DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY, MESRA

INDIA TOWARDS A NEW DAWN

MANAGE - A - BIT

REDEFINING SPHERES OF MANAGEMENT

ISSUE II VOLUME IV

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DEPARTMENT VISION & MISSION

The Department of Management was established in the year 1979 with the aim of serving the growing need for qualified professionals who could harness the resources of the country to achieve its development goals. The department has continuously strived to achieve this aim by maintaining the highest standards in the Post Graduate (MBA) and Doctoral Programmes offered by it since its inception.

The vision of the department today is to be recognized as a front runner in Management education in the country in consonance with the social, economic, and ecological environment while striving to contribute to nation-building through excellence in research and development activities.

The department follows the philosophy of Outcome-Based Education. Therefore, the teaching-learning process is student-centric. The pedagogy is practical, hands-on, and real-time. Case studies, Problem Solving Exercises, Role- Plays, Management Games, and Presentations are extensively used. The curriculum is planned to facilitate learning in theory and practice of all aspects of the discipline of management, ensuring the achievement of predefined learning outcomes.

Mission

- To educate students at Post Graduate and Doctoral level to perform challenging managerial jobs in the industry as a leader and achieve excellence as Entrepreneurs and Researchers.
- To provide excellent research and development facilities for faculty and students to undertake pathbreaking theoretical and applied research.
- To build national capabilities in management education and research in emerging areas.
- To uphold the values of Personal Integrity and Social Responsibility in all our decisions.

Vision

To be recognized as a frontrunner in Management education in the country in consonance with the social, economic, and ecological environment while striving to contribute to nation-building through excellence in research and development activities.

FROM THE HOD's DESK

As the Head of the Department of Management, it is my privilege to lead an institution that has, since 1979, shaped generations of capable managers, entrepreneurs, and researchers. It gives me immense pride to see our alumni holding leadership positions across the globe, in the corporate world, in business, and in academia. The department inculcates values that guide students in assimilating knowledge and wisdom throughout their lives and careers. Our aim is to bring out the potential in every student through the right guidance, transforming them into 'Future-ready Managers' capable of facing all kinds of challenges.

The Department believes in imparting management education that offers distinct experience and exposure, preparing value-based leaders who can contribute to the growth and development of the Indian and global economy. Over the years, it has grown to be counted among the leading management institutions in India, and it continues to aspire for greater academic excellence in research and teaching, blending theory and practice with a strong research orientation.

Nation-building requires institutions to produce graduates with depth and excellence in their subject areas and the ability to solve problems that cross disciplinary boundaries. Such graduates become the finest brand ambassadors of the department.

Backed by BIT Mesra's strong legacy, sound governance, committed faculty, and robust systems, we remain dedicated to taking the Department to the highest levels of excellence. We will continue to explore new avenues, create opportunities, and build a reputation for quality in business education by staying abreast of the latest practices, research, and technologies, and by engaging innovatively with all our stakeholders to set new benchmarks.

To my dear students, I say: believe in yourself and reach for the skies. You can, and you will.

Prof. (Dr.) Utpal Baul
Head, Department of Management
Birla Institute of Technology, Mesra

FROM THE EDITOR's DESK

With the new year's dawn, we find ourselves filled with fresh aspirations and a palette of vibrant possibilities, ready to usher in the upcoming year with novel resolutions. In adherence to our customary practices, it brings us great joy to introduce Volume IV, Issue II of MANAGE-A BIT. Within these pages, the readers will discover a captivating narrative that unfolds the dynamic activities of the Department of Management at BIT Mesra.

This edition of our magazine, themed "India: Towards a New Dawn", serves as a testament to the indomitable spirit of our country, showcasing the myriad ways in which we are breaking barriers, embracing change, and forging a path toward progress. We present a magazine that encapsulates the spirit of India's inexorable rise on the global stage. As we navigate the complex landscape of global dynamics, this magazine aims to be a beacon of insight, shedding light on the integral role India plays in the evolving narrative of international affairs.

I genuinely trust that our esteemed readers will discover this issue to be both captivating and enlightening. I would like to extend my sincere appreciation to the editorial team for their invaluable contributions.

STUDENT CLUBS

Students Activity Forum (SAF)

A successful management programme relies on the actual application of theoretical knowledge, and SAF helps to accomplish this. The group plans numerous creative extracurricular, intra-college and intercollege events all year long. It gives students a platform to learn how to address management problems practically.

The Academic Forum (TAF)

In collaboration with the faculty, the Academic Forum continues to organise various activities throughout the year to enhance classroom learning and complement the course objectives. These activities include industrial visits, guest speakers, panel discussions, technical skill development workshops, soft skill training programmes, and pre-placement training.

Team Media & PR

A new student body was created with the goal of connecting with our alumni and building a platform where everyone can join us. The responsibility of Media & PR includes managing long-lasting relationships with alumni and the department's liaison work, as well as the quarterly publishing of the departmental newsletter and magazine and the creation of a platform where everyone may participate. Its duties include managing the department's website and social media accounts, as well as developing the department's brand image.

Team Sustainability

Professionalism infused with humility. This is what makes a successful leader. And thus, Team Sustainability came into existence with its motto to infuse humility into the budding manger through various activities that it plans out to uphold the essence of CSR in professional way. IT was associated with prestigious UNESCO MGIEP DICE program this year.

Departmental Placement Unit

It is an endeavour to create a self-assured aspirant and serves as a spark to help pupils get ready for a full-time career. To prepare applicants for placement, DPU offers a variety of training.

