

Department of Management

Birla Institute of Technology, Mesra



Content

- Establishment, Vision & Mission
- Programmes Offered
- Distinguished Alumni
- Student Profile & Placement
- Faculty Profile
- FDP Conducted
- MDP /Consultancy
- Conferences /Workshops Organised
- Sponsored Projects
- Faculty Research
- MOUs/Agreement

Establishment, Vision and Mission

❑ Established in 1979

❑ 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:

- i) 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.
- ii) To provide excellent research and development facilities for faculty and students to undertake pathbreaking theoretical and applied research.
- iii) To build national capabilities in management education and research in emerging areas.
- iv) To uphold the values of Personal Integrity and Social Responsibility in all our decisions.

Programmes Offered

- PhD in Management

Areas:

- Consumer Behaviour & Digital Marketing, Advertising
- Entrepreneurship
- Operations, Supply Chain & Logistics
- CSR & Sustainability
- Human Capital Management & Organization Citizenship Behaviour, IR
- Capital Structure, Behavioural Finance

- Master of Business Administration

Dual Specialisation in:

- Business Analytics
- Finance
- Human Resource Management
- IT Management
- Marketing Management
- Operations Management

Bachelors of Business Administration: At the Off- Campuses only

Few Distinguished Alumni



V Vaidyanathan (1988-90)

Founder Chairman
and Managing
Director, IDFC First
Bank



Pulkit Trivedi (1996-98)

Director, Google Pay,
India



Mridula Shekhar (2000-02)

**Head of Marketing,
JCB, India**



Vivek Chaturvedi (1989-91)

**Country Manager
Solar, DSM India**



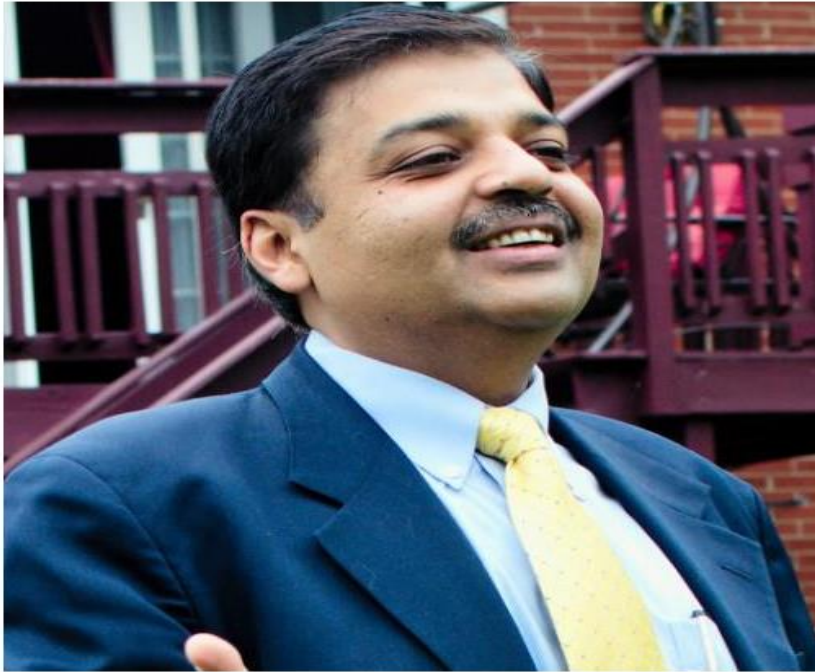
Pankaj Sinha(1996-98)

**Managing Director
Coca-Cola ,
Bangladesh,
Sri Lanka and
Maldives**



Jayita Sarkar (2004-06)

**Director (HR),
American Express
Global Business
Travel**



Pranay Mittal (1991-1993)

**Global Vice
President, SAP**

Alumni Contributions

- ❑ A Student Group **ALCOM** manages the database and Initiates the connect
- ❑ Guest Lectures / Guest Faculty
- ❑ Resource Person for MDP
- ❑ Contributing Learning Resources
- ❑ Internship & Placement

OUR PRIDE



Mr. Vaidyanathan V.

MBA Batch 1988-1990
Managing director and CEO, IDFC
First Bank
Founder and Chairman, Capital First
Limited.



Mr. Pranay Mittal

MBA Batch 1991-1993
Chief Operating Officer, Global
Midmarket & SME Business at SAP
Global Vice President, SAP SE (2015-
2020)



Mr. Mukesh Katotra

MBA Batch 2011-2013
Director at Wendy's India
and Jamie Oliver Group
India.



Ms. Jayita Sarkar

MBA Batch 2004-2006
Director, HR Business Partner
at PayPal



Mr. Nirmal Dayani

MBA Batch 1989-1991
CO-Founder Expereal India
Former Senior director Marketing,
ESPN Star sports



Mr. Pankaj Sinha

MBA Batch 1996-1998
Managing director at Coca-Cola
company, Sri Lanka and Maldives.



Mr. Shivesh Singh

MBA Batch 2004-2006
Head-Business HR and
Performance Management at
Bandhan Bank



Ms. Divya Sonali Minz

MBA Batch 1996-1998
Deputy General manager at Tata
Consulting Engineers Limited.

