



DEPARTMENT OF MANAGEMENT

BIRLA INSTITUTE OF TECHNOLOGY, MESRA

**HARNESSING ARTIFICIAL
INTELLIGENCE TO
EMPOWER, TRANSFORM,
AND REDEFINE
HUMANITY'S FUTURE**



MANAGE - A - BIT
REDEFINING SPHERES OF MANAGEMENT

ISSUE I

VOLUME V

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DEPARTMENT VISION AND 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.

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.

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.



FROM THE HOD's DESK



It is with immense pleasure that I pen this foreword for the Department of Management's magazine at BIT Mesra. This initiative stands as a testament to the creativity, dedication, and intellectual vigor of our students and faculty, offering a platform to showcase their brilliance and innovative spirit.



The Department of Management at BIT Mesra has always been a beacon of excellence, committed to nurturing future-ready managers, visionary leaders, and socially responsible citizens. Our mission is to deliver a holistic, value-driven education that blends academic rigor with real-world exposure. This magazine exemplifies that vision, setting a benchmark for intellectual discourse and collaborative achievement.

I take this opportunity to applaud the editorial team for their relentless efforts in conceptualizing and curating this publication. Their meticulous planning, commitment to quality, and ability to weave together diverse contributions are commendable. More than a mere compilation, this magazine reflects our collective achievements and aspirations, mirroring our relentless journey toward excellence.

As we move forward, I urge all stakeholders—students, faculty, and alumni—to continue pushing boundaries, exploring uncharted territories, and upholding the values that define our institution. Your passion, diligence, and visionary thinking inspire us to scale greater heights. Let this magazine serve as a source of motivation, a repository of ideas, and a testament to our shared pursuit of growth and excellence.

Wishing you all success, fulfilment, and the courage to turn aspirations into reality.

With warm regards,
Professor SUPRIYO ROY
Head of Department
Department of Management
BIT Mesra



FROM THE EDITOR'S DESK



As we step into a new year brimming with renewed aspirations, it is both an honor and a privilege to present Volume V, Issue I of MANAGE-A BIT. This edition, themed “Harnessing Artificial Intelligence to Empower, Transform, and Redefine Humanity’s Future,” delves into the profound ways AI is reshaping our world—bridging innovation with responsibility, and potential with purpose.

The AI revolution marks a paradigm shift in human progress, transcending mere technology. “Empowering Humanity through Intelligence” underscores AI’s role as a catalyst—augmenting healthcare, industry, and decision-making while democratizing knowledge. Its true power lies not in replacing humanity but amplifying it, turning challenges into equitable growth.

“Transforming Lives” reflects AI’s tangible impact: personalized education, sustainable cities, and rural communities accessing global markets. These realities dismantle geographic and socio-economic barriers, offering marginalized groups tools to thrive.

Finally, “Redefining Boundaries” highlights AI’s ability to erase silos—pioneering climate solutions, accelerating science, and fueling art. It challenges us to reimagine the impossible, fostering global collaboration.

As we embrace AI’s potential, ethical stewardship remains vital to ensure it uplifts humanity. This edition explores India’s role in shaping an inclusive AI-driven future.

Warm regards,
ANIMESH KUMAR UPADHYAY
Editor-in-Chief, MANAGE-A BIT

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 manager 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.



Graphics Design

Graphics design is a craft where we create visual content to communicate messages. Our role as a graphic designer in the communication process is that of the encoder or interpreter of the message. We design posters, flyers, banners, standees, and many more for social media. We create eye catching designs for events, campaigns, newsletter, brochure and other activities for the department.

HARNESSING ARTIFICIAL INTELLIGENCE TO EMPOWER, TRANSFORM, AND REDEFINE HUMANITY'S FUTURE



Amid a rapidly evolving technological landscape, the theme 'Empowering Humanity through Intelligence: Transforming Lives, Redefining Boundaries' perfectly captures the essence of the AI revolution in this era. As artificial intelligence continues to integrate into the fabric of our daily lives, it is not merely a tool but a transformative force redefining what it means to live and work in the modern world. This theme resonates deeply because it highlights AI's dual role in enhancing human potential and addressing some of the most pressing challenges of our time.

The phrase 'Empowering Humanity through Intelligence' underscores AI's potential to augment human capabilities. From predictive analytics in healthcare saving lives to intelligent automation in businesses boosting productivity, AI is making life more intelligent, efficient, and undeniably innovative. It empowers individuals and organizations, offering tools that enable informed decision-making, creativity, and adaptability in an ever-changing global environment. By bridging gaps in knowledge and accessibility, AI is becoming a catalyst for inclusive progress, ensuring that technology is an enabler rather than a barrier.

The second pillar of this theme, 'Transforming Lives', reflects AI's tangible and profound impact on everyday existence. Whether through personalized healthcare solutions, more sustainable urban planning, or enhanced access to quality education, AI is revolutionizing how we live. Its ability to analyze massive amounts of data in real-time allows for efficient solutions tailored to individual needs. AI offers a new lease on life for communities that were once marginalized due to geographic or economic constraints, providing opportunities and resources that were previously out of reach.

Perhaps most inspiring is the idea of 'Redefining Boundaries'. AI is challenging the limits of what's possible, opening new frontiers in science, creativity, and human achievement. From groundbreaking research in climate change to artistic endeavours powered by machine learning, AI bridges divides and fosters connections across industries, geographies, and cultures. It is a testament to humanity's unyielding spirit of innovation and exploration, ensuring that progress knows no boundaries.

However, as we celebrate these advancements, it is crucial to remain vigilant about this transformative technology's ethical and societal implications. AI's potential is vast, but so are the responsibilities that come with it. Ensuring that AI development remains inclusive, moral, and sustainable is paramount to genuinely empowering humanity and improving lives.

Udgam'24



The Department of Management at Birla Institute of Technology, Mesra, launched Udgam—a thoughtfully designed pre-orientation program—to welcome the 2024-26 MBA cohort, marking the start of their academic journey. This initiative served as a bridge between anticipation and preparedness, offering students a holistic preview of the course curriculum while equipping them with insights into the challenges and opportunities inherent to the management program. Through interactive sessions, participants gained clarity on academic expectations, skill development pathways, and the promising career trajectories awaiting them post-graduation.

Central to the program were seasoned alumni and faculty members, who shared firsthand experiences and practical wisdom rooted in the ever-evolving management landscape. Their stories underscored how classroom theories translate into real-world solutions, while their guidance illuminated strategies to thrive in competitive professional environments. By blending academic rigor with industry perspectives, Udgam not only ignited enthusiasm but also instilled confidence in students, empowering them to navigate their MBA journey with purpose and foresight.