India Towards a New Dawn

"India Towards a New Dawn" is a testament to the resilience, innovation, and unwavering spirit that define India's pursuit of a brighter tomorrow. In recent years, the country which has a population of more than a billion has seen a surge in economic growth and now ranks as the world's fifth-largest economy by GDP. As we stand at the crossroads of a rapidly evolving global landscape, it is undeniable that India has emerged as a key player, holding the potential to either make or break the balance of power.

India assumed the G20 Presidency. Since then, it utilized every moment to reflect, recommit, and rejuvenate the spirit of 'Vasudhaiva Kutumbakam, 'One Earth, One Family, One Future'. In the past few years, the global landscape grappled with multifaceted challenges: recovery from the COVID-19 pandemic, looming climate threats, financial instability, and debt distress in developing nations, all amid declining multilateralism. Amid conflicts and competition, development cooperation suffered, impeding progress. Assuming the G20 Chair, India sought to offer the world an alternative to the status quo, a shift from a GDP-centric to human-centric progress.

The Government of India launched an ambitious program of regulatory reforms aimed at making an effort to create a more business-friendly environment. In recent years, India has experienced remarkable economic growth, fueled by a burgeoning population, a tech-savvy workforce, and a commitment to innovation. The nation's embrace of digital technology has catapulted it into the forefront of the global information technology revolution and created a vibrant ecosystem for start-ups and entrepreneurship.

As India stands on the precipice of unprecedented growth, the decisions made today will undoubtedly reverberate across borders, influencing the destiny of nations and the global economic order. It is indeed the beginning of a new era where India is aspiring to be a great power and assert its growing power internationally.

Evolution 2023

"Opportunities don't happen, you create them."
- Chris Grosser

The Department of Management, BIT Mesra organized Evolution'23 for the MBA 2022-24 batch on June 18, 2023, with a primary focus on unlocking the potential of internships. Dr. Sharadha Shivani, Head of the Department at BIT Mesra, delivered the welcome address, emphasizing the significance of the internship period and encouraging students to utilize this time for upcoming campus placements.

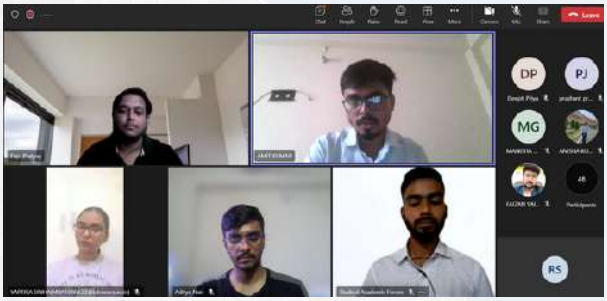
The event commenced with a keynote address from Miss Deepti Priya, an Associate Consultant at EY, who shared insights into EY's open space culture and stressed the importance of networking. Deepti provided crucial tips, including building skills such as Excel, MS Suite, Power BI, and MYSQL during internships. She also recommended active participation in departmental activities to enhance time and crisis management techniques.

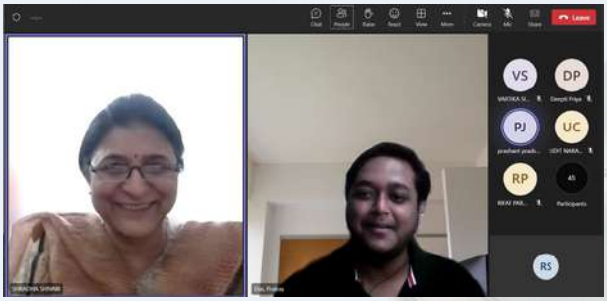
Amit Kumar, another Associate Consultant at EY, served as the second keynote speaker, emphasizing the importance of internships as valuable exposure to professional life. Amit advised students to approach their internships with enthusiasm, not only gaining knowledge but also contributing valuable insights to the company. He highlighted the importance of maintaining a comprehensive report of internship learnings.

Mr. Aditya Nair, set to become an Assistant Manager at IDBI Bank, was the third keynote speaker, offering tips on tailoring CVs to match specific companies and domains. Aditya stressed the importance of following guidelines while creating reports and urged students to use this time to acquire additional skills, such as learning Python.

The final speaker, Mr. Pratyay Das, an Analytics Analyst at Accenture, shared his internship experience at Hindustan Coca Cola Beverages Pvt. Limited. He encouraged students to network, communicate freely, and avoid hesitancy in the workplace. He advised maintaining a proper timeline for projects, solving diverse problems, and leaving a positive impact wherever they go. Das also emphasized crafting concise and truthful CVs, urging students not to include skills they do not possess. In conclusion, he reminded students to not only learn but also enjoy their internship period.

The event concluded with a Q&A session, where students had the opportunity to address queries to all the speakers. Evolution'23 provided valuable insights for students aiming to maximize the benefits of their internship experiences.With their guidance we learned how to embrace challenges, seize opportunities and cultivate meaningful connections.





UDGAM 2023

"Udgam," the pre-orientation program meticulously orchestrated by the Department of Management, Birla Institute of Technology, Mesra, ushered in a wave of new beginnings for the incoming batch of 2023-25. This initiative aimed to provide a comprehensive overview of the upcoming course curriculum, offering students a glimpse into the exciting journey that lay ahead. Throughout the carefully curated sessions, students were not only introduced to the intricacies of the management program but were also adeptly guided through potential challenges they might encounter. The program fostered an environment where academic expectations were elucidated, and a spotlight was cast on the promising future prospects that awaited them upon completion of the MBA program.