Mr. Pulkit Trivedi

MBA Batch 1998-2000
Director, Google Pay -
India
Former Director at
Facebook (2016-2019)



Mr. Aloke Singh

MBA Batch 1985-1987
CEO Air India Express



Ms. Mridula Shekhar

Head Of Marketing, JCB India Ltd.
Former Chief Marketing Officer,
Tata AIA Life Insurance (2017-
2021)



Mr. Rahul Bhattacharya

MBA Batch 1992-1994
Sr. Vice President Operations at
Analytix Solutions



Mr. Pritam Pritu

MBA Batch 1997-1999
Global IP CoC Leader at IBM Japan



Mr. Vivek Chaturvedi

MBA Batch 1989-1991
Founding member at Endurans Solar.
Former Regional Business Director -
Solar, IMEA at DSM Solar (2015-2021)



Mr. Kamlesh Kumar Sharma

MBA Batch 1997-1999
Chief Public affairs and
Communication Officer at
Hindustan Coca-Cola Beverages



Mr. Kaushlesh Maheshwari

MBA Batch 1985-1987
President (S&M), Mangalam
Cement Limited



Teaching and Learning Infrastructure

- ❑ Departmental Library: 710 books
- ❑ E-Library: 19417 books
- ❑ Central Library : 11650 books
- ❑ Labs: Business Analytics and Research Lab
- ❑ Statistical Software: SPSS v 27.0
AMOS v28.0
- ❑ Language Lab- OREL ITell Software for Self Learning,
English, German French, 40 terminals
- ❑ Research Database.: Proquest/ABI Inform
Web of Science (Clarivate)

Student Profile

□ PhD In Management

- Total number of PhD Awarded (in last five years): 17
- Total number of PhD students currently enrolled in the Department: 20

Source of Funding	No. Of Students
UGC-JRF	2
ICSSR Fellow	2
IRFs	2
Self- Financed	14 (including 6 Part Time)

Doctoral Research Areas

Thesis Submitted

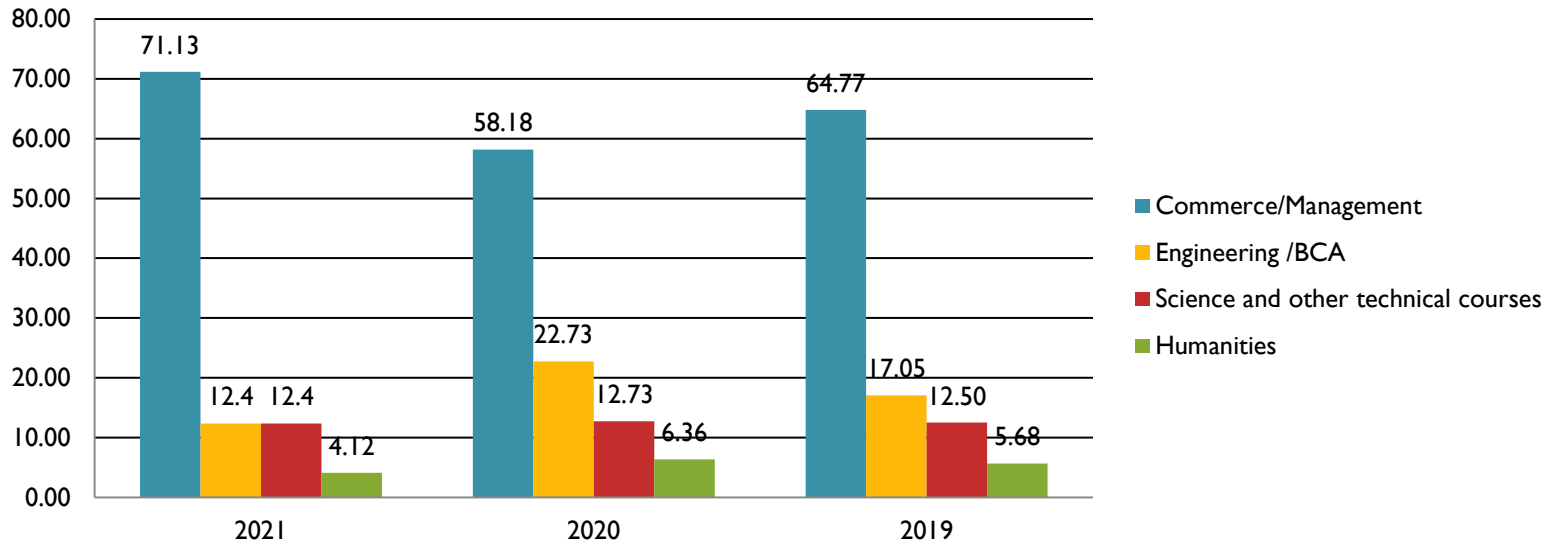
- ❑ A Study of Dealership Network Location and Retailer Efficiency in Indian Automobile Industry within the Framework of Central Place Theory
- ❑ Effect of Total Quality Management on Indian Banking Performance
- ❑ Supply Chain Collaboration and Co-Operation on Cloud Based Logistics System Information
- ❑ Decision Making Process of Retail Investors with reference to Investment in Equity Shares in Indian Capital Market
- ❑ Sustainable Entrepreneurship with emphasis on Corporate Social Responsibility (CSR) activities of Indian Startup Companies
- ❑ Study to Develop the Foundations of Sustainable Product Life Cycle: An Indian Perspective
- ❑ Online Consumer Reviews and its influence on Consumer Behaviour : An Indian perspective
- ❑ Cloud ERP Framework in Indian SMEs : Analysis of Acceptance, Selection & Application

Doctoral Research Areas (cont.)