DAY 01



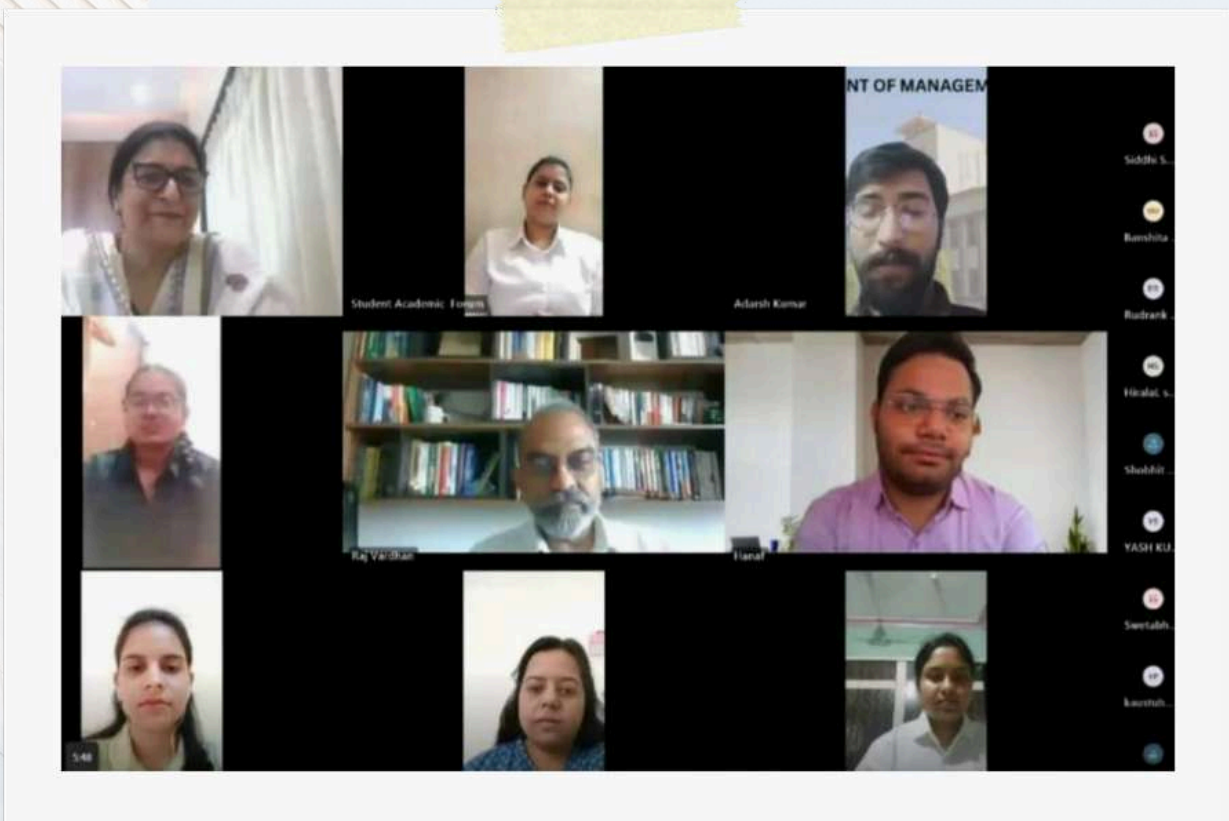
Event Name: UDGAM'24 Alumni Webinar Series

On May 26, 2024, the Department of Management at Birla Institute of Technology, Mesra, organized an Alumni Webinar Session for the incoming MBA batch of 2024-2026. The session commenced with a warm welcome address by Dr. Shradha Shivani, Professor & Dean of Alumni & International Relations. She introduced the esteemed alumni speaker, Mr. Raj Vardhan, a distinguished graduate from the MBA batch of 1989-1991, who currently serves as an Independent Director at McLeod Russel India Limited.

During the session, Mr. Raj Vardhan graciously shared his experiences from his time at the institute, reflecting on how his education and interactions at BIT Mesra shaped his career. He recounted key milestones from his extensive corporate journey, highlighting significant achievements and the valuable lessons he learned along the way. His insights into the corporate world provided the aspiring MBA students with a clear perspective on the challenges and opportunities they might encounter in their professional lives.

Following his insightful address, Mr. Vardhan engaged in an interactive question-and-answer session, where he enthusiastically addressed the queries of the new MBA cohort. This session allowed students to seek valuable advice, gain clarity on various aspects of their academic and professional journey, and better understand the corporate landscape.

The Alumni Webinar Session at BIT Mesra proved to be an enriching experience for the new MBA batch. It served as a platform for students to gain wisdom and inspiration from accomplished professionals like Mr. Raj Vardhan, equipping them with motivation and practical knowledge for their future endeavors.



DAY 02



Event Name: UDGAM'24 Webinar Series

On June 2, 2024, the Department of Management at BIT Mesra organized an interactive session as part of the UDGAM'24 Webinar Series, aimed at bridging the gap between various student bodies and the incoming MBA batch of 2024-2026. The session provided an in-depth understanding of the roles and significance of different student organizations within the department, encouraging students to actively engage and contribute to the institute's vibrant academic and extracurricular environment.

During the session, students were introduced to the diverse student bodies and their key functions:

- Student Activity Forum (SAF)
- The Academic Forum (TAF)
- Team Sustainability
- Team Media & PR
- Team Graphics
- Departmental Placement Unit (DPU)
- Central Training and Placement (T&P) Cell

The session proved to be an enriching experience, offering students a roadmap to actively participate in student-driven initiatives while fostering a strong sense of community. It empowered the new MBA batch with insights into leadership opportunities and professional development avenues within the department.



"The achievements of our alumni are a testament to the power of perseverance and serve as a beacon of hope and ambition for those who follow."

As part of the Udgam'24 Online Webinar Series, the Department of Management at Birla Institute of Technology, Mesra, organized an alumni interaction session for the MBA batch of 2024-2026 on June 23, 2024. The session began with a warm welcome address by Dr. Niraj Mishra, an esteemed Assistant Professor at the Department of Management. He then introduced the distinguished alumni speaker, Mr. Ripudaman Magon, a graduate of the 1989-1991 batch, who currently serves as the Director and CEO at Natural Group.

During the session, Mr. Magon shared his experiences and reflections from his time at the institute, emphasizing how his education and interactions at BIT Mesra played a crucial role in shaping his career. He recounted key milestones from his extensive corporate journey, highlighting his achievements and the valuable lessons learned along the way. His insights provided the aspiring MBA students with a realistic perspective on the corporate world, equipping them with knowledge and expectations for their future professional endeavors.