Distinguished alumni and esteemed professors played pivotal roles during these sessions, sharing invaluable insights into the real-world applications of their learnings and experiences. The confluence of wisdom from those who have traversed similar paths served as a beacon, illuminating the roadmap for success in the dynamic field of management.

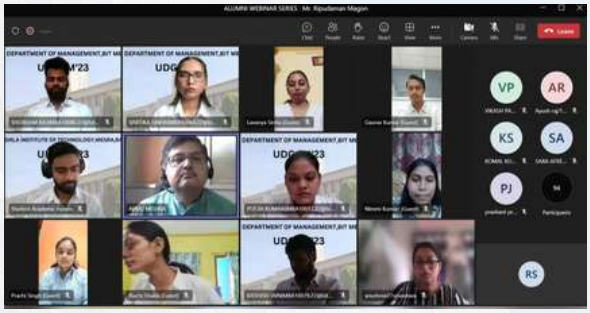
UDGAM 2023 Day 1

The Department of Management, Birla Institute of Technology, Mesra orchestrated a comprehensive series of illuminating alumni webinar sessions, meticulously curated for the incoming batch of MBA students set to embark on their academic journey from 2023 to 2025. The auspicious 8th of July 2023 marked the commencement of this enriching initiative. The first captivating webinar was organized featuring Mr. Ripudaman Magon, a distinguished alumnus hailing from the 1989-91 batch and currently holding the position of Director at Natural Group and ConServe Infotech (P) Ltd. As the session unfolded, Mr. Magon intricately traced the trajectory of his journey from the hallowed halls of the college to the dynamic landscape of the corporate world. His narrative was not merely a chronicle of personal accomplishments but a poignant testament to the pivotal role played by alumni in guiding and inspiring future generations.

During the insightful discourse, Mr. Magon underscored the profound significance of relentlessly pursuing one's dreams and fostering a commitment to continuous learning. He illuminated the audience on the invaluable insights that can be gleaned from diverse sources, emphasizing the transformative power of knowledge acquired through varied experiences. A cornerstone of his advice centered on the cultivation of openness—a mindset that remains receptive to new opportunities and diverse perspectives, a trait he credited for his own success.

In the realm of professional wisdom, Mr. Magon expounded upon the catalytic role of innovation in shaping and propelling one's career. He elucidated on the strategic importance of embracing innovation as a driving force, unleashing its potential to foster growth and navigate the ever-evolving landscapes of business and technology.
Beyond the discourse, Mr. Magon generously shared his vision for the incoming batch, outlining specific projects that would benefit from his mentorship and support. This collaborative initiative

between the seasoned alumnus and the aspiring minds of the new batch promised to be a synergistic endeavor, marrying experience with enthusiasm.The webinar, therefore, served as an enlightening platform for the nascent batch, offering them not only a glimpse into the illustrious journey of an esteemed alumnus but also furnishing them with invaluable pearls of wisdom.



UDGAM 2023 Day 2

The spotlight of the second day of alumni webinar series shone brightly on Mr. Raj Vardhan, an illustrious alumnus from the batch of 1989-91, whose professional trajectory has led him to the esteemed position of an independent director at McLeod Russel India Limited. Dr. Mishra's introduction paved the way for Mr. Vardhan to share his reflective journey, weaving a narrative that artfully intertwined his formative years at the institute with the subsequent chapters of his corporate odyssey. In doing so, he unfolded a tapestry of experiences, demonstrating how the values, traditions, and spirit of the educational institution were not mere facets of his past but living elements that continued to shape and guide his career.

The narrative unfolded as Mr. Vardhan generously shared anecdotes and pivotal moments from his extensive corporate journey. His address, beyond being a mere recollection of achievements, became a repository of invaluable lessons drawn from the dynamic realm of business. These insights, gleaned from the crucible of real-world challenges, became a reservoir of wisdom for the eager minds of the new MBA aspirants.

Following this enriching address, the session seamlessly transitioned into a vibrant question-and-answer segment, where Mr. Vardhan wholeheartedly engaged with the inquisitive minds of the emerging MBA cohort. This interactive dialogue not only addressed specific doubts and queries but also fostered a dynamic exchange of ideas, allowing the aspiring students to glean nuanced perspectives on the intricacies of both academia and the professional landscape they were poised to navigate.
The alumni webinar session emerged as more than a mere virtual gathering; it served as a transformative platform for the new MBA batch. The narratives shared by accomplished professionals like Mr. Raj Vardhan transcended conventional wisdom, serving as beacons of inspiration and pragmatic guidance.

The session became a conduit for the transfer of not only knowledge but also motivation, equipping the aspiring minds with the foresight and resilience essential for their forthcoming academic and professional pursuits. In essence, the living legacy of the institution found vibrant expression through the stories and insights of its distinguished alumni, leaving an indelible imprint on the tapestry of the new MBA batch's educational journey.

