mr. R.K. Verma, Executive Director, EPCH, as well as foreign buyers and Indian sellers, gaining an understanding of the significance, challenges, and growth of trade fairs in exports.



BIMTECH STUDENTS GAIN INSIGHTS ON GREEN ENERGY AT ONGC'S 12TH SUBIR RAHA MEMORIAL LECTURE



BIMTECH students attended the 12th Subir Raha Memorial Lecture on "Affordable Green Energy: Navigating Capital and Infrastructural Challenges for Round the Clock Renewables" at ONGC Corporate Office, New Delhi, on July 19, 2024. The event honored the legacy of Late Shri Subir Raha, former CMD of ONGC and Founder-President of Global Compact Network India. Eminent speakers, including ONGC Chairman Shri Arun Kumar Singh, Dr. Ajay Mathur (Director General, ISA), and Mrs. Shuva Raha (CEEW), shared insights on renewable energy, sustainability, and future energy transitions. Students actively engaged, raising thoughtful questions and gaining exposure to pressing global energy challenges and opportunities. The lecture proved highly inspiring, enriching their understanding of sustainability, innovation, and responsible leadership.

Alumni Activities



BIMTECH acknowledges the significance of alumni as brand ambassadors for the institute. To foster strong connections and engagement with its alumni community, BIMTECH conducts a variety of activities and utilizes different platforms to create mutually beneficial engagement. These efforts aim to seek support and involvement from its alumni, who are spread across the globe.

Chapter Meets 2024-2025

This year, BIMTECH organized Alumni Chapter Meets in 3 national chapters, including Hyderabad, Bangalore and Mumbai. Over 350 alumni, along with their spouses and children, participated in these meets. The Hyderabad chapter had the highest turnout with over 90 participants. Notably, senior alumni also showed increasing interest in attending these meets.

Alumni-Student Mentorship Programme (ASMP)

ASMP successfully ran across all four programmes at BIMTECH, aimed at creating a lasting bond between alumni mentors and first-year students. The program facilitated valuable knowledge-sharing and guidance, empowering students to embark on successful careers and chart their future paths.

Alumni Connect and Engagement Initiatives at BIMTECH

One Unified Alumni Platform: BIMTECH initially launched a separate alumni portal for COOLS (Centre for Online Studies) alumni, creating a space to engage, connect, and collaborate



within the COOLS community. With the portal's recent unification, all alumni from all programs are now on the same platform. This integration not only strengthens the sense of belonging but also widens our alumni network, enabling richer connections and greater collaboration opportunities.

CXO Talk: Alumni as Knowledge Leaders

As part of the CXO Talk series, the Retail area of the PGDM program invited industry leaders to share their professional journeys and insights with students. This year, two of our distinguished alumni were featured as speakers:

- **Mr. Sujay Ray**, Head of Consumer Experience, Content & Advocacy, L'Oréal, who spoke on "Customer Experience in the Digital Era."
- **Ms. Mriganki Tyagi**, Director of eCommerce (India), Colgate-Palmolive, who delivered a session on "E-commerce and the Future of Retail."

Alumni Activities



Their sessions provided students with valuable exposure to evolving industry practices and served as an inspiration to bridge classroom learning with real-world applications.

Leadership Talk by Accomplished Alumnus:

Distinguished alumni speakers included:

- Mr. Saurabh Chaturvedi, CEO, The Quirky Nari
- Mr. Dewaa Kotecha, Senior Manager, HDFC Bank
- Mr. Ayush Sharma, Senior Vice President, IndusInd Bank
- Mr. Raghav Mehra, Senior Product Manager, Bajaj Finance Ltd., Pune
- Ms. Pallavi Chhabra, Co-Founder, EQTBLOOM
- Ms. Bhumika Arora, Manager – Partnerships and Alliances, Zopper Ltd.

Their sessions covered a wide range of topics, from entrepreneurship and innovation to banking, finance, product management, and strategic partnerships. The interactions not only broadened the horizons of students but also inspired them by showcasing the diverse career paths pursued by BIMTECH alumni.

Alumni Referral Scheme for Admission: The Admission Department introduced the Alumni Referral Scheme to involve alumni in the admission process. Alumni were invited to refer candidates, and those referred by alumni received a waiver of the Admission Application Fee. More than 25 alumni referrals were received through this initiative.

Alumni Support in SIP and Placement Opportunities: Over 10 alumni referred several Summer Internship Program (SIP) and placement opportunities for students of the 2023-25 batch, contributing to their career development.

Campus Visits and Alumni Participation

- Alumni at Industry-Academia Council Meet 2024-25: More than 20 alumni visited their alma mater, participated and supported BIMTECH in Industry Academia Council Meet by sharing **industry insights** to align curriculum with market needs, provided **mentorship and career guidance** to current students and Strengthened **alumni-institute engagement** and thought leadership.
- Alumni as Panellists during **Orientation Program**: The Orientation Program for the new batch (2025-27), witnessed enthusiastic participation from several alumni, who returned to campus to welcome and guide the incoming students. Such interactions created a vibrant and motivating start for the new batch, making them feel instantly connected to the larger BIMTECH family.



Infrastructure Development & Support Services

The academic year 2024-25 witnessed significant advancements in infrastructure development and support services at our institution. These initiatives were strategically undertaken to enhance student facilities, ensure a conducive learning environment, and optimize space utilization across the campus.