Following his insightful address, Mr. Magon engaged in a dynamic question-and-answer session, where he enthusiastically addressed the queries of the incoming MBA students. This interactive exchange allowed them to seek guidance, clarify doubts, and explore various aspects of their academic and professional journey.

The Alumni Webinar Session served as an inspirational and enlightening platform, offering the new MBA batch the opportunity to learn from accomplished professionals like Mr. Ripudaman Magon. It provided valuable career insights, motivation, and wisdom, encouraging students to embrace challenges and strive for excellence in their future pursuits.

DAY 04



"By sharing their experiences and insights, alumni inspire and empower the next generation to strive for excellence and make a meaningful difference."

The Department of Management at Birla Institute of Technology, Mesra, hosted an enriching Alumni Webinar Session on 30 June 2024 for its incoming MBA batch of 2024–2026. The event commenced with a warm welcome address by the TAF Club, introducing the significance of alumni contributions to the institute's legacy.

The session featured Ms. Mridula Shekhar, an alumna from the 1999–2001 batch and current Head of Marketing at JCB (Joseph Cyril Bamford). Reflecting on her transformative journey at BIT Mesra, Ms. Shekhar highlighted how her academic experiences and mentorship at the institute laid a robust foundation for her professional success. She delved into current market dynamics, emphasizing the evolving role of digital marketing and the criticality of data-driven strategies in today's competitive landscape. Illustrating her expertise, she shared anecdotes about spearheading innovative campaigns and leading high-performing teams at JCB.

Following her address, Ms. Shekhar engaged in an interactive Q&A session, addressing students' queries with candor and clarity. From career advice to academic strategies, her insights empowered the cohort to navigate challenges and leverage opportunities in their upcoming MBA journey.

The webinar not only bridged the gap between academia and industry but also served as a source of inspiration for aspiring managers. By showcasing the achievements of distinguished alumni like Ms. Shekhar, the event reinforced the value of perseverance, adaptability, and lifelong learning. Such initiatives underscore BIT Mesra's commitment to fostering mentorship and excellence, ensuring students are equipped to carve impactful careers.

The Department extends its heartfelt gratitude to Ms. Shekhar for her invaluable contributions and to the TAF Club for orchestrating this impactful session.

DAY 05



"By sharing their experiences and insights, alumni inspire and empower the next generation to strive for excellence and make a meaningful difference."

The Department of Management at Birla Institute of Technology, Mesra, hosted its fifth session of the UDGAM'24 Online Webinar Series on 7 July 2024, designed for the incoming MBA batch of 2024–2026. The event commenced with a welcoming address by Dr. Niraj Mishra, Assistant Professor at the department, who introduced the guest speaker, Mr. Pritam Pritu an alumnus from the 1997–1999 batch and current Global SAP Lead (Metals & Industrial Manufacturing) at IBM Consulting.

Reflecting on his journey at BIT Mesra, Mr. Pritu emphasized how the institute's academic rigor and experiential learning shaped his professional trajectory. He delved into pressing market trends, particularly the transformative role of artificial intelligence in reshaping industries, while addressing its challenges, ethical implications, and impact on employment dynamics. His discourse underscored the growing demand for data-driven decision-making and the critical skills needed to thrive in competitive sectors. Drawing from his role at IBM, where he spearheads innovation in metals and manufacturing, Mr. Pritu illustrated real-world applications of emerging technologies and strategies to mitigate workforce disruptions.

The session transitioned into an interactive Q&A, where Mr. Pritu addressed students' queries on career readiness, industry expectations, and balancing technical expertise with soft skills. His candid advice provided clarity on navigating academic challenges and aligning personal growth with evolving market demands.

This webinar not only bridged theoretical knowledge with industry realities but also reinforced the value of alumni mentorship. By showcasing Mr. Pritu's achievements, the event highlighted how resilience, adaptability, and continuous learning pave the way for professional success. Such initiatives exemplify BIT Mesra's commitment to fostering connections between students and accomplished alumni, empowering future leaders to chart impactful careers.

The Department extends its sincere gratitude to Mr. Pritam Pritu for his invaluable insights and to Dr. Niraj Mishra for orchestrating this enlightening session.

Orientation 2024: Udgam'24



The Department of Management at Birla Institute of Technology (BIT), Mesra, hosted its Udgam'24 Orientation Program on August 5, 2024, to welcome the incoming MBA batch and ease their transition into collegiate life. The event featured distinguished guests, including Mr. Sanjeev Kumar Choudhary (Executive Director & Bihar State Head, IOCL), Ms. Nikita Jha (Senior Specialist, Service & Operations, Xiaomi), and Dr. S. Shadab Hasan (Founder & Former Director of H.H. High School, Brambe; Faculty, IIIT Ranchi).

The day began with a ceremonial lamp-lighting ritual by faculty members, symbolizing the pursuit of knowledge and wisdom. Prof. Dr. Utpal Baul, Head of the Department, set an aspirational tone by highlighting the institution's legacy of nurturing business leaders. He was followed by addresses from Prof. Dr. Bhaskar Karn (Dean of Student Affairs), Prof. Dr. Shardha Shivani (Dean of Alumni & International Relations), and Prof. Dr. Sandeep Singh Solanki (Dean of Postgraduate Studies), who underscored the importance of holistic development through academics, extracurriculars, and ethical leadership.

Mr. Sanjeev Kumar Choudhary (MBA Batch 1992–1996), a veteran in the energy sector, shared insights on global energy dynamics, citing geopolitical influences like the Russia-Ukraine conflict. He stressed the importance of ethical decision-making, adaptability, and strategic networking in navigating industry challenges. Ms. Nikita Jha (MBA Batch 2020–2022), now a Senior Specialist at Xiaomi, recounted her journey from BIT Mesra's Placement Cell coordinator to a tech industry leader. She emphasized resilience, continuous upskilling, and leveraging academic experiences to excel in fast-paced sectors. The afternoon session, led by Dr. Shailendra Kumar Singh, introduced students to departmental clubs and activities. Faculty members engaged with the cohort, encouraging them to explore their potential. Dr. S. Shadab Hasan, an alumnus and expert in video analytics, delivered a compelling talk on mastering emerging technologies. He blended technical advice with life lessons, urging students to cultivate linguistic skills, embrace adaptability, and pursue excellence with patience.

The orientation concluded with a vote of thanks, acknowledging the speakers, faculty, and participants. By blending tradition with contemporary insights, Udgam'24 successfully inspired students to embark on their academic journey with confidence, curiosity, and a commitment to ethical leadership.