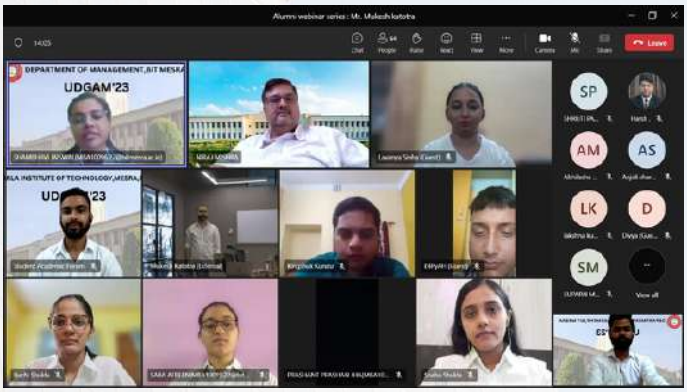
UDGAM 2023 Day 3

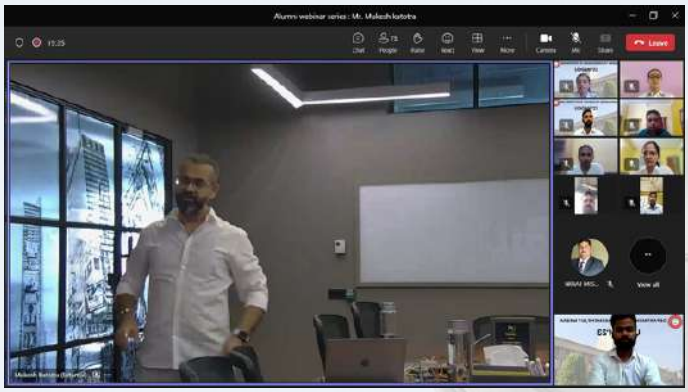
"Alumni is a role model, inspiring future generations to strive for excellence and success."

On 23rd July, 2023 the Department of Management, Birla Institute of Technology, Mesra hosted a delightful webinar featuring Mr. Mukesh Katotra an illustrious alumnus hailing from the MBA batch of 2011-13. He is currently the co-founder and director of Jamie Oliver Restaurant Group India.
In the riveting session, he skillfully guided the incoming batch through the intriguing narrative of his life, weaving a tale that began with humble origins and unfolded into a compelling journey of entrepreneurial pursuits. His storytelling prowess captivated the aspiring MBA students, painting a vivid picture of the evolution from modest beginnings to ambitious business ventures.

The core tenets of successful entrepreneurship, as elucidated by him, were articulated through the ABC and XYZ framework. Ambition, Bravery, and Creativity formed the foundational ABC elements, underscoring the importance of these qualities in the entrepreneurial landscape. Complementing these were the XYZ factors - Xenodochial traits, promoting a welcoming and hospitable demeanor. Youthfulness, fostering a dynamic and innovative mindset, and an unwavering urge to reach new Zenith, reflecting a commitment to continuous improvement.

Throughout his discourse, he placed particular emphasis on the critical components of a thriving entrepreneurial journey. A clear vision, innovative ideas, and unwavering dedication emerged as the cornerstones of success.
In conclusion, the motivational impact of Mr. Katotra's words lingered, inspiring the audience to pursue their goals with unwavering fervor. Aspiring MBA students left the session armed with not just theoretical knowledge but a profound understanding of the practical elements that define and drive successful entrepreneurship in the competitive landscape.





UDGAM 2023 Day 4

The department consistently invites pertinent industry specialists to the institute, enriching the comprehensive knowledge base of aspiring managers and entrepreneurs. On 30th July 2023 ,the department of management featured Mr.Pritam Pritu for the fourth session of alumni webinar series. He is currently working as the Global IC CoC Leader,for IBM Japan.

In the prodigious session,the speaker masterfully guided the audience that creating a work-driven routine on time is essential for success. Innovation and technological skills are highly valued in the work culture, making it crucial for professionals to stay abreast of advancements.
Additionally, he addressed proficiency in a second language as a significant asset. He elaborated on the second language proficiency and how it has helped those seeking to enhance their skills, with numerous opportunities for professional growth.

He further stated that one should always be ready to adapt to a technological environment as it is the future. In conclusion, he suggested, pursuing a good career demands a commitment to a robust work routine, continuous skill development and willingness. Those who thrive in the environment can find themselves in a rewarding and innovative work culture, contributing to technology and business.

UDGAM 2023 (Orientation Day)

Embarking on the college journey, new students often grapple with a myriad of uncertainties, triggering a sense of anxiety. Recognizing the profound impact of these unknowns, the Department of Management at Birla Institute of Technology, Mesra, took proactive measures by organizing a meticulously designed Orientation Program. This program served as a compass, aimed at not only alleviating the apprehensions but also paving the way for a smooth transition into the academic realm.

Anticipating the multifaceted challenges that accompany the initiation of the college experience, the department orchestrated an engaging series of events under the Udgam'23 Webinar Series. These virtual sessions, held prior to the formal commencement of classes, offered a platform for students to virtually connect, garner insights, and initiate a sense of camaraderie with their peers.

The pinnacle of this preparatory phase unfolded during the first physical interaction on the 1st of August, 2023. This marked a significant milestone as students transitioned from virtual to face-to-face interactions. The physical orientation not only facilitated introductions but also provided a tangible sense of belonging, bridging the gap between the digital and real-world college experience.

The proceedings commenced with a solemn institutional prayer, setting a harmonious tone for the occasion. Dr. Shraddha Shivani, the Head of the Department of Management, extended a warm welcome through an insightful address. In addition to articulating the department's mission, vision, and historical background, Dr. Shivani instilled a sense of pride and deeper understanding among the eager students.