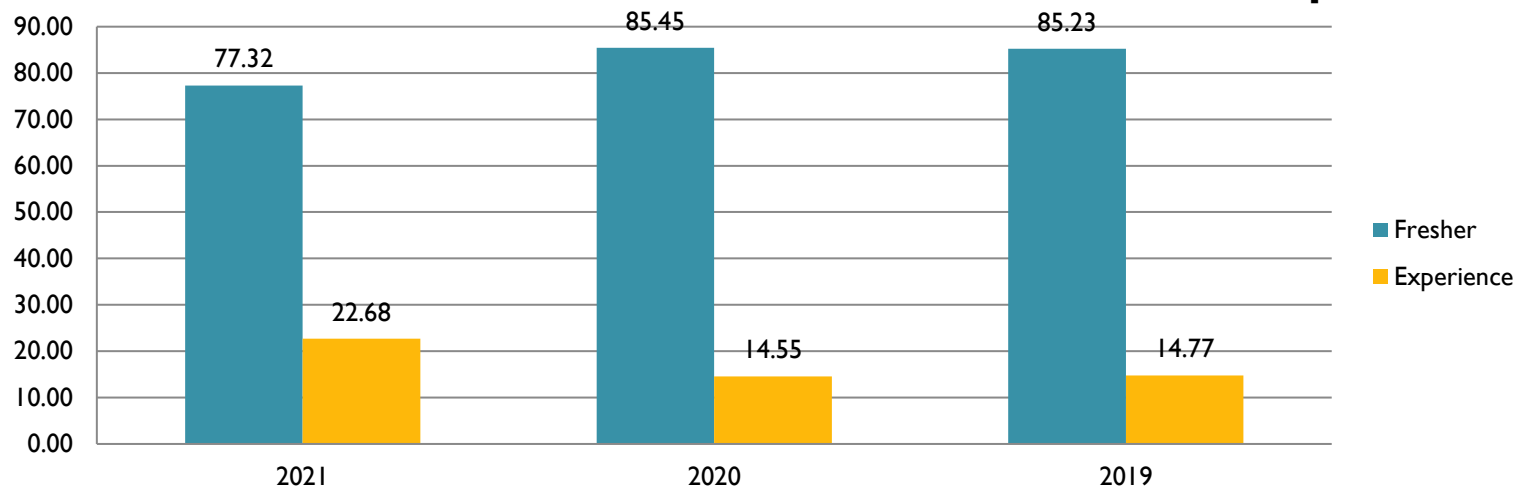
Ongoing Work

- ❑ Impact of Organisational Citizenship Behavior on Employee Retention with special reference to Telecom Sector
- ❑ Femvertising and Its Impact on Employer Branding
- ❑ The Antecedents of Sustainability-oriented Entrepreneurial Intentions: A Study of Indian Youth
- ❑ Performance for Service Management Model: A Data Envelopment Based Hybrid Approach
- ❑ Green Financial Management Practices in Banking Sector of India
- ❑ A study of Capital Structure of Indian Manufacturing SMEs"- Auto Component and Consumer Goods Industry
- ❑ Impact of Technology on Performance of Banks: A Holistic Approach
- ❑ Antecedents and Impact of Service Innovation on Customer Satisfaction & Loyalty: A Study of Retail Banking Sector
- ❑ The Study Of Post-Purchase Regret In Financial Products: An Empirical Study Of Insurance Products In India