Orientation for Integrated MBA Batch



Birla Institute of Technology (BIT), Mesra, inaugurated the UDGAM'24 Orientation Program for its Integrated MBA Batch 2024–2029 on August 20, 2024, at the R&D Building Seminar Hall 1. The event commenced with a traditional lamp-lighting ceremony led by distinguished faculty and guests, including Dr. Utpal Baul (Head of the Department), Dr. Shradha Shivani (Dean of Alumni & International Relations), Dr. G.P. Mishra, Dr. Sujata Priyambada Dash, Prof. Dharmendra Kumar Chand, Dr. Abhinav Kumar Sandilya (Program Coordinator), and Dr. Shadab Hassan, symbolizing the dawn of the students' transformative academic journey. Dr. Abhinav Kumar Sandilya, Program Coordinator for the Integrated MBA, delivered an inspiring welcome address, emphasizing the program's forward-thinking vision. Drawing parallels to pioneers like Columbus and Alexander Fleming, he highlighted the curriculum's alignment with global educational trends and its focus on innovation. Dr. G.P. Mishra elaborated on the program's unique structure, underscoring its potential to fast-track professional growth in a competitive landscape. Dr. Utpal Baul reinforced the importance of discipline, academic rigor, and goal-setting, urging students to maximize opportunities during their tenure.

Dr. Shradha Shivani, Dean of Alumni & International Relations, addressed the transition from school to professional education, encouraging active participation in workshops, internships, and student clubs. Prof. Dharmendra Kumar Chand outlined the role of the placement cell and upcoming industry collaborations, preparing students to leverage the program's robust network.

Post a networking tea break, attendees viewed an immersive video showcasing campus life and alumni success stories. A guest speaker from the 2006–2008 MBA batch shared practical wisdom on balancing academics with personal growth, stressing time management and informed decision-making. Dr. Shadab Hassan, an alumnus and expert in education leadership, advised students to hone language proficiency, embrace teamwork, and cultivate adaptability to thrive in evolving industries.

The UDGAM'24 Orientation concluded on an aspirational note, equipping the incoming batch with clarity and enthusiasm for their five-year journey. By blending tradition with modern insights, BIT Mesra reaffirmed its commitment to nurturing agile, ethical leaders ready to tackle global challenges.

Workshop on HR Analytics



The Department of Management at Birla Institute of Technology (BIT), Mesra, organized an enriching online workshop on HR Analytics on 6 September 2024, featuring Ms. Tuhina Roy David, Senior Business Transformation Consultant at IBM and a distinguished alumna. Conducted via Google Meet, the session provided students with a comprehensive understanding of how data-driven strategies are revolutionizing workforce management, blending theoretical frameworks with real-world applications.

Ms. David opened the workshop by defining HR Analytics as a transformative discipline that empowers organizations to make evidence-based decisions in recruitment, performance management, and employee retention. She emphasized its role in bridging human capital strategies with overarching business goals, moving beyond traditional HR practices. Breaking down the field, she outlined four pillars: Descriptive Analytics (historical trend analysis), Predictive Analytics (forecasting future behaviors), Prescriptive Analytics (actionable recommendations), and Diagnostic Analytics (root-cause analysis). Together, she explained, these components enable organizations to shift from reactive problem-solving to proactive, strategic HR management.

Delving into practical applications, Ms. David illustrated how HR Analytics optimizes recruitment by identifying effective hiring channels and predicting candidate success. She highlighted its role in modernizing performance management through objective benchmarks and real-time feedback systems. Addressing retention, she demonstrated how analytics can detect early attrition signals, allowing companies to implement preemptive engagement strategies.

Participants were introduced to industry-standard tools like SAP SuccessFactors, Oracle HCM, and IBM's analytics platforms, which streamline data management and analysis. Ms. David also stressed the growing relevance of programming languages like Python and R, urging students to build technical proficiency alongside strategic thinking.

The interactive Q&A session saw students engage Ms. David on ethical data usage, balancing automation with human empathy, and overcoming resource constraints in analytics implementation. She advised maintaining a human-centric approach, noting that data should complement-not replace judgment and empathy. When asked about future trends, she predicted rising demand for professionals skilled in AI integration and predictive modeling, emphasizing continuous learning to stay ahead in the evolving HR landscape.

Concluding the session, Ms. David encouraged students to embrace HR Analytics as a strategic career pathway, equipping them to transform HR into a value-driven organizational partner. The workshop left participants with actionable insights, technical knowledge, and a renewed appreciation for data's role in shaping inclusive, forward-thinking workplaces.

QUIZZARD'24

The Department of Management at Birla Institute of Technology (BIT), Mesra, hosted QUIZZARD'24, its annual business quiz, across two days of spirited competition. The elimination round on 9 September 2024 saw 17 teams competing in the Department of Management, with participants tackling challenging questions on business trends, brand strategies, and market dynamics. After a rigorous preliminary stage, nine teams—Titans, Sherlocks, Ninja, Brand101, Always Ready, Wisteria, Blade Runner, Big Leagues, and Ethos advanced to the finals, showcasing their collaborative problem-solving and quick thinking. The grand finale on 10 September 2024, held at the R&D Building's Seminar Hall 2, commenced with a ceremonial lamp-lighting by Dr. Sujata Priyambada Das and Mr. Gautam Sandilya, symbolizing the pursuit of knowledge. Mr. Sandilya applauded the participants' dedication, emphasizing how such events hone critical thinking and resilience. Dr. Das echoed his sentiments, stating, "QUIZZARD'24 is not just a quiz—it's a platform to showcase initiative, teamwork, and intellectual agility," urging students to embrace the competition as a growth opportunity. The finale featured three rounds: Elimination, Qualifying, and Grand Finals. Teams faced rapid-fire questions on global business trends, brand logos, startup ecosystems, and industry innovations. The final round tested their depth of knowledge on business personalities, market disruptions, and strategic branding. After intense competition, Team Brand 10n1 emerged victorious, with Team Blade Runners and Team Ethos securing second and third places, respectively. The event concluded with a vote of thanks, acknowledging the efforts of participants, faculty, and the TEAM MEDIA & PR student club for orchestrating an engaging and intellectually stimulating contest. QUIZZARD'24 not only celebrated academic excellence but also reinforced BIT Mesra's commitment to fostering strategic thinking and collaborative learning among future business leaders.



Workshop on Strategy



The Department of Management at Birla Institute of Technology (BIT), Mesra, organized an interactive workshop titled “Decluttering Strategy: Focus on Commodities” on 13 September 2024. Led by Mr. Raj Vardhan, an IICA-certified independent director, startup mentor, and strategy consultant, the session was inaugurated by Dr. Rohini Jha, Assistant Professor, who highlighted the relevance of strategic thinking in today’s competitive markets.