The stage then welcomed Dr. Nisha Gupta, the esteemed Dean of Postgraduate Studies at Birla Institute of Technology, Mesra, who enlightened the gathering about the institution's comprehensive curriculum. She also delved into the details of newly launched schemes designed to foster excellence among the students.
A pivotal moment unfolded during the faculty introduction session, where distinguished members of the faculty left an indelible impression on the new batch. Their words served as inspiration, encouraging the students to recognize and embrace their inherent potential as they embarked on their academic journey.

The event further gained distinction with the esteemed presence of Dr. S. Shadab Hassan, founder and Ex-Director of H.H High School, Brambe, currently serving as a distinguished faculty member in the humanities department at IIIT Ranchi. Additionally, Mr. Pratyay Das, an Analytics Analyst at Accenture, graced the occasion as a keynote speaker.

UDGAM 2023 (Orientation Day)

Dr. Hassan commenced his address with a thought-provoking sentiment, emphasizing that one's origin is inconsequential; what truly matters is the destination one aspires to reach. Drawing from his personal journey, Dr. Hassan shared invaluable insights with the incoming batch, particularly emphasizing the importance of communication skills.

He urged students to persevere in the face of setbacks, drawing on his experiences in education for underprivileged children. Dr. Hassan encouraged them to showcase their talents, understand their strengths, and take ownership of their actions.

On the other hand, Mr. Pratyay Das provided a glimpse into his journey from college to corporate, shedding light on various opportunities and career paths in the fields of finance and analytics. He emphasized the importance of acquiring skills that set individuals apart from their peers.

The session was not only intellectually enriching but also culturally vibrant, with the new batch presenting lively cultural performances. Overall, 'UDGAM'23' marked a significant beginning for the MBA students, blending wisdom, inspiration, and cultural festivities to set the stage for a transformative academic journey.

BATCH REUNION (1996-98)

Time, the master carver, shapes faces, and weaves silver strands into young one's hair.Yet, beneath the patina of years, something remains unblemished: the spirit of unity created in the furnace of shared struggles and victories. This was evident from 12th-14th August, 2023 when the amazing MBA Class of 1996–98 from the Department of Management, Birla Institute of Technology, Mesra got together to commemorate 25 years of their incredible journey.

Returning to the well-known corridors of BIT felt like putting on a well-worn jacket—comfortable, recognisable, and full of memories. Classrooms rang with memories of lectures, old haunts murmured forgotten jokes, and hallways rang with the contagious laughter that characterized their days.

Like a well-aged wine, reunion stories grew more complex with each passing moment. The air filled with the pleasant perfume of achievement, stories of late-night study sessions driven by ambition of nervously excited presentations, and of friendships tempered by academic fire. A vivid picture of a class that dared to dream and triumph was drawn by each narrative, which was like a brushstroke on the canvas of a shared past.

But it was more than just remembering the past at the reunion. It was an ode to the present and a tribute to the seeds planted during those early years. A room full of accomplished people, from CEOs of global firms to entrepreneurs forming the future, hummed with excitement. very classmate served as an inspiration to the generations that followed and a proof of the life-changing potential of the experience. They gave each other embraces, pledged to stay in touch, and felt like they belonged again. They departed as a family united by the unseen threads of accomplishment and nostalgia, not just as classmates.

The MBA Class of 1996–98 left a lasting legacy in the lives they impacted and the paths they forged, in addition to the BIT Mesra annals. Their reunion served as a poignant reminder that friendships created in the crucible of adolescence may endure the ages and inspire the next generation to set lofty goals, put in great effort, and make a lasting impact on the world. One thing was certain as they left those well-known hallways: the spirit of this exceptional class would live on in the halls of BIT Mesra, a tribute to the enduring strength of success and camaraderie.

GUEST LECTURE

On 23rd August, 2023 the Department of Management, Birla Institute of Technology, Mesra hosted an enlightening guest lecture featuring professor Dr. Abhishek from IMT Ghaziabad. The erudite Professor shared invaluable insights on "Brand Building through Influencer Marketing", offering students a unique opportunity for intellectual enrichment.

During the lecture, Dr. Abhishek, a distinguished authority in the field, navigated the complexities of leveraging the influencers in the contemporary landscape of brand development.

The session proved to be a symbiotic blend of academic knowledge and real-world expertise, exemplifying the crucial link between academia and industry. Students, akin to knowledge seekers, witnessed a paradigm shift in their understanding of brand strategies through the practical lens of influencer marketing. The engaged audience , composed of enthusiastic students, actively participated in the discourse, contributing to a dynamic exchange of ideas.

The event's significance lies in its transformative impact, molding adept minds with cognitive acumen necessary for navigating the intricate terrain of modern business dynamics. Teachings of the professor served as a crucible where theoretical erudition melded seamlessly with experiential wisdom, leaving an indelible mark on the attendee's intellectual journey.

In Conclusion , the lecture was encouraged as a pivotal moment, immortalizing an opportunity not just seized but embraced – an occasion where theoretical insights and practical wisdom converged to shape future leaders versed in the art and science of brand dynamics and influencer orchestration.

INTERNATIONAL LITERACY DAY

On the significant occasion of International Literacy Day, Team Sustainability at the Department of Management, Birla Institute of Technology, Mesra, organized a virtual event on September 8, 2023. The webinar, themed "Lifelong Learning & Skill Enhancement Under NEP 2020" took center stage, featuring the distinguished guest speaker Professor Rajesh from the Department of Adult & Continuing Education and Extension at the University of Delhi. His presence infused the event with inspiration and knowledge.

