



Birla Institute of Technology, Mesra (Ranchi)

Off Campus Noida

Vision & Mission



Vision

To be recognized as the best institution for the advancement of knowledge in the 21st Century by rendering quality and state of art knowledge in Management and Information Technology in NCR.

Mission

- To develop future innovative leaders capable of managing change and creativity in a Competitive Business World
- To advance Theory with Practice in Management and Information Technology

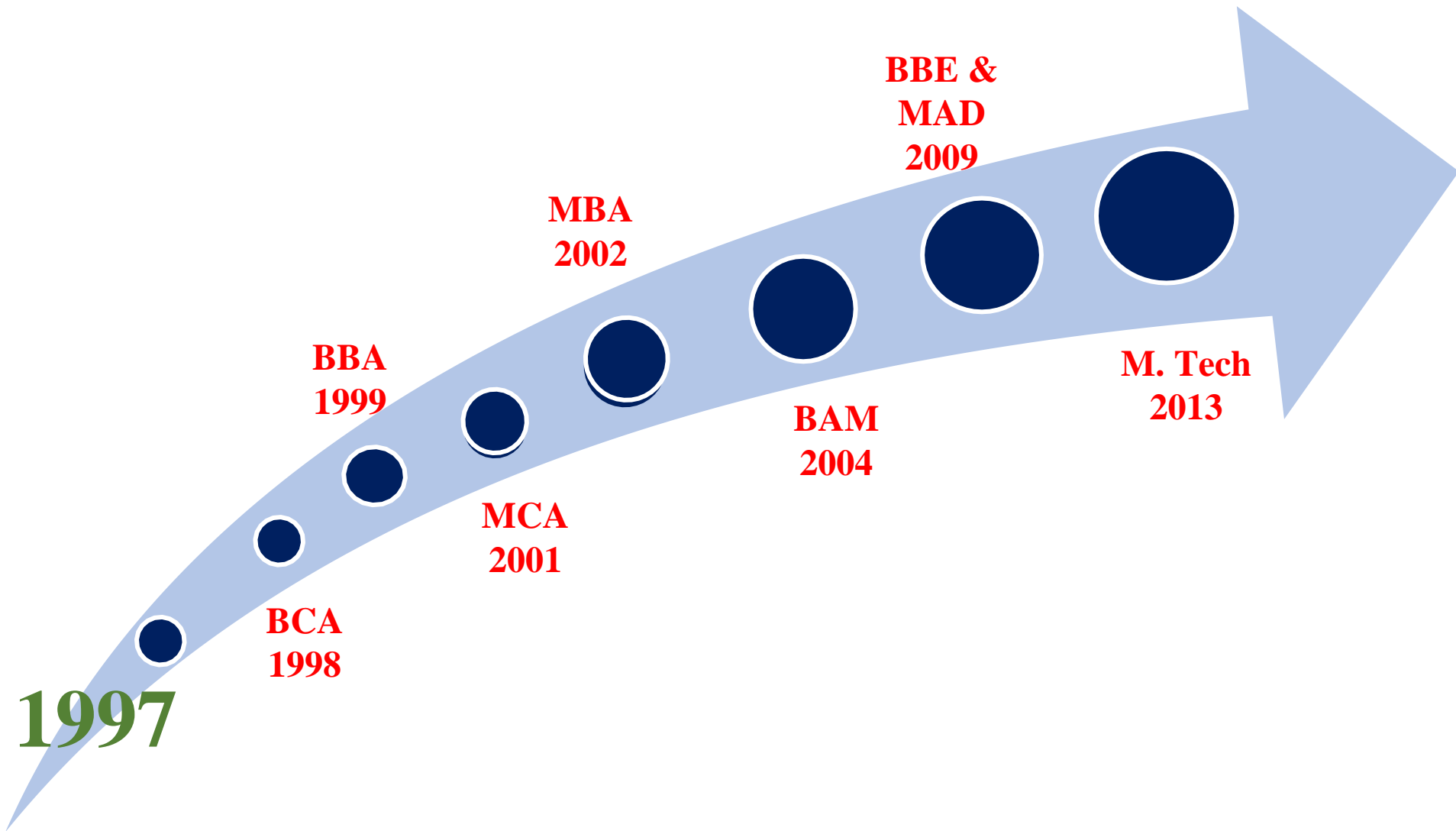
- To create employment opportunities for all graduate
- To inculcate critical thinking and elucidate knowledge of cutting-edge technologies to the students for enabling designing of solutions for corporate and social purposes



About the Institute (Noida Campus)

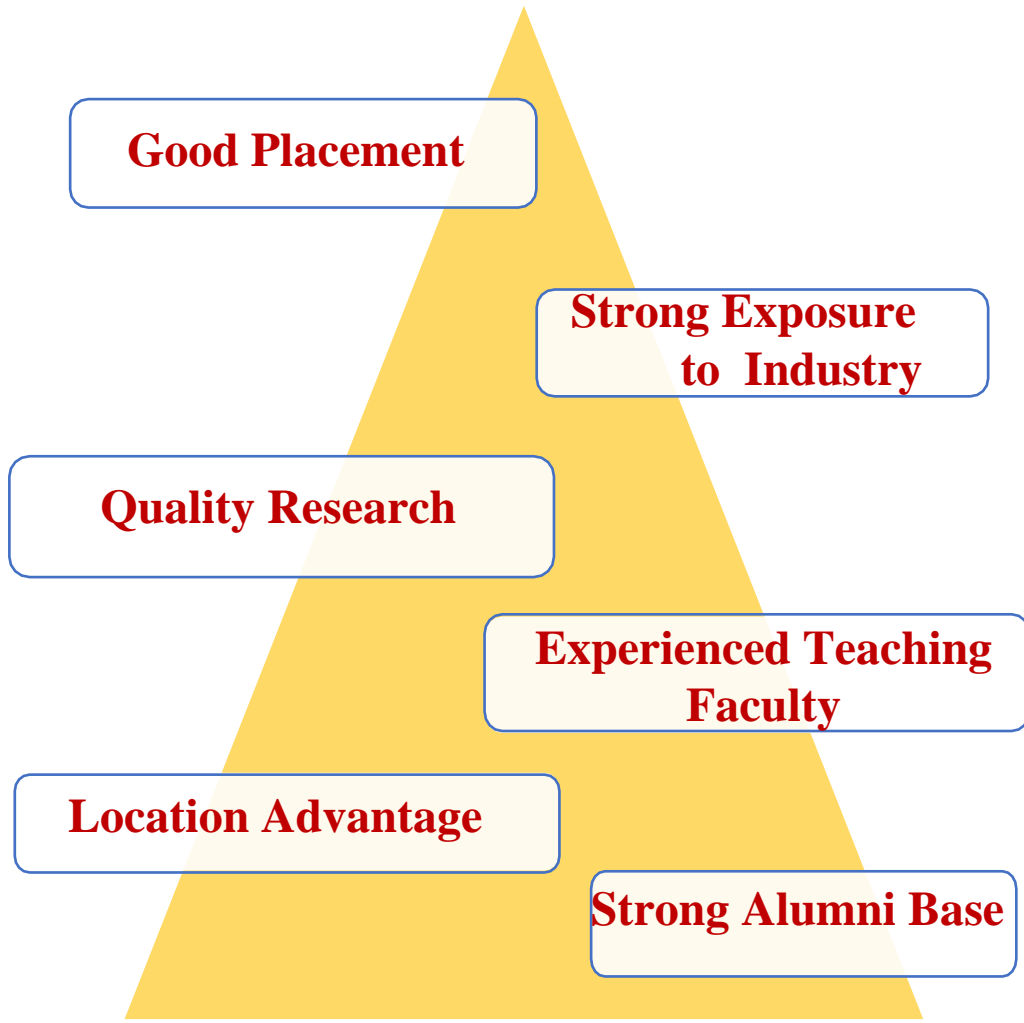


Inception of the Campus



- Successful completion of 24 years of existence
- New Age specializations started in UG courses to meet industry demands
- Number of publications: Approx. 100 (during last 5 years)
- Number of Patents: 7
- Number of completed research projects: 4
- Number of ongoing research projects: 3
- MoUs/Collaborations: 8
- New initiatives taken during the last year- Entrepreneurship Cell, Career Guidance Cell, Research Talk Series, High Impact Guest Lecture Series, Accreditation process etc.

Strengths of our Campus



Started New Age Specializations from MO22

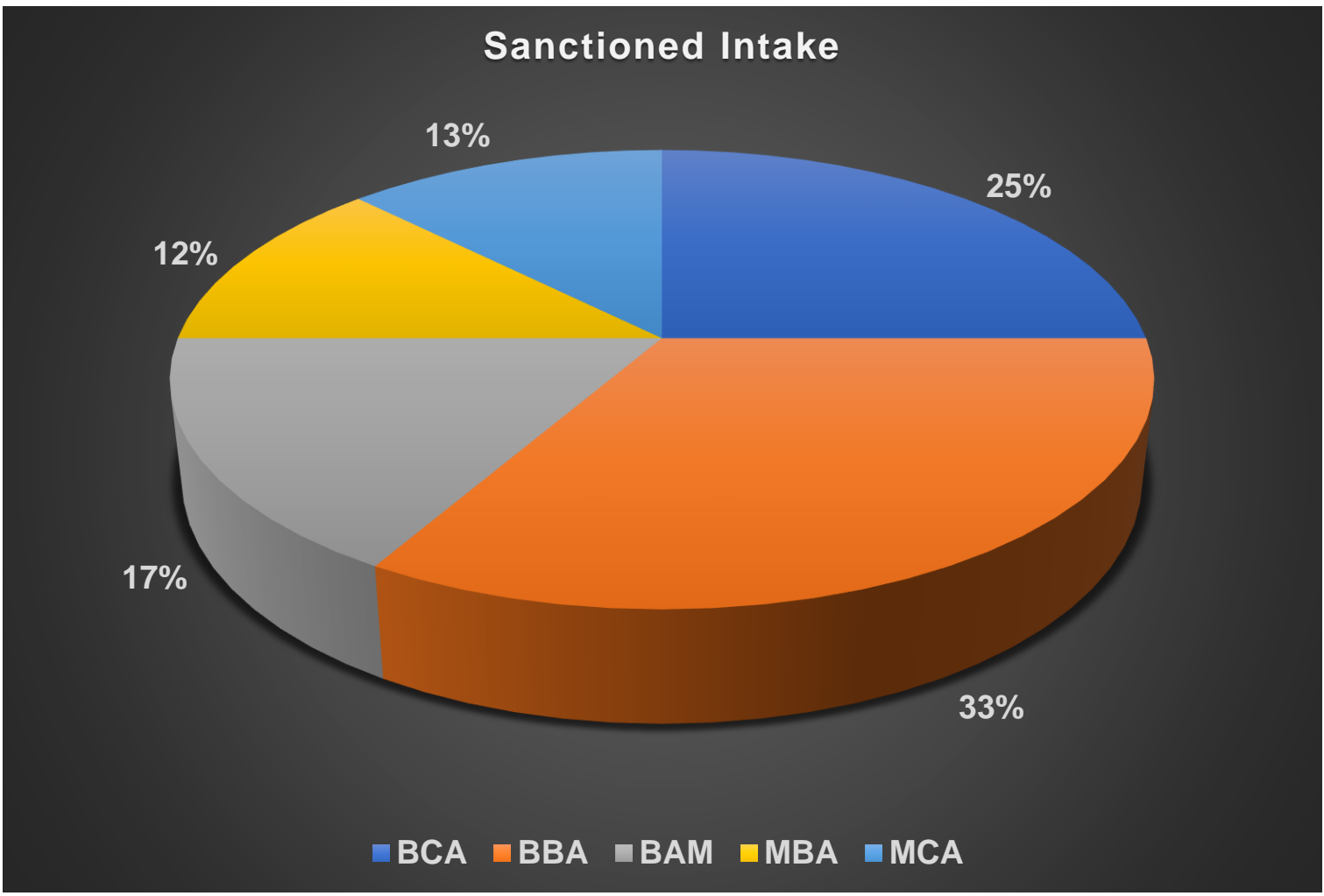
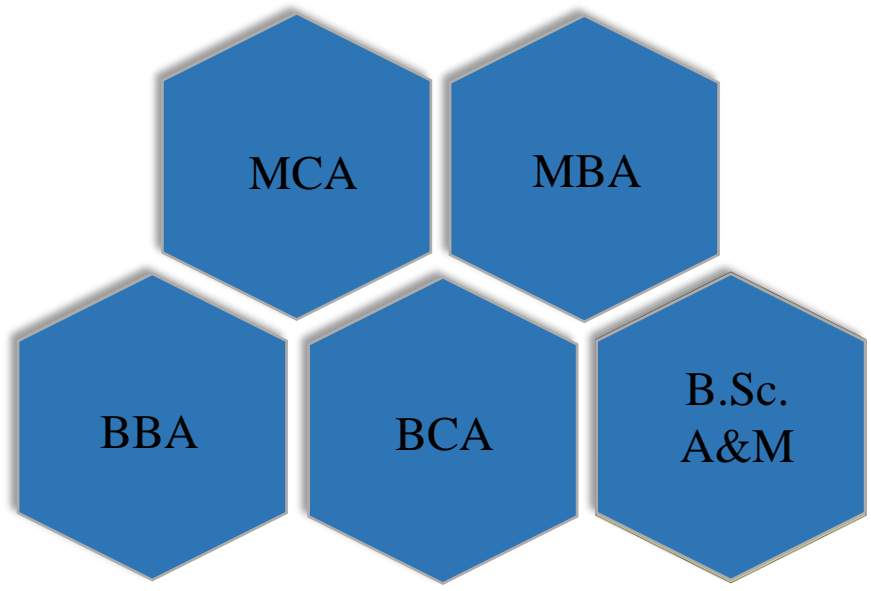
**BCA – Artificial Intelligence & Machine Learning
– Data Science**

**BBA – Digital Marketing
– Business Analytics**

Initiated Accreditation Process for

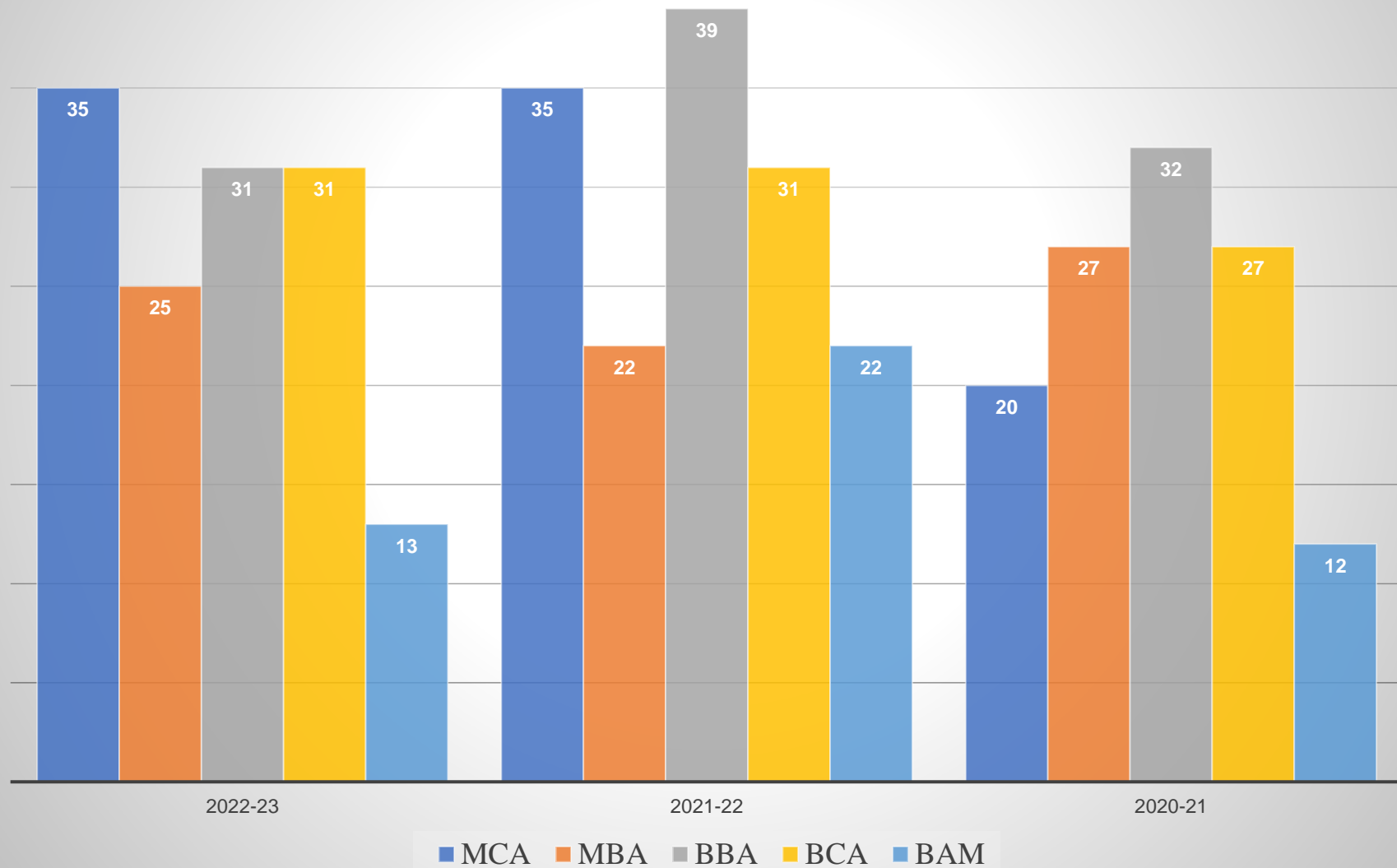
**MCA
MBA**

Programmes Offered and Sanctioned Intake

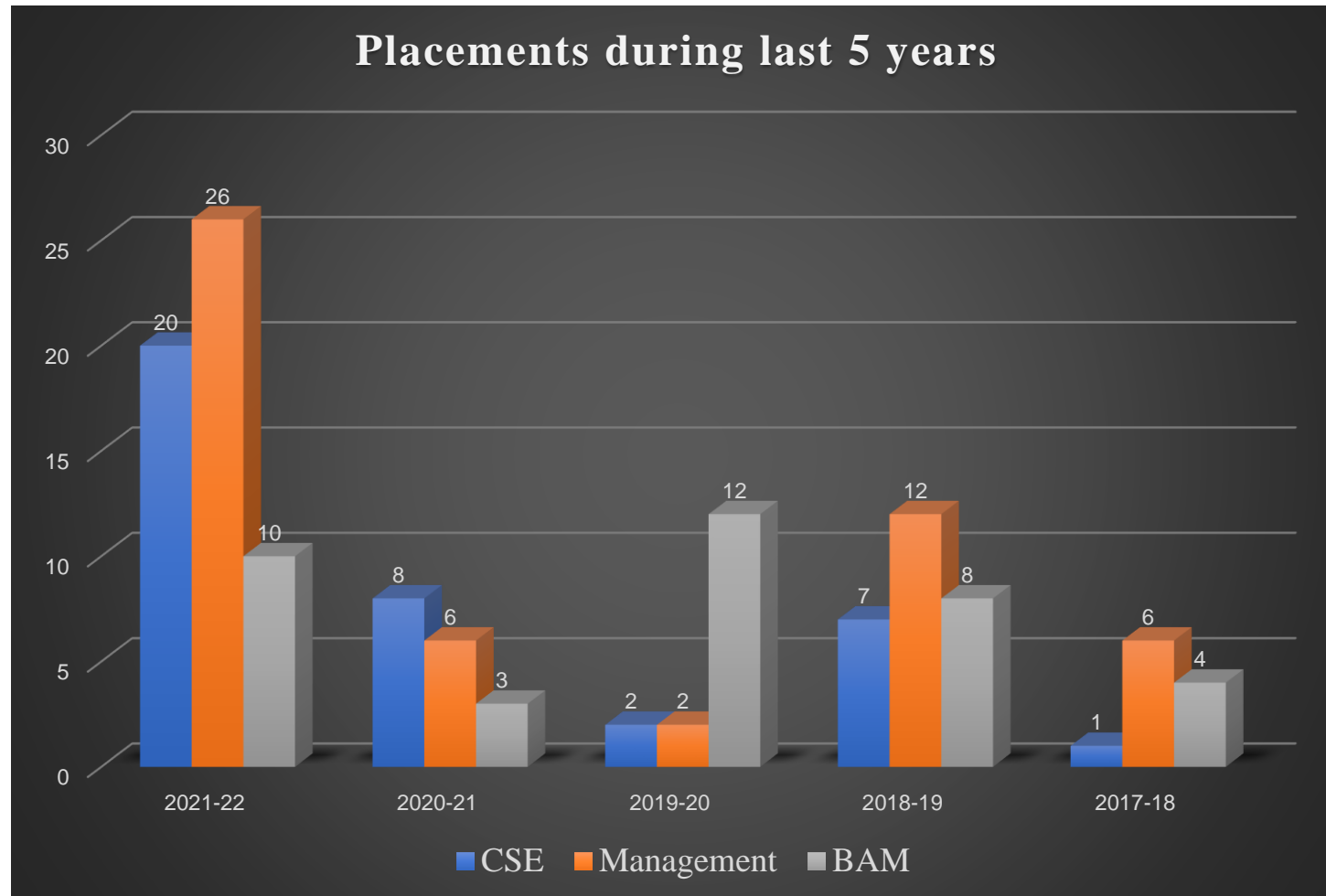




Admission in last 3 years



On Campus Placements during last 5 years

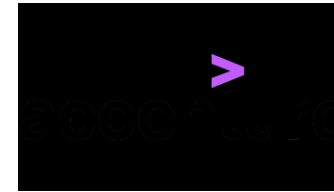


Top Recruiters

@CSE



ARISTA



Top Recruiters

@Management



Top Recruiters

@Animation & Multimedia



protiviti®

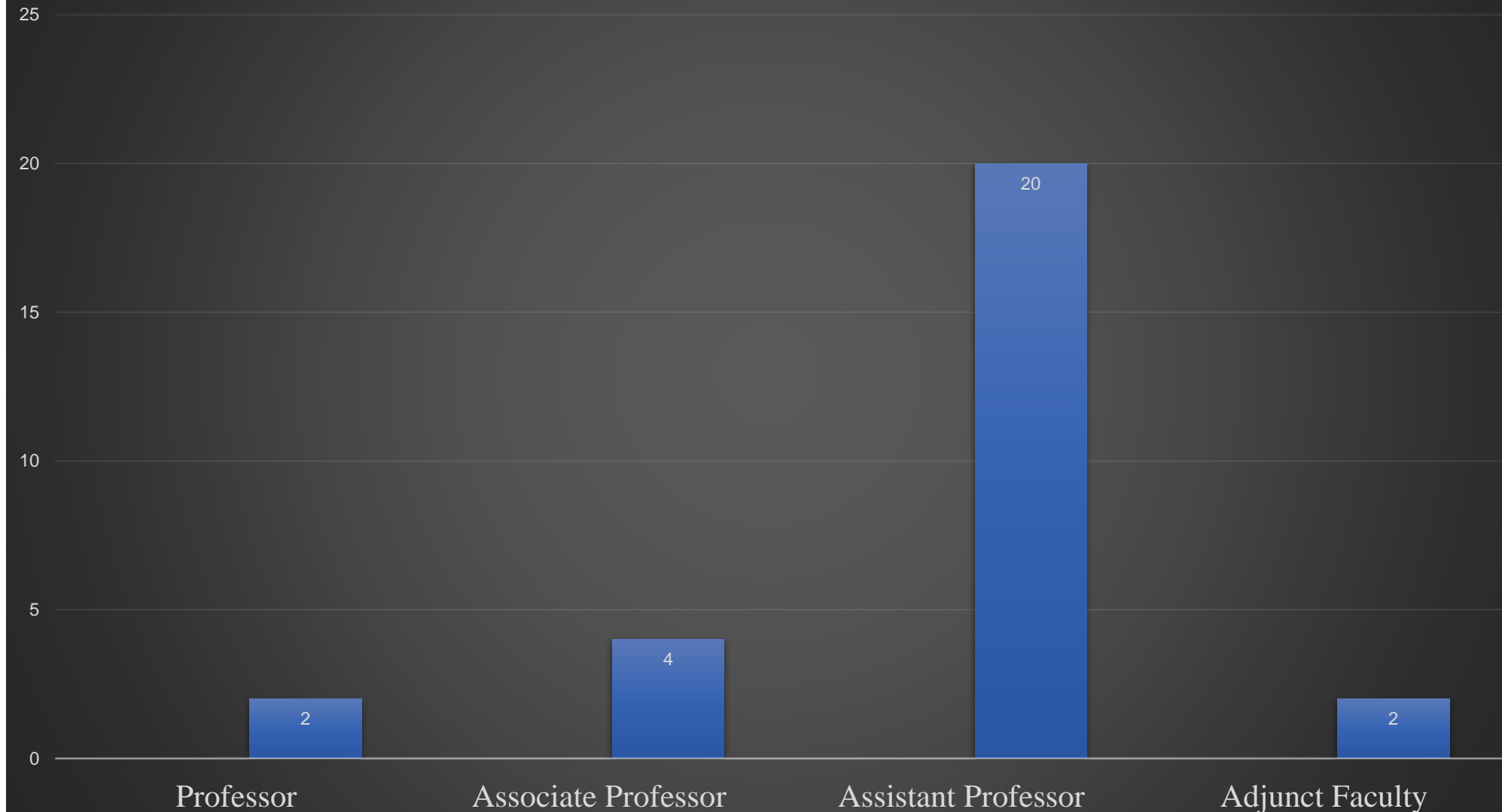


MoU / Collaborations (between 1st July 2021 to 30th June 2022)



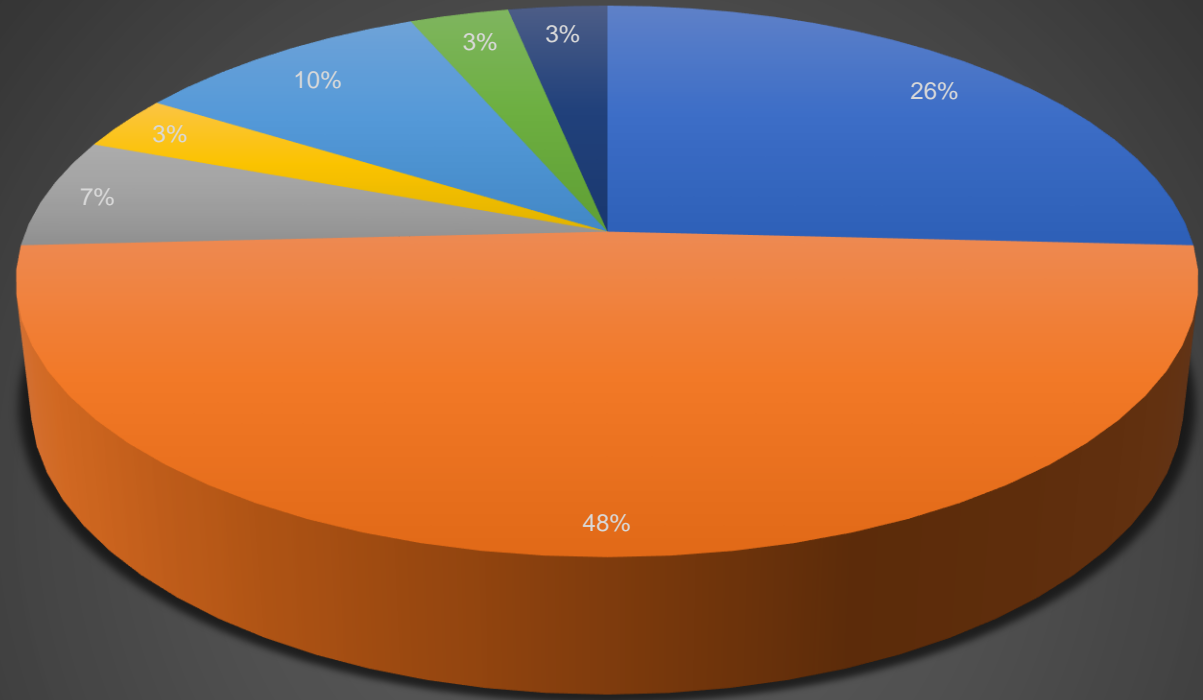
Sr. No.	Name of Organisation / University
1.	Academy of Business and Emerging Markets
2.	NEXTGEN Shopping Pvt Ltd
3.	Sansoftech Services Private Ltd.
4.	Nouveau Labs
5.	United Facilities & Logistics Private Ltd.
6.	Monotech Engineers Pvt Ltd.
7.	Daddy3d.com
8.	Gamitronics Studios Pvt. Ltd.

Faculty Cadre Wise



Physical Infrastructure:

Rooms



- Class Rooms
- Faculty Cabin
- Project/Language Lab
- Auditorium
- Meeting Room/VCR
- Studio

Infrastructure: Computer Labs



Infrastructure: Auditorium



Infrastructure: Library



Infrastructure: Canteen



Hardware Components

No of Computers in Lab	120
Server Computers	2
Wireless Access Points	8
Networking Switches	12
Router	1
Network Printers	3

Internet Leased Line

- Airtel 50Mbps
- Reliance Jio 1Gbps

Software Components

MATLAB	
Microsoft Office 365	
eSet Endpoint Protection	
Adobe Creative Cloud	
Clarity AI	

Clubs and Societies



- Cultural Club
- Sports Club
- CSR / NSS Club
- Alumni Connect Club
- Photography & Movie Club
- Publicity & Social Media Club
- Management Club
- Environment Club
- News & Publication Society
- Poetry Club
- Yoga Club
- Case Study Club
- Study Tour Club
- IT Club
- Entrepreneurship, Business Plan and Innovation Club
- Literary Club
- Art , Craft, and Creative Club



Activities: Annual Sports Week



Activities: Annual Sports Week

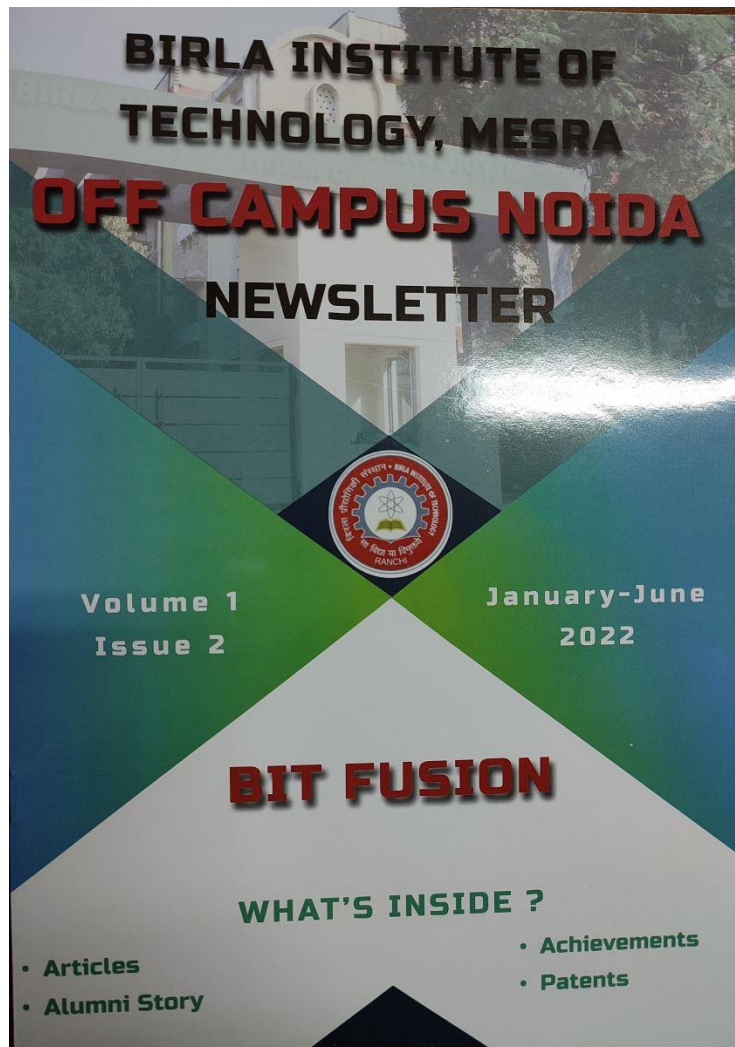


Activities: Annual Cultural Fest



Activities: Annual Cultural Fest





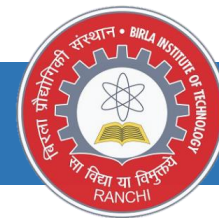
Vol. 1 Issue 2



Vol. 1 Issue 1

Major Initiatives during the last year

Entrepreneurship Cell



Career-Guidance Cell



Responsibilities include

- Organize sessions for career guidance/personality development
- Conduct mock exams
- Guidance for higher education and many more





BIRLA INSTITUTE OF TECHNOLOGY

(A Deemed to be University u/s 3 of the UGC Act, 1956)

Mesra (Ranchi), Off Campus: Noida – 201301, INDIA

Research Talk Series : 7 Deep learning models and their applications



Dr. (Prof.) Vandana Bhattacharjee
Director, BIT OffCampus Lalpur

Date: June 27, 2022, Time: 10:30am,
Meeting link:<https://meet.google.com/wvn-podi-peu>

Organised By:-

Dr. Smitha Jha
Contact: 9953100878

Under Guidance of:

Prof. (Dr.) S.L. Gupta
Director



BIRLA INSTITUTE OF TECHNOLOGY

(A Deemed to be University u/s 3 of the UGC Act, 1956)

Mesra (Ranchi), Off Campus: Noida – 201301, INDIA

Research Talk Series-8



Dr Rekha Maitra
Associate professor(tourism and travel
management) DAV Centenary College, Faridabad

Date: July 22, 2022, Time: 10 am
Google link:<https://meet.google.com/wvn-podi-peu>

Organised By:-

Dr Smitha Jha
Coordinator, Research talk series
Assistant professor, CSE Dept.
BIT Mesra Offcampus Noida

Under Guidance of:

Prof. (Dr.) S.L. Gupta
Director, BIT Mesra Offcampus Noida

High Impact Guest Lecture Series



BIRLA INSTITUTE OF TECHNOLOGY
(A Deemed to be University u/s 3 of the UGC Act, 1956)
OFF-CAMPUS (NOIDA) – 201301 (INDIA)

HIGH IMPACT GUEST LECTURE



Mr. Sumit Chaudhuri
Managing Director

Third Millennium Business Resource Associates Private Limited
also
Industry & Motivational Speaker

Date: August 10, 2022 (Wednesday)
Time :12 Noon Onwards

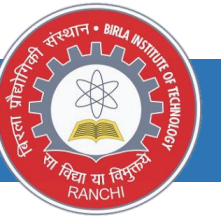
Venue
Video Conferencing Room
2nd Floor

Organised by:
Ms. Preeti Bajaj
Ms. Priti Sharma
Mr. Obed Longvah

Under Guidance of:
Prof. (Dr.) S.L. Gupta
Director

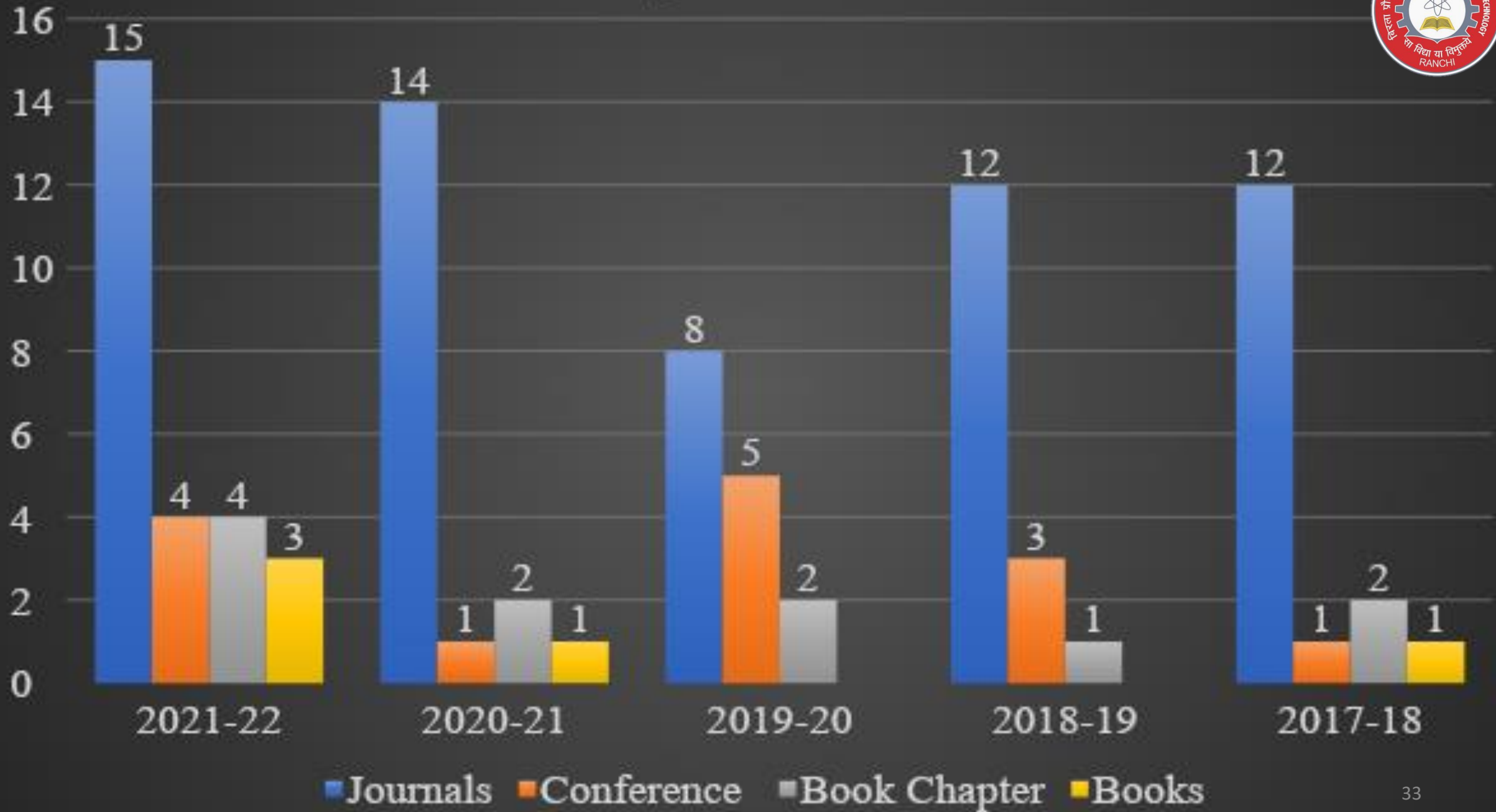
bitmesra.ac.in/bitnoida bitnoida@bitmesra.ac.in [bitmesranoidacampus](https://www.facebook.com/bitmesranoidacampus) [bitnoidacampus](https://www.instagram.com/bitnoidacampus)





Research @ Noida Campus

Faculty Publications

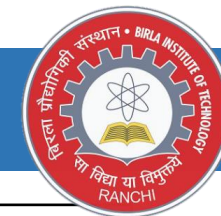


Patents



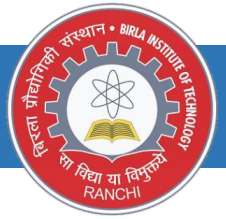
Name of the Inventor	Title of the Invention	Application / Patent No. (As applicable)	Year
Dr. B. B. Sagar	IMT-Voice Based Mobile Banking: INTELLIGENTMONEY TRANSFER USING VOICE BASED MOBILE BANKING	Patent No. 2020102380	2020
Dr. B. B. Sagar	A MULTI-NODE SYSTEM AND A METHOD FOR BIG DATA ANALYTICS	202131000115 A	2021
Dr. Suparna Dutta	A Method for Mediated Communication	Patent No. 2021107055	2021
Dr. Arun Mittal	Device to track the customer's footprints in a mall	1109098	2022
Dr. Vibha Kaw Raina	A mobile transaction system for remote area and method thereof	202211000795	2022
Dr. Charu Wahi, Anurag Joshi, Seema Sharma, Rakesh Singh & Preety Bajaj	Method and system of Security framework for Wireless Sensor Networks	202211001381	2022
Rakesh Singh & Anurag Joshi	Design of Bulb	356883-001	342022

Completed Research Projects



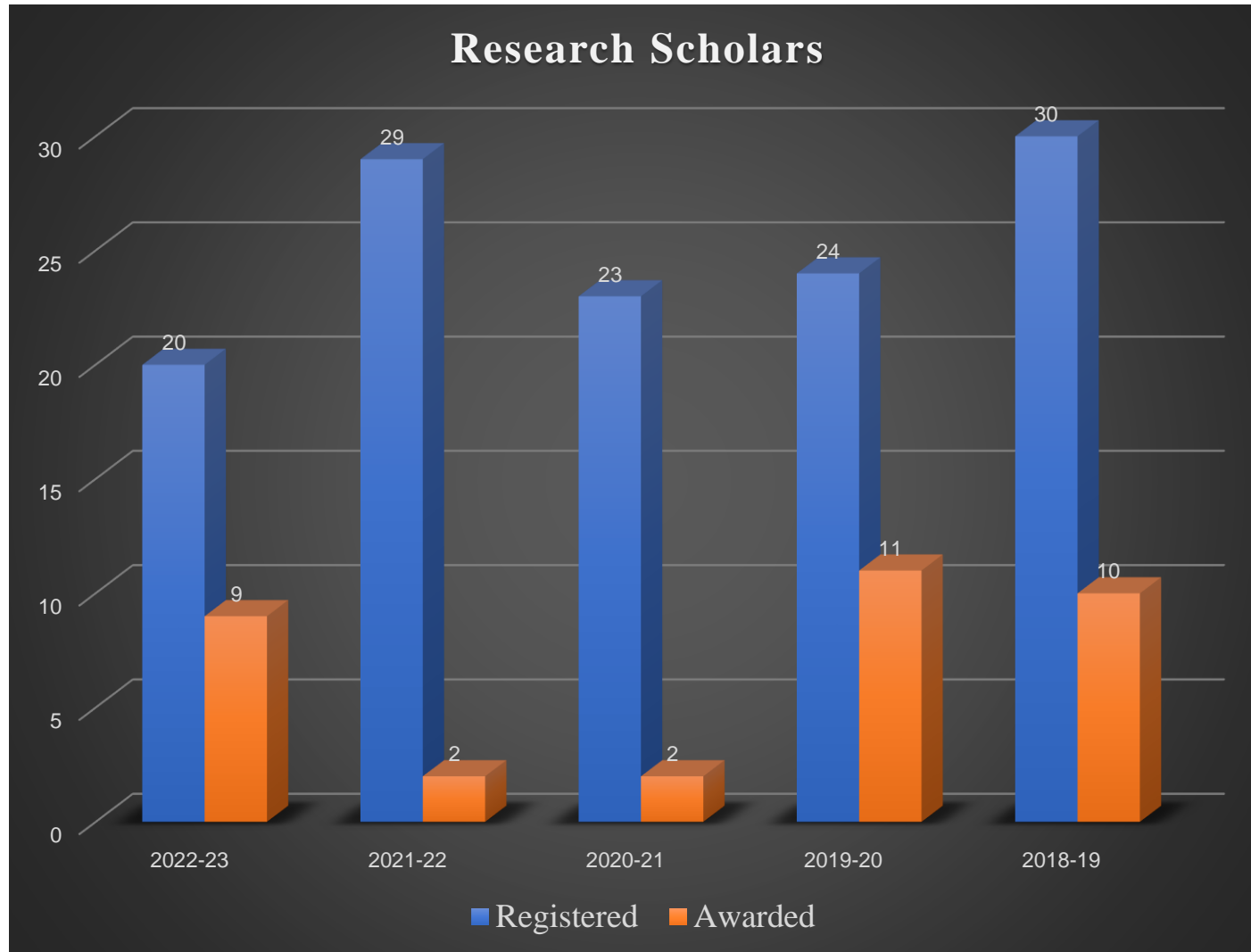
S.No.	Project Title	PI / Co- PI/Collaborator, if any	Funding Agency	Date of Sanction	Sanctioned Amount	Date of completion of the Project
1.	Routing Protocol for Mobile Ad-Hoc Network	Ms. Charu Wahi	UGC	Feb' 2011	Rs.90,000/-	Feb'2012
2.	An informational film on Plasma Technology for purification of drinking water	Dr. Ram Prakash , Principal Scientist (CSIR) & Assoc. Prof. (AcSIR) Group Leader (Plasma Devices Laboratory) Microwave Tubes (MWT) Division, CSIR-Central Electronics Engineering Research Institute (CEERI)	CEERI Pilani		This project was done without any contractual and financial obligations.	12 Sep 2016
3.	Green Buildings in India: A study of Issues, Challenges & Prospects for Sustainable Development	Dr. Meenakshi Sharma	UGC	April 1,2013	Rs.6,54,600/-	2 Years
4.	Smart use of Web Analytics and Data Mining technique for improving online Information Retrieval.	Dr. Shruti Kohli	UGC	04/01/13	Rs.10,40,000	3 years

Ongoing Research Projects



Sr. No.	Project Title	PI / Co PI / Collaborator, if any	Funding Agency	Date of Sanction	Sanctioned Amount	Duration of the Project
1.	Impact of Green Brand Image on Green Brand Equity and Green Purchase Intention in Indian Banking Sector	Dr. Meenakshi Sharma	ICSSR	Jan 1, 2020	Rs. 16,00,000	2 years
2.	The Rural youth from Enrollment to Employment: Role of New National Education Policy-2020 in Re-Imagining Vocational Education with Experiential Learning through Higher Education Institutions	Prof. (Dr.) S.L. Gupta and Dr. Arun Mittal	Mahatma Gandhi National Council for Rural Education		Rs. 5.5 lakhs	1 year
3.	Role of Women Entrepreneurship in Holistic Empowerment of Women: An Empirical study of Semi-urban and Urban women Entrepreneurs	Dr. Arun Mittal	Indian Council of Social Science Research		Rs. 7.5 lakhs	1 year

Research Scholars Registered/Awarded



- Total Awarded: 60
- Total Ongoing: 23

Research Scholars Details (CSE)



VIKAS
PHD/CS/10058/19
WSN Using Machine Learning



Annu Mishra
PHD/CS/10059/19
Neural Network



Sanjay Kumar Shonkar
PHD/CS/10054/20
FOG Based IoT



Sandeep Kaur
PHD/CS/10003/17
Brahmi Script using ML



Sharad Kumar Singh
PHD/CS/10064/20
Artificial Intelligence

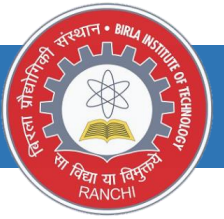


Kriti Poddar
PHD/CS/10013/21
Machine Learning



Soma Sircar Dasgupta
PHD/CS/10055/20
Blockchain

Research Scholars Details (Management)



Sunaina Kothari
PHD/MB/10061/13
Marketing



Arvind Bhisikar
PHD/MB/10018/13
Business Analytics



Simmi Dhyani
PDH/MB/10062/13
Marketing



Jyoti S Das
PHD/MB/10056/14
Communication



Narendra Nath Mahto
PHD/MB/10008/12
Performance Mgmt. in
Chain



Nitin A Salunkhe
PHD/MB/10060/14
Leadership Style



Akanksha Choubey
PHD/MB/10059/16
Marketing

Research Scholars Details (Management)



Ritika Sharma
PHD/MB/10015/17
Healthcare Organisation



Ankita Das
PHD/MB/10003/20
Advertising and Marketing



Prateek Gupta
PHD/MB/10004/20
Consumer Sustainability



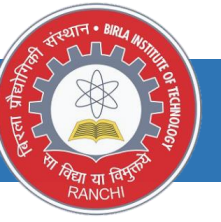
Sayantani Sarkar
PHD/MB/10002/20
Hotel Industry



Anubhuti Saxena
PHD/MB/10016/17
Spirituality of Employee



Shilpa Singh
PHD/MB/10052/19
Marketing



Department of Management

About the Department of Management



The Department of Management was established in the year 1998.

The Department offers the following academic programmes:

1. Bachelor of Business Administration (BBA) with specialization in **HR, Marketing, Finance, IT, Digital Marketing and Business Analytics**
2. Master of Business Administration (MBA): The curriculum offers **dual Functional Specialization** along with Sectoral Specialization.

Functional Specialization courses are offered in the following broad areas:

• Finance • Human Resources • Marketing • Business Analytics • IT & Operations

3. Ph.D. in Management

Faculty@ Management



Dr. Shankar Lal Gupta
(Professor)



Dr. Asha Prasad
(Professor)



Dr. Meenakshi Sharma
(Associate Professor)



Dr. Vandana Sharma
(Associate Professor)



Dr. Suparna Dutta
(Associate Professor)



Dr. Abhishek Singh
(Assistant Professor)



Dr. Arun Mittal
(Assistant Professor)



Dr. Monika Bisht
(Assistant Professor)



Ms. Rachana Pratik
(Assistant Professor)



Ms. Preety Bajaj
(Assistant Professor)

Distinguished Alumni (Dept. of Management)



Divya Dang
HR Head
Cloud Analogy



Akhil Kumar
Senior Manager,
JMD Railtech Group



Samridh Singh
Business Operations
RikaRica
(Electric Vehicle Charging Solutions)



Ajay Yadav
Sales Director
Media Agility, New Jersey (US)



Saurabh Sagar
Branch Manager
India Post Payments Bank



Gaurav Asija
Deputy Vice President
Credit Underwriting
HDFC Bank



Puja Kumari
Senior Manager (HR)
NTPC LTd.



Shilpa Singh
Data Researcher
S&P Global Market Intelligence

Distinguished Alumni (Dept. of management)



Tanaya Nayak

Manager, Corporate Research
CRISIL Ltd.



Sonu Hotwani

Associate Director
Amara.ai



Rahul Arora

Private Banker
ICICI Securities Private Welath



Pratiti Rajpal

Director of Operations
Hyatt-India



Varun Saroha

ANI Technologies
OLA Project Manager



Yashwant Singh

Senior Manager
PMT



Mitali Munjal

Senior Manager, International Sales
NaukriGulf.com & Naukri.com



Akriti Awasthi

Cluster Manager
Aditya Birla Sun Life Insurance



Prerna Khaitan

Senior Manager, Brand Partnerships
Myntra



Sumit Prasad

Senior Manager, Group HR
JK Organisation



Deepak Kumar

Zonal Head
Allahabad Bank



Shubhangi Singh

HR
HCL Technologies



Additional Responsibilities of Department Faculty Members

S.No.	Faculty Name	Post Held	Responsibilities
1	Dr. Meenakshi Sharma	Coordinator - NBA (Management)	Responsible for management and coordination of all the activities for NBA accreditation of Management Department
2	Dr. Arun Mittal	Coordinator - Sponsored Research and Industrial Consultancy (SR&IC)	Project submission to various funding agencies, providing information to faculty members about new opportunities for applying projects to various funding agencies. Also responsible for MDP and EDP.
3	Dr. Monika Bisht	Academic Coordinator - MBA, Incharge T & P - Management	Responsible for management and coordination of academic activities for MBA students
4	Mrs. Rachana Pratik	Academic Coordinator -BBA	Responsible for management and coordination of academic activities for BBA students



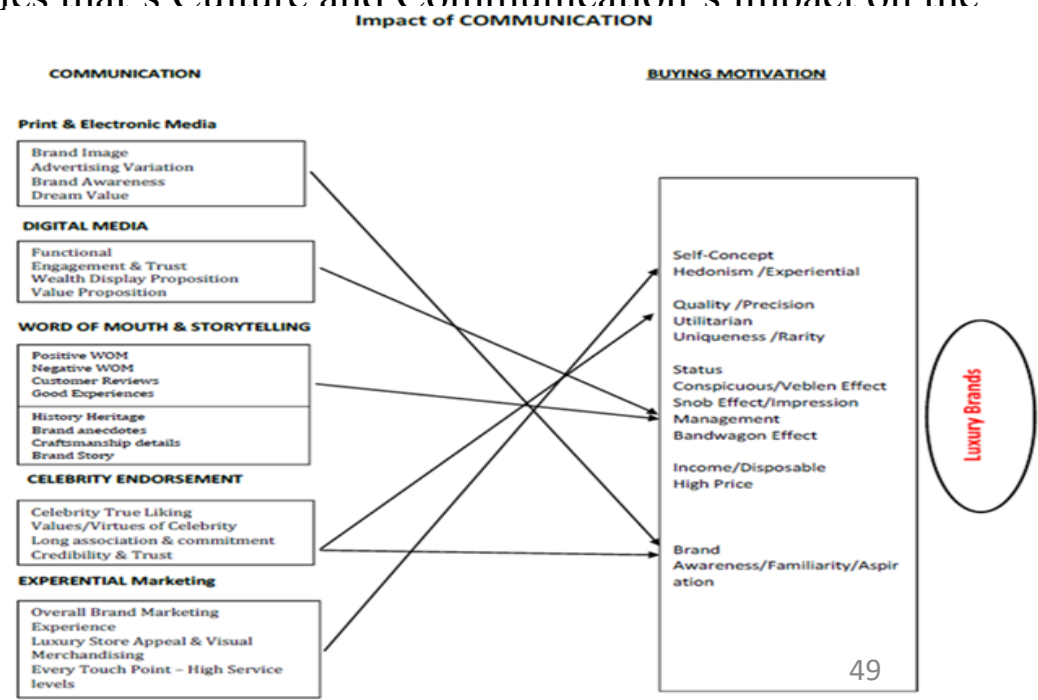
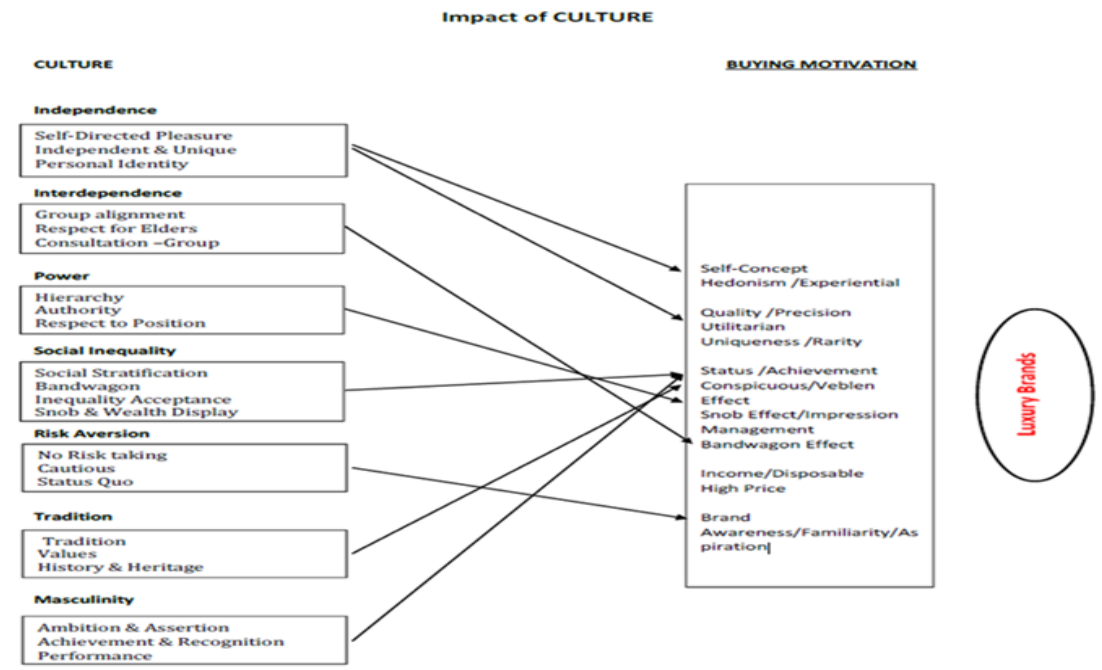
Glimpse of

Ongoing Research

Research Title: Impact of Culture and Communication on the Buying Motivations for Luxury Brands in India

RESEARCH OBJECTIVES

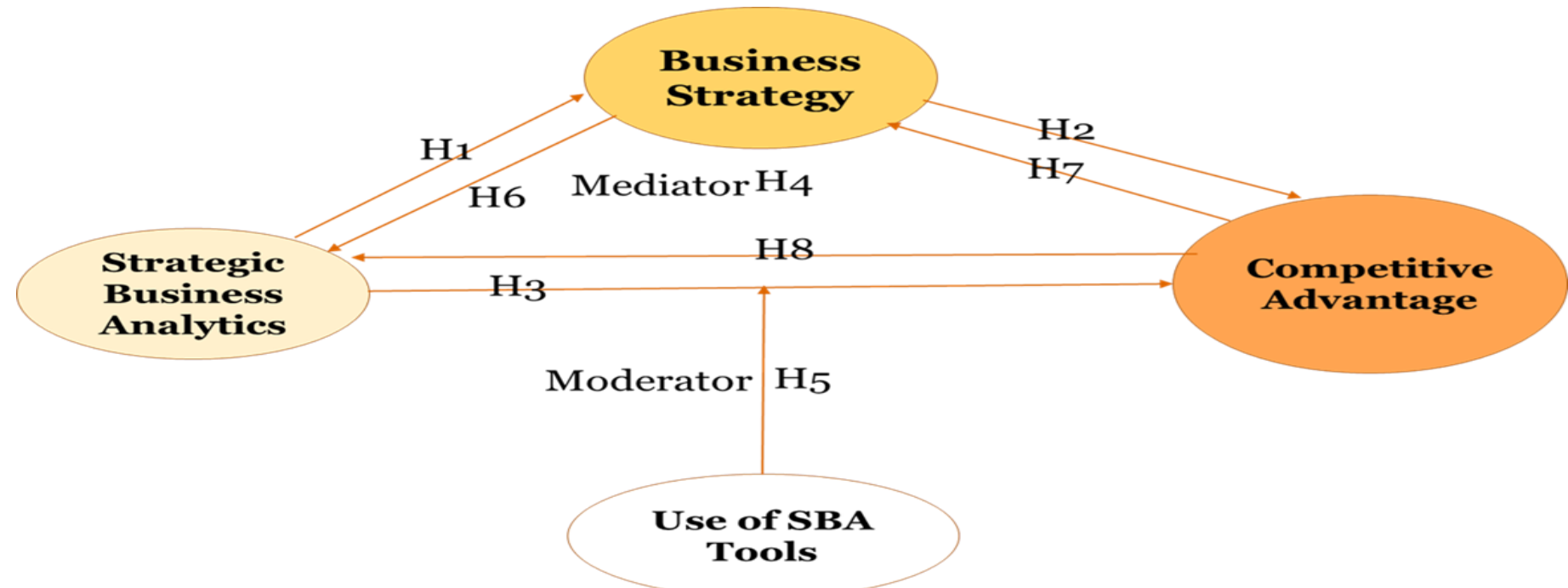
- To investigate whether Indian Consumers have a multidimensional Cultural Orientation
- To probe the key culture determinants/factors that shapes the cultural orientation towards luxury purchase behaviour
- To Probe the key Communication aspects that shapes and impact the luxury Purchase behaviour in India
- To identify the aspects of Culture and communication impacting luxury buying behaviour which are more exclusive and typical to Indian consumers
- To develop a behavioural framework in which two external independent variables that's Culture and Communication's impact on the



Research Title: Developing a framework for effective implementation of Strategic Business Analytics harnessing Business Strategy to gain Competitive Advantage

RESEARCH OBJECTIVES

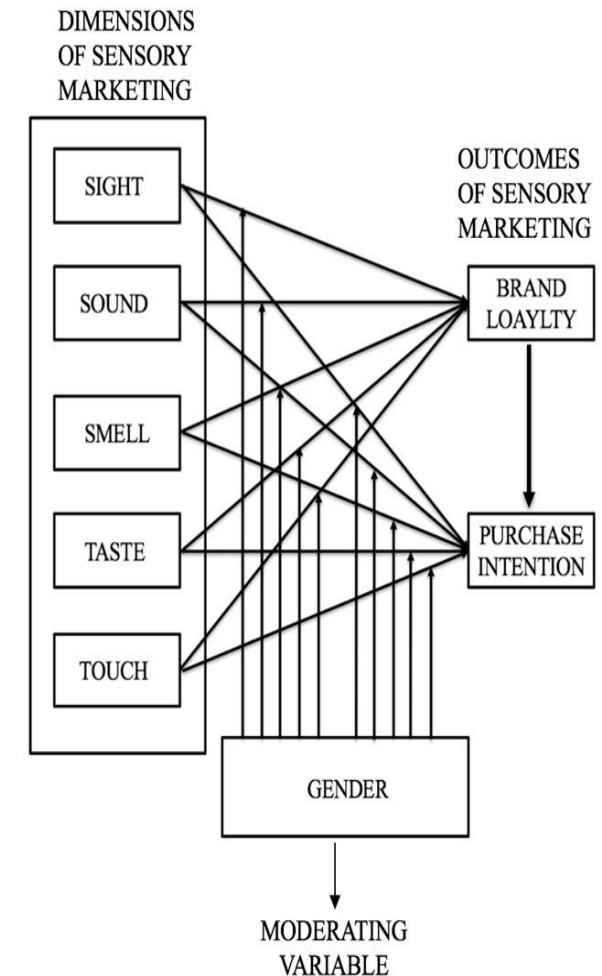
- Identifying the missing link between the SBA and business strategy in terms of competitive advantage
- Prior research has primarily focused on competitive advantage and its relationship to organisational performance while ignoring other factors.
- Investigate and define the connection between business strategy and competitive advantage.
- Determining whether SBA tools improve the relationship between the SBA and competitive advantage.



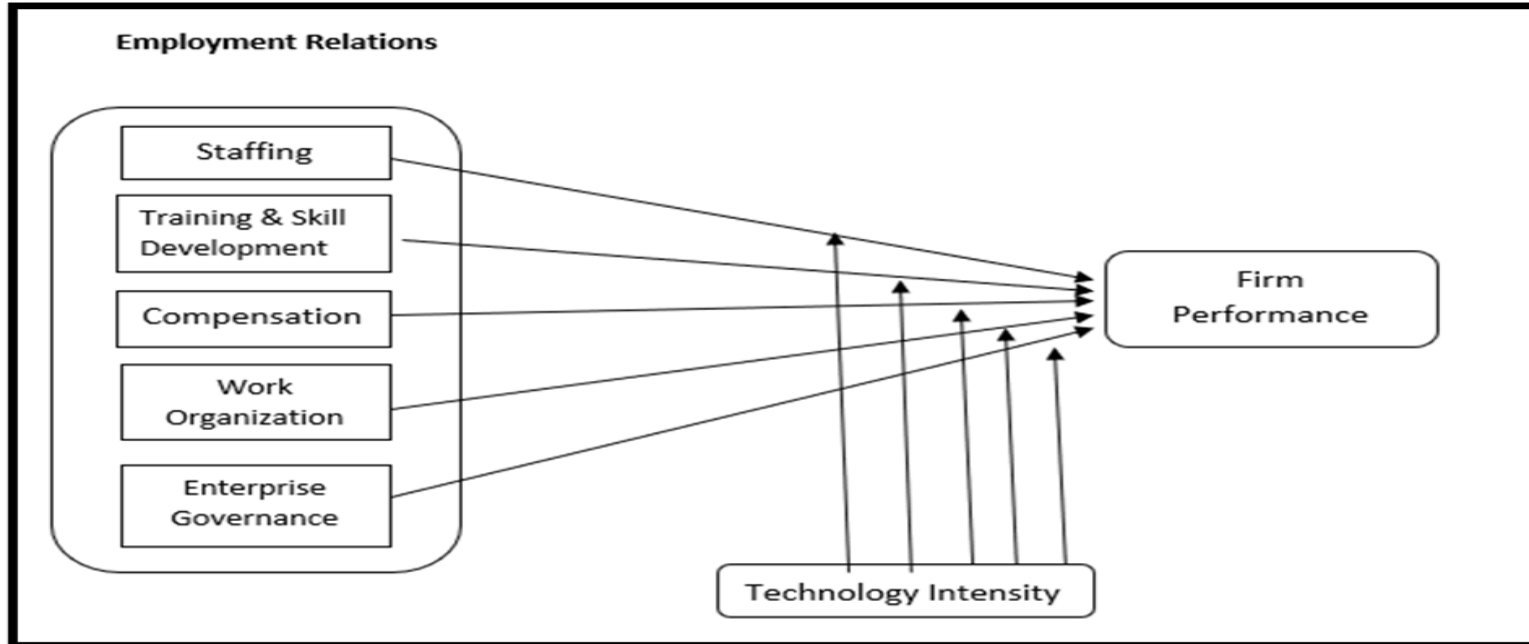
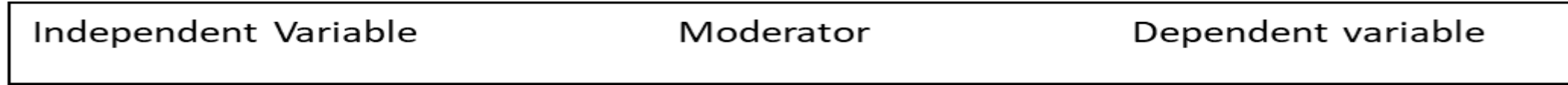
Research Title: IMPACT OF SENSORY MARKETING ON BRAND LOYALTY AND CONSUMERS PURCHASE INTENTION – IN CASE OF QUICK SERVICE RESTAURANT INDUSTRY

RESEARCH OBJECTIVES

- To explore the various dimensions of sensory marketing in context of QSR Industry
- To identify the relationship between dimensions of sensory marketing and brand loyalty
- To identify the relationship between dimensions of sensory marketing and consumers' purchase intention.
- To identify the relationship between brand loyalty and purchase intention.
- To examine the mediating effect of brand loyalty in the hypothesised relation of sensory marketing dimensions and customer purchase intention.
- To examine gender as a moderator in the hypothesised relationship between sensory marketing dimensions and outcomes (brand loyalty and purchase intention).



Research Title: Impact of Employment Relations on Firm Performance : A Study on Manufacturing in NCR

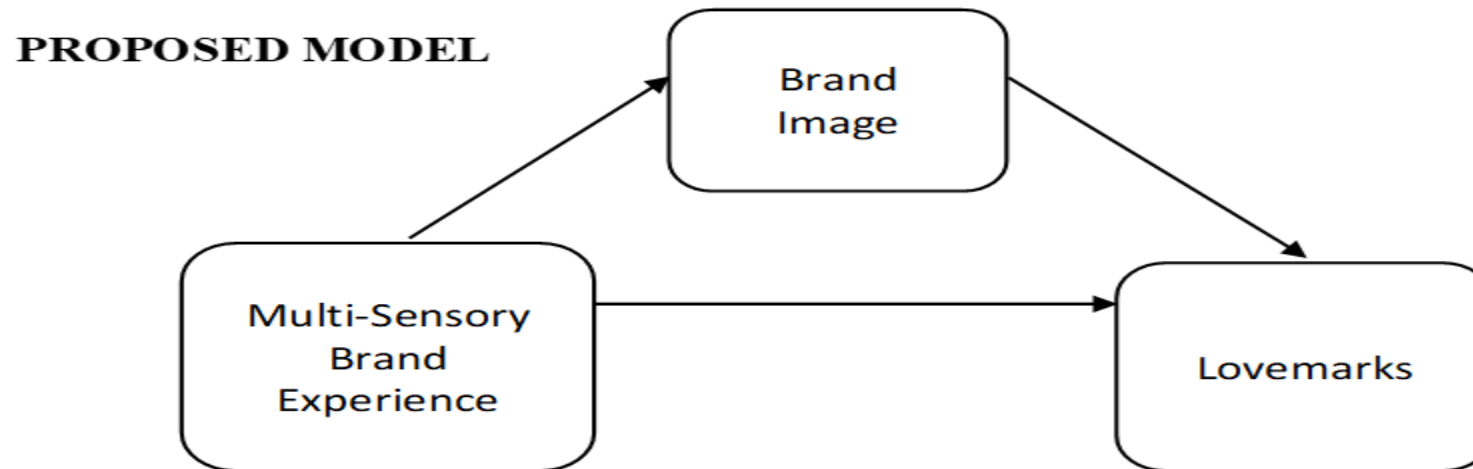


- Employment Relations comprising staffing, training & skill development, compensation, work organization and enterprise governance is positively related to firm performance (POP).
- The relationship between Employment Relations and Firm Performance is moderated by Technology intensity.

Research Title: Effect of Multi-Sensory Brand Experience on Brand Image and Love mark in fashion Brands

RESEARCH OBJECTIVES

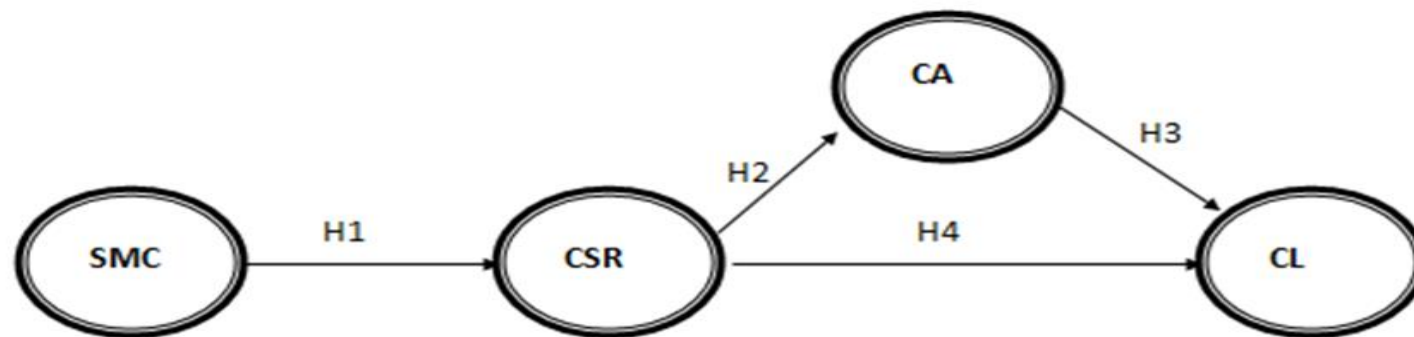
- To identify different dimensions of brand respect and to develop and validate a scale for Brand Respect.
- To study the effect of Multi-Sensory Brand Experience on developing Brand Image in Fashion Brands in India.
- To study the effect of Multi-Sensory Brand Experience on Lovemark.
- To study the effect of Brand image on Lovemark.
- To study the role of Brand image as a mediator between of Multi-Sensory Brand Experience & Lovemark.



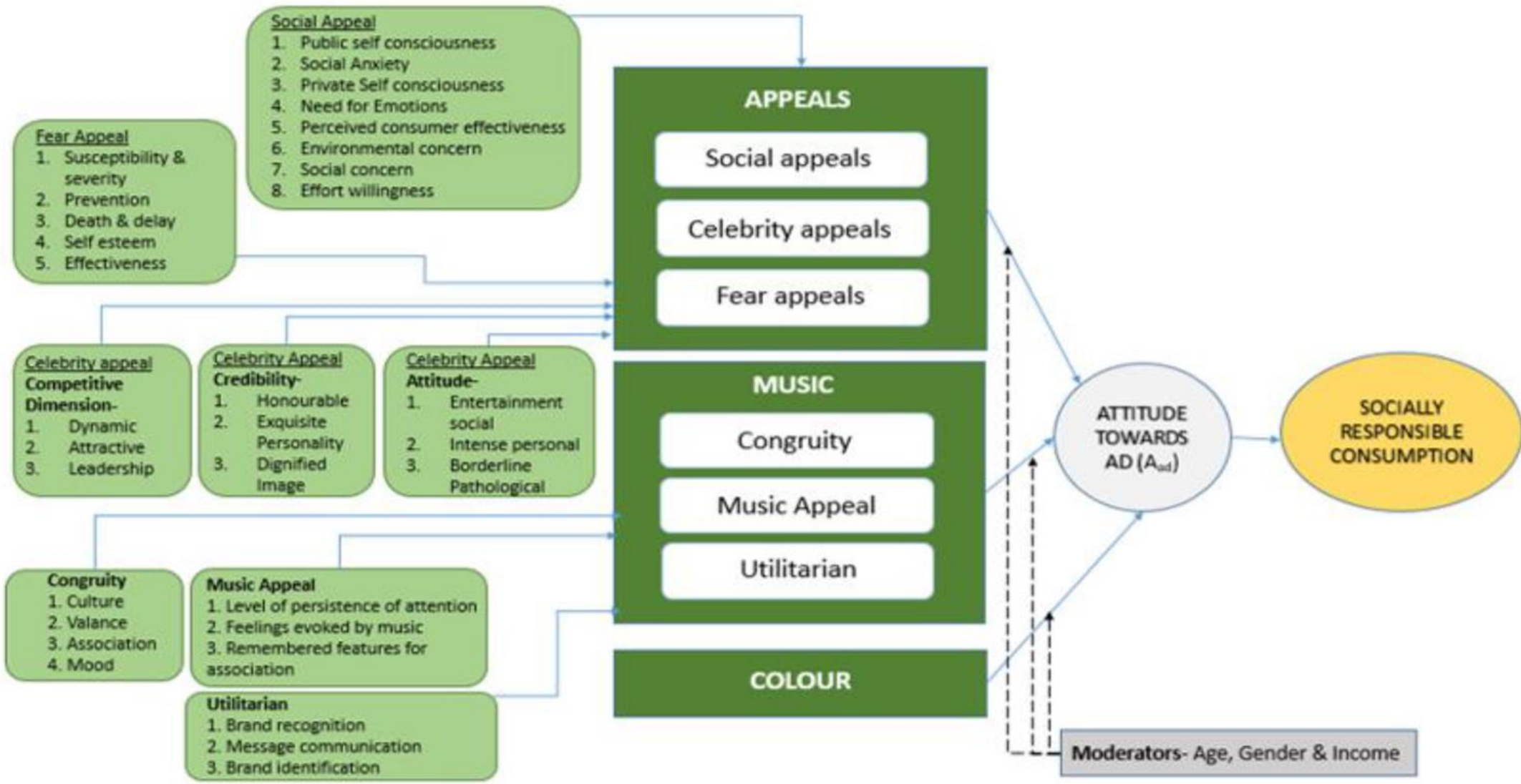
Research Title: A study of social media as an effective marketing tool for communicating Corporate Social responsibility

PURPOSE OF THE STUDY

The purpose of this research is manifold: First, to examine how social media can be used for communicating Corporate Social Responsibility (CSR) effectively. Second, to study influence of CSR on Competitive Advantage (CA). Third, to study influence of CSR on Customer Loyalty (CL). Forth, to study influence of Competitive advantage on Customer Loyalty (CL). Fifth, to study the mediating role of Competitive advantage between the relationship of CSR and Customer Loyalty. And lastly, to develop a framework and validate empirically how social media can be effectively used to communicate Corporate Social Responsibility to gain competitive advantage and customer loyalty.



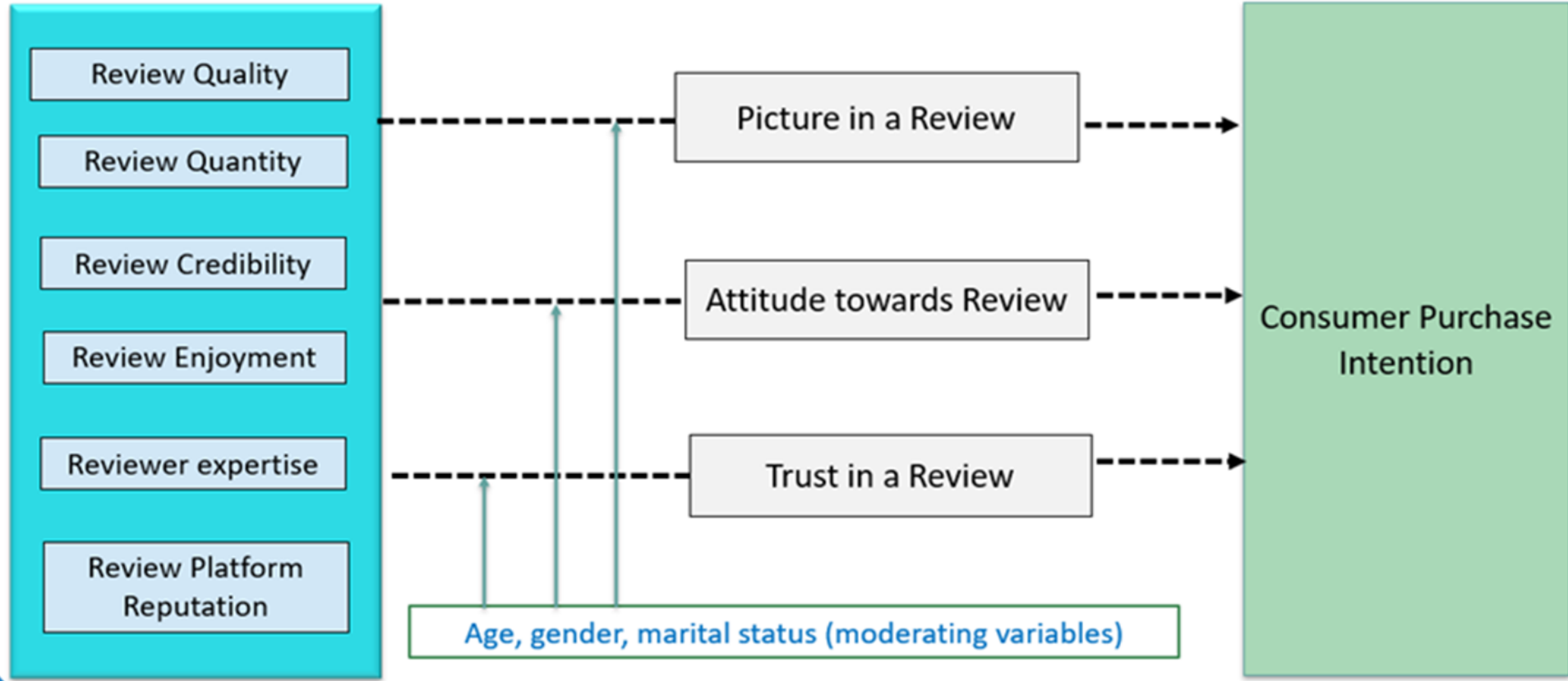
Research Title: Impact of Advertising Appeals on Socially Responsible Consumption



Research Title: Impact of Online Reviews on Consumer Purchase Intention in the Indian hospitality sector



Proposed Research Model

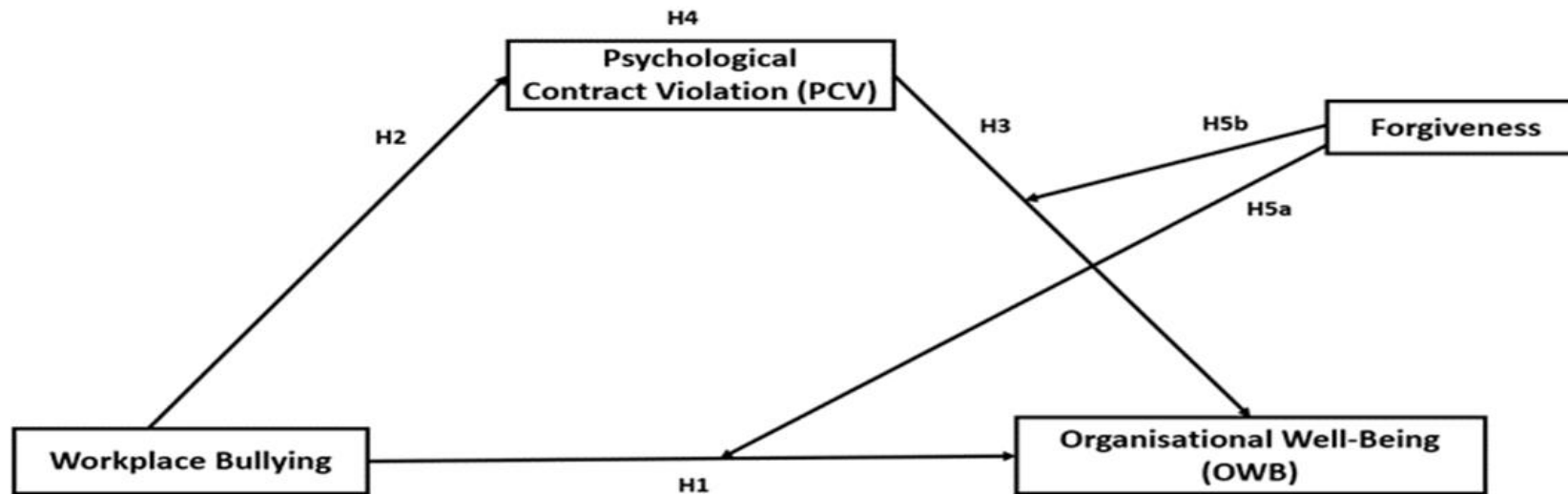


Research Title: A Study of Relationship Between Workplace Bullying and Organisational Well-Being among Resident Doctors in Healthcare Organisations

RESEARCH OBJECTIVES

The objectives of instant study are to corroborate the prevalence of workplace bullying among resident doctors in Indian healthcare organisations while examining the relationship of workplace bullying with organisational well-being (OWB) among resident doctors in Indian healthcare organisations. Additionally, this study ascertains the mediating effect of PCV on workplace bullying in relation to OWB among Indian resident doctors while examining the moderating effect of forgiveness (a resilient measure) among Indian resident doctors.

Hypothesised Conceptual Framework





Research Title: Performance Management Chain in Energy Sector of India: An empirical study

RESEARCH OBJECTIVES

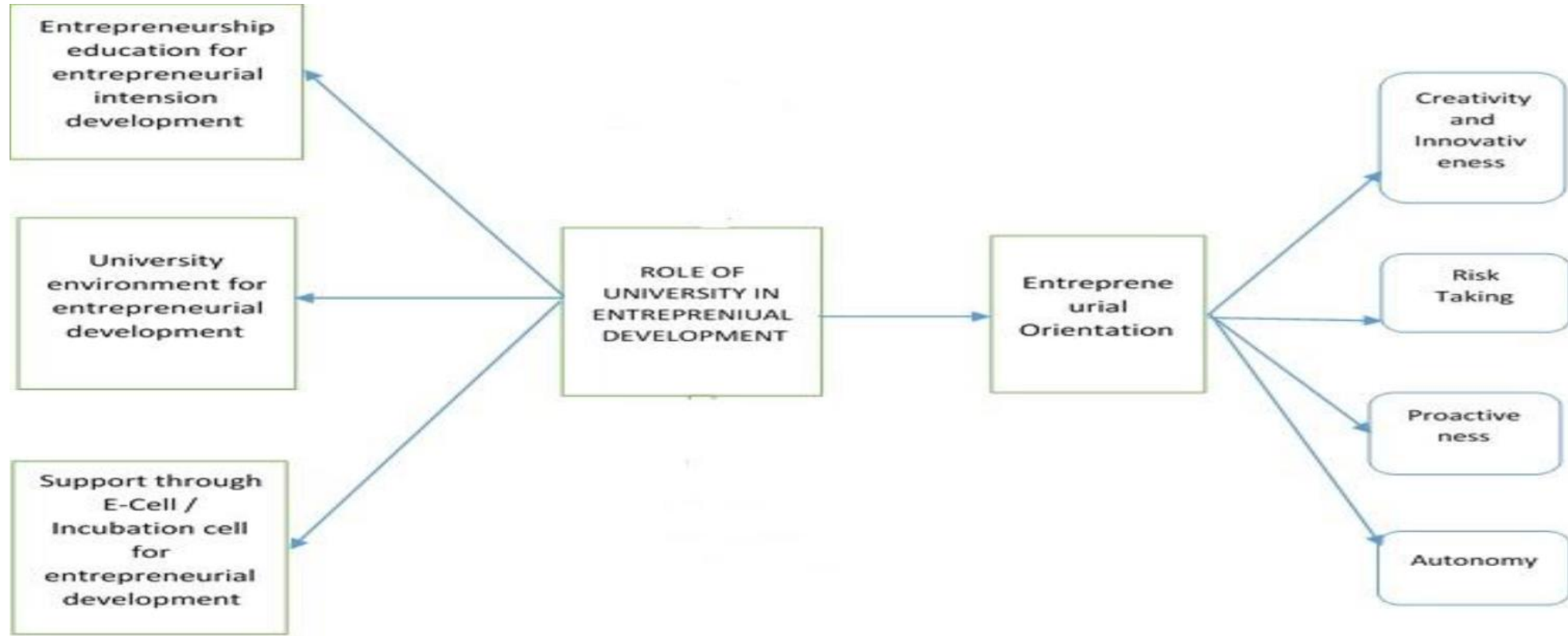
This study is aimed to find out the various performance management tools being used to Monitor and Evaluate (M&E) the central government departments and the CPSEs. How these tools are helping the departments to improve their performance and the CPSEs in their productivity, how they are being perceived by the stakeholders, and to suggest any policy implications if any.

It's an exploratory cum descriptive study where a judgmental stratified sampling method was used to know the 360° views of the respondents from the four groups (strata) in two stages – Results Framework Document (RFD) - stage I, for central Government departments and Memorandum of Understanding (MoU), stage - II for the CPSEs. A total of 50 samples were collected (25 each from the two stages) out of a total population of 243 respondents (143 from stage I and 100 from stage -II), covering 17.5% in RFD and 25% in MoU. To collect in-depth information, questionnaire and personal discussion methods were used. Appropriate statistical tools like MS Excel, SPSS 26 and AMOS 24 were used for data compilation, editing, graphical representation, and analysis of the data. The data was analysed and found to meet the Normality, Validity, and Reliability criteria at both stages.

Research Title: Role of educational (technical) institutions in promoting entrepreneurship in the area of information and communication technologies and electronics

RESEARCH OBJECTIVES

These three aspects have been proposed as the role of universities in the development of entrepreneurship in the study. The result was seen in the development of an entrepreneurial orientation. The key elements of entrepreneurial orientation are creativity and innovation, risk-taking, aggressiveness and independence. Entrepreneurial orientation was taken as an outcome in this study. Based on the above discussion, the following model is proposed and is subject of evaluation in this research.





Research Title: “A study of marketing strategies and recruitment of Indian students by the Higher Education Institutes in UK”

RESEARCH OBJECTIVES

- To study the impact of demographic, geographic, regulatory, socio-cultural and institutional factors on the recruitment and marketing strategies used by UK Higher Education Institutions (HEIs) to attract and recruit students from India.
- To provide recommendations for the development of effective recruitment and marketing strategies used by UK Higher Education Institutions (HEIs) to attract and recruit students from India.
- To develop a framework on marketing and recruitment strategies by Higher Education Institutes in UK for Indian students with case study.

Research Title: Development of Bargaining Model on E-commerce platforms

Digital Transformation is the key concept of any business to sustain, and all businesses are transforming themselves by understanding the concept of digitalization. Organizations are working extremely hard to reach to their prospect customers and transforming themselves to reach to the maximum customers. This is the age of millennials and age of e-commerce considering innovation and creativity, so new concepts will help and boost the business of e-commerce and economically help to those businesses which are related to bargain or negotiation.

RESEARCH OBJECTIVES

- To examine the most relevant product category / Sector where the concept of Bargaining / Negotiation models can be applicable and profitable.
- To Study the characteristics of bargain market and build a strategy for Indian market and the country which is price sensitive.
- To examine the customer perception regarding the use of negotiation model on e-commerce platform.
- To assess the several problems which are faced by the customers who are price sensitive.
- To investigate the impacts of different aspects of market, considering political and legal as per country policy.
- To assess how we can improve this concept to make it convenient to all types of customers so they can operate and bargain on e-commerce platform easily.



Department of Computer Science & Engineering

Faculty



Dr. Ila Sahay Dayal
Associate Professor



Dr. Bharat Bhushan Sagar
Assistant Professor



Dr. Vibha Kaw Raina
Assistant Professor



Dr. Smitha Jha
Assistant Professor



Dr. Charu Wahi
Assistant Professor



Dr. Swati Prasad
Assistant Professor



Mr. Anurag Joshi
Assistant Professor



Mrs. Sadhu Mallika
Assistant Professor



Mrs. Mrinalini Mehta
Assistant Professor



Mr. Aruna Malik,
Assistant Professor



Mr. Anil Kumar,
Assistant Professor

Faculty



Mrs. Muntaha Ahmad,
Assistant Professor



Mrs. Seema Sharma,
Assistant Professor



Mr. Sanjay Kumar,
Assistant Professor



Mrs. Sheetal Sehgal,
Assistant Professor



Mrs. Pramila Joshi,
Assistant Professor



Mr. Umair Ujala,
Assistant Professor



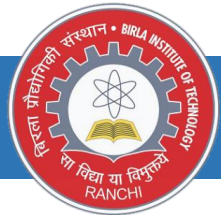
Mr. Rakesh Singh
Associate Lecturer



Mrs. Priti Sharma,
Assistant Professor

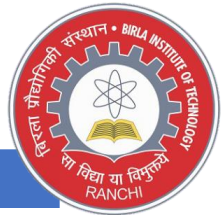


Mrs. Soma Sircar
Dasgupta,
Assistant Professor



Additional Responsibilities of Department Faculty Members

Faculty Name	Post Held	Responsibilities
Mr. Anurag Joshi	Academic Coordinator, IT Communication & System	Coordinating academic affairs of BCA and MCA students, Managing acquisition of computers and its accessories
Dr. Charu Wahi	ERP & Registration Coordinator, Newsletter Editor, Coordinator NBA (MCA), BoS Member	Coordination of students' registration activities, ERP related activities, Editor - Institute's bi-annual newsletter, Responsible for management and coordination of all the activities for NBA Accreditation of MCA Course, Nominated member for designing specializations in BCA and new certificate course in Game Design & Development
Dr. B. B. Sagar	Research Coordinator	Responsible for PhD related work
Dr. Smitha Jha	Research Talk Series Coordinator	Organizing research talk series on latest research trends on a regular basis.
Dr. Vibha Kaw Raina	E-Cell Incharge	Promote entrepreneurial skills development among students
Ms. Muntaha Ahmad	Placement Coordinator (MCA)	Responsible for Placement activities for UG and PG students



Faculty Name	Post Held	Responsibilities
Ms. Pramila Joshi	Cultural Coordinator	Managing cultural activities in the Institute
Ms. Seema Sharma	Coordinator, Quality Assurance	& Responsible for development of benchmarks to improve the academic and administrative performance, documentation, arrangement for feedback etc.
Mr. Aruna Malik	Class Coordinator (BCA V)	Assist and provide counselling to students
Ms. Sheetal Sehgal	Class Coordinator (BCA III), Sports Associate Coordinator	Assist and provide counselling to students, Sports related activities
Mr. Rakesh Singh	Anti-ragging & Discipline Coordinator	Responsible for day-to-day discipline of the students within the Institute premises.
Mr. Umair Ujala	Sports Coordinator	Sports related activities
Dr Swati Prasad	Class Coordinator (BCA I) and Coordinator, Quality Assurance	& BCA I, Assist and provide counselling to students of BCA I, Responsible for development of benchmarks to improve the academic and administrative performance, documentation, arrangement for feedback etc.
Mr Sanjay Kumar	Exam Coordinator	Coordinating examination related activities



Mr. Vijendra Bhagat
Junior System Analyst



Mr. Bikas Kumar
Lab Assistant



BIRLA INSTITUTE OF TECHNOLOGY

Mesra (Ranchi) Off Campus Noida, INDIA

A-7, Sector 1, Noida - 201301 (Uttar Pradesh / NCR)

IT Club

invites participation from all the students for



BIT TechWiz 2022



*Hone your skills. Get ready for thrills!
(Fun-filled Online Quiz Competition)*

28th January 2022, 11 am to 1 pm



Winners will get certificates and prizes also

Student Coordinators:

Prashant Jha, +91 7838164616

Osman Rabbani, +91 9616505849

Ayush Jaiswal, Jaspinder Bahara, Sameer Jadhav, Sanskriti

Yash Bhatt, Nishant Aryan, Ayush Kumar

Under Guidance of:

Prof. (Dr.) S.L. Gupta

Director

bitmesra.ac.in/bitnoida bitnoida@bitmesra.ac.in [bitmesranoidacampus](https://www.facebook.com/bitmesranoidacampus) [bitnoidacampus](https://www.instagram.com/bitnoidacampus)



- Dr. B. B. Sagar, Assistant Professor (CSE) and Coordinator, Ph.D. Programme represented BIT Noida Campus in the Ambedkar Phule Career Counseling/ Guidance Program organized by SC, ST & OBC Organizations Association, JKUT.
- Dr. B. B. Sagar honored as “**Young Scientist Award**” by Alborg University, Esbjerg, **Denmark** (Europe), **2016**.
- Dr. B. B. Sagar honored as “**Young Scientist Award**” by Jawaharlal Lal Nehru University, **New Delhi**, India-**2019**.



- Rajat Naskar (MCA) won 1st prize in STEPATHON9, organized by STEP from the Hindu Group.
- Mimansa Sinha reached level 10.7 in STEPATHON9, organized by STEP from the Hindu Group.
- A team of BCA students – Disa Gaur, Rishi Vasista and Prashant Kumar Jha, came up with the idea of V.I.E.W.A.I and qualified 3 rounds in Innovation Idea Challenge 2021.

Distinguished Alumni (Dept. of CSE)



Sumit Prasad
Lead Engineer
Samsung India Electronics



Swati Khanna
Senior Associate Platform L2
Publicis Sapient



Saurabh Shukla
Associate Consultant
Tata Consultancy Services



Rishab Mishra
COGNIZANT



Rajesh Kumar Dubey
Technical Lead
Cognizant



Akanksha Bharti
Consultant Development
Infogain India Pvt Limited



Saurabh Piyush
Technical Lead
THALES



Raushan Kumar
A U Small Finance Bank

Distinguished Alumni (Dept. of CSE)



Tanmeet Kaur Chopra
Wipro



Ishtyaque Ahmed
Cognizant Technology solution



Kajal Kumari
Byju's (Ed-tech)



Shivam Sharma
A U Small Finance Bank



Alfiya Khan
System Engineer
Wissen Technology



Rajat Naskar
Software Engineer
Coats Digital



Shivangi Chhalotre
Software Engineer
Arishi Pvt.ltd



Ragini Priya
TCS



Shristi Verma
TCS



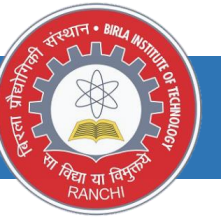
Vikas Kumar
Intellicus Technologies



Ashish Chawla
Edifecs Technologies

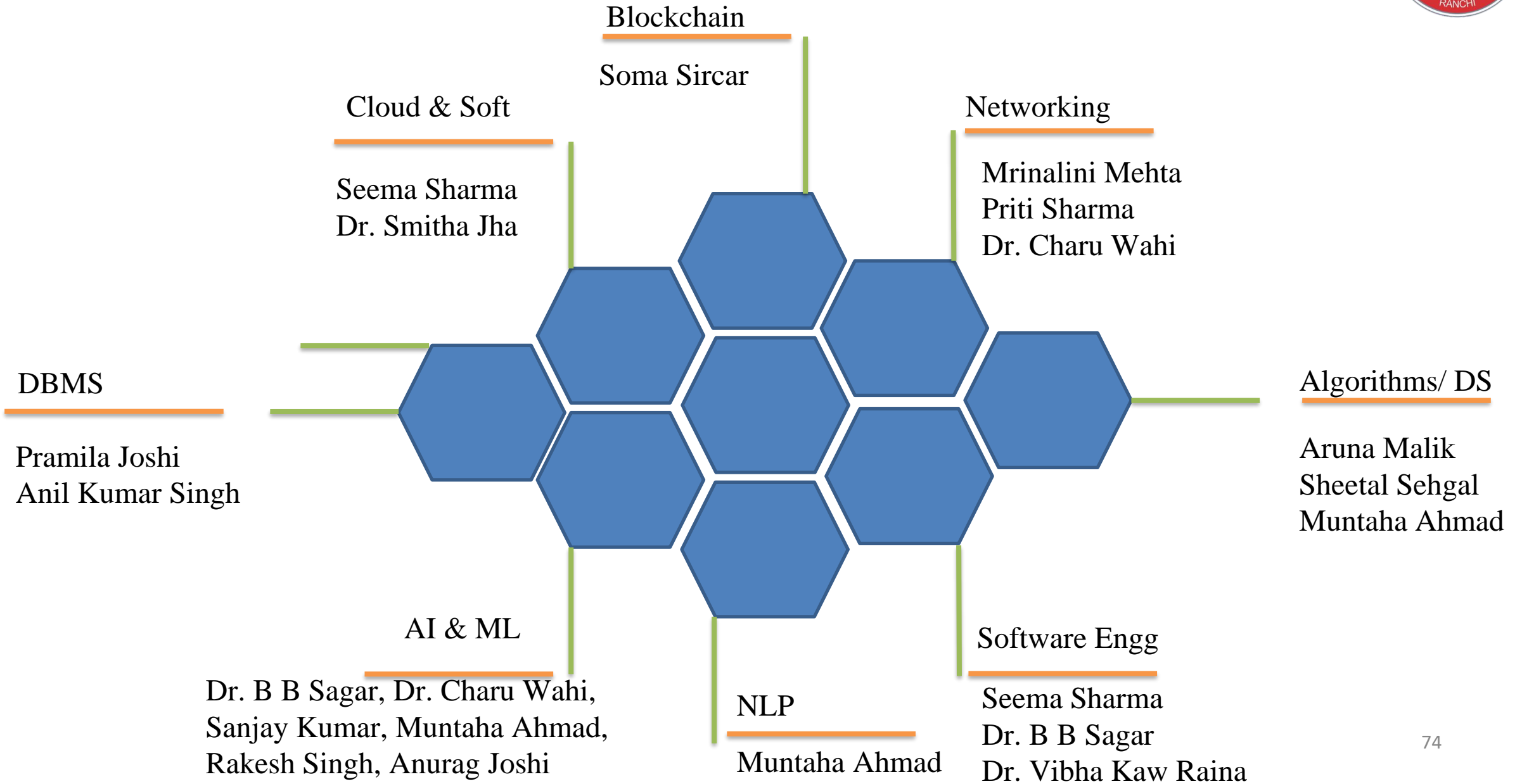


Pooja Gamta
Edifecs Technologies



Research @ CSE

Major Research Areas



**Designing A Platform
Independent Model
For Big Data**

**A cryptographic
system for secure
data sharing among
dynamic group of
cloud computing**

**A CNN based
modified Neural
Network for
automatic
segmentation of
Biomedical Images**

**Character Recognition
System for Brahmi
script using Machine
Learning Techniques**

**Use of Artificial
Intelligence for
identifying SUSAR
cases in
Pharmacovigilance**

**Anomaly detection in
Wireless Sensor
Networks for Cyber
Security**

Research Title: Designing A Platform Independent Model For Big Data

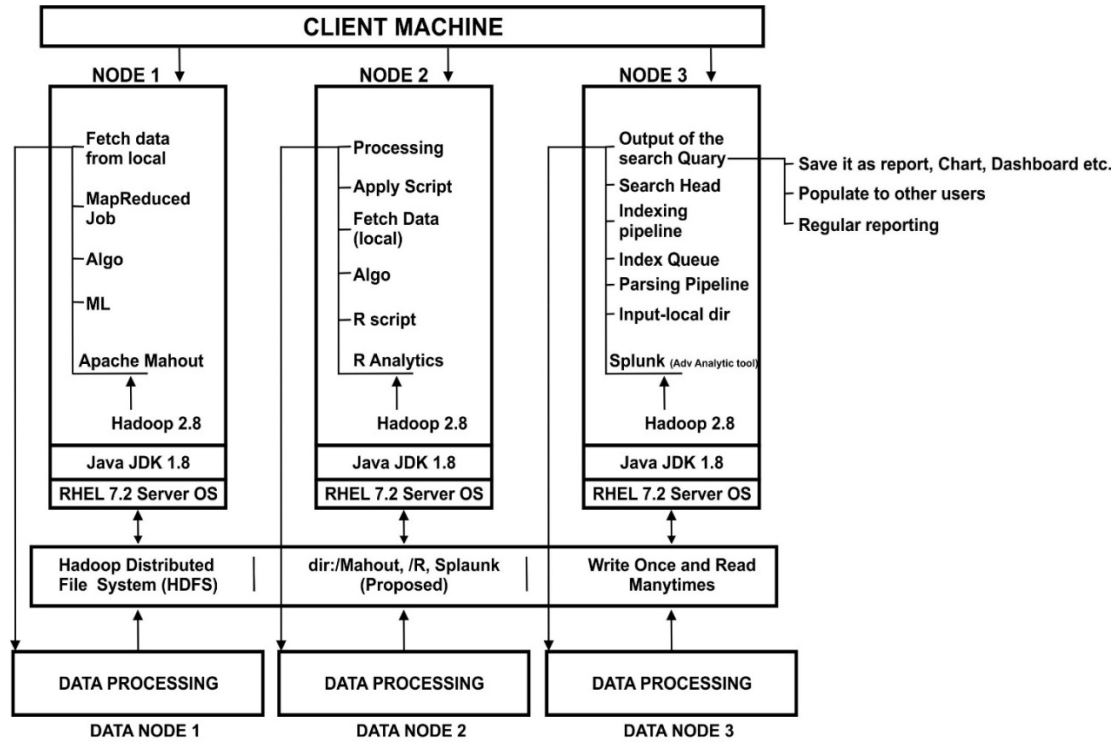


Figure: Proposed Platform Independent Model

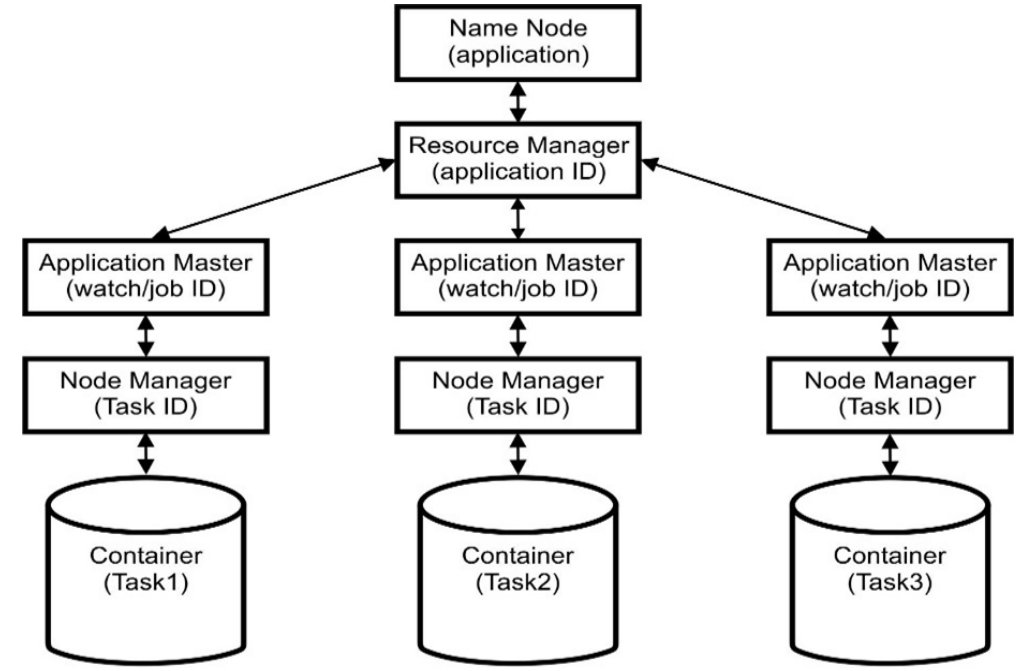


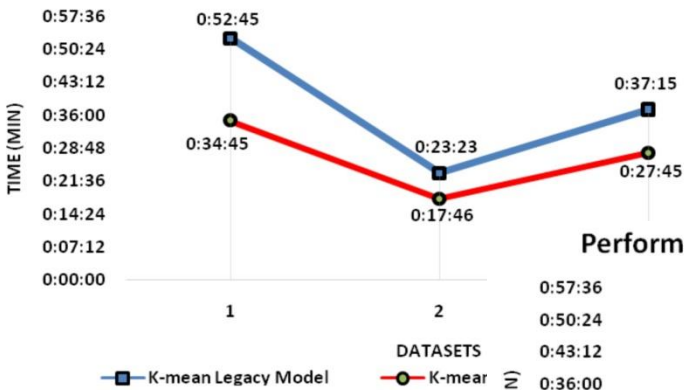
Figure: Flow of Process in Proposed Model

Results and analysis

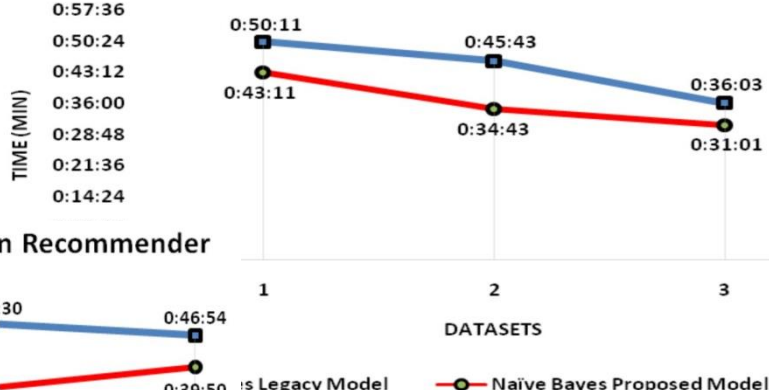
Table 1. Time taken by the algorithm to complete processing in legacy and proposed model

Algorithms	Dataset1	Dataset2	Dataset3
K-Means legacy model	0:52:45	0:23:23	0:37:15
K-Means proposed model	0:34:45	0:17:46	0:27:45
Recommender legacy model	0:27:00	0:49:30	0:46:54
Recommender proposed model	0:20:00	0:35:10	0:39:50
Naïve Bayes legacy model	0:50:11	0:45:43	0:36:03
Naïve Bayes proposed model	0:43:11	0:34:43	0:31:01

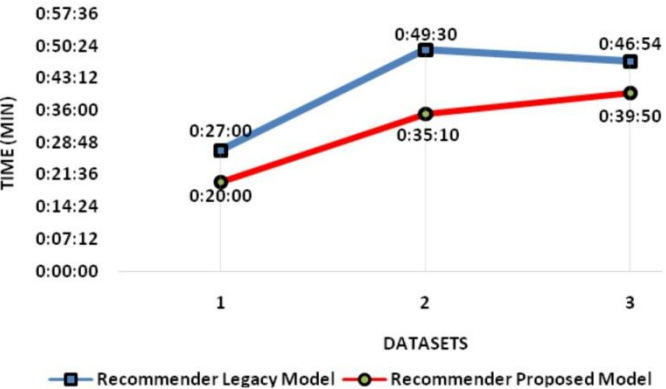
Performance Comparison in K-mean



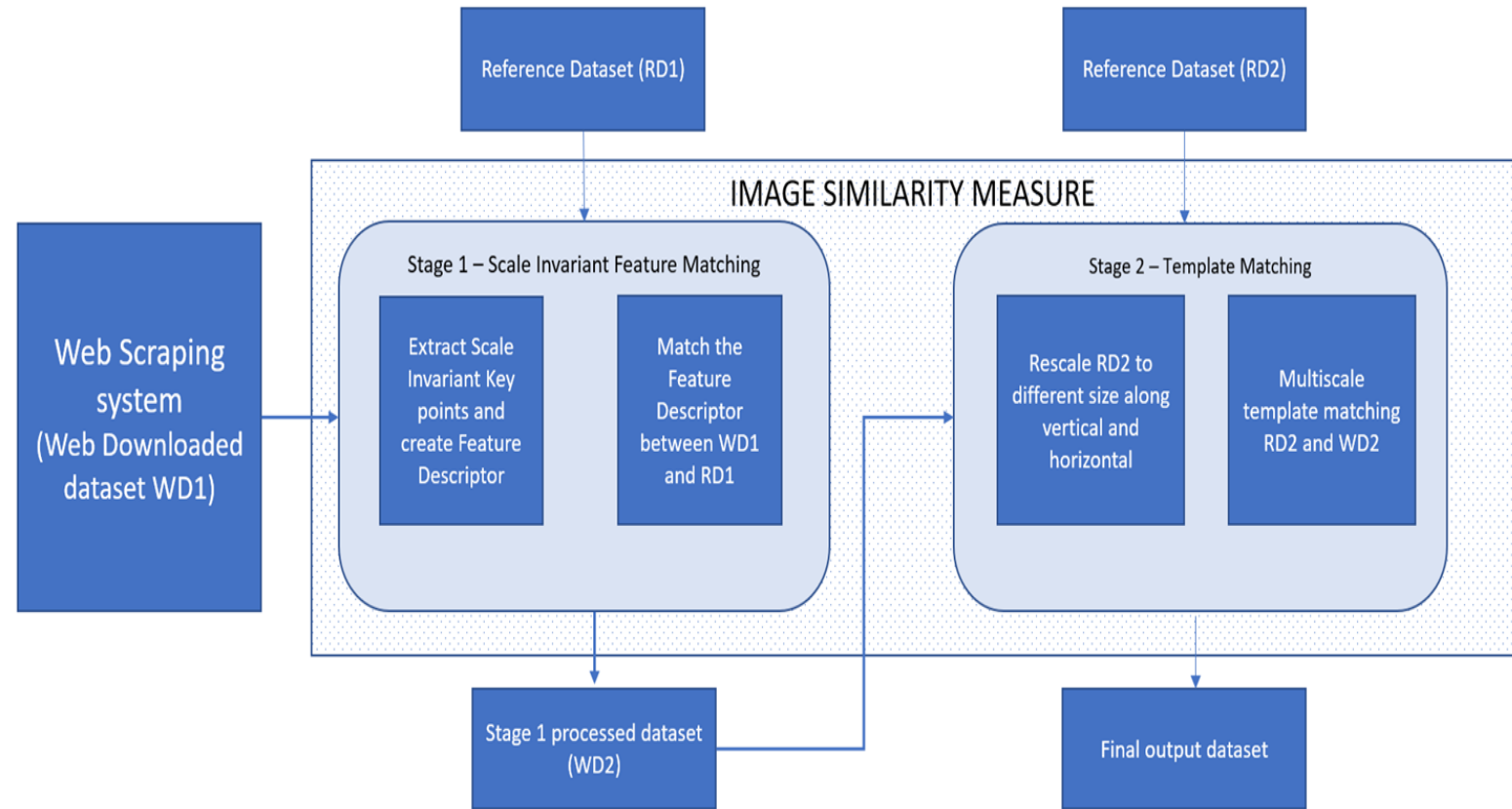
Performance comparison in Naive Bayes



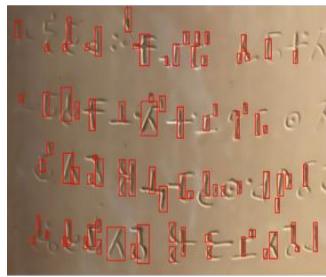
Performance Comparison in Recommender



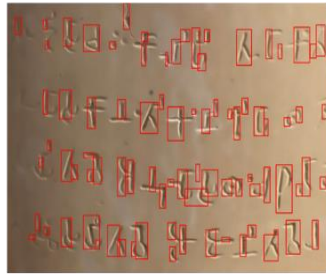
Research Title: Character Recognition System for Brahmi script using Machine Learning Techniques



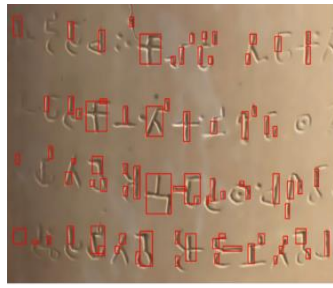
Architecture of proposed Brahmi Image Matching System



Model 1



Model 2



Model 3

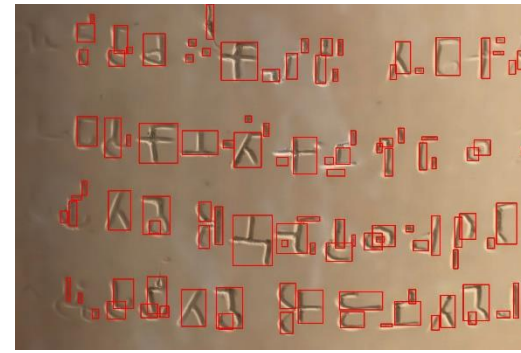
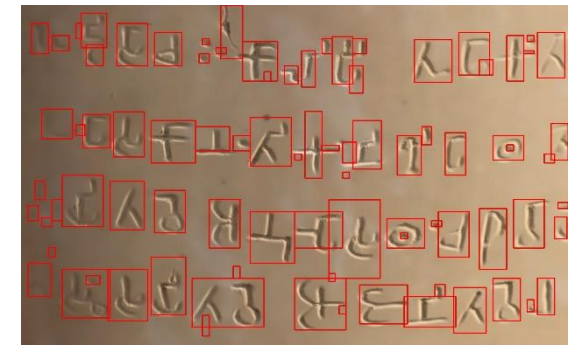
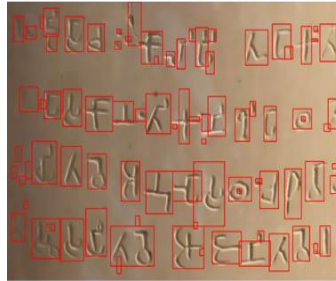


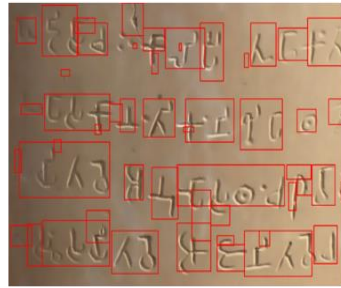
Image processing



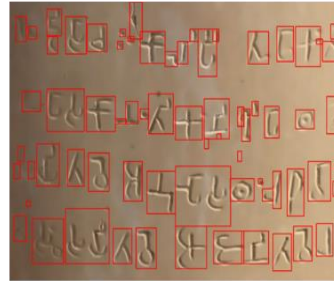
Model 4 result - UNet VGG-16



Model 4



Model 5



Model 6

Total individual characters in the inscription image = 49
 Characters segmented by Image Processing Method = 29
 Characters segmented by Unet = 42

Segmentation results for various models

pixel cell	per	cell block	per	orient ations	Accuracy
8x8		2x2		6	83.3%
8x8		4x4		6	75%
8x8		4x4		8	75%
8x8		2x2		8	83.3%
8x8		4x4		9	83.3%
8x8		2x2		9	91.6%
8x8		4x4		10	75%
8x8		2x2		10	83.3%

Accuracy result for Linear Kernel SVC with 64x64 image and different HOG parameters

Comparing Segmentation result with Image processing

- Research Outcome:** papers have been published in
- Journal of Discrete Mathematical Science & Cryptography (ESCI, Scopus)
 - Computers, Material & Continua (SCI)
 - Annals of Operation Research (SCI)

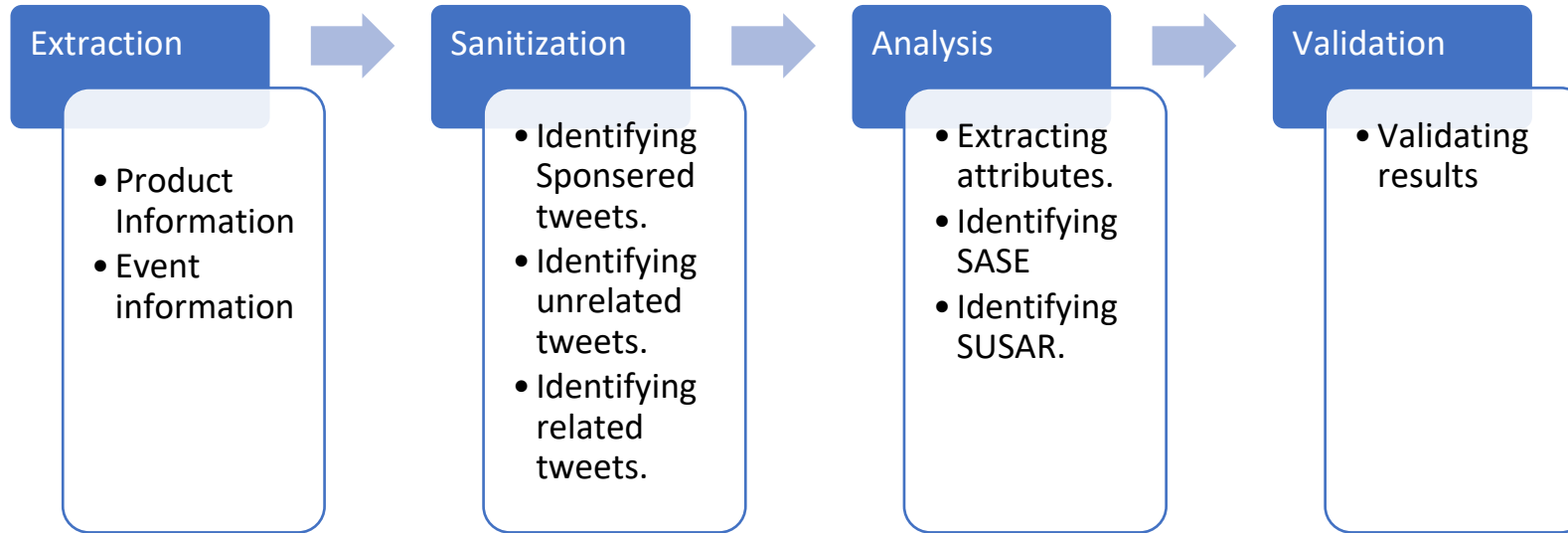
Research Title: Use of Artificial Intelligence for identifying SUSAR cases in Pharmacovigilance



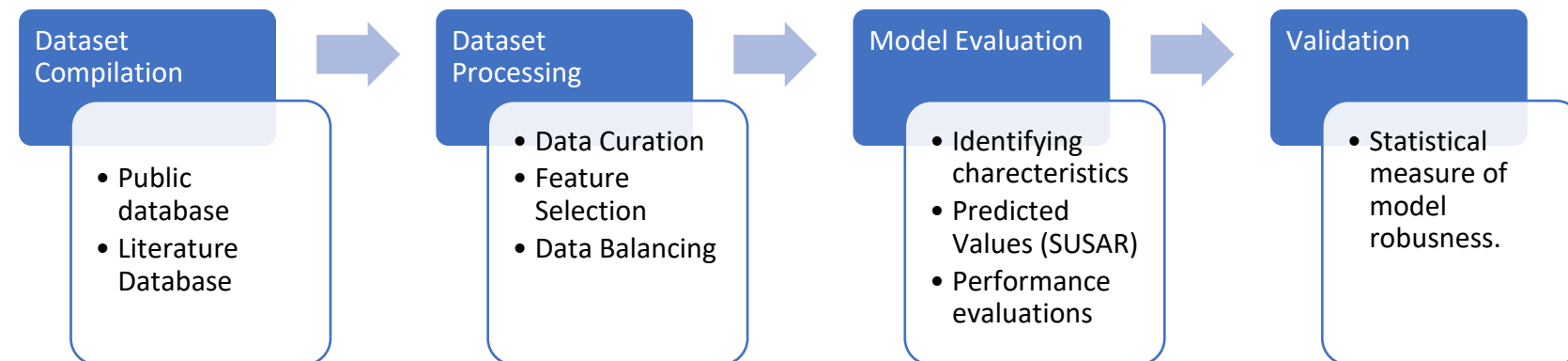
The research aims to achieve the following:

1. To systematic review machine learning models and framework for automation of the ICSR process from the value, impact, perceived risk, and opportunity point of view.
2. To investigate the integration of AI and ML based technology to support extraction from AE source documents and evaluation of case validity.
3. To develop a framework for crowdsourcing social media data using annotations to identify adverse event reactions and SUSAR reportability.
4. To design and implement a framework for integration of structured data available from Vigibase with unstructured data to effectively automate signal detection in ADR.
5. To implement and validate the benefit of automated SUSAR identification for developing nations.

For Unstructured Data



Integration with Structured Data & Signal Detection

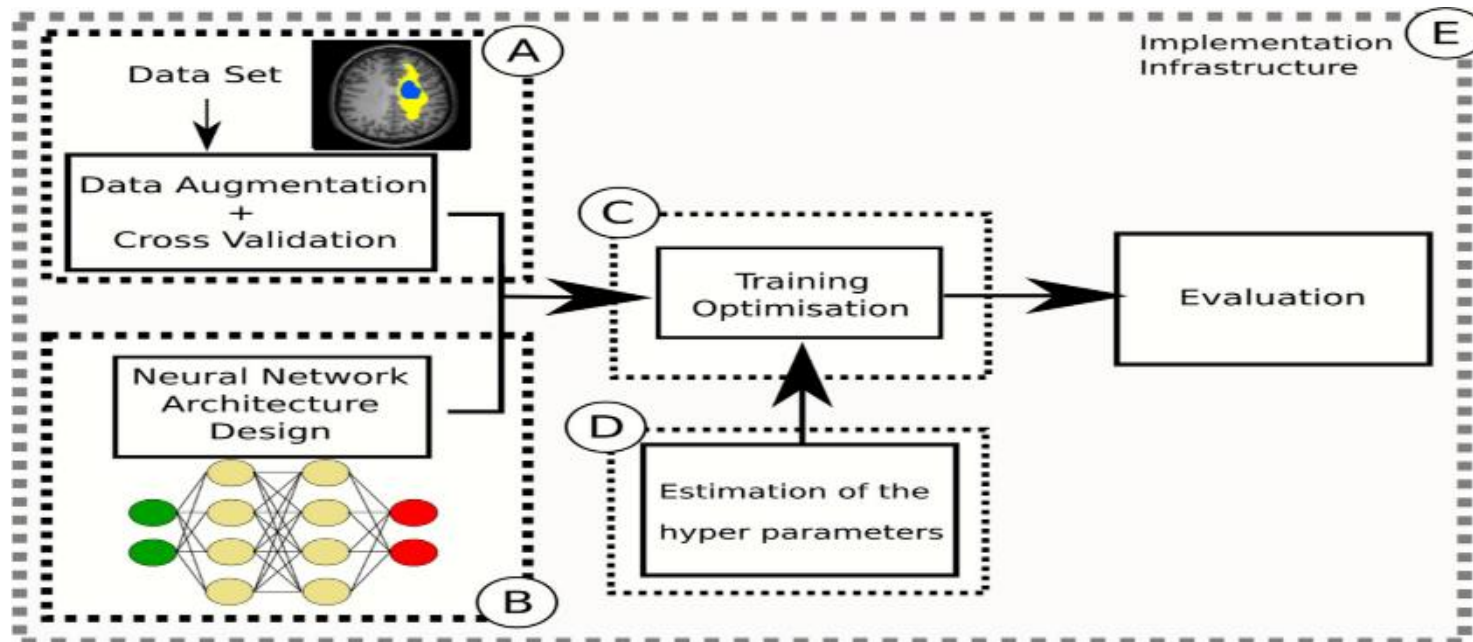


Research Title: A CNN based modified Neural Network for automatic segmentation of Biomedical Images



RESEARCH OBJECTIVES

1. To find the feasibility of U-Net in Biomedical Image Segmentation.
2. To design a model for Biomedical Image segmentation that is multi-model and generic.
3. To make use of variable size kernels for gaining better results.
4. To use activation function like Maxout instead of ReLu that would give higher efficient results.
5. To conduct performance analysis of the proposed system.



Research Outcome: papers have been published in

- Multimedia Tools & Application Journal (SCIE)
- ICAIR

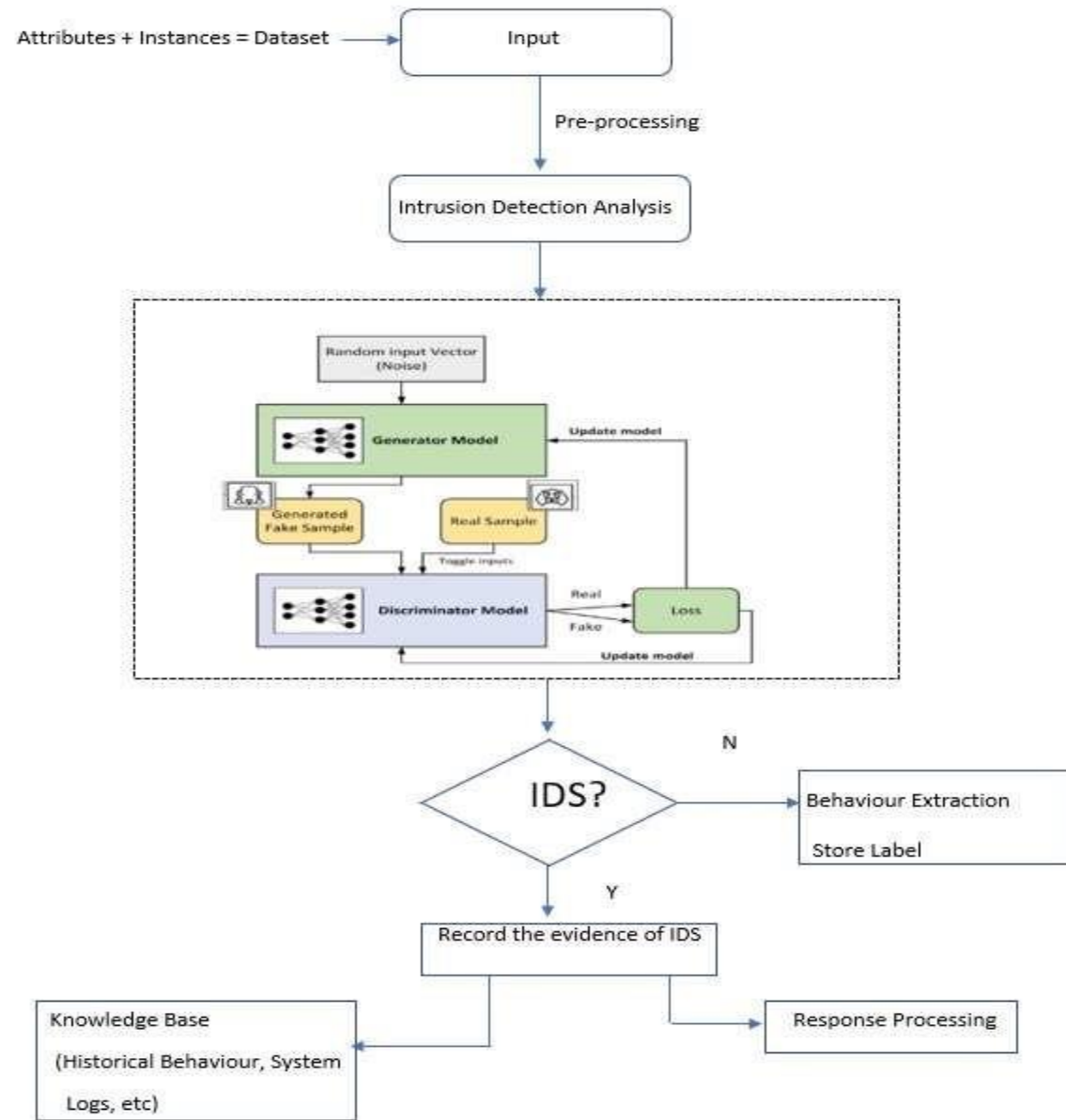
Research Title: Anomaly detection in Wireless Sensor Networks for Cyber Security



Research Objective

The goal of this research is to provide, secure and intelligent technologies for the wireless sensor network.

- ❖ Objective 1: To study and identification of cyber-attacks in WSN.
- ❖ Objective 2: To propose a secure scheme for IDS in a wireless sensor network.
- ❖ Objective 3: To study anomaly detection in WSN.
- ❖ Objective 4: Performance evaluation of proposed algorithm based on the state-of-the-art metrics.



Department of Animation & Multimedia

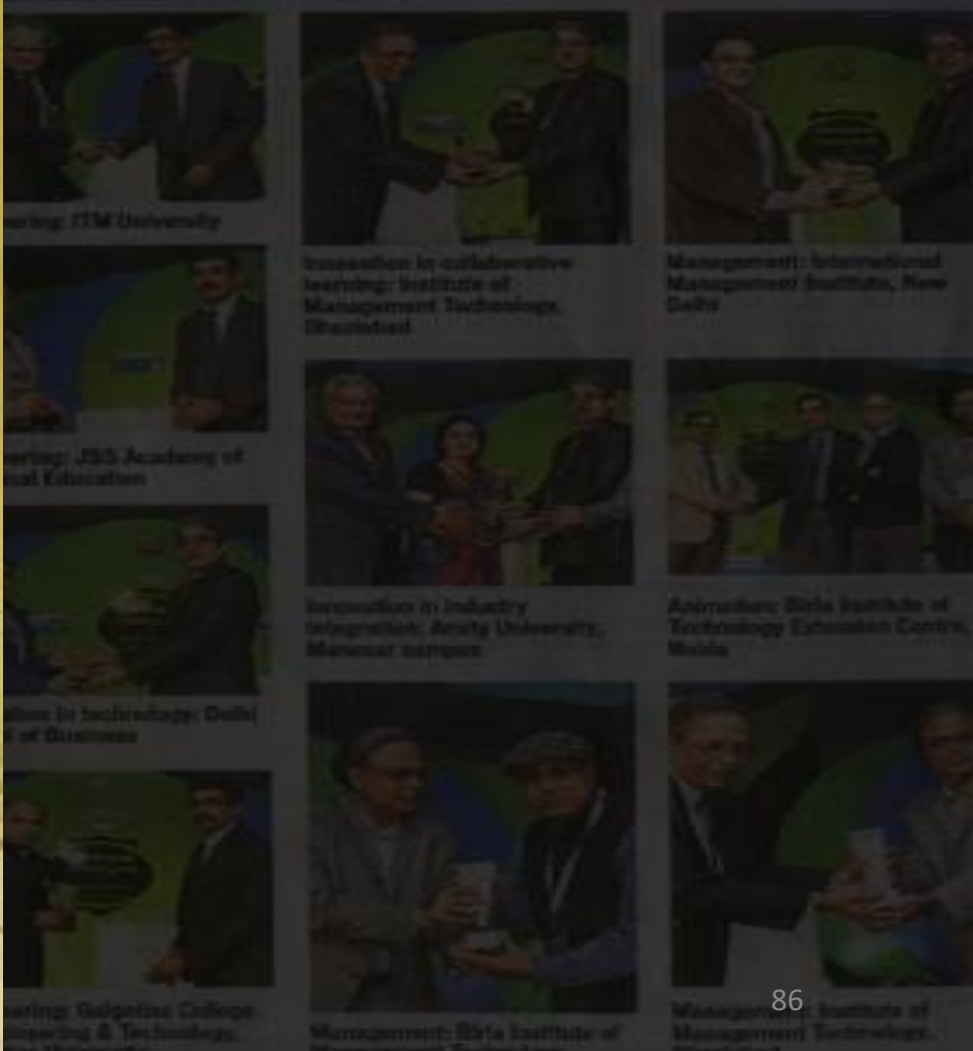


'We wrote to 100 houses, but no or
 Guru Gobind Singh Indraprastha University
 the lack of response from industry to jointly
 HITCampus.com
 Education
 in the Capital last week.
 One of the major reasons for the
 the private education sector has not
 The
 UDC chairman, Prof. Prakash Singh

BIT Noida was recognized for Excellent Academic Efforts in Animation by Hindustan Times



and the award goes to...



About the Department



- The B.Sc. Animation and Multimedia programme was started UGC's Innovative Scheme in the year 2004.
- BIT Noida is proud to be the first and amongst the top institutes of the country in this domain.
- After 18 years of experience the Department of Animation and Multimedia, Noida Campus is the proud home of many achievements and firsts.
- Programme Offered: B.Sc. (Animation & Multimedia)

Highlights



- **Unique curriculum** - blend of creativity and technology.
- **Skill-based, job-oriented course**
- **Industry-Experienced teachers**



Highlights

- Portfolio building projects
- Outdoor Study Classes / Industry Visit



Major Domains for Students



- Development of E-Learning Content
- Development of Science Films
- Field and Action Research on social issues
- 2D - 3D Animation Film Making
- Pre-production, production, post-production processes of film making
- 3D Architecture Modelling and Character Modelling
- Cinematography, Editing and Visual Effects for Video Films Production
- Graphics Design, Photo Editing, Book Design, Comic book Design
- User Interface (UI), User Experience (UX) Design, Websites and Mobile Apps Design
- Character Design, Storyboarding, Perspective Art and Layout Design
- Video, Print and Digital Advertising
- Game Design and Game Development using Game Engines
- Creativity like acting, sculpturing and digital painting etc.

Activity

- Alumni interactions,
- workshops,
- conferences,
- seminars,
- competitions,
- Interactions with delegates
- film-festivals etc.



Outcome



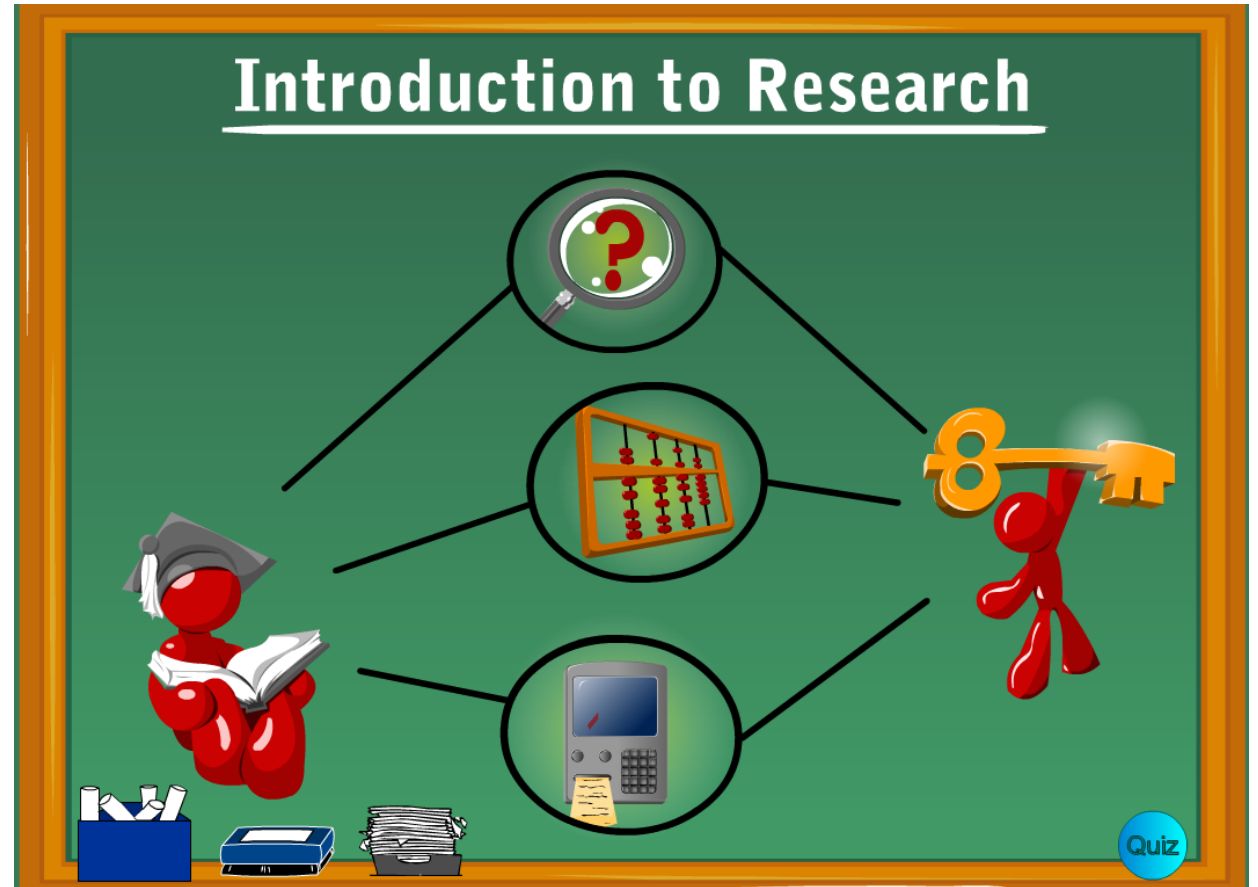
- Students have won awards at various prestigious national and international platforms



Projects Done



- **E-Learning Project** for IIT Allahabad: Two animated-interactive modules on subjects of “Research Methodology” and “Advertising & Brand Management” for teaching UG/PG students.
- Project remuneration was Rs. 5,00,000/-



Projects Done

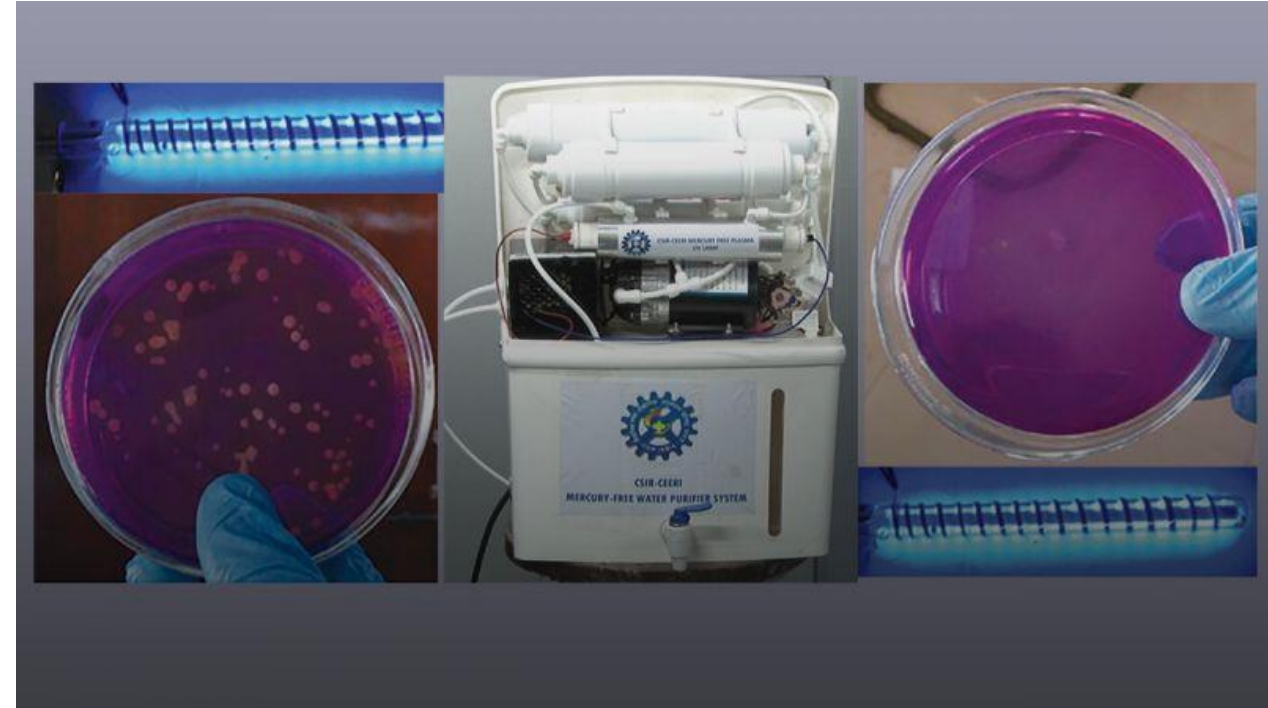
- **Wash your Hands (Haath Dho)** - A 5 minutes 2D Animation film for an international NGO WaterAid to promote health and hygiene in children.
- Project remuneration was Rs. 2,00,000/-



Projects Done



- A 3-minutes film for Central Electronics Engineering Research Institute (CEERI), Pilani (Sept. 2016) -
- CEERI developed an indigenous technology on Mercury-free plasma UV-lamp, which is highly useful for household water purifier systems.



Infrastructure – Computer Lab



- A computer lab with 20 high-end workstations loaded with latest versions of graphics, 3d modelling and animation, video editing and game design software, pen tablets for digital painting, projector



Books / Papers Published by faculty



- Acharya Partha, *Kidzztale* – a story book for children
- Mehta Niket, Monographs on Fundamentals of Game Technology and Story Appreciation for Gaming (2008, 2011)
- Shetti Kiran Ashok, *Monograph* on Principles of Animation (2005)

Papers:

- *Scopus Indexed* 3 papers, 1 SCI and 1 Scopus papers are in process.
- Around 25 papers published in conferences and non-Scopus publications, book chapters as well



Infrastructure – 2D Drawing Lab



- A 2D lab for drawing with 40 light boxes, line-testing facility, dummies and mannequins



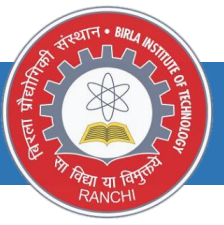
Infrastructure – Studio



- A studio with professional lighting facilities, DSLR camera for still and video recording and blue-green screen sets for compositing



Infrastructure – Production Lab



- A production lab.
- Lighting setup for photography
- DSLR camera with tripod
- Digital Sound Recorder
- Wacom Pen Tablet for Digital Drawing



Distinguished Alumni



Anubhav Pandey
Fx Supervisor
Tau Films



Bhumika Dua
Assistant Manager
Axtria



Yatish Asthana
Design
Allround.club



Neha Vaswani
Senior Product Designer
Shell



Bharat Nag
Senior Designer
Microsoft



Varun Malik
Executive Producer
Disney Hotstar



Nitika Rawat
UI ,UX Designer
Tata Consultancy Services



Tanmay Sharma
Senior Designer
HCL Technology

Distinguished Alumni



Harshit Bansal
Project Lead
Tagglabs



Samiksha Singh
Product Designer
Paytm



Mohanish Bonde
Product Specialist
American Express



Sabitabrata Mandal
Senior Graphic Designer
Kearney India



Sriti Chamola
Production Designer
Ola



Sumit Gupta
Faculty Incharge
ISBAT University, Uganda



Akshita Deharwal
Creative Designer
Dunzo