Mr. Vardhan demystified complex strategic frameworks by anchoring the discussion on core business principles. He emphasized that while profitability remains central to corporate objectives, companies must balance financial goals with social responsibility and intrinsic value creation. Using the coffee industry as a case study, he compared supply chain strategies of brands like Tim Hortons and Nestlé to illustrate how sustainable practices drive long-term growth.

Distinguishing strategy from tactics, Mr. Vardhan clarified that strategy involves making deliberate choices and adapting them to sustain competitive advantage, whereas tactics focus on executing specific actions. He elaborated on concepts like competitive parity and differentiation, stressing that businesses must innovate continuously to avoid stagnation.

To simplify strategy formulation, he outlined a five-step framework:

1. Industry Analysis – Assessing market dynamics and trends.
2. Value Chain Analysis – Identifying cost and differentiation opportunities.
3. Customer Analysis – Understanding needs and preferences.
4. Competitive Analysis – Benchmarking against rivals.
5. Competitive Edge Differentiation – Leveraging unique strengths.

Real-world examples, such as Vietnam’s cashew industry (product differentiation) and China’s flooring sector (customer service excellence), brought these steps to life. The session concluded with an overview of the McKinsey 7S Framework, highlighting its role in aligning organizational elements like structure, systems, and shared values for cohesive strategy execution.

The workshop equipped students with actionable tools to navigate market complexities, fostering a mindset of agility and innovation. By blending theory with industry insights, Mr. Vardhan’s session left participants inspired to approach strategic challenges with clarity and confidence.



Workshop on Strategies for Success



The Department of Management at Birla Institute of Technology (BIT), Mesra, hosted an enlightening seminar titled “Strategies for Success” on 19 September 2024, featuring Mr. Sanjay R. Chadha, a seasoned attorney, entrepreneur, and business leader with over four decades of expertise across energy, healthcare, and law. Held in Seminar Hall 2, the event commenced with the traditional BIT prayer, followed by a welcome address by Dr. Sujata Priyambada Dash, who emphasized the value of learning from industry stalwarts. Faculty members, including Dr. Abhinav Shandilya and Dr. Praveen Srivastava, enriched the session with their presence.

Mr. Chadha opened his discourse by reflecting on his academic journey, underscoring the role of supportive networks and creative problem-solving in his career. He recounted pioneering projects from his mechanical engineering days, urging students to cultivate innovation and resilience. Transitioning to strategic frameworks, he defined strategy as a long-term, goal-oriented blueprint that narrows decision-making and adapts to task-specific demands. Using examples like standardized accounting systems in multinational corporations, he illustrated how global organizations streamline operations through cohesive strategies.

Delving into the pillars of strategic success, Mr. Chadha identified imagination (visionary planning), conviction (unwavering commitment), communication (stakeholder alignment), and indifference (managing conflicting viewpoints) as critical drivers. He stressed that while logic underpins strategy, emotional intelligence and cultural alignment determine its acceptance. Highlighting challenges in change management, he addressed both direct costs (training) and indirect costs (productivity loss), advising students to anticipate these hurdles in organizational transformations.

The seminar concluded with an interactive Q&A, where students sought practical advice on career growth and strategic execution. Mr. Chadha’s responses, grounded in his experience managing large-scale projects, emphasized adaptability and stakeholder engagement. A vote of thanks by the faculty acknowledged his invaluable insights, leaving attendees with actionable strategies to navigate personal and professional challenges.

By blending anecdotal wisdom with tactical frameworks, the seminar empowered students to approach strategic leadership with clarity and confidence, reinforcing BIT Mesra’s commitment to fostering future-ready professionals.



Workshop: Soft Skills



The Department of Management at Birla Institute of Technology (BIT), Mesra, in collaboration with Team TAF (The Academic Forum), hosted an interactive workshop titled “Soft Skills: Unlock Your Potential” on 27 September 2024. Conducted by Dr. Prasanna Kumar David, Corporate Communication Expert, Executive Registrar of Sri Sri University, and former HOD of English at Gossner College, the session emphasized the transformative role of soft skills in personal and professional growth. Held in Lecture Hall 3, the workshop drew attention to the stark contrast between industry demand for soft skills (prioritized by 84% of employers) and the limited focus on their development in traditional training programs.

Dr. David began by differentiating hard skills (job-specific technical abilities) from soft skills—transferable competencies like creativity, emotional intelligence, leadership, and teamwork. He identified 60 distinct soft skills critical for career success, stressing their universal relevance across sectors. A focal point was communication, which he dissected into verbal clarity, active listening, tone modulation, and body language. To demonstrate, Dr. David screened a video on communication’s real-world impact and engaged students in a pronunciation exercise using five challenging words. This activity highlighted the gap between written language and its 46 phonetic sounds, underscoring the need for articulate expression.

The session also addressed workplace realities: while 50% of workforce demands hinge on soft skills, only 22% of corporate training budgets prioritize them. Dr. David urged students to bridge this gap by self-initiating skill development. He illustrated emotional intelligence through Sundar Pichai’s “Cockroach Story”, which emphasizes managing reactions under pressure. Practical tips for virtual interviews—maintaining eye contact, enabling cameras, and minimizing distractions—equipped attendees to project professionalism in digital spaces.

Concluding with a flexible philosophy, Dr. David remarked, “There are no rigid rules in English or life adaptability is the cornerstone of success.” His insights reinforced that while technical expertise opens opportunities, soft skills like empathy, problem-solving, and cultural awareness sustain long-term career growth. The workshop left participants inspired to cultivate these competencies, aligning with BIT Mesra’s mission to nurture well-rounded, industry-ready professionals.

Kartavya'24



The Department of Management at Birla Institute of Technology (BIT), Mesra, in collaboration with the Team Sustainability & Student Activity Forum, hosted Kartavya'24 an inter-college case study competition—on 3 October 2024. Centered on the theme “Climate-Induced Migration and Sustainability,” the event convened students, academics, and experts at the CAT Hall to address the urgent global challenge of displacement caused by environmental crises and advocate for sustainable solutions.

With participation from 22 teams representing institutions like IIM Ahmedabad, Amity University, and BIT Mesra, the competition challenged participants to analyze real-world scenarios of climate-driven migration, assess socio-economic impacts, and propose actionable strategies aligned with the UN Sustainable Development Goals (SDGs). Each team of 3–4 members presented case studies on affected regions, offering policy recommendations to governments and organizations for holistic crisis management.

The event commenced with an overview of rules and evaluation criteria, emphasizing research depth, creativity, feasibility, sustainability alignment, and presentation skills. Teams delivered 10-minute pitches followed by rigorous Q&A sessions with a panel of distinguished judges, including Dr. Sujata Priyambada Dash, Dr. Anupam Ghosh, Dr. Anand Kumar, Dr. Shailendra Kumar Singh, Dr. Abhinav Kumar Shandilya, Dr. Rohit Pandey, and Mr. Sanjiv Kumar Srivastava.

Team AJU from Arka Jain University clinched first place for their innovative framework enhancing community resilience in coastal migration hotspots. Team Slashers (IIM) secured second position with policy proposals for sustainable urban integration of climate migrants. Joint third-place winners Zero Waste Warriors (BIT Mesra) and EcoDuo (BIT Lalpur) impressed with solutions focusing on circular economies and waste reduction in urban settings.

Kartavya'24 fostered dynamic dialogue on balancing environmental stewardship with humanitarian needs, underscoring the role of youth in driving climate action. By bridging academic rigor with grassroots innovation, the event amplified awareness of climate migration's multifaceted impacts while inspiring collaborative, scalable solutions for a sustainable future.



Diwali Celebration at Cheshire Home



The Department of Management at Birla Institute of Technology (BIT), Mesra, spread festive cheer by organizing a heartfelt Diwali celebration at Cheshire Home, Ranchi, for its underprivileged residents. Led by Dr. Shailendra Kumar Singh and Team Sustainability, the event saw 40 students collaborate to create a day of joy and inclusion, joined by caretakers Sister Vimala, Sister Sheela, Sister Matilda, and Sister Reena.

Students adorned the home with vibrant rangoli designs, symbolizing hope and renewal, while distributing sweets and engaging in meaningful interactions with residents. The celebration shone brighter as several residents showcased talents through dance and music, reflecting Cheshire Home's commitment to nurturing personal growth. Notably, many residents are pursuing higher education, including graduation and post-graduation, while others gain financial independence through the home's vocational workspace, producing notebooks and diaries.

The event blended cultural festivities with empathy, highlighting BIT Mesra's dedication to community service. Through laughter, shared stories, and festive traditions, the celebration reinforced the spirit of Diwali—unity, compassion, and the transformative power of collective goodwill.



Speak-Fest'25



The Department of Management at Birla Institute of Technology (BIT), Mesra, successfully concluded SpeakFest Finals 2025—a premier public speaking competition on 8 February 2025 at Seminar Hall 2, R&D Building. Centered on the theme “Amplify Your Voice, Ignite Your Passion,” the event highlighted the transformative power of communication in leadership and self-expression, drawing talented student speakers who showcased their oratory prowess across multiple rounds.

The inaugural BIT prayer, led by Shubhangi Jha, set an aspirational tone for the day. Distinguished guests, including Professor Supriyo Roy (Head of Department), Dr. Sujata Priyambada Dash, and Dr. Pranjal Kumar, underscored the role of public speaking in personal and professional growth. Dr. Roy remarked, “Effective communication is the cornerstone of leadership, enabling individuals to inspire change and articulate vision.”

Seven finalists—Anirudh Shankar, Arnav Lahri, Banshita Mahto, Aditya Jha, Kesar Malik, Diksha Srivastav, and Anjana Kumari—delivered compelling speeches on social, economic, and motivational themes in the first round. Their articulate arguments and confident stage presence narrowed the field to five contenders for the extempore round. Here, participants addressed impromptu topics, demonstrating quick thinking, logical coherence, and audience engagement under pressure.

Aditya Jha emerged as the champion, with Arnav Lahri and Kesar Malik securing first and second runner-up positions, respectively. The winners were felicitated by faculty guests, followed by a celebratory photo session commemorating their achievements.

Speak-Fest 2025 not only celebrated eloquence but also reinforced public speaking as a vital skill for leadership and confidence-building. By fostering a platform for students to articulate ideas passionately, the event amplified voices and ignited aspirations, leaving participants and audiences inspired to harness communication as a tool for impactful change.

Battle of minds



The Department of Management at Birla Institute of Technology, Mesra, hosted its prestigious intercollegiate debate competition, Battle of Minds, on 24 February 2025. The event brought together students to engage in a compelling discussion on one of the most pressing issues of our time—migration and its global implications.

The event commenced with the solemn BIT prayer, creating a reflective atmosphere for the day's discourse. The Guest of Honour, Dr. Supriyo Roy, Head of the Department, inaugurated the competition, accompanied by an esteemed panel of judges including Dr. Anupam Ghosh, Dr. Sujata Priyambada Dash, Dr. Pranjal Kumar, and Dr. Nishikant Kumar, all respected faculty members with deep academic and practical expertise.

Participants represented a diverse array of countries including Syria, Germany, Mexico, Russia, Ukraine, Bangladesh, Afghanistan, the United Kingdom, Turkey, India, and the United States. Through simulated national perspectives, each team delved into the socio-economic, political, and humanitarian dimensions of migration.

Key themes covered included economic migration, humanitarian crises, national security, climate change, and the need for global cooperation. The UK team balanced concerns around security and legal migration and ultimately won the competition. The United States, highlighting its historical role as a migrant nation, secured the first runner-up position, followed by Syria as the second runner-up with a compelling narrative on displacement amid conflict.

Beyond its competitive edge, the event was an eye-opener on the complexities surrounding global migration. Teams addressed issues such as integration challenges in Germany, climate-induced migration in Mexico, displacement from Ukraine, and the need for inclusive development in nations like Bangladesh and Afghanistan.

Battle of Minds not only showcased the intellectual depth and cultural awareness of the participants but also emphasized the urgent need for globally coordinated migration policies. The event concluded with a strong message—migration is not just a policy issue but a shared human experience that demands empathy, strategy, and sustained international dialogue.

Tourism conference



The Department of Management at Birla Institute of Technology (BIT) Mesra, in collaboration with the Ministry of Tourism, Government of Jharkhand, successfully organized a two-day national conference on “Promoting Responsible Tourism Through Regenerative Tourism Practices” from March 21–22, 2025. The event aimed to foster dialogue among academics, policymakers, and industry leaders on the future of tourism rooted in sustainability, cultural preservation, and economic empowerment.

The inaugural session on March 21 began with the traditional BIT prayer and the lighting of the ceremonial lamp, setting a reflective tone for the conference. Dr. Supriyo Roy, Head of the Department of Management, delivered the welcome address, emphasizing the relevance of sustainable tourism. Dr. Raju Poddar, Dean of Research, Innovation, and Entrepreneurship, highlighted the need for academia-industry collaboration. Chief Guest Mr. Rajeev Kumar, Deputy Director of the Jharkhand Tourism & Development Council, spoke on Jharkhand's untapped tourism potential and the government's efforts to promote the region.

Guest of Honor Dr. Nodir Karimov from Tashkent State University of Oriental Studies, Uzbekistan, emphasized cultural exchange and introduced the concept of ethno-tourism. The session also featured the release of the Conference Proceedings and Abstract Book, followed by a vote of thanks led by Organising Secretary Dr. Nishikant Kumar and the core faculty team.

The keynote session saw Dr. Karimov presenting on the role of ethno-tourism in Uzbekistan, while Ms. Akansha Garg, founder of Waxpol Hotels and Resorts, discussed eco-friendly hospitality and the rising demand for nature-based experiences. Both sessions were insightful and highlighted global and regional trends in responsible tourism.

The technical sessions were rich in innovative ideas. Presentations included topics such as using AR/VR to preserve cultural crafts (Mr. Akash Banerjee), ecotourism evaluation in Odisha (Mr. Manmaya Kumar Tripathy), and the promotion of Jharkhand's culinary identity through sustainable food tourism (Mr. Pratyush Sinha). Other notable talks involved AI's role in enhancing tourism experiences, the development of a mobile tourism app called “Jharvista,” and strategies for branding Jharkhand as a unique travel destination.



On March 22, keynote speakers Ms. Gitika Goswami (IFAD, New Delhi) and Prof. Madhumita Mukherjee (MIT-WPU, Pune) introduced key concepts around regenerative tourism. They outlined frameworks that promote ecological restoration, support local livelihoods, and empower community-based tourism. Prof. Mukherjee introduced the “Regenerative Tourism Cycle,” offering a visionary roadmap for eco-conscious travel.

Further technical sessions included presentations on AI-powered personalization in travel by Ms. Punam Singh, a bibliometric study connecting Buddhist sites with responsible tourism by Vibash Gosh, and a discussion on balancing conservation and economic growth in Indian tourism by Dr. Sumit Kumar.

The conference concluded with a formal closing ceremony. Dr. Supriyo Roy and Dr. Nishikant Kumar extended their gratitude to guests and participants. Certificates were distributed, and the National Anthem marked the event’s end. A Hi-Tea session followed, encouraging interaction among attendees and fostering future collaborations.

The conference successfully created a multidisciplinary platform for dialogue and innovation in responsible tourism, reaffirming BIT Mesra’s commitment to sustainable development and academic excellence.

Doctoral colloquium



The Department of Management at Birla Institute of Technology (BIT) Mesra successfully organized the Doctoral Colloquium '25 on 4th April 2025. The event brought together a vibrant mix of research scholars, academicians, and industry experts for a day filled with academic discussions, insightful presentations, and cultural exchange. The colloquium commenced with a formal inauguration graced by distinguished dignitaries including Prof. Deepak Kumar Srivastava, Director of IIM Ranchi; Dr. Raju Poddar, Dean of Research, Innovation & Entrepreneurship; Dr. Sandeep Singh Solanki, Dean of Post Graduate Studies; Dr. Supriyo Roy, Head of the Department of Management; and Dr. Shraddha Shivani, Dean of International Relations. Dr. Anupam Ghosh, the convener, and Dr. Rohini Jha, the co-convener, welcomed the gathering and highlighted the critical role of research in addressing emerging societal and academic challenges.

The keynote address was delivered by Prof. Srivastava, who emphasized the importance of high-quality research, academic integrity, and the increasing relevance of industry-academia collaboration. His address inspired participants to pursue meaningful research that contributes to both theory and practice. The colloquium featured two-panel sessions that showcased research across diverse themes such as sustainability, marketing ethics, consumer behaviour, and digital innovation. The sessions were chaired by Prof. Gautam Bandopadhyay and Prof. Amit Rai Dixit, who provided constructive feedback and valuable guidance to the presenters.

The event concluded with a cultural performance, creating a lively and engaging atmosphere. This was followed by the announcement of the best paper awards. Rishika Raj from IIT Kharagpur was awarded the Best Paper, while Ramyani Roy from BIT Mesra and Rashmi Singh secured the positions of first and second runner-up respectively. A special award for innovative ideas was conferred upon Yash Kumar Binha and Neha Kumari Binha from BIT Mesra. Dr. Satyajit Mahto, the co-convener, delivered the vote of thanks, acknowledging the contributions of all stakeholders in making the event a grand success. The Doctoral Colloquium '25 stood as a testament to BIT Mesra's commitment to promoting academic excellence, interdisciplinary research, and collaborative learning.

Btrix'25



The Department of Management at Birla Institute of Technology (BIT) Mesra hosted B-TRIX 2025, a dynamic three-day management fest from April 10 to 12, bringing together students from premier institutions across India. The event stood out as a confluence of entrepreneurship, strategic thinking, and cultural celebration, reinforcing the institute's commitment to holistic development.

The fest commenced with a grand opening ceremony at the CAT Hall, graced by esteemed dignitaries including Dr. Ashoke Sharon (Dean of Faculty Affairs), Dr. Raju Poddar (Dean of Research, Innovation, and Entrepreneurship), and Dr. Bhaskar Karn (Dean of Student Affairs). The speakers emphasized the importance of sustainable entrepreneurship and interdisciplinary management education in today's fast-evolving business landscape.

The flagship event on Day 1 was the B-Plan Competition, where 20 out of 97 teams presented research-backed, innovative business ideas. The event saw rigorous evaluation by an expert jury panel comprising industry leaders from Polycab India, IndusInd Bank, DD Jharkhand, and other prominent organizations. Team Sustain from IIT BHU secured first place, followed by Team Amaya (BIT Lalpur) and Team Webtechfly. In the engaging and creative event Mad Squad, participants portrayed leadership and decision-making through dramatized management scenarios. Team Ethos from BIT Mesra emerged as the winner, displaying a unique fusion of theatrics and managerial insight.



Day 2 focused on strategic acumen with events like B-Quiz and FINMAZE. The B-Quiz tested participants' business knowledge and economic reasoning, with Team Stratos winning the top prize. FINMAZE, a cricket-themed financial simulation, combined IPL trivia with strategic bidding in a mock auction. Team Ethos (Deccan Chargers) showcased exceptional financial planning and took home the winner's title. Adding further value to the day was an insightful podcast titled "Manage Me If You Can!", featuring Ms. Runa Rajeev Kumar, Founder of Brand Verse and former Head of Corporate Communications at Tata Steel. She shared personal anecdotes and practical tips for career growth under the theme "Mastering the Unspoken Rules of Career Success."

On the final day, students tackled real-world business failures in the Case Quest competition. Team Wisteria stood first, followed by Team Ethos and Team Aquila. The event tested participants' analytical and presentation skills, encouraging strategic thinking and teamwork. The fest concluded with Unmaad—a vibrant cultural evening featuring classical dance, poetry, music, and band performances—followed by a grand Gala Dinner. The evening served as a celebration of shared efforts, achievements, and friendships.

B-TRIX 2025 was not just a fest but a journey of innovation, learning, and memorable experiences, setting a high benchmark for student-led academic and cultural events in India.



Guest Lecture by Mohammed Arshad



The Department of Management at Birla Institute of Technology, Mesra, hosted an enlightening guest lecture on 27 January 2025, featuring Mohammed Arshad—alumnus and founder of the startup Decoding Data Science. Titled “The Impact of AI on Career Growth,” the session provided students with actionable insights into navigating the AI-driven professional landscape.

Arshad highlighted AI’s transformative role across industries, stressing the need to adapt to its rapid evolution. He delved into prompt engineering as a critical skill for leveraging generative AI tools, illustrating its applications in sectors like healthcare, finance, and marketing. For marketing enthusiasts, he demonstrated how AI-powered analytics enable hyper-personalized campaigns and data-driven decision-making.

A key takeaway was Arshad’s AI learning roadmap, guiding students from foundational concepts to advanced specialization. He emphasized building a robust professional portfolio through platforms like GitHub, personal websites, and LinkedIn, alongside the importance of networking and personal branding to stand out in competitive job markets.

The interactive session concluded with Arshad addressing student queries on ethical AI practices and emerging trends. His expertise and engaging delivery left attendees equipped with strategies to thrive in an AI-centric future, making the lecture both inspiring and pragmatic.



DISTINGUISHED ALUMNI



Mr. Mohammed Arshad

Mohammad Arshad holds an MBA in Marketing, Strategy, Finance, Operations, and Economics from the Asian Institute of Management (2010-2011), where he was an executive member of the Green Team, Finance Club, Marketing Club, and Entrepreneur Club, and also participated in the Corporate Social Responsibility (CSR) forum. He completed his Bachelor of Engineering (B.E.) in Electrical & Electronics from Birla Institute of Technology, Mesra (2000-2004), with a focus on Financial Management, Strategy Management, Marketing Management, Statistics, and Operations.

With over 20 years of experience spanning retail, digital, e-commerce, HR, marketing, real estate, and technology, he is a seasoned business problem solver specializing in applied analytics, artificial intelligence, Generative AI, and deep learning. He is the Founder of Decoding Data Science, a self-employed initiative he has led since May 2022, operating remotely from Dubai, United Arab Emirates, where he focuses on AI, deep learning, applied analytics, Generative AI, predictive modeling, and AI product development. Additionally, he serves as a member of the Advisory Council at Harvard Business Review (HBR) since August 2024, contributing research insights to shape content development and contemporary perspectives in management and leadership.

His core expertise includes applied analytics, AI, deep learning, predictive modeling, machine learning techniques such as XGBoost, SVM, and Random Forest, as well as marketing mix modeling, segmentation, cluster analysis, and natural language processing (NLP). He is proficient in various tools and technologies, including Python, R, SAS, Tableau, Power BI, QlikSense, AWS, Azure Synapse, Snowflake, Pyspark, Blockchain, and Web3.

Yuva Sangam Phase-IV Cultural Exchange: BIT Mesra Students Represent Jharkhand



Ranchi/Chandigarh | March 14, 2024 – Pratyush Kumar Baghel and Adisha Anant, students from the Department of Management, Birla Institute of Technology (BIT) Mesra, had the honor of representing Jharkhand as youth delegates in Yuva Sangam Phase-IV, a cultural exchange initiative under the Government of India's Ek Bharat Shreshtha Bharat program. Organized by the Ministry of Education and hosted by the Central University of Punjab (CUP), the week-long event concluded on March 14, 2024, in Chandigarh, fostering national unity through immersive cultural engagement.

As part of the exchange, the delegation explored Punjab's rich cultural heritage from March 7 to 14, visiting iconic landmarks across Bathinda, Firozpur, Amritsar, Patiala, and Chandigarh. The visit culminated in a special interaction with Shri Banwarilal Purohit, Governor of Punjab and Administrator of Chandigarh, at Punjab Raj Bhawan. The event saw participation from 51 students and coordinators from IIM Ranchi and CUP, further strengthening inter-state cultural ties.

The valedictory ceremony, held at NITTTR Chandigarh, was graced by Prof. Bhola Ram Gurjar (Director, NITTTR), who praised the initiative for deepening cross-state cultural understanding. Prof. Sanjeev Thakur (Nodal Officer, CUP) emphasized the program's role in showcasing Punjab's heritage, technological advancements, and community engagement. Dr. Prashant Maurya (Coordinator, IIM Ranchi) highlighted how the event enriched delegates' perspectives on Sikh history and Punjabi art, facilitated by Prof. Jagan Kumar Sur (Nodal Officer, IIM Ranchi).

Expressing their gratitude, the Jharkhand delegation acknowledged the Ministry of Education, CUP, NITTTR, and various institutions in Punjab for their warm hospitality. Departing Chandigarh on March 14, the students carried cherished memories and a renewed appreciation for Punjab's cultural legacy, aligning with Yuva Sangam's vision of fostering a united and culturally vibrant India.



FATE – Finance, AI, and Tech Skills Enthusiasts



FATE—Finance, AI, and Tech Skills Enthusiasts—is a student-driven initiative under TAF at the Department of Management, BIT Mesra. It aims to equip MBA students with essential technical skills and analytical expertise, bridging the gap between theoretical learning and practical application. In today's dynamic business environment, technical proficiency is crucial, and FATE provides structured learning opportunities to enhance students' skill sets.

Founded by Adisha Anant, Tanu Rama, Gaurav Kumar, and Sneha Shukla, FATE focuses on training students in key tools and technologies such as Excel, Power BI, Python, Tableau, and SQL, which are vital for data-driven decision-making in finance, business analytics, and management. Through workshops, interactive sessions, and hands-on training, FATE ensures that students develop industry-relevant skills that complement their academic curriculum.

For the academic year, FATE has planned multiple sessions, including an introductory event, training on Excel for financial modeling, Power BI and Tableau for data visualization, Python for business analytics, and SQL for data management. Additionally, speaker sessions, case study competitions, and peer learning initiatives will provide students with opportunities to apply these skills in real-world business scenarios.

The primary objective of FATE is to make MBA students future-ready by equipping them with practical expertise that enhances their employability and professional growth. By participating in these workshops and events, students can develop a competitive edge, improve problem-solving abilities, and strengthen their business acumen.

FATE is not just a learning platform but a collaborative space where students can network, share ideas, and grow together. As we move forward, we encourage everyone to actively engage in this initiative and make the most of this valuable opportunity.

Editors



DEPARTMENT OF MANAGEMENT, BIT MESRA



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