Prof. Rajesh delved into the core of the New Education Policy (NEP) 2020, shedding light on its transformative objectives from primary to higher education. He highlighted the shift towards continuous and comprehensive evaluation, replacing traditional summative assessments. Moreover, he underscored key policy initiatives, including the integration of vocational education into the mainstream, the introduction of a flexible four-year undergraduate program, and reforms in teacher education to ensure quality training and continuous professional development.

A focal point of Prof. Rajesh's discourse was the pivotal role of technology in education. He articulated the significance of incorporating advanced learning techniques into the curriculum. His insights emphasized the need to develop specific skills alongside academic knowledge, advocating for the integration of virtual reality, online simulations, and collaborative platforms that foster interactive and engaging learning experiences

The speaker articulated strategies and approaches aimed at enhancing learning and skill development. Professor Rajesh advocated for a curriculum designed to nurture specific skills, leveraging technologies such as virtual reality and online simulations. He also stressed the importance of collaborative learning environments, where students collaborate on projects, share ideas, and learn collectively.
In his presentation, Professor Rajesh underscored the relevance of advanced digital literacy, advocating for proficiency in using technology for communication, collaboration, and problem-solving. The event served as a source of inspiration, fostering a deeper understanding of the transformative possibilities within education under the ambit of NEP 2020. His insight focused on advanced digital literacy. We were thrilled to have Prof. Rajesh as our guest speaker, and we look forward to an enriching and inspiring event.

QUIZZARD 2023

In the pursuit of knowledge and excellence, every challenge becomes an opportunity for growth."

The Department of Management, Birla Institute of Technology, Mesra organized a gripping business quiz competition "Quizzard" on 13th September, 2023. This intellectually charged event brought together the bright minds of both the Mesra as well as the Lalpur Extension campus.
The event commenced with an invigorating and reassuring discourse by Dr. Shradha Shivani, the esteemed Head of the Department of Management, Assistant Professors Dr. Sujata Priyambada Dash, Dr. Rohini Jha and Dr. R N Bhagat. Their words of encouragement set a positive tone, motivating the students as they prepared to embark on the competition, a test of their knowledge and acumen in various aspects of the business world.

Quizzard was meticulously crafted to challenge participant's understanding of recent business trends, advertising strategies, iconic brand logos, and emerging startups. Divided into two segments, the Prelims and Finale, the competition covered a wide array of topics, including current affairs in the business realm, general awareness, entrepreneurial ventures, innovative practices, and the latest advancements in various industries.

Students eagerly embraced the challenge, demonstrating their intellectual prowess and quick thinking by swiftly responding to the diverse range of questions posed to them. Their enthusiastic participation underscored their dedication to their knowledge and skills in the dynamic field of business.
Among the participants, the top five performers emerged victorious, earning the coveted opportunity to advance to the final round of the competition. Their success not only showcased their individual excellence but also served as a testament to the rigorous academic environment fostered by the Department of Management. Throughout the event, a palpable sense of excitement and camaraderie filled the air, with students actively engaging in healthy competition and collaborative learning. The Quizzard competition served as a platform for students to showcase their talents, expand their horizons, and further their understanding of the multifaceted world of business.

After a thrilling competition, Team Meteor emerged as the champion, Team Learners as the first-runner up followed by Team A3M as the second-runner up. The competition was marked by an atmosphere of enthusiasm, intellectual curiosity, and a shared commitment to academic excellence, reflecting the vibrant spirit of learning nurtured within the Department of Management, Birla Institute of Technology, Mesra.

NAV DISHA 2023 (Day 1)

The evolution of LPG in India signifies the nation's progressive march towards sustainable development. LPG marketing in the country has demonstrated a steadfast upward trajectory in consumption, characterized by a commitment to excellence in service delivery and an unwavering dedication to the overarching goals of national development. The Department of Management, Birla Institute of Technology, Mesra orchestrated a dynamic and insightful Management Development Program titled "NAV DISHA - LPG Dealer Training Program" in partnership with the Indian Oil Corporation Limited (IOCL) on September 26th and 27th, 2023. This collaborative effort aimed to empower LPG distributors with comprehensive knowledge and strategic insights to navigate through the evolving challenges of their industry.

Distinguished experts from various domains served as resource persons for the program, offering a wealth of experience and expertise to the participants. Among these luminaries were Mr. Sameer Sinha, the Divisional Sales Head (LPG-S) in Ranchi; Mr. Sourav Chandra, the GM LPG at the Bihar State Office; and Mr. Tarun Kumar and Mr. Aditya Tiga, Managers at LPGS, IOCL Ranchi. Additionally, it included academic specialists such as Prof. (Dr.) Taposh Ghosal and Prof. (Dr.) Niraj Mishra (Assistant Professor) Birla Institute of Technology, Mesra contributed their scholarly insights to enrich the program.

The inaugural session, led by Mr. Sameer Sinha, provided a comprehensive overview of the LPG Training program, elucidating the journey from distributorship to dealership. Prof. (Dr.) Taposh Ghosal, renowned for his expertise in management sciences, delved into the nuances of self-management and development, essential skills in today's rapidly evolving business landscape. Mr. Sourav Chandra conducted an engaging keynote session, offering invaluable insights to the participants.

NAV DISHA 2023 (Day 2)

Prof. (Dr.) Taposh Ghosal further enlightened the audience about the pivotal role of customer orientation and corporate social responsibility (CSR) in business success, emphasizing their significance in fostering long-term sustainability and brand loyalty. The first day of the program culminated in a stimulating discussion session, fostering collaborative learning and knowledge exchange among the participants.