Key Activities Completed

1. Renovation and Extension of CCR Department Office

The CCR Department office was fully renovated and extended to create a modern, functional, and elegant workplace. The office includes quality furniture, centralized HVAC, modern lighting, glass partitions in BIMTECH colors, and three student cabins for placement calls.

2. Establishment of Bloomberg Lab

A state-of-the-art Bloomberg Lab was set up on the first floor of the Academic Block to support research and development in finance. Spread over 85 sq. meters, the facility is equipped with advanced computers, and modern furniture, offering a world-class, technology-driven learning environment for students and faculty.

3. Creation of Eye Tracker Lab

An Eye Tracker Lab was created on the ground floor of the Academic Block near the Board Room. The lab features glass partitions for transparency, modern furniture with specialized equipment, research-focused decor, and lighting tailored to lab needs, creating an environment that fosters innovative research in behavioural and visual tracking studies.

4. Development of B-Cell Office

A dedicated B-Cell Office was developed on the first floor of the Academic Block.

Furnished with ergonomic furniture, advanced lighting, and modern interiors.

Provides an efficient, professional space for student engagement and activities.

5. Upgradation of HVAC System in Hostel Blocks

A major HVAC system upgrade was completed in the Takshshila and Nalanda Hostel Blocks, covering all 424 student rooms. The 20-year-old centralized AC plant was replaced with a modern VRF system, featuring a new gas-based pipeline that prevents moisture issues. Individual indoor units in each room provide personalized cooling, enhancing energy efficiency, space utilization, and student comfort.

6. Replacement of Firefighting System

The campus firefighting system, in place for over two decades, was replaced to meet enhanced safety standards. Damaged underground pipelines were replaced with a new above-ground system, ensuring stronger water pressure, higher reliability, faster emergency response, and enhanced campus safety and disaster preparedness.



BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY



BIMTECH'S UFE CLUB WINS 2025 PRME GLOBAL STUDENTS SUSTAINABILITY AWARD AT UN HEADQUARTERS



The 2025 PRME Global Students Sustainability Awards honor and recognize impactful sustainability oriented student organizations that align their work with the Seven Principles for Responsible Management Education and advance the Sustainable Development Goals (SDGs).

On 11 June 2025, the United Friends of Earth (UFE) Club from BIMTECH was declared the Global Winner of the 2025 PRME Global Students Sustainability Awards at the UN Headquarters, New York. The team consisting of Neer Soni, Arunojya Vatsa, and Deval Kambaliya, mentored by Prof. Reeti Kulshrestha received a \$2,000 prize to support local sustainability initiatives. Team UFE showcased the power of community led impact through three of BIMTECH's initiatives: Saksharta Abhiyan which spreads literacy and dignity among underserved groups Rural Immersion which bridges the urban rural gap through experiential learning and LEAD Social Entrepreneurship which fosters responsible young changemakers.

CULTIVATE: AN EVENING OF TALENT, TOGETHERNESS, AND NEW BEGINNINGS



CULTIVATE was a vibrant evening filled with performances, games, and camaraderie. The event marked the launch of the Music Society, FOOTLOOSE, and FASHIONISTA, and also witnessed the inauguration of BIMTECH's annual fest, VIHAAN. The night concluded on a high note with an electrifying DJ performance, followed by a team dinner.



STREAMFEST 2024: A GLAMOROUS WELCOME FOR BIMTECH'S NEW BATCH



BIMTECH's Netflix-themed Freshers' Party, STREAMFEST, welcomed the 2024-26 batch with performances, contests, and the announcement of SAMANWAY 2024 winners.

KRIYA



OpScan, the Operations Club of BIMTECH, organized KRIYA on 18 and 21 September 2024, an event designed to test students' knowledge of brand and operations management through analytical games. With 89 teams, the first round featured a Unstop quiz, advancing 12 teams to the second round—an Escape Room challenge with logo-brand, tagline, and operations problem-solving stages.

CYCLOTHON 2024

On 2 October 2024, around 40 participants celebrated Gandhi Jayanti in the Health and Harmony Ride, promoting fitness and unity under the guidance of Director Prabina Rajib.



WAR ON WASTE



The Food Conduit has been championing the "War on Wastage" (WOW) campaign against food waste since 2015, with 2024 marking its 10th anniversary. Held from 11th–16th November, the week-long initiative brought together 24 clubs and conduits, who collaborated through daily activities to raise awareness about the impact of food wastage.

DEBATESPHERE 24

Majlis, the Debating and Theatre Society of BIMTECH hosted DebateSphere on 10 December 2024, with 30 participants debating topics such as AI, 5G, data security, and space research, showcasing critical thinking and oratory skills.



BEYOND THE BLUFF



Beyond the Bluff was a dynamic quiz competition testing knowledge across MBA concepts, business strategy, finance, marketing, operations, global business, and current affairs. The three rounds, including an online quiz, guesstimates challenge, and "Who is the Spy?", assessed intellect, logic, and teamwork. With 80 participants, Tripti Gautam emerged as the winner.

Life @ BIMTECH





Annual Report 2024-25
edited and compiled by



Dr. Dipali Yadav
Assistant Professor



Birla Institute of Management Technology

Plot No. 5, Knowledge Park II, Greater Noida (NCR)
Uttar Pradesh-201 306, India

Tel: +91-0120-6843000-6843010

Fax: +91-120-2323022/25 **Mob:** 9355024501-510

Toll Free No.18005723999

www.bimtech.ac.in