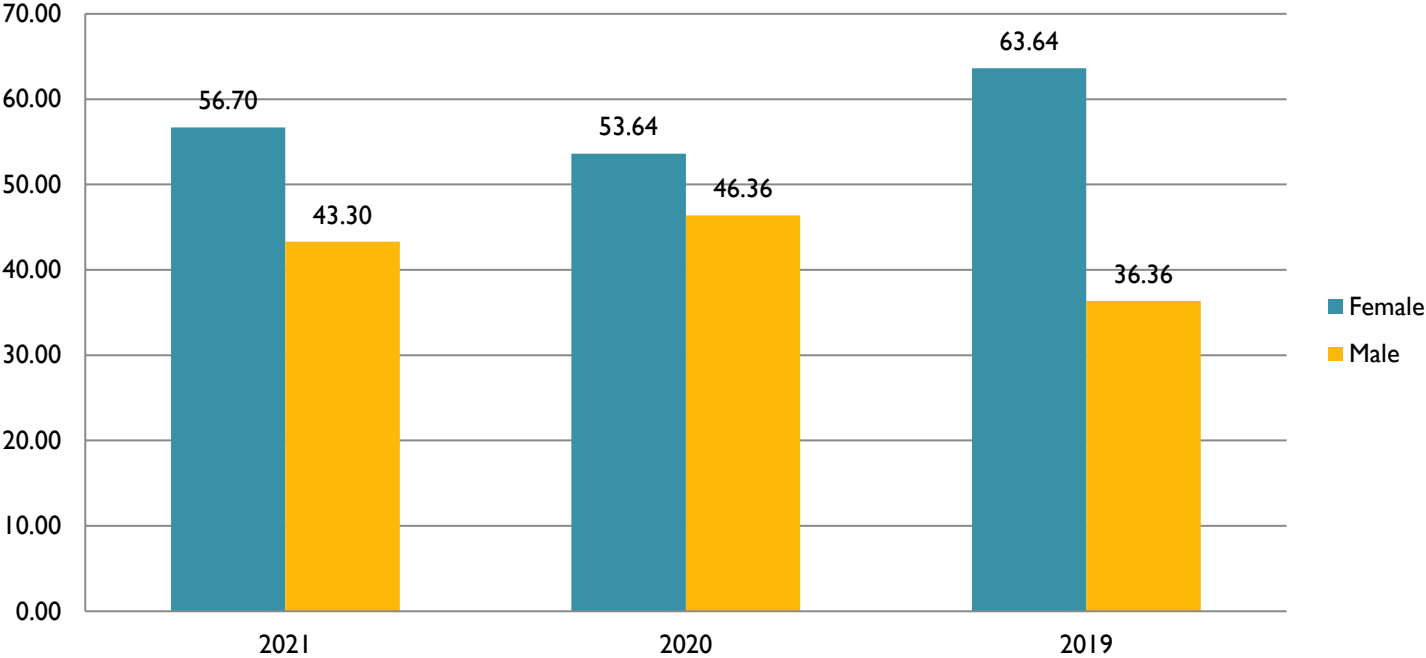
Academic Background



Work-Experience



Gender diversity



Top Recruiters

- ❑ Barclays
- ❑ Aditya Birla Retail
- ❑ ICICI Bank
- ❑ Airtel
- ❑ HDFC Bank
- ❑ XIAOMI
- ❑ Merkle Sokrati
- ❑ BYJU's
- ❑ Flipkart



Top Recruiting Sectors

- Consulting
- Banking and Financial Services
- Telecommunication
- Insurance
- Ed Tech
- Retail
- Information Technology
- F.M.C.G. and others

Faculty Profile

Core Faculty Members:

Professor	Associate Professor	Assistant Professor
05	01	12

- Student Faculty Ratio =14:1
- No. Of Support Staff = 6

Profile of Core Faculty

S.NO.	Name of the core faculty members	Designation	Experience (in yrs)	Academic Qualification
1	Dr. Utpal Baul	Professor	38	Ph.D,M.B.A)
2	Dr. Manju Bhagat	Professor	36	Ph.D., LLB, MA (LSW)
3	Dr. Shradha Shivani	Professor	31	Ph.D., MBA
2	Dr. A N Jha	Professor	37	PhD, M. Com
5	Dr. R N Bhagat	Professor	31	Ph.D., MBA, M. Com
6	Dr. Supriyo Roy	Associate Professor	25	D. Litt., Post Doc.Fellow - AIRBUS center for Supply Chain- IIM Bangalore, Ph.D Masters in Statistics

S. NO.	Name of the core faculty members	Designation	Experience (in yrs)	Academic Qualification
7	Dr. Praveen Chandra Jha	Assistant Professor	25	Ph.D., M.A, LLB
8	Dr. Dharmendra Kumar Chand	Assistant Professor	21	Ph. D.
9	Dr. Shailendra Kumar Singh	Assistant Professor	30	Ph.D., MA (German), MBA (International Business)
10	Dr. Anupam Ghosh	Assistant Professor	21	Ph.D. ,MBA
11	Dr. Rohit Kumar Pandey	Assistant Professor	25	Ph.D, MA, MBA , PGDPM
12	Mrs. Shelly Srivastava	Assistant Professor	18	MBA,PG Diploma in Mass Communication and Journalism
13	Dr. Anand Kumar	Assistant Professor	24	Ph.D., M.M.S., M.Sc

S. NO.	Name of the core faculty members	Designation	Experience (in yrs)	Academic Qualification
14	Dr. Niraj Mishra	Assistant Professor	20	PhD, MBA
15	Dr. Rohini Jha	Assistant Professor	20	Ph.D, MBA
16	Dr. Anand Prasad Sinha	Assistant Professor	20	Ph.D, MBA
17	Dr. Sujata Priyambada Dash	Assistant Professor	15	Ph.D., MBA
18	Dr. Satyajit Mahato	Assistant Professor	16	Ph.D., MTech

Adjunct Faculty Members

S. No.	Name	Designation
1	Prof. Kripa Shanker	Retired Professor, Industrial and Management Engineering Department Indian Institute of Technology, Kanpur
2	Prof. Purusottam Sen	Retired Professor, Finance & Control at Indian Institute of Management, Calcutta
3	Dr. Nripendra Singh	Professor of Marketing and Director at Clarion Consulting Centre, Department of Management and Marketing, Clarion University, Pennsylvania, USA
4	Mr. Biswajit Choudhary	Retired GM Audit, RDCIS, SAIL, Ranchi

Guest Faculty from Industry

- ❑ Dr. Shivesh Singh (Head Business HR, **Bandhan Bank**)- Strategic Human Resource Management
- ❑ Mr. Trinanjan Chakraborty (Former **IMRB, Nielsen**)- Marketing Analytics
- ❑ Ms. Tuhina Roy (Manager HR at Business **Center for Excellence, Mahindra**)- HR Analytics and Manpower Planning
- ❑ Mr. Rahul Kashyap (Regional Head HRBP, **Arvind Lifestyle**)- Retail Management
- ❑ Dr. Tanmoy Chattopadhyay (Principal Consultant, **Littler Associates**)- Brand Management & IMC
- ❑ Mr Shiva Botchu (**Accenture**) - Systems
- ❑ Mr. Sanjay Singh (**Strategic Concepts India Pvt Ltd**)- Sales Management
- ❑ Ms. Jayita Sarkar (Director (HR), **American Express Global Business Travel**) – Strategic HRM

FDP Conducted in last few years

- ❑ ATAL FDP on, ' Design Thinking for Effective OBE & Digital Learning', November 29, 2021 - 3rd Dec 21
- ❑ FDP on Outcome Based Education (OBE) & Online Learning-Teaching, 29th June – 3rd July 2020.
- ❑ FDP on Excellence in Pedagogy and Quantitative Research , 26th to 30th August 2019 – Supported by TEQIP
- ❑ AICTE sponsored Two-week Faculty Development Programme on Pedagogy for Outcome Base Management Education (21st April - 05th May 2015)
- ❑ AICTE sponsored Two-week Faculty Development Programme on Contemporary HR Trends and Practice (6th April - 19th April 2015)

A Glimpse (cont.)