The second day commenced with an illuminating discourse by Prof. (Dr.) Niraj Mishra on "Best Sales Practices," providing participants with actionable strategies to enhance their sales performance. Dr. Shradha Shivani, Head of the Department of Management, BIT Mesra, led a captivating session on "Brand Management," highlighting the importance of brand building and internal marketing strategies for LPG distributors.

The program concluded with a keynote session and heartfelt farewell speech by Mr. Tarun Kumar and Mr. Aditya Tiga, shedding light on innovative initiatives aimed at leveraging technology to enhance customer experiences. The Management Development Program not only equipped LPG distributors with practical insights and strategic tools but also fostered a collaborative environment conducive to ongoing learning and professional growth.

The "NAV DISHA - LPG Dealer Training Program" organized by the Department of Management at BIT Mesra in collaboration with the Indian Oil Corporation Limited (IOCL) proved to be an invaluable platform for LPG distributors to enhance their knowledge, skills, and strategic insights. Through engaging sessions led by industry experts and esteemed academics, participants gained profound insights into various aspects of business management, including sales practices, brand management, customer orientation, and corporate social responsibility. The program not only provided practical tools and strategies for navigating the complexities of the industry but also fostered a collaborative environment for learning and knowledge exchange. As the event drew to a close, participants left with newfound inspiration, equipped to tackle challenges and pursue excellence in their roles.

KARTAVYA 2023

The collaboration between Team Sustainability and the Student Activity Forum (SAF) of the Department of Management at Birla Institute of Technology, Mesra, culminated in the successful hosting of Kartavya on 10th October, 2023 a prestigious case study competition. With the theme "Empowering Communities for a Sustainable Future", the event attracted students from various colleges across the nation, encouraging them to devise innovative solutions to pressing social issues. The competition aimed to foster collaboration and creativity among budding entrepreneurs.

The event commenced with a warm welcome address from Dr. Shradha Shivani, the Head of the Department of Management, who underscored the significance of responsibility and innovation in today's dynamic business landscape. The distinguished panel of judges, composed of esteemed faculty members from the Department of Management Dr. Anupam Ghosh (Assistant Professor) and Dr. Shailendra Kumar Singh (Assistant Professor) brought credibility and expertise to the competition, ensuring a rigorous evaluation process.

Participating teams tackled a range of social issues, presenting their innovative solutions with clarity and passion. Following thorough deliberation, Team Hope emerged as the deserving winner, impressing the judges with their proposal to empower visually impaired individuals with sustainable solutions. Their comprehensive plan not only addressed the immediate challenges faced by this community but also offered long-term strategies for enhancing their quality of life. Through innovative technologies and community-based initiatives, Team Hope envisioned a

world where visually impaired individuals could access opportunities and resources on par with their sighted counterparts. Their proposal showcased meticulous research, thoughtful planning, and a genuine commitment to making a meaningful difference in the lives of those affected by visual impairment. By emphasizing sustainability, Team Hope demonstrated their foresight and dedication to creating lasting impact, earning them the well-deserved title of winner. Their dedication to addressing this issue was commendable.

KARTAVYA 2023

Team Agriviz distinguished themselves as the first runner-up by presenting a visionary proposal centered around a data-driven approach to revolutionize agricultural practices. Their proposal encapsulated a holistic strategy aimed at empowering farmers with the tools and insights needed to optimize productivity and improve livelihoods. Through the integration of cutting-edge technologies and data analytics, Team Agriviz proposed solutions to address key challenges faced by farmers, such as crop management, resource allocation, and market access. Their commitment to enhancing agricultural productivity was palpable in the meticulous planning and thorough research evident throughout their proposal. By prioritizing data-driven decision-making and innovation, Team Agriviz showcased their dedication to driving positive change in the agricultural sector, ultimately earning recognition for their impactful and forward-thinking approach.

Team Green Bastion secured the esteemed position of second runner-up through their pioneering solution addressing ocean waste management. Their proposal not only exhibited a deep-seated commitment to environmental preservation but also showcased a proactive stance in combating the pressing issue of waste dumping in our oceans. With a blend of creativity and pragmatism, Team Green Bastion proposed innovative strategies to mitigate the adverse effects of marine pollution, emphasizing the urgent need for sustainable solutions. Their genuine concern for the well-being of our oceans was appreciable in the meticulous attention to detail and the comprehensive nature of their proposal. By advocating for proactive measures and promoting awareness, Team Green Bastion demonstrated their unwavering dedication to safeguarding our planet's most vital natural resources, leaving a lasting impression.

The culmination of Kartavya'23 marked not just the conclusion of a competition, but a celebration of innovation, social responsibility, and collaboration. As the curtains fell on this inspiring event, it became evident that it had served as more than just a platform for showcasing solutions; it had become a beacon of hope and a testament to the power of collective action in addressing pressing societal issues. Through the intricate tapestry of proposals woven by participating teams, the imperative of social responsibility was underscored, while innovation emerged as the catalyst for transformative change. Moreover, the event not only showcased the creative prowess of the students but also reflected the unwavering commitment of Birla Institute of Technology, Mesra, to nurturing talent and fostering a culture of excellence. It left an indelible impression, inspiring all those present to continue their journey towards building a more sustainable and equitable future.

