



PR REPORT

FEBRUARY 2026

Prepared By





Activity Sheet – February 2026

- **Press Release:** BIMTECH to Bring TEDx Spotlight on the Future of Humanity, Tech, and Innovation
- **Press Release:** TEDxBIMTECH 2026 Empowers Minds to Question, Innovate, and Lead
- **Industry Story:** Post Budget Quote 2026 – Dr. Prabina Rajib
- **Industry Story:** Post Budget Quote 2026 – Dr. Pankaj Priya
- **Article:** Why smaller cities now drive nearly half of luxury and apparel demand - Prof. Jyoti Sankar Das – Financial Express (Print & Online)
- **Article:** Sensex’s sharp fall reflects how small policy tweaks can ripple India's derivatives heavy markets - Dr. Monika Jain – ET Govt.
- **Article:** University Township: A New Paradigm for Integrated Higher Education–Employability–Enterprise Ecosystem- Prof. Pankaj Priya – The Hans India (Print & Online)
- **Article:** When stock markets grow, do bank deposits shrink? New evidence says it depends- Prof. Nikhil Srivastava – Money Control
- **Article:** It takes he(art) to transform education: Why NEP 2020 needs the power of the 64 lakhs - Prof. Saloni Sinha – ET Govt.
- **Event:** HBL Celebration Corporate Quiz – The Hindu Business Line (Print)

OUTLINE OF PR ACTIVITIES

Press Release: 02

TOP PUBLICATIONS:

PTI, News 18, The Indian Express, The Hindu Business Line, Money Control, Outlook Money, Times Now, Financial Express, ET Govt, ET Education, ET Health, The Week, Daily Hunt, Business World, The Hans India, etc.

Industry Story: 14

Article: 05

Event: 01

TOTAL PRINT AND ONLINE COVERAGES:

09+ 43

Print Circulation is 11,03,930 and **Earned Influence Value** is 14,52,675.

Cumulative Online Reach 377 M is and **PR Value** is 28,27,450.



PR

DOCUMENT



**Press Release: BIMTECH to Bring TEDx Spotlight on
the Future of Humanity, Tech, and Innovation**

Press Release

Decoding Tomorrow, BIMTECH to Bring TEDx Spotlight on the Future of Humanity, Tech, and Innovation

Greater Noida, 30th January 2026: Birla Institute of Management Technology (BIMTECH), a leading AACSB accredited business school in India, is set to host the inspirational TEDxBIMTECH on 7th February 2026. Centred on the theme “Decoding Tomorrow”, the visionary platform will explore the future of human well-being, technological growth, and innovation in life.

Individuals interested in being part of a day dedicated to sharing “ideas worth spreading” can register at <https://tedxbimtech.com/>

TEDXBIMTECH will host nine distinguished speakers representing journeys from the arena to the boardroom, and from culture to wellness. Some of the eminent personalities include Vijay Ranjan Singh (Head of HR at LG Electronics India), Sarika Malik (Professional Indian Wrestler), Buland Himalay (Voice of the Himalayas) and Annu Grover, Founder & CEO, Nurturing Green, BIMTECH alumnus who will inspire the audience through stories of leadership, entrepreneurship, innovation, strength, and self-mastery.

Dr. Prabina Rajib, Director, BIMTECH, shared, “Hosting this empowering platform is our way to nurture conversations, creativity, and collaborations that can inspire positive changes. TEDx aligns seamlessly with our vision of nurturing socially conscious and future-ready leaders by bringing together diverse voices, perspectives, and transformative ideas. We look forward to an engaging exchange of thoughts that will inspire our students and the larger community alike.”

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.

Birla Institute of Management Technology (BIMTECH) has been selected as a PRME Champion Institute (2026–2027) by the United Nations Global Compact, placing it among an elite group of just 50 institutions worldwide.

This recognition reflects BIMTECH’s decade-long commitment to Responsible Management Education, reinforced by milestones such as its student team being crowned World Champions at the PRME Global Forum, New York.

As a PRME Champion, BIMTECH will lead the advancement of responsible pedagogy, industry-academia collaboration, and SDG-aligned impact, contributing to the future blueprint of global business education.

PRINT
COVERAGES

INDEX

Press Release: BIMTECH to Bring TEDx Spotlight on the Future of Humanity, Tech, and Innovation						
Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	01.02.2026	Everyday News	8	Lucknow	25,000	29,550
2	01.02.2026	Readers Messengers	3	Lucknow	25,000	31,005
TOTAL					50,000	60,555

PUBLICATION : Everyday News

DATE : 01.02.2026

EDITION : Lucknow

PAGE No. : 08

डिकोडिंग टुमॉरो, बीआईएमटेक मानवता, टेक्नोलॉजी और इनोवेशन के भविष्य पर टीईडएक्स स्पॉटलाइट ला रहा है

लखनऊ, एवरीडे न्यूज संवाददाता। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बीआईएमटेक), भारत का एक प्रमुख एएसीएसबी मान्यता प्राप्त बिजनेस स्कूल, 7 फरवरी 2026 को प्रेरणादायक टीईडएक्सबीआईएमटेक की मेजबानी करने जा रहा है। डिकोडिंग टुमॉरो थीम पर आधारित, यह दूरदर्शी प्लेटफॉर्म मानव कल्याण, तकनीकी विकास और जीवन में इनोवेशन के भविष्य का पता लगाएगा। टीईडएक्सबीआईएमटेक में नौ जाने-माने वक्ता शामिल होंगे जो खेल के मैदान से लेकर बोर्डरूम तक, और संस्कृति से लेकर वेलनेस तक की यात्राओं का प्रतिनिधित्व करेंगे। कुछ प्रमुख हस्तियों में विजय रंजन सिंह (एलजी इलेक्ट्रॉनिक्स इंडिया में एचआर हेड), सारिका मलिक (पेशेवर भारतीय पहलवान), बुलंद हिमालय (हिमालय की आवाज़) और अन्नू ग्रोवर, संस्थापक और सीईओ, नर्चरिंग ग्रीन, बिमटेक के पूर्व छात्र शामिल हैं, जो नेतृत्व, उद्यमिता, इनोवेशन, ताकत और आत्म-नियंत्रण की कहानियों के माध्यम से दर्शकों को प्रेरित करेंगे। डॉ. प्रबीना राजीव, निदेशक, बिमटेक ने साझा किया, इस सशक्त मंच की मेजबानी करना बातचीत, रचनात्मकता और सहयोग को बढ़ावा देने का हमारा तरीका है जो सकारात्मक बदलावों को प्रेरित कर सकता है। टीईडएक्स विविध आवाजों, दृष्टिकोणों और परिवर्तनकारी विचारों को एक साथ लाकर सामाजिक रूप से जागरूक और भविष्य के लिए तैयार नेताओं को तैयार करने के हमारे विजन के साथ सहज रूप से मेल खाता है। हम विचारों के एक आकर्षक आदान-प्रदान की उम्मीद करते हैं जो हमारे छात्रों और बड़े समुदाय दोनों को प्रेरित करेगा। अपने संस्थापकों स्वर्गीय बसंत कुमार बिड़ला और सरला बिड़ला से प्रेरित होकर, बीआईएमटेक पीजीडीएम, पीजीडीएम (इंटरनेशनल बिजनेस), पीजीडीएम (इंश्योरेंस बिजनेस मैनेजमेंट), और पीजीडीएम (रिटेल मैनेजमेंट), पीजीडीएम -ऑनलाइन और फेलो प्रोग्राम (एफपीएम/ई-एफपीएम) जैसे कार्यक्रम प्रदान करता है जो व्यक्तियों को वैश्विक नेताओं के रूप में तैयार करते हैं।

PUBLICATION : Readers Messengers

DATE : 01.02.2026

EDITION : Lucknow

PAGE No. : 03

डिकोडिंग टुमॉरो, बीआईएमटेक मानवता, टेक्नोलॉजी और इनोवेशन के भविष्य पर टीईडएक्स स्पाॅटलाइट ला रहा है

लखनऊ। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बीआईएमटेक), भारत का एक प्रमुख एएसीएसबी मान्यता प्राप्त बिजनेस स्कूल, 7 फरवरी 2026 को प्रेरणादायक टीईडएक्सबीआईएमटेक की मेजबानी करने जा रहा है। "डिकोडिंग टुमॉरो" थीम पर आधारित, यह दूरदर्शी प्लेटफॉर्म मानव कल्याण, तकनीकी विकास और जीवन में इनोवेशन के भविष्य का पता लगाएगा। टीईडएक्सबीआईएमटेक में नौ जाने-माने वक्ता शामिल होंगे जो खेल के मैदान से लेकर बोर्डरूम तक, और संस्कृति से लेकर वेलेनेस तक की यात्राओं का प्रतिनिधित्व करेंगे। कुछ प्रमुख हस्तियों में विजय रंजन

सिंह (एलजी इलेक्ट्रॉनिक्स इंडिया में एचआर हेड), सारिका मलिक (पेशेवर भारतीय पहलवान), बुलंद हिमालय (हिमालय की आवाज) और अनू ग्रोवर, संस्थापक और सीईओ, नर्चरिंग ग्रीन, बिमटेक के पूर्व छात्र शामिल हैं, जो नेतृत्व, उद्यमिता, इनोवेशन, ताकत और आत्म-नियंत्रण की कहानियों के माध्यम से दर्शकों को प्रेरित करेंगे। डॉ. प्रबीना राजीव, निदेशक, बिमटेक ने साझा किया, "इस सशक्त मंच की मेजबानी करना बातचीत, रचनात्मकता और सहयोग को बढ़ावा देने का हमारा तरीका है जो सकारात्मक बदलावों को प्रेरित कर सकता है। टीईडएक्स विविध आवाजों, दृष्टिकोणों

और परिवर्तनकारी विचारों को एक साथ लाकर सामाजिक रूप से जागरूक और भविष्य के लिए तैयार नेताओं को तैयार करने के हमारे विजन के साथ सहज रूप से मेल खाता है। हम विचारों के एक आकर्षक आदान-प्रदान की उम्मीद करते हैं जो हमारे छात्रों और बड़े समुदाय दोनों को प्रेरित करेगा। अपने संस्थापकों स्वर्गीय बसंत कुमार बिड़ला और सरला बिड़ला से प्रेरित होकर, बीआईएमटेक पीजीडीएम, पीजीडीएम (इंटरनेशनल बिजनेस), पीजीडीएम (इंश्योरेंस बिजनेस मैनेजमेंट), और पीजीडीएम (रिटेल मैनेजमेंट)।

ONLINE
COVERAGES

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Press Release: BIMTECH to Bring TEDx Spotlight on the Future of Humanity, Tech, and Innovation				
Sr. No.	Publication	Link	Reach	PR Value
1	3AM News	https://www.3am.news/education/edtech/decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation	-	-
2	Khabar Digital	https://khabardigital.com/career/decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/	-	-
3	India Education Diary	https://indiaeducationdiary.in/decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/	-	-
4	Education 21	https://education21.in/bimtech-to-host-tedx-decoding-tomorrow-on-feb-7/	-	-
5	PNI News	https://www.pnnews.com/bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/	-	-
6	Business News for Profit	https://businessnewsforprofit.com/business-news-for-profit-january-2026-edition/	-	-
7	Marketing News Online	https://marketingnewsonline.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/	-	-
8	The 9th State	https://the9thstate.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/	-	-
9	Business Hour 9	https://busineshour9.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/	-	-
10	Right Column Media	https://rightcolumnmedia.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/	-	-
11	Biz Development	https://bizdevelopmentnews.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation	-	-
12	Konexio Network	https://konexionnetwork.com/lifestyle-wellness/decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/	-	-

13	EP News	https://epnews.edpublica.com/2026/02/02/bimtech-to-host-tedx-bimtech-2026-on-future-of-humanity-technology-and-innovation/	-	-
TOTAL			-	-

<https://www.3am.news/education/edtech/decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation>

3AM

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Greater Noida: Birla Institute of Management Technology (BIMTECH), a leading AACSB accredited business school in India, is set to host the inspirational TEDxBIMTECH on 7th February 2026. Centred on the theme "Decoding Tomorrow", the visionary platform will explore the future of human well-being, technological growth, and innovation in life.

<https://khabardigital.com/career/decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/>



**बिमटेक (BIMTECH) में 7 फरवरी को सजेगा TEDx
का मंच; दिग्गज साझा करेंगे नवाचार और नेतृत्व के मंत्र**



ग्रेटर नोएडा : भारत के प्रतिष्ठित एएसीएसबी (AACSB) मान्यता प्राप्त बिजनेस स्कूल, **विड़ला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH)**, आगामी **7 फरवरी, 2026** को अपने बहुप्रतीक्षित कार्यक्रम '**TEDxBIMTECH**' की मेजबानी करने जा रहा है। "डिकोडिंग टुमोरो" (Decoding Tomorrow) की दूरदर्शी थीम पर केंद्रित यह कार्यक्रम मानवता, अत्याधुनिक तकनीक और भविष्य के नवाचारों के अंतर्संबंधों पर विमर्श करेगा। साझा करने योग्य विचारों (Ideas worth spreading) को समर्पित इस वैश्विक मंच के लिए पंजीकरण अब संस्थान की आधिकारिक वेबसाइट पर खुले हैं।

<https://indiaeducationdiary.in/decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/>

 **India education diary**

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<https://education21.in/bimtech-to-host-tedx-decoding-tomorrow-on-feb-7/>

EDUCATION21

New India Aspires

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<https://www.pnnews.com/bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/>



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<https://businessnewsforprofit.com/business-news-for-profit-january-2026-edition/>

BUSINESS NEWS FOR PROFIT

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<https://marketingnewsonline.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/>

Marketing News Online Marketing News For You

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<https://the9thestate.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/>

The 9th Estate
Real Estate News @RealTime



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<https://businesshour9.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/>

businesshour9.

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<https://rightcolumnmedia.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/>



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<https://bizdevelopmentnews.com/technology/bimtech-decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation>

Biz Development News

News on Business Developments

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<https://konexionnetwork.com/lifestyle-wellness/decoding-tomorrow-bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/>



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<https://epnews.edpublica.com/2026/02/02/bimtech-to-host-tedx-bimtech-2026-on-future-of-humanity-technology-and-innovation/>



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**Press Release: TEDxBIMTECH 2026 Empowers
Minds to Question, Innovate, and Lead**

Press Release

TEDxBIMTECH 2026 Empowers Minds to Question, Innovate, and Lead

Greater Noida, 12th February 2026: Birla Institute of Management Technology (BIMTECH), a leading AACSB accredited business school in India, successfully hosted **TEDxBIMTECH** at its campus. This empowering platform brought together 9 distinguished speakers to share their insights around the theme “Decoding Tomorrow”.

TED is a nonprofit, nonpartisan organization dedicated to discovering, debating and spreading ideas that spark conversation, deepen understanding and drive meaningful change. In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that brings people together to share a TED-like experience, where x = independently organized event. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection.

The visionary day explored the future of human well-being, technological growth, and innovation in life with experts who have conquered arenas to boardrooms and from culture to wellness.

The eminent personalities included Deepa Krishnan (Head of Marketing- Real Estate, Edelweiss Alternate Asset Advisors), Sarika Malik (Professional Indian Wrestler), Buland Himalay (Voice of the Himalayas), and Annu Grover, Founder & CEO, Nurturing Green.

Dr. Prabina Rajib, Director, BIMTECH, shared, “By hosting a globally recognised knowledge-sharing platform like TEDx, we reaffirmed our role as a hub for ideas that matter and inspire progress. The seamless blend of storytelling, research-driven perspectives, and lived experiences created an immersive learning environment that resonated deeply with us all. As custodians of knowledge, it is our duty to encourage our students and the wider community to question, innovate, and engage with real-world challenges.”

Deepa Krishnan, Head of Marketing- Real Estate, Edelweiss Alternate Asset Advisors, captivated the audience at TEDxBIMTECH with her insights on the “5 Mantras of an Innovation Mindset.” Emphasising the need for a “beta brain,” she encouraged individuals to stay curious, experimental and open to continuous learning in an ever-evolving world.

Annu Grover, Founder & CEO, Nurturing Green, said, “Our goal is to reach every home with a plant and promote the concept of green gifting – ‘Gift a Plant.’ The idea of gifting a plant has been the driving force behind this venture.”

Sarika Malik, Professional Indian Wrestler emphasized that while setbacks such as failure, injury, or loss may break momentum and identity, it is this inner “1% mind” that enables individuals to rise again, rebuild themselves, and move forward when giving up feels easier.

The event witnessed enthusiastic participation from the BIMTECH academic community and external attendees, reinforcing the institution's commitment to nurturing intellectual curiosity and fostering dialogue beyond the classroom.

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.

TED began in 1984 as a conference where Technology, Entertainment and Design converged, but today it spans a multitude of worldwide communities and initiatives exploring everything from science and business to education, arts and global issues. Each year, thousands of independently run TEDx events bring people together to share ideas and bridge divides in communities on every continent. Through The Audacious Project, TED has helped catalyze \$6.6 billion in funding for projects that support bold solutions to the world's most urgent challenges — working to make the world more beautiful, sustainable and just.

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Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	14.02.2026	Navyatan	6	Jaipur	5,200	6,350
2	14.02.2026	Hamara Samachar	6	Jaipur	25,000	27,955
3	14.02.2026	Kamyab Kalam	3	Jaipur	24,230	26,805
4	14.02.2026	Navshraya Times	2	Jaipur	25,000	28,055
TOTAL					79,430	89,165

PUBLICATION : Navyatan
DATE : 14.02.2026
EDITION : Jaipur
PAGE No. : 06

बिमटेक ने अपने कैंपस में टेडगबिमटेक का आयोजन किया

जयपुर (नवयत्न)। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी बिमटेक ने अपने कैंपस में टेडगबिमटेक का आयोजन किया। डिडिगिंग टुमारो थीम के तहत आयोजित इस मंच पर 9 विशिष्ट वक्ताओं ने बदलते कल और आने वाले समय की दिशा पर अपने विचार छात्रों के साथ साझा किए। बिमटेक की डायरेक्टर डॉ. प्रबीना राजीव ने कहा, टेडगजैसे वैश्विक स्तर पर मान्यता प्राप्त ज्ञान-साझा मंच की मेजबानी कर हमने एक बार फिर यह साबित किया है कि हमारा संस्थान ऐसे विचारों का केंद्र है, जो बदलाव की दिशा तय करते हैं और आगे बढ़ने की प्रेरणा देते हैं। दीपा कृष्णन हेड ऑफ मार्केटिंग-रियल एस्टेट, एडलवाइस अल्टरनेट एसेट एडवाइजर्स ने 5 मंत्र ऑफ एन इनोवेशन माइंडसेट साझा करते हुए श्वीटा ब्रेन की अहमियत पर प्रकाश डाला।

PUBLICATION : Hamara Samachar

DATE : 14.02.2026

EDITION : Jaipur

PAGE No. : 06

बिमटेक ने अपने कैम्पस में TED& BIMTECH का आयोजन किया

हमारा समाचार

ग्रेटर नोएडा। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने अपने कैम्पस में TED&BIMTECH का आयोजन किया। 'डिफेंडिंग टुमोरो' थीम के तहत आयोजित इस मंच पर 9 विशिष्ट वक्ताओं ने बदलते कल और आने वाले समय की दिशा पर अपने विचार छात्रों के साथ साझा किए। बिमटेक की डायरेक्टर डॉ. प्रवीणा राजीव ने कहा, 'TED& जैसे वैश्विक स्तर पर मान्यता प्राप्त ज्ञान-साझा मंच की मेजबानी कर हमने एक बार फिर यह साबित किया है कि हमारा संस्थान ऐसे विचारों का केंद्र है, जो बदलाव की दिशा तय करते हैं और आगे बढ़ने की प्रेरणा देते हैं।' दीपा कृष्णन, हेड ऑफ मार्केटिंग - रियल एस्टेट, एडलवाइस अल्टरनेट एसेट एडवाइजर्स ने '5 मंत्र ऑफ एन इनोवेशन माइंडसेट' साझा करते हुए 'बीटा ब्रेन' की अहमियत पर प्रकाश डाला। अन्नू ग्रीवर, फाउंडर एवं सीईओ, नर्चरिंग ग्रीन ने कहा, 'हमारा लक्ष्य हर घर तक एक पौधा पहुंचाना और 'ग्रीन गिफ्टिंग', यानी 'गिफ्ट ए प्लांट' की सोच को आगे बढ़ाना है।' प्रोफेशनल भारतीय पहलवान सारिका मलिक ने कहा कि असफलता इंसान की रफ्तार को भले ही कुछ समय के लिए रोक सकती है, लेकिन भीतर का '1' माइंड ही उसे फिर से उठने की ताकत देता है।

PUBLICATION : Kamyab Kalam

DATE : 14.02.2026

EDITION : Jaipur

PAGE No. : 03

बिमटेक ने अपने कैंपस में TEDxBIMTECH का आयोजन किया

ग्रेटर नोएडा, 13 फरवरी। बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने अपने कैंपस में TEDxBIMTECH का आयोजन किया। डिफेंडिंग टुमोरो थीम के तहत आयोजित इस मंच पर 9 विशिष्ट वक्ताओं ने बदलते कल और आने वाले समय की दिशा पर अपने विचार छत्रों के साथ साझा किए। बिमटेक की डायरेक्टर डॉ. प्रवीणा राजीव ने कहा, TEDx जैसे वैश्विक स्तर पर मान्यता प्राप्त ज्ञान-साझा मंच की मेजबानी कर हमने एक बार फिर यह साबित किया है कि हमारा संस्थान ऐसे विचारों का केंद्र है, जो बदलाव की दिशा तय करते हैं और आगे बढ़ने की प्रेरणा देते हैं। दीपा कृष्णन, हेड ऑफ मार्केटिंग रियल एस्टेट, एडलवाइस अल्टिस्टेट एसेट एडवाइजर्स ने 5 मंत्र ऑफ एन इनोवेशन माइंडसेट साझा करते हुए बीटा ब्रेन की अहमियत पर प्रकाश डाला।

अनू ग्रोवर, फाउंडर एवं सीईओ, नर्चिंग ग्रीन ने कहा, हमारा लक्ष्य हर घर तक एक पौधा पहुंचाना और ग्रीन गिफ्टिंग, यानी गिफ्ट ए प्लांट की सोच को आगे बढ़ाना है। प्रोफेशनल भारतीय पहलवान सारिका मलिक ने कहा कि असफलता इंसान की रफ्तार को भले ही कुछ समय के लिए रोक सकती है, लेकिन भीतर का 1% माइंड ही उसे फिर से उठने की ताकत देता है।

PUBLICATION : Navshraya Times

DATE : 14.02.2026

EDITION : Jaipur

PAGE No. : 02

बिमटेक ने अपने कैंपस में टेड बिमटेक का आयोजन किया

■ नवश्रेय टाइम्स, जयपुर

बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (बिमटेक) ने अपने कैंपस में टेड×बिमटेक का आयोजन किया। 'डिकोडिंग टुमारो' थीम के तहत आयोजित इस मंच पर 9 विशिष्ट वक्ताओं ने बदलते कल और आने वाले समय की दिशा पर अपने विचार छत्रों के साथ साझा किए। बिमटेक की डायरेक्टर डॉ. प्रबीना राजीब ने कहा, 'टेड×जैसे वैश्विक स्तर पर मान्यता प्राप्त ज्ञान-साझा मंच की मेजबानी कर हमने एक बार फिर यह साबित किया है कि हमारा संस्थान ऐसे विचारों का केंद्र है, जो बदलाव की दिशा तय करते हैं और आगे बढ़ने की प्रेरणा देते हैं।' दीपा कृष्णन, हेड ऑफ मार्केटिंग - रियल एस्टेट, एडलवाइस अल्टरनेट एसेट एडवाइजर्स ने '5 मंत्र ऑफ एन इनोवेशन माइंडसेट' साझा करते हुए 'बीटा ब्रेन' की अहमियत पर प्रकाश डाला।

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Sr. No.	Publication	Link	Reach	PR Value
1	Passionate in Marketing	https://www.passionateinmarketing.com/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead/	-	-
2	Business News for Profit	https://businessnewsforprofit.com/business-news-for-profit-january-2026-edition/	-	-
3	Start-up Business Stories	https://startupbusinessstories.com/technology/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead/	-	-
4	Global Biz News Room	https://globalbiznewsroom.com/technology/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead	-	-
5	Media Catalyst	https://www.mediacatalyst.in/tedx-bimtech-2026-focuses-on-innovation-and-future-challenges/	-	-
6	Khabar Digital	https://khabardigital.com/uncategorized/bimtechs-press-release-tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead/	-	-
7	Dainik Insights	https://www.dainikinsights.com/education/school-college-updates/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead	-	-
8	PSU Connect	https://www.psuconnect.in/education-news/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead	-	-
9	3 AM News	https://www.3am.news/education/school-college-updates/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead	-	-
10	PNI News	https://www.pnionews.com/amp/bimtech-to-bring-tedx-spotlight-on-the-future-of-humanity-tech-and-innovation/	-	-
Social Media				
1	PSU Connect (Facebook)	https://www.facebook.com/psuconnectmedia/posts/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead-mumbai-12th-februar/1327032849467322/	-	-
TOTAL			-	-

<https://www.passionateinmarketing.com/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead/>



TEDxBIMTECH 2026 Empowers Minds to Question, Innovate, and Lead

TEDxBIMTECH
an independently organized TED event
DECODING TOMORROW
OUR SPEAKERS

ADITYA CHITRAMANI
Head of Marketing - Digital Ecosystems
Creative and Lead Brand
Adidas

SARVJA KHILJI
16th IAS Officer, Revenue Department, 2004
ICFMR, IAS Officer, Revenue Department, 2004

ANISH CHAVHAN
Founder & CEO of Redwood Capital
Stock Tech Co. Advisor
BIMTECH Alumni (2007-08)

DR. SHIVANI KHETAR
Professor, Arts, Technology & Society, National Institute of Health, India
Professor of Health, India

ADITYA PALLAV
Founder & CEO of Neo-4x
Investment, Venture Capital, Startup
& AI/ML/Blockchain Specialist

ADITHYAN KADAVY
Global Entrepreneurship Services & Strategy Firm
CEO of Entrepreneurship, India, and Startup
Ecosystem, India (Entrepreneurship, India)

SULANDHINI KALAY
Single, Bangalore, India
Entrepreneur, India, and Startup
Ecosystem, India

SAHAYA JINI
Founder of Startup
India, Tech Entrepreneur, India, and Startup
Ecosystem, India

TUSHAR JAIN
Founder & CEO of Neo-4x
Investment, Venture Capital, Startup
& AI/ML/Blockchain Specialist

JOIN US ON
7th FEBRUARY, 2026 FROM 10:00 AM - 6:00 PM
AT
BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY
(BIMTECH), GREATER NOIDA

PARTNERED BY:
IMPAKTO, BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY, and others.

Mumbai, 12th February 2026: Birla Institute of Management Technology (BIMTECH), a leading AACSB accredited business school in India, successfully hosted TEDxBIMTECH at its campus. This empowering platform brought together 9 distinguished speakers to share their insights around the theme "Decoding Tomorrow".

<https://startupbusinessstories.com/technology/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead/>

startup business

TEDxBIMTECH 2026 Empowers Minds To Question, Innovate, And Lead

TEDxBIMTECH
an independently organized TED event

DECODING TOMORROW
OUR SPEAKERS

DEEPA KISHORANI
Host of Mumbai - Meet Events
Executive, Akamai India
Mumbai

SHRIKANT MAJUMDAR
Co-CEO & Co-Founder, Mumbai
Co-CEO & Co-Founder, Mumbai

ANNU GROVER
Founder & CEO of Parkway Group
(Health Tech, Ed Tech)
Mumbai, India

DR. SHIVANI KHETAR
Executive, AIG, Thompson & McKee
Mumbai, India

ADITYA PALLEY
Founder & CEO of AIG
Mumbai, India

NIKHIL PANDAY
Co-Founder & CEO of AIG
Mumbai, India

ANAND HEMALY
Co-Founder & CEO of AIG
Mumbai, India

ANITA JHA
Founder & CEO of AIG
Mumbai, India

PURNIMA JAIN
Founder & CEO of AIG
Mumbai, India

BOOK TICKETS

PARTNERED BY:
IMPAKTO

JOIN US ON
7TH FEBRUARY, 2026 FROM 10:00 AM - 5:00 PM
AT
BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY
(BIMTECH), GREATER NOIDA

Mumbai, Feb 12; Birla Institute of Management Technology (BIMTECH), a leading AACSB accredited business school in India, successfully hosted TEDxBIMTECH at its campus. This empowering platform brought together 9 distinguished speakers to share their insights around the theme "Decoding Tomorrow".

<https://globalbiznewsroom.com/technology/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead>

Global Biz News Room

TEDxBIMTECH 2026 Empowers Minds to Question, Innovate, and Lead



The poster for TEDxBIMTECH 2026 features a dark red background with a geometric pattern of triangles. At the top, it reads 'TEDxBIMTECH' in white and red, followed by 'an independently organized TED event' in small white text. Below this is the main title 'DECODING TOMORROW' in large white letters, with 'OUR SPEAKERS' underneath. A QR code is located in the top right corner. The poster displays nine speaker portraits in a grid, each with their name and a brief bio. At the bottom left, it states the event date and time: '7th FEBRUARY, 2026 FROM 10:00 AM - 6:00 PM'. At the bottom right, it lists 'PARTNERED BY:' followed by logos for IMPAKTO, BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY, and others. The Birla Institute of Management Technology logo is also present at the bottom left.

Mumbai, Feb 12: Birla Institute of Management Technology (BIMTECH), a leading AACSB accredited business school in India, successfully hosted **TEDxBIMTECH** at its campus. This empowering platform brought together 9 distinguished speakers to share their insights around the theme "Decoding Tomorrow".

<https://www.mediacatalyst.in/tedx-bimtech-2026-focuses-on-innovation-and-future-challenges/>



MediaCatalyst

**TEDxBIMTECH 2026 Focuses on
Innovation and Future Challenges**

TEDx

Mumbai — Birla Institute of Management Technology (BIMTECH) hosted TEDxBIMTECH 2026 at its campus, bringing together nine speakers under the theme "Decoding Tomorrow."

<https://www.dainikinsights.com/education/school-college-updates/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead>

दैनिक इन्सights

TEDxBIMTECH 2026 ने मस्तिष्क को प्रश्न करने, नवाचार करने और नेतृत्व करने के लिए किया सशक्त

The poster for TEDxBIMTECH 2026, titled "DECODING TOMORROW", features a grid of nine speaker portraits. The event is held on 7th February 2026 from 10:00 AM to 5:00 PM at Birla Institute of Management Technology, Greater Noida. The poster also lists the event's theme, "Empowering Minds to Question, Innovate and Lead", and mentions the event is an independently organized TED event. The speakers listed are: Neha Choudhary (Head of Marketing & Business Development, Birla Institute of Management Technology), Anshu Kulkarni (Co-Founder & Head, Mindful Leadership, IIM), Anshu Kulkarni (President & Global Technology Leader, Tata Steel India), Jha. Divyanshu Khatun (Entrepreneur and Program Manager, Birla Institute of Management Technology), Aditya Kaller (Research & Development Manager, Birla Institute of Management Technology), Anshu Kulkarni (Co-Founder & Head, Mindful Leadership, IIM), Anshu Kulkarni (President & Global Technology Leader, Tata Steel India), Anshu Kulkarni (Co-Founder & Head, Mindful Leadership, IIM), and Anshu Kulkarni (Co-Founder & Head, Mindful Leadership, IIM). The poster also features a QR code and logos for the event's partners: IMPAKTO, Birla Institute of Management Technology, and others.

ग्रेटर नोएडा : भारत के प्रतिष्ठित बिजनेस स्कूल, बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) ने अपने परिसर में 'TEDxBIMTECH' के नवीनतम संस्करण का सफल आयोजन किया। "डिकोडिंग टुमोरो" (आगामी कल को समझना) के विषय पर केंद्रित इस कार्यक्रम में विभिन्न क्षेत्रों के 9 प्रतिष्ठित वक्ताओं ने शिरकत की। नवाचार, मानवीय क्षमता और भविष्य की चुनौतियों पर आधारित इस मंच का उद्देश्य छात्रों और प्रतिभागियों को नए दृष्टिकोण से सोचने और नेतृत्व करने के लिए प्रेरित करना था।

<https://www.psuconnect.in/education-news/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead>



TEDxBIMTECH 2026 ने मस्तिष्क को प्रश्न करने, नवाचार करने और नेतृत्व करने के लिए किया सशक्त

TEDxBIMTECH
an independently organized TED event

DECODING TOMORROW

OUR SPEAKERS

- SHRUTI CHAKRABORTY**
Senior Director, HR & Talent Development, IIT Bombay
- SHRUTI SHARMA**
Co-CEO, IIT Bombay Entrepreneurship Cell
- ANURAG JAIN**
Faculty & Head of Innovation Centre, IIT Bombay
- DR. SHWETA KUMAR**
Executive Director, IIT Bombay Entrepreneurship Centre
- ADITYA PALLET**
Founder & CEO, IIT Bombay Entrepreneurship Centre
- ANURAG JAIN**
Faculty & Head of Innovation Centre, IIT Bombay
- ANURAG JAIN**
Faculty & Head of Innovation Centre, IIT Bombay
- ANURAG JAIN**
Faculty & Head of Innovation Centre, IIT Bombay
- ANURAG JAIN**
Faculty & Head of Innovation Centre, IIT Bombay

Event on
7th FEBRUARY, 2026 FROM 10:00 AM - 5:00 PM
BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY
(BIMTECH), GREATER NOIDA

PARTNERED BY:
IMPAKTO

प्रेटर मोएडा : भारत के प्रतिष्ठित बिजनेस स्कूल, बिरला इंस्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (BIMTECH) ने अपने परिसर में 'TEDxBIMTECH' के नवीनतम संस्करण का सफल आयोजन किया। "डिकोडिंग टुमोरो" (आगामी कल को समझना) के विषय पर केंद्रित इस कार्यक्रम में विभिन्न क्षेत्रों के 9 प्रतिष्ठित वक्ताओं ने शिरकत की। नवाचार, मानवीय क्षमता और भविष्य की चुनौतियों पर आधारित इस मंच का उद्देश्य छात्रों और प्रतिभागियों को नए दृष्टिकोण से सोचने और नेतृत्व करने के लिए प्रेरित करना था।

<https://www.3am.news/education/school-college-updates/tedx-bimtech-2026-empowers-minds-to-question-innovate-and-lead>

3AM

TEDxBIMTECH 2026 Empowers Minds to Question, Innovate, and Lead



The poster for TEDxBIMTECH 2026 features a dark red background with a geometric pattern. At the top, it reads 'TEDxBIMTECH' with a tagline 'An independently organized TED event' and the theme 'DECODING TOMORROW'. Below this, it says '9 AM SPEAKERS'. There are nine speaker portraits arranged in two rows. The top row has four speakers: Anshu Choudhary, Anshu Choudhary, Anshu Choudhary, and Anshu Choudhary. The bottom row has five speakers: Anshu Choudhary, Anshu Choudhary, Anshu Choudhary, Anshu Choudhary, and Anshu Choudhary. At the bottom left, it says '2026 FEB 01 17th FEBRUARY, 2026 FROM 10:00 AM - 5:00 PM' and 'BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY (BIMTECH), GREATER NOIDA'. At the bottom right, it says 'PARTNERED BY:' followed by logos for IMPAKTO, BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY, and others.

Greater Noida : Birla Institute of Management Technology (BIMTECH), a leading AACSB accredited business school in India, successfully hosted TEDxBIMTECH at its campus. This empowering platform brought together 9 distinguished speakers to share their insights around the theme "Decoding Tomorrow".



**Industry Story: Post-Budget Quote- Dr. Prabina
Rajib**

INDEX

Industry Story: Post Budget 2026 Quotes – Dr. Prabina Rajib				
Sr. No.	Publication	Link	Reach	PR Value
1	PTI	https://money.rediff.com/amp/news/market/budget-2026-27-ayush-nutraceutical-ecosystem-momentum/41213720260201	0.26M	-
2	News 18	https://www.news18.com/education-career/education-budget-2026-live-updates-nirmala-sitharaman-education-sector-allocation-announcements-key-points-school-colleges-skills-jobs-liveblog-9870983.html	53M	2,42,000
3	Outlook Money	https://www.outlookmoney.com/news/union-budget-2026-live-updates-fm-nirmala-sitharaman-announcement-income-tax-slabs-home-loan-insurance-and-full-speech-latest-budget-news	33M	1,51,150
4	Times Now	https://www.timesnownews.com/education/education-budget-2026-live-updates-fm-nirmala-sitharman-school-colleges-iit-neet-mbbs-medical-colleges-nep-ugc-jobs-liveblog-153537729	15.9M	1,81,500
5	ET Education	https://education.economictimes.indiatimes.com/news/industry/from-iit-labs-to-girls-hostels-education-takeaways-from-budget-202627/127835570	12M	2,75,000
6	ET Health	https://health.economictimes.indiatimes.com/news/industry/budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem/127850411	12M	2,75,000
7	The Week	https://www.theweek.in/wire-updates/business/2026/02/01/budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem.html	1.7M	-
8	News Drum	https://www.newsdrum.in/business/budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem-11065486	-	-
9	Devdiscourse	https://www.devdiscourse.com/article/health/3789696-budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem	0.33M	-
10	News18	https://www.news18.com/agency-feeds/budget-2026-27-experts-see-	53M	2,42,000

		momentum-for-ayush-nutraceutical-ecosystem-9872637.html		
11	Daily Hunt	https://m.dailyhunt.in/news/india/english/news18-epaper-dh523feb6a21f54358acc1d5d04a629da5/budget+202627+experts+see+momentum+for+ayush+nutraceutical+ecosystem-newsid-n699280514	16M	-
12	BW Education	https://www.bweducation.com/article/budget-2026-redraws-india-s-education-employment-map-591726	550K	-
13	Expert Insight News	https://expertinsightsnews.com/health/india-h/budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem/	-	-
TOTAL			224 M	15,31,650

<https://money.rediff.com/amp/news/market/budget-2026-27-ayush-nutraceutical-ecosystem-momentum/41213720260201>

rediff

Budget 2026-27: AYUSH & Nutraceutical Ecosystem Momentum



Dr. Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH), said, "SHE Marts and the caregiver ecosystem bring women-led and social enterprises in retail and healthcare into the mainstream." PTI SM MR

<https://www.news18.com/education-career/education-budget-2026-live-updates-nirmala-sitharaman-education-sector-allocation-announcements-key-points-school-colleges-skills-jobs-liveblog-9870983.html>



Education Budget 2026 Highlights: Medical Education, AVGC And Content Labs In Focus

FEB 01, 2026 14:49 IST

Education Budget 2026 Live: 'Real Money Behind Real Change'

Dr Prabina Rajib, Director of Birla Institute of Management Technology (BIMTECH), said Budget 2026 puts "real money behind real change", guided by a clear kartavya to ensure access to opportunity for every family, community and sector.

She said the Rs 10,000 crore SME Growth Fund and the Rs 2,000 crore boost to the Self-Reliant India Fund will strengthen MSMEs and entrepreneurs, including student-led startups, helping them scale and reach export markets through tax support for courier shipments and SEZs.

Rajib added that initiatives such as SHE Marts and the caregiver ecosystem will bring women-led and social enterprises in retail and healthcare into the mainstream. She noted that the focus on industry-led research and training centres aligns skills with real jobs, while steady improvement in gender equality, especially among rural women, shows inclusion moving from policy to practice.

<https://www.outlookmoney.com/news/union-budget-2026-live-updates-fm-nirmala-sitharaman-announcement-income-tax-slabs-home-loan-insurance-and-full-speech-latest-budget-news>

Outlook MONEY

Union Budget 2026 Highlights: Sitharaman's 9th Budget Triggers 4th Biggest Market Crash; New Income Tax Bill To Take Effect From April

Union Budget 2026 LIVE: Budget 2026 Backs MSMEs, Inclusion and Jobs with Targeted Funding, Says BIMTECH

Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH) , shared, "Budget 2026 puts real money behind real change, guided by a clear kartavya to ensure every family, community, and sector has access to opportunity. A Rs 10,000 crore SME Growth Fund and a ₹2,000 crore boost to the Self-Reliant India Fund strengthen MSMEs and entrepreneurs, including student-led startups, helping them scale and access export markets through tax support for courier shipments and SEZs. SHE Marts and the caregiver ecosystem bring women-led and social enterprises in retail and healthcare into the mainstream. The focus on industry-led research and training centres aligns skills with real jobs, while steady improvement in the Gender equality, especially among rural women, shows inclusion moving from policy to practice."

<https://www.timesnownews.com/education/education-budget-2026-live-updates-fm-nirmala-sitharman-school-colleges-iit-neet-mbbs-medical-colleges-nep-ugc-jobs-liveblog-153537729>

TIMES NOW Education

Education Budget 2026 Live Updates: New University Townships, E-Content Labs in 15,000 schools



FEB 01, 2026 15:55 IST

Education Budget 2026 Live Updates: Student-Led Startups To Get Boost




"Budget 2026 puts real money behind real change, guided by a clear kartavya—to ensure every family, community, and sector has access to opportunity. A ₹10,000 crore SME Growth Fund and a ₹2,000 crore boost to the Self-Reliant India Fund strengthen MSMEs and entrepreneurs, including student-led startups, helping them scale and access export markets through tax support for courier shipments and SEZs. SHE Marts and the caregiver ecosystem bring women-led and social enterprises in retail and healthcare into the mainstream. The focus on industry-led research and training centres aligns skills with real jobs, while steady improvement in the Gender equality, especially among rural women, shows inclusion moving from policy to practice," said Dr. **Prabina** Rajib, Director, Birla Institute of Management Technology (BIMTECH)

<https://education.economictimes.indiatimes.com/news/industry/from-iit-labs-to-girls-hostels-education-takeaways-from-budget-202627/127835570>

Education

From IIT labs to girls' hostels: Education takeaways from Budget 2026–27

From an economic and inclusion perspective, Dr **Prabina** Rajib, Director, Birla Institute of Management Technology (BIMTECH), described Budget 2026 as one that “puts real money behind real change.” She pointed to the ₹10,000 crore SME Growth Fund and the ₹2,000 crore infusion into the Self-Reliant India Fund as critical enablers for MSMEs and student-led startups, helping them scale and access export markets through logistics and SEZ-related tax support.

Initiatives such as SHE Marts and the expansion of the caregiver ecosystem are also expected to bring women-led enterprises in retail and healthcare into the mainstream. “The focus on industry-led research and training centres aligns skills with real jobs,” Dr Rajib said, adding that improvements in gender equality—particularly among rural women—suggest inclusion is beginning.    policy intent to on-ground practice. *

<https://health.economictimes.indiatimes.com/news/industry/budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem/127850411>

ET Healthworld

Budget 2026-27: Experts see momentum for AYUSH, nutraceutical ecosystem



Dr. Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH), said, "SHE Marts and the caregiver ecosystem bring women-led and social enterprises in retail and healthcare into the mainstream."

<https://www.theweek.in/wire-updates/business/2026/02/01/budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem.html>

THEWEEK

Budget 2026-27 Experts see momentum for AYUSH nutraceutical ecosystem



Dr. Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH), said, “SHE Marts and the caregiver ecosystem bring women-led and social enterprises in retail and healthcare into the mainstream.”

<https://www.newsdrum.in/business/budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem-11065486>



Budget 2026-27: Experts see momentum for AYUSH, nutraceutical ecosystem



Dr. Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH), said, "SHE Marts and the caregiver ecosystem bring women-led and social enterprises in retail and healthcare into the mainstream." PTI SM MR MR

<https://www.devdiscourse.com/article/health/3789696-budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem>



Budget 2026-27: Experts see momentum for AYUSH, nutraceutical ecosystem



sciences ecosystem, Sodani said. Dr. **Prabina** Rajib, Director, Birla Institute of Management Technology (BIMTECH), said, "SHE Marts and the caregiver ecosystem bring women-led and social enterprises in retail and healthcare into the mainstream."

<https://www.news18.com/agency-feeds/budget-2026-27-experts-see-momentum-for-ayush-nutraceutical-ecosystem-9872637.html>



Budget 2026-27: Experts see momentum for AYUSH, nutraceutical ecosystem



Dr. Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH), said, "SHE Marts and the caregiver ecosystem bring women-led and social enterprises in retail and healthcare into the mainstream." PTI SM MR MR

<https://m.dailyhunt.in/news/india/english/news18-epaper-dh523feb6a21f54358acc1d5d04a629da5/budget+202627+experts+see+momentum+for+ayush+nutraceutical+ecosystem-newsid-n699280514>



Budget 2026-27: Experts see momentum for AYUSH, nutraceutical ecosystem



Dr. Prabina Rajib, Director, Birla Institute of Management Technology (BIMTECH), said, "SHE Marts and the caregiver ecosystem bring women-led and social enterprises in retail and healthcare into the mainstream." PTI SM MR MR

<https://www.bweducation.com/article/budget-2026-redraws-india-s-education-employment-map-591726>

BWEDUCATION

Budget 2026 Redraws India's Education Employment Map



Further reactions highlighted the Budget's emphasis on entrepreneurship, fiscal stability and future-ready talent. **Prabina** Rajib, Director, Birla Institute of Management Technology, shared that the Budget puts real money behind real change by strengthening MSMEs, student-led startups and women-led enterprises through targeted funds and industry-linked research.



Industry Story: Post-Budget Quote- Dr. Pankaj Priya

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Industry Story: Post Budget 2026 Quotes – Dr. Pankaj Priya				
Sr. No.	Publication	Link	Reach	PR Value
1	The Indian Express	https://indianexpress.com/article/education/education-budget-2026-live-updates-nirmala-sitharman-school-colleges-iit-medical-colleges-research-10503189/	38M	1,65,000
TOTAL			38M	1,65,000

<https://indianexpress.com/article/education/education-budget-2026-live-updates-nirmala-sitharman-school-colleges-iit-medical-colleges-research-10503189/>

The Indian EXPRESS

JOURNALISM OF COURAGE

Education Budget 2026 Highlights: 'Education sector allocation below 6% that NEP envisions'



Feb 2, 2026 12:28 PM IST

Education Budget 2026 Live Updates: 'Empowers women in STEM, youth, and entrepreneurs'

The setting up of an 'Education to Employment and Enterprise' Standing Committee, with a focus on the services sector, and its mandate to recommend measures for driving growth, job creation, and technological exports—including artificial intelligence—is a timely and forward-looking step aligned with future job and skill requirements. With India sustaining nearly 7% economic growth and consumption increasingly formalizing, the Union Budget creates a rich learning and leadership landscape for management education. The Budget also empowers women in STEM, youth, and entrepreneurs by expanding access to technology and creating new opportunities.

Amid the increased uncertainty and complexity in the technology ecosystem and world order, a key focus on industry-led research and training centres will accelerate technological development and help build a future-ready, skilled workforce. Collectively, these initiatives will strengthen the economy, enhance skill development, and support India's journey towards Viksit Bharat, especially as global demand and attention increasingly turn towards India.

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



Article: Why smaller cities now drive nearly half of luxury and apparel demand - Prof. Jyoti Sankar Das –
Financial Express

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Article: Why smaller cities now drive nearly half of luxury and apparel demand - Prof. Jyoti Sankar Das

Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	04.02.2026	Financial Express	8	Ahmedabad, Bangalore, Chandigarh, Chennai, Hyderabad, Kochi, Kolkata, Lucknow, Mumbai, New Delhi, Pune	2,56,000	3,03,550
TOTAL					2,56,000	3,03,550

PUBLICATION : Financial Express

DATE : 14.02.2026

EDITION : Ahmedabad, Bangalore, Chandigarh, Chennai, Hyderabad, Kochi, Kolkata, Lucknow, Mumbai, New Delhi, Pune

PAGE No. : 02

Get out of the comfort zone

THE LIFESTYLE ECOSYSTEM is fast engulfing India's 3.3 million sq km geographical spread and the 1.4 billion population residing in it. As per reports by the FICCI and Local Circles Surveys, nearly 90% of India's total population engages in buying some lifestyle product in a year. The latest Deloitte report suggests that India's retail sector would reach \$1.93 trillion by 2030 from \$1.06 trillion in 2024. 60% of this via online commerce. The lifestyle and experiential spending is on the rise.

The evolution of retail has been a function of convenience and technology. From the bazaars and open air markets to the mom and pop stores, to e-commerce and now quick commerce (q-commerce), it's always about the pursuit of comfort and application. The cultural concoction of the East with the West with technology accelerating the assimilation has led to hybridisation. There has been therefore a disruption at the need and want stage among Indian youngsters whose buying value motivations are more similar to their western counterparts. The Gen Z in these smaller cities and towns are far different from their metro counterparts in terms of a much higher aspirational value, modern education, and exposure to lifestyle and fashion products.

The growth of retail has been an answer to the fulfilment of wants and desires of the consumers. Today the demand is coming largely from the smaller cities. 45% of the total demand for global apparel and lifestyle brands come from these cities. 55% of the total revenue of Tata CLIQ Luxury, and 42% of Luxe polis Pre loved luxury platform come from these markets.

As per the reports of KPMG and Technopak (now The Knowledge Company), there is a strong growth rate of nearly 22% CAGR in the



JYOTI SANKAR DAS



lifestyle segments in such cities. A young and upwardly mobile population, higher disposable income, increased discretionary spendings and faster digital adoption are key drivers for the expanding lifestyle retail footprint in these regions.

With this surge in lifestyle demand, how will traditional retail change? To say that online would replace traditional offline retail

completely is an exaggeration. 'Phygital' seems to be the way forward for global brands to reach smaller cities. Most traditional lifestyle product stores are now reaching out to consumers through their websites. Decathlon has opened stores in states like Assam, Bihar, Goa and Uttarakhand and also given the option for click and collect and home delivery. Levi's offers options for omnichannel retailing in Trichy and Ludhiana. Currently Ikea has three big format stores in Hyderabad, Navi Mumbai and Bengaluru apart from some small format stores.

They have a team that looks into home and modular kitchen furnishing options in cities like Bhubaneswar.

They have a tie-up with Urban Company which sends its local carpenters for accurate measurements and there is virtual consultation leading to servicing the home furnishing needs in smaller cities.

The next development is the penetration of q-commerce into the hinterlands of India where the mom and pop stores are being converted into dark stores, reducing fixed costs and response time. Needless to say, AI, ML and IoT adoption will change traditional lifestyle retail to deliver experiential and convenience value to the Tier 2 & 3 aspirational consumers.

The author is associate professor, Practice (marketing and retail), BIMTECH

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Article: Why smaller cities now drive nearly half of luxury and apparel demand - Prof. Jyoti Sankar Das				
Sr. No.	Publication	Link	Reach	PR Value
1	Financial Express	https://www.financialexpress.com/business/brandwagon-why-smaller-cities-now-drive-nearly-half-of-luxury-and-apparel-demand-4130539/	25M	1,98,000
TOTAL			25M	1,98,000

<https://www.financialexpress.com/business/brandwagon-why-smaller-cities-now-drive-nearly-half-of-luxury-and-apparel-demand-4130539/>

FINANCIAL EXPRESS.com

BRANDWAGON

Why smaller cities now drive nearly half of luxury and apparel demand



The next development is the penetration of q-commerce into the hinterlands of India where the mom and pop stores are being converted into dark stores, reducing fixed costs and response time.

They have a tie-up with Urban Company which sends its local carpenters for accurate measurements and there is virtual consultation leading to servicing the home furnishing needs in smaller cities.



Article: Sensex's sharp fall reflects how small policy tweaks can ripple India's derivatives heavy markets
- Dr. Monika Jain – ET Govt.

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Article: Sensex's sharp fall reflects how small policy tweaks can ripple India's derivatives heavy markets - Dr. Monika Jain				
Sr. No.	Publication	Link	Reach	PR Value
1	ET Govt.	https://government.economictimes.indiatimes.com/blog/sensex-plunges-1800-points-understanding-the-impact-of-increased-derivatives-tax/127927030?utm_source=latest_news&utm_medium=homepage	12M	2,75,000
TOTAL			12M	2,75,000

https://government.economictimes.indiatimes.com/blog/sensex-plunges-1800-points-understanding-the-impact-of-increased-derivatives-tax/127927030?utm_source=latest_news&utm_medium=homepage

ET Government

Sensex's sharp fall reflects how small policy tweaks can ripple through India's derivatives heavy markets



Dr Monika Jain · ETGovernment
Published On Feb 5, 2026 at 01:00 PM IST



Sensex and Nifty fell as investors pivoted from global trade cheer to domestic policy risks tied to Sunday's budget.

trigger lay much closer to home a hike in the Securities Transaction Tax, or STT, on derivatives announced in the Union Budget.

Dalal Street was rattled this week as the Sensex plunged sharply, at one point shedding close to 1,800 points, leaving investors scrambling for explanations.

While global cues and routine profit taking played their part, the immediate



Article: University Township: A New Paradigm for Integrated Higher Education–Employability–Enterprise Ecosystem- Prof. Pankaj Priya – The Hans India (Print & Online)

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Article: University Township: A New Paradigm for Integrated Higher Education-Employability-Enterprise Ecosystem- Prof. Pankaj Priya						
Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	9.02.2026	The Hans India	9	National	78,000	1,08,650
TOTAL					78,000	1,08,650

University Township: A new paradigm for integrated higher education-employability-enterprise ecosystem

Budget 2026-27's proposal for five university townships aims to create integrated education-industry ecosystems that can finally deliver a job-ready workforce

PROF PANKAJ PRIYA

One of the bold moves in Budget 2026-27 has been the proposal to set up five University Townships across India. This marks a departure from the traditional approach of establishing new institutes, expanding intake in existing universities, or creating education parks to cater to the ever-expanding needs of a young population. Earlier approaches largely focused on increasing academic capacity and producing educated professionals, often misaligned with the specific requirements of industry. Though some academic institutions have collaborated with industry to create Centres of Excellence in niche domains, the majority of industry players have not been equally forthcoming. Internships are frequently viewed either as obligatory CSR activities or as sources of free supplementary labour rather than as structured mentoring opportunities to build a skilled workforce.

The lack of mentoring stems from several factors: the investment required for skill-based training, obsolete syllabi in many institutions that make it difficult for students to appreciate modern tools and techniques, low commitment



among graduates to remain long with one employer, and the prevailing belief that producing a skilled workforce is primarily the responsibility of academia. However, the objective of academia is to provide conceptual grounding, stimulate curiosity, inculcate an entrepreneurial mindset, and equip learners with analytical tools to address real-world challenges. Real-life exposure, which helps learners understand industry problems and develop higher-order skills, can only be effectively provided by industry.

The development of a complete ecosystem, as envisaged in the current budget, combining multidisciplinary education with continuous industry exposure throughout a student's academic journey, could offer a viable solution. Such an approach would create a job-ready workforce that industry increasingly seeks. However, the success of this endeavour depends on bringing the major stakeholders—industry, academia, and learners—on board. Since the proposed university townships are expected to be located near industrial hubs and corridors, organisations in these regions are presumed to work closely with academic institutions

to produce employment-ready graduates. Yet several questions remain. Which industries will participate in this ecosystem? Will the government establish clear guidelines for industry engagement in skilling exposure, access to advanced laboratories, and modern software systems. Academic institutions should encourage faculty participation in industry through short-term training programmes, collaborative research, and consultancy assignments. Such engagements can generate research findings that are directly applicable to industry rather than remaining confined to



publications. Curricula should also incorporate live industry projects across courses, with student performance evaluated jointly by academic faculty and industry mentors. Learners, the third stakeholder, must also play their role. Students seeking suitable employment should approach internships sincerely, aiming to build expertise in a focused domain rather than frequently changing roles. A focused approach will help them evolve into highly skilled professionals sought after by specific industries, while also encouraging organisations to invest in their long-term development. Educational institutions and families should reinforce the understanding that career growth is a long-term journey, not a short sprint.

While the government has initiated the creation of an integrated economic-academic ecosystem, it must ensure participation from industries across the spectrum, including traditional manufacturing and engineering firms, and formulate clear policies defining stakeholder roles. Ultimately, the success of this initiative depends on the committed participation of all stakeholders in achieving the shared vision of a Viksit Bharat.

(The author is Deputy Director & Dean Academics, Birla Institute of Management Technology (BIMTECH))

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Article: University Township: A New Paradigm for Integrated Higher Education–Employability–Enterprise Ecosystem- Prof. Pankaj Priya				
Sr. No.	Publication	Link	Reach	PR Value
1	The Hans India	https://www.thehansindia.com/hans/young-hans/university-township-a-new-paradigm-for-integrated-higher-education-employability-enterprise-ecosystem-1046809	1.5M	-
TOTAL			1.5M	-

THE Hans India

English Daily

University Township: A new paradigm for integrated higher education- employability enterprise ecosystem



By Prof Pankaj Priya



One of the bold moves in Budget 2026–27 has been the proposal to set up five University Townships across India. This marks a departure from the traditional approach of establishing new institutes, expanding intake in existing universities, or creating education parks to cater to the ever-expanding needs of a young population. Earlier approaches largely focused on increasing academic capacity and producing educated professionals, often misaligned with the specific requirements of industry. Though some academic institutions have collaborated with industry to create Centres of Excellence in niche domains, the majority of industry players have not been equally forthcoming. Internships are frequently viewed either as obligatory CSR activities or as sources of free supplementary labour rather than as structured mentoring opportunities to build a skilled workforce.



Article: When stock markets grow, do bank deposits shrink? New evidence says it depends- Prof. Nikhil Srivastava – Money Control

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Article: When stock markets grow, do bank deposits shrink? New evidence says it depends- Prof. Nikhil Srivastava

Sr. No.	Publication	Link	Reach	PR Value
1	Money Control	https://www.moneycontrol.com/news/opinion/when-stock-markets-grow-do-bank-deposits-shrink-new-evidence-says-it-depends-13832297.html	64M	3,82,800
TOTAL			64M	3,82,800

<https://www.moneycontrol.com/news/opinion/when-stock-markets-grow-do-bank-deposits-shrink-new-evidence-says-it-depends-13832297.html>

moneycontrol

OPINION | When stock markets grow, do bank deposits shrink? New evidence says it depends

Analysis of data from 122 countries shows that more sophisticated the financial system and greater the institutional strength, bank deposits and financial markets can grow together

— NIKHIL SRIVASTAVA DAVID TRIPE MAMIZA HAQ MUI KUEN YUEN |
FEBRUARY 17, 2024 / 16:01 IST



Household savings have long been the backbone for credit creation and economic growth. These household savings are channeled through various financial institutions such as banks, financial markets, and insurance companies. Among them, banks and financial markets offer households alternative avenues to save and invest, differing in liquidity, interest rates, yields, safety, and accessibility.



Article: It takes he(art) to transform education: Why NEP 2020 needs the power of the 64 lakhs - Prof. Saloni Sinha – ET Govt.

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Article: It takes he(art) to transform education: Why NEP 2020 needs the power of the 64 lakhs - Prof. Saloni Sinha				
Sr. No.	Publication	Link	Reach	PR Value
1	ET Govt.	https://government.economictimes.indiatimes.com/blog/embracing-the-64-kalas-enhancing-education-with-nep-2020/128718398?utm_source=latest_news&utm_medium=homepage	12M	2,75,000
TOTAL			12M	2,75,000

https://government.economictimes.indiatimes.com/blog/embracing-the-64-kalas-enhancing-education-with-nep-2020/128718398?utm_source=latest_news&utm_medium=homepage

ET Government

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It takes he(art) to transform education: Why NEP 2020 needs the power of the 64 kalas



Saloni Sinha · ETGovernment

Published On Feb 23, 2026 at 08:03 PM IST



Kaviguru's Dream: Reviving Rabindranath Tagore's vision of learning through nature and the arts.

Kaviguru Rabindranath Tagore, litterateur and Nobel laureate, a pioneer in globalizing art based education founded Santiniketan and Visva Bharati University, an embodiment of Tagore's vision of 'the world would

form a single nest' and 'the communion of the world with India' which emphasised that education should ensure "holistic development of an individual who is empowered towards harmonious adjustment to reality".



Event: HBL Celebration Corporate Quiz – The Hindu
Business Line (Print)

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Event- HBL Celebration Corporate Quiz						
Sr. No.	Date	Publication	Page No.	Edition	Circulation	EIV
1	16.02.2026	The Hindu Business Line	10	National	6,40,500	8,90,755
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Calvin Christ wins New Delhi round of *bl* Cerebration Corporate Quiz 2026

Our Bureau
New Delhi

Calvin Christ from Mastercard emerged as the winner of the New Delhi regional round of *The Hindu businessline* Cerebration Corporate Quiz 2026.

The regional finale of the 22nd edition of India's marquee corporate quizzing championship was held on February 15 at the Birla Institute of Management Technology (BIMTECH), Greater Noida.

After four rounds of quizzing, Christ outperformed five other finalists to secure the top honours. The on-ground regional final was conducted by quizmaster Venkatesh Srinivasan, popularly known as 'Venky' in quizzing circles.

The 2026 edition of the Cerebration Corporate Quiz is conducted in a hybrid format this year, commencing with virtual preliminar-



TOP HONOURS. Calvin Christ, winner of the New Delhi regional round, with Dr Prabina Rajib, Director, BIMTECH

ies, followed by on-ground regional finals across six cities, and culminating in the national finale on February 21, 2026.

NATIONAL TITLE

Winners from each regional round will compete for the coveted national title.

The prize money remains substantial, with cash awards of ₹75,000 for the winner, ₹50,000 for the runner-up and ₹25,000 for the

second runner-up.

The remaining regional final is scheduled to be held in Mumbai on February 21, along with the national finals at the BSE.

The Hindu businessline Cerebration Corporate Quiz 2026 is presented by Title Partner JK Tyre, powered by IndianOil Corporation Ltd, in association with the BSE. The associate partner for the event is the Central Bank of India.



The regional venue partners include MOP Vaishnav College for Women, Chennai; Institute of Public Enterprise, Hyderabad; St Teresa's College, Ernakulam; Kristu Jayanti Deemed to be University, Bengaluru; and BIMTECH, Greater Noida, Delhi.

The gift partner for the event is Nexus Gifting Solutions and the quiz partner is NEXUS. Viewers can relive the excitement of the New Delhi regional round by watching the quiz at: thbl.news/BLQNDMSM