 **DEPARTMENT OF MANAGEMENT**
BIRLA INSTITUTE OF TECHNOLOGY,
MESRA 

“ ATAL FDP on Design Thinking for Excellence in
Outcome Based Education & Digital Learning ”

📅 | 29th Nov - 3rd Dec, 2021

RESOURCE PERSONS :

 Dr. Ramakrishnan R. Assistant Vice President, Intellect Design Arena, School of Design Thinking, Chennai	 Dr. Prassana Kumar David Faculty, Art of Living and Director, Government Executive Program, Jharkhand	 Dr. Sudipto Bhattacharya Certified entrepreneurship Educator & Professor, VIT Business School.	 Mr. Sathianathan A.L. Senior Manager, Intellect Design Arena Ltd, School of Design Thinking, Chennai
 Mr. Ramnath Prabhu Assistant Manager, Intellect Design Arena Ltd, School of Design Thinking, Chennai	 Mr. Rohit Swarup Founder Director Explorra Education Pvt. Ltd.	 Dr. Manik Ghosh Associate Professor Department of Pharmaceutical Science & Technology, BIT Mesra.	 Dr. Juthika Banerjee David Faculty, Art of Living



Dr. Shradha Shivani (Coordinator) Professor and Head Department of Management, BIT Mesra. ✉ hod.mgt@bitmesra.ac.in	Dr. Praveen Srivastava (Co-coordinator) Assistant professor Department of HMCT, BIT MESRA ✉ Praveenbit@gmail.com
---	---

Visit us at : www.bitmesra.ac.in



A Glimpse (cont.)



MDP/Consultancy Conducted in last few years

Management Development Programme on **Excellence in Public Service** for the officials of Department of Labour, Employment, Training and Skill Development, Government of Jharkhand.

07.03.2022-15.03.2022

Revenue worth: Rs. 7,50,000



MDP/Consultancy Conducted in last few years

- ❑ Management Development Program on “Business Innovation”, for Petroleum Retailers of Jharkhand, 07th & 08 December, 2021.
- ❑ Training Programme on “Total Dealership Management” 21st to 23rd September 2015, Sponsored by Indian Oil Corporation.



Conferences/Seminars/Workshops Organised

- ❑ “International Conference on Sustainability: Research, Education and Practice”, 30th May to 31st May, 2022
- ❑ National Research Development Workshop on ‘Statistical Technique and Data Analytics’, 10th June to 14th June 2022
- ❑ Doctoral Colloquium, February 11th, 2022
- ❑ Seminar on “Women Leadership in The Corporate World”, 6th, February 2021
- ❑ Doctoral Colloquium, January 30th, 2021
- ❑ Research Colloquium, January 11th, 2021
- ❑ National Level Awareness Program, Ministry of MSME, Govt. of India, MSME Development Institute , Ranchi, March 04th 2020
- ❑ 56th Annual Conference of Indian Society of Labour Economics from December 18-20, 2014.

A Glimpse (cont.)



DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY
MESRA | JAIPUR | LALPUR | NOIDA | PATNA

"AZADI KA AMRIT MAHOTSAV"

INTERNATIONAL CONFERENCE
ON
SUSTAINABILITY : RESEARCH, EDUCATION AND PRACTICE
KEY NOTE SPEAKERS



Mr Pankaj Sinha – Managing Director,
Coca Cola Sri Lanka and Maldives
DATE : 30/5/2022 09:45 To 10: 45 AM



Prof Alok Chaturvedi, Director, Institute for Social
Empowerment through Entrepreneurship & Knowledge
Krannert school of business, Purdue University
DATE : 30/05/2022 04:00 To 05:00 PM



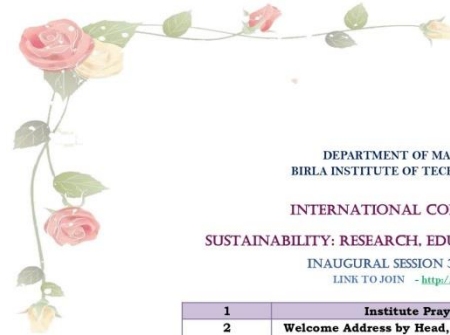
Prof Bhimaraya Metri Director IIM Nagpur
DATE : 31/05/2022 09:45 To 10:45 AM



Prof Rama Seth, Visiting Professor
Copenhagen Business School
DATE : 31/05/2022 02:00 To 03:00 PM

Joining Link - <http://surl.li/camyz>

MAY 30 -31
2022



DEPARTMENT OF MANAGEMENT,
BIRLA INSTITUTE OF TECHNOLOGY, MESRA

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY: RESEARCH, EDUCATION AND PRACTICE
INAUGURAL SESSION 30TH MAY, 2022
LINK TO JOIN - <http://surl.li/camyz>

1	Institute Prayer	9:30 AM
2	Welcome Address by Head, Department of Management, BIT Mesra	9:35 AM
3	Inaugural Address by Chief Guest Dean (Research, Innovation, Entrepreneurship) Dr. C. Jeganathan	9:40 AM
4	Release of book of abstracts by the Chief Guest Dean RIE Dr. C. Jeganathan	9:45 AM
5	Keynote Address By The Guest Of Honour Mr. PANKAJ SINHA Managing Director, Coca Cola, Sri Lanka And Maldives	9:50 AM
6	Vote Of Thanks	10:40 AM



Sponsored Projects: Ongoing and Completed

Title of the project	Sponsoring Agency	Amount Sanctioned	Status of the project
Inclusive Technology Business Incubator (i-TBI) at Birla Institute of Technology, Mesra	DST, New Delhi	Rs 5,00,00,000/-	Ongoing
Possibilities of inclusion of Tribal Languages in the Curriculum of Do-W run Residential Schools	TRI, Ranchi	Rs 9,00,000/-	Ongoing (March 2022 onwards)

A Glimpse (cont.)



Title of the project	Sponsoring Agency	Amount Sanctioned	Status of the project
Attitude towards Female Role Portrayal in Advertising & its impact on Brand Image & Purchase Intention; A study of linkages with Feminine Role Orientation	ICSSR	Rs. 12,00,000	Completed
Pedagogy project of National Mission for Education through Information and Communication Technology	MHRD, GOI, Anchored by IIT Kharagpur	Rs. 44,00,000	Completed
Making of an Entrepreneur; A Study of Employment Status Choice and Entrepreneurial Intent of Youth	ICSSR	Rs. 08,00,000	Completed
Content Development and IT Localisation Network	MCIT, GOI	Rs. 40,00,000	Completed
An investigation of the factors Influencing Women Entrepreneurship in South Chotanagpur Region	ICSSR	Rs. 5,20,000	Completed

Title of the project	Sponsoring Agency	Amount Sanctioned	Status of the project
A pronged approach for management of NPAs of commercial bank for the development of South Chotanagpur Region	AICTE	Rs. 5,00,000	Completed
The influence of interaction of technological strategies with business strategies of large public sector organisation on its small and medium scale supplier	DSIR	Rs. 3,00,000	Completed
Study of Inventory Management and its effectiveness in the Small Scale Industries of Jharkhand State	AICTE	Rs. 8,00,000	Completed

MOU/Agreement

- ❑ With **NSE Academy** for offering their Certification courses – April 2022
- ❑ Collaboration with **Pen West Clarion University, USA** for collaboration between the students of the two universities for Transformative Learning via Transnational Marketing Projects – June 2022
- ❑ **Jharkhand Small Industries Association (JSIA)**- Collaboration for promotion of Entrepreneurship in the state- March 2021
- ❑ **Made Differently**: Student Internship – Feb 2020
- ❑ **iLead HR**- Student Internship – April 2020

Faculty Research

Publication Profile

	2021-22	2020-21	2019-20
Conferences attended	23	26	8
Publications in referred journals	21	14	22
Publications in conference proceedings	10	5	4
Books	2	0	2
Book Chapters	11	4	6

Research Areas

Area	Faculty Members
HRM, Industrial Relations and Labour Laws, Human Capital Management, Organization Citizenship Behaviour, Compensation Management, Industrial Psychology	Dr. Manju Bhagat
	Dr. Sujata Dash
	Dr. Anand Kumar
Supply Chain Management, Green Supply Chain, Operations Research, Technology Management, Quality Management	Dr. Utpal Baul,
	Dr. Supriyo Roy
	Dr. Satyajit Mahato
	Dr. Anupam Ghosh
	Dr. Shailendra Singh
CSR, Sustainability, Entrepreneurship, Pedagogy for Technical Education	Dr. Anupam Ghosh
	Dr. Shradha Shivani
Rural Development and Agro Marketing	Dr. R N Bhagat
	Dr. Anupam Ghosh

Areas	Faculty Members
Consumer Behaviour, Brand Equity and Advertising, Digital Marketing, Industrial Marketing,	Dr. Shradha Shivani
	Dr. Niraj Mishra
	Dr. Anand Prasad Sinha
	Dr. Rohit Kumar Pandey
	Dr. Utpal Baul
Business Ethics, Business Law, and Constitution of India	Dr. Anand Kumar
	Dr. P C Jha
Finance, Financial Planning and Financial Management	Dr. A N Jha
	Mrs Shelly Srivastava
Principles of Management, Managerial Economics	Dr. P C Jha
	Dr. Anand Kumar

Areas	Faculty Members
Foreign Languages	Dr. Rohit Kumar Pandey
	Dr. Shailendra Singh
	Dr. Dharmendra Chand
Business Analytics and Artificial Intelligence, e-governance, e-services, e-learning, Impact of COVID	Dr. Supriyo Roy
	Dr. Satyajit Mahato
	Dr. Anupam Ghosh
	Dr. Rohini Jha
	Dr. Niraj Mishra

Current Research Area of the Faculty Members

Area	Name of Faculty Member
Technology Management	Dr. Utpal Baul
Organizational Citizenship Behaviour Industrial Relations	Dr. Manju Bhagat
Capital Structure of SMEs	Dr. A N Jha
Femvertising Sustainable Entrepreneurship	Dr. Shradha Shivani
Tribal Art and Culture	Dr. R N Bhagat
Operational Excellence Supply Chain Intelligence	Dr. Supriyo Roy
CSR and Sustainability	Dr. Anupam Ghosh
Digital Marketing, Consumer Behaviour E-learning	Dr. Niraj Mishra
Consumer Behaviour	Dr. Anand Prasad Sinha

Current Research Areas of the Faculty Members

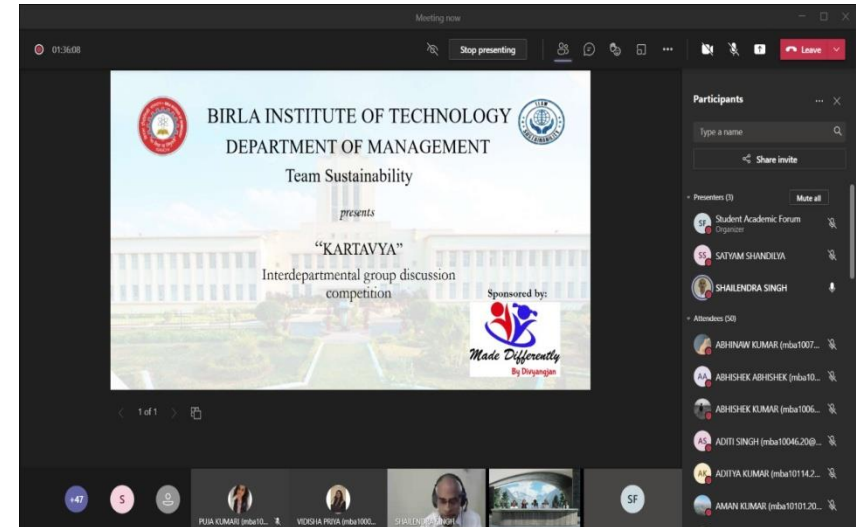
Area	Name of the Faculty Member
Green Economy	Dr. P C Jha
Block chain Applications in HR Processes, Human Capital Management	Dr. Sujata Dash
3-D Printing Operational Excellence of MSMEs	Dr. Satyajit Mahato
E-governance, E-banking	Dr. Rohini Jha
Retail Investor Behaviour	Mrs. Shelly Srivastava
Technology Management	Prof Utpal Baul
Industrial Psychology	Dr. Anand Kumar

Student Clubs

- ❑ **The Student Activity Forum (SAF)**- responsible for organizing extracurricular events.
- ❑ **The Academic Forum (TAF)** looks after the academic activities and ensures smooth student faculty communication.
- ❑ **Team Sustainability** coordinates the social and other extension activities of the department.
- ❑ **Team Media & PR** publishes the newsletter , Mange-A-BIT, Alumni Relations and the Social Media presence of the Department.

Annual Student Events

- ❑ BTRIX
- ❑ DAKSHAM
- ❑ QUIZZARD
- ❑ KARTAVYA
- ❑ STOCK MIND
- ❑ INTERNICO
- ❑ UDGAM



A Glimpse



Social Projects by Students

- ❑ Project Sanshray with NHRDN and Pratigya: Project Sanshray aims to provide the best career counselling to the underprivileged youth and children to enable them to make informed decisions about their career paths. – (2020 onwards)
- ❑ Made Differently by Divyaangjan – Digital Marketing & Sales support for handicrafts manufactured by differently abled workers (2019 onwards)
- ❑ UNDP DICE program with H H High School , Brambe (Completed in 2019)

A Glimpse (cont.)



DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY, MESRA

IN COLLABORATION
WITH

PRATIGYA



BRINGS **SANSHRAY**
rekindling hope

IN ASSOCIATION WITH

NHRDN



Pratigya
to build nations through education...



The Department of Management,

BIT Mesra

in association with

The Jharkhand Small Industries Association (JSIA)



brings a business plan competition for young and aspiring entrepreneurs

**prize money of INR 1,00,000 to the winner and hand-
holding for best ideas to start the venture**

Registration deadline: **April 30, 2022**

Finale: **May 20, 2022**

Venue: **JSIA Office, 19A, Udyog Bhavan, Kokar**

Industrial Area, Kokar, Ranchi, Jharkhand

834001, India.

Mode: **Offline.**

Click on the link to know more <https://rb.gy/Oe6upd>



Scan to register.

A Glimpse (cont.)


**DEPARTMENT OF MANAGEMENT,
BIRLA INSTITUTE OF TECHNOLOGY, MESRA**

**ALUMNI INTERACTION AT
UDGAM'22**



**PULKIT TRIVEDI - DIRECTOR
GOOGLE PAY, INDIA
MBA BATCH 1998-2000**
21 years of extensive industry experience across Top Tech Companies



**RIPUDAMAN MAGON - DIRECTOR AT
NATURAL GROUP AND CONSERVE
INFOTECH
MBA BATCH 1989-1991**
Former associate V.P. at HCL Info System Ltd. having a very immense corporate experience



**RAJ VARDHAN
INDEPENDENT DIRECTOR
MBA BATCH 1989-1991**
Over 25+ Years of exposure working in emerging markets of Nigeria, India, Vietnam, China & Russia



**MANEESH KAUSHAL -
GLOBAL HEAD: BUSINESS
ANALYTICS - OLX AUTOS
MBA BATCH 2004-2006**
More than 15 years experience in the field of business intelligence & data science



**KAMLESH KUMARSHARMA - CHIEF
PUBLIC AFFAIR & COMMUNICATION
OFFICER AT HINDUSTAN COCA-COLA
BEVERAGES PVT. LTD
MBA BATCH 1997-1999**
Marketing, Communications & Public Affairs professional with 22+ years of experience

Coming Soon In July...


**DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY, MESRA**




**Topic: Sustainable Entrepreneurial Energy
PANELISTS**



Perna Prasad
Founder & CEO of
Ecoplore



Saloni Sacheti
Founder of Baansuli
Forbes 30 under 30 Asia 2021



Neerja Palisetty
Founder of Sutrikaar
Creations



**Dr. Sudipto
Bhattacharya**
National Expert on
Entrepreneurship @APO, Tokyo



Shailesh Awate
Founder of OOO Farms



Dr. Satyajit Mahato
Assistant Professor
Department of Management
BIT MESRA
(Moderator)

26th FEB 2022 11:05AM-12:15PM



Student Innovation

Smart Hybrid Electric Optimistic Bikes:

- Carbon Free Hybrid Cycle
- 100% eco-friendly, electrically powered
- Load capacity up to 220kg
- Online presence to penetrate global market
- Economical Option for the Indian Logistics Industry

DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY
“Smart Hybrid Electric Optimistic Bikes”
(SHEO BIKES)
11 May 2022

Introduction

Battery Innovation Technology Services & Mobility “Smart Hybrid Electric Optimistic Bikes” (SHEO BIKES), which supports carbon-free hybrid cycle in the environment. EV cycles will be beneficial to BIT students in our university and design will be 100% eco-friendly because being electrically powered, they will contribute to a healthy and green climate. Some features are

1. Carbon free hybrid cycle.
2. 100% eco friendly, electrically powered.
3. Load capacity up to 220kg.
4. Online Presence to penetrate global market and faster order processing.
5. As an economical option to be a right fit in the Indian logistics industry.

Innovation

BEFORE **AFTER**

- Cost to convert old cycle to hybrid cycle is approx. 15k- 27K depending on accessory.
- Solar energy to be used by charging station.
- S/W BITSMO will be used for vehicle tracking and theft alarm.
- Extremely useful for Jharkhand tribal people who are using bicycle for daily work.

Technological Advancement

- Use of EV charger with RFID cards
- Smartphone readers will reduce unauthorized access.
- Time tracking feature with improved safety.

Conclusion

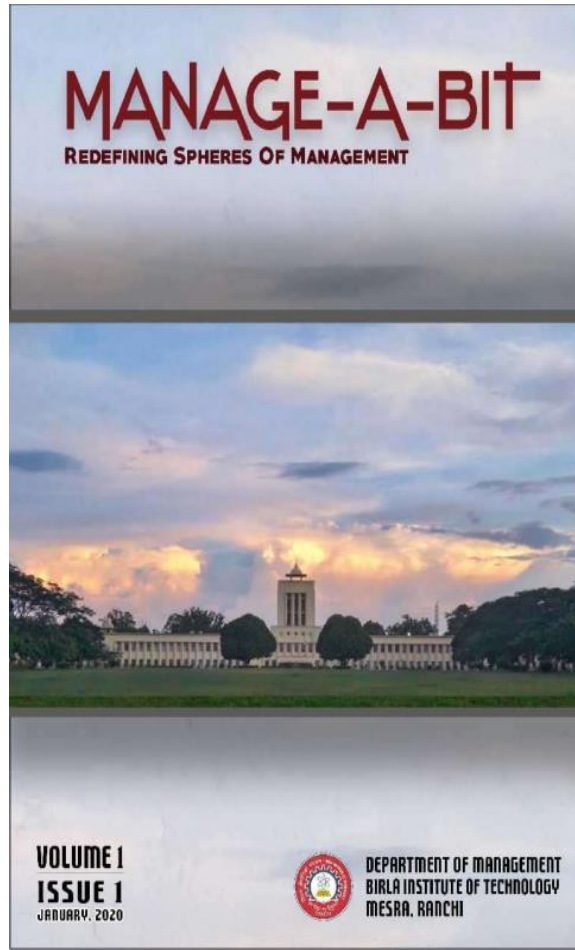
- Hybrid cycle will come with multiple advantages to students, tribals and ladies of Jharkhand.
- Role of adoption of hybrid cycle will be fast due to organized charging infrastructure.
- Leads to contamination free atmosphere.
- Energy consumption for charging is very low.

Contributors: Mr. Himanshu Shekhar, Mentee (Winner BIT NISHAN)

Department Newsletter

- **Manage-A-BIT**, a Quarterly e-Newsletter revived in 2020
- Managed by the student Club Team Media & PR
- Posted on the website, social media pages and circulated among the alumni.

A Glimpse (cont.)



ABHYUDAYA

- ❑ Annual All India B-Plan competition
- ❑ Organised in collaboration with Jharkhand Small Industries Association (JSIA)
- ❑ Prize money of Rs 1 Lac and Handholding by JSIA

A Glimpse (cont.)



Strengths and Areas of Improvement

STRENGTHS

- ❑ Strong Alumni Base
- ❑ Good ROI for MBA/PhD students
- ❑ Strong Brand Equity of BIT Mesra Brand
- ❑ Good institutional infrastructure
- ❑ Modern teaching aids in classrooms
- ❑ IT infrastructure and support
- ❑ Industry Relevant Curriculum
- ❑ Competent faculty members
- ❑ Enriching co-curricular environment

Areas for improvement

- ❑ Industry connect (MDP, Consultancy)
- ❑ Sponsored Projects
- ❑ Quality of MBA Intake
- ❑ No. of PhD Applications
- ❑ Live Projects for students
- ❑ Quality of Student Placement
- ❑ Few Academic Programs
- ❑ Interdisciplinary Academic Programmes
- ❑ Interdisciplinary Research
- ❑ Accreditation- NBA, AACSB

Thank You