SANSHRAY 2023

An enlightening and enriching event titled "Sanshray" took place on November 6th, 2023, at Birla Institute of Technology, Mesra, organized by the Department of Management in collaboration with Team Sustainability and Pratigya Foundation. The event welcomed Mr. Ajay, representing the esteemed NGO Pratigya, as the Guest of Honor. Pratigya is renowned for its dedicated efforts in uplifting the lives of underprivileged children by providing essential resources such as food, shelter, and education. One of Pratigya's flagship programs, "Srijan Bachpan," aims to transition vulnerable children from a state of vulnerability to sustainability.

During the event, Mr. Ajay facilitated an engaging ice-breaking session, fostering understanding and interaction among attendees. He shared Pratigya's remarkable journey and achievements over 16 years, emphasizing their theories of change: Ensure, Enable, Equip, and Empower. Mr. Ajay articulated Pratigya's mission, highlighting their commitment to providing every child and young person with the opportunity to embrace the light of learning. Pratigya's unwavering dedication to the welfare of underprivileged children resonated throughout the event, as Mr. Ajay shared heartwarming anecdotes and insights into their noble mission.

A poignant life learning video captivated the audience, evoking a myriad of emotions and inspiring a collective sense of purpose. Following this, a dynamic question-and-answer session provided attendees with the opportunity to delve deeper into Pratigya's mission and vision. Mr. Ajay passionately elaborated on the 17 Sustainable Development Goals, highlighting Pratigya's alignment with these global objectives. In a proactive effort to gauge student's knowledge and understanding of constitutional principles, Pratigya distributed a Google form questionnaire, encouraging active participation and reflection. Additionally, a compelling video presentation introduced attendees to "Samjho To," a transformative five-week program designed to address social issues outlined in the Constitution through collaborative group discussions.As the event drew to a close, Pratigya extended internship opportunities to enthusiastic students, inviting them to contribute their skills and passion to furthering the organization's noble cause. Dr. S.K. Singh, the club mentor, expressed heartfelt gratitude to all involved for their invaluable contributions in guiding students and facilitating internship opportunities.

In essence, "Sanshray" transcended the boundaries of a conventional event, emerging as a catalyst for enlightenment, empowerment, and collective action towards building a brighter and more inclusive future for all. It stands as a testament to the power of collaboration, knowledge-sharing, and social responsibility. The event, orchestrated by the Department of Management in collaboration with Team Sustainability and Pratigya, illuminated the path towards a more inclusive and sustainable future. Through engaging discussions, insightful presentations, and meaningful interactions, attendees were inspired to embrace their role as agents of positive change in society.

DISTINGUISHED ALUMNI

Mr. Kunal Srivastava

Mr. Kunal Srivastava currently holds the position of Delivery Head for Digital IT Operations (DITO) at Hexaware Technologies Inc., overseeing the North America region. With the official designation of Director IT – DITO, he is responsible for supporting IT infrastructure, specifically in Compute, for clients headquartered in North America.

Graduating in 2004 with majors in Marketing and IT, Mr. Srivastava's journey in the IT industry began with a remarkable achievement. Campus recruited by HCL from BIT Mesra in 2005, he stood out as the sole student selected from a pool of nearly 200 candidates, setting a high bar from the start.

From 2006 to 2009, Mr. Srivastava honed his skills at HCL's Noida Campus, focusing on understanding IT business and supporting North American clients while also overseeing Corp Quality. In November 2009, he embarked on an international journey, serving as an onsite Delivery Manager for GE in Atlanta until May 2013. His tenure in the United States continued as he moved to Chicago, assuming a higher responsibility of managing sales and delivery in the Midwest region from 2013 to 2016.

In 2015, Mr. Srivastava transitioned to Hexaware Technologies, prompted by the arrival of the then President of HCL, who joined Hexaware as CEO and invited his trusted team to join him. As part of this transition, Mr. Srivastava played a pivotal role in setting up an Infrastructure services center for Hexaware operations in Mexico from May 2016 to December 2017.

Since July 2017, Mr. Srivastava has been based in New York, where he leads sales and delivery for anchor accounts, ensuring high revenue generation and exceptional service delivery. With seven years of dedicated service in this role, he continues to drive growth and excellence for Hexaware Technologies in the North America region.

Mr. Srivastava's journey is marked by a blend of expertise in IT operations, a commitment to quality, and a passion for driving growth and innovation in the industry.

DISTINGUISHED ALUMNI

Mr. Prabhanshu Mittal

Prabhanshu Mittal stands as a beacon of seasoned leadership in the education sector, embodying extensive experience and unwavering dedication. Currently serving as the Head of Education Partner Relationships at the prestigious Association of Chartered Certified Accountants (ACCA), he has made significant contributions throughout his over eight-year tenure, leaving an indelible mark on the organization.

At ACCA, Prabhanshu orchestrates a wide array of responsibilities, from nurturing institutional alliances to expanding the Approved Learning Partner (ALP) network. His role also encompasses engaging with corporate entities and spearheading innovative initiatives aimed at driving the accountancy profession forward in India.

With a career spanning over 15 years, Prabhanshu's journey is characterized by his relentless commitment to educational excellence and adeptness in navigating diverse business landscapes. His expertise encompasses leadership, managing large-scale educational ventures, cultivating partnerships, and adept program management.

In his capacity as the Head of Education Partner Relationships at ACCA, Prabhanshu remains steadfast in his mission to expand the educational and learning partner network while nurturing pivotal stakeholder relationships. His strategic acumen and unwavering dedication to advancing the accountancy profession serve as guiding principles, propelling ACCA towards a future marked by sustained growth and unparalleled success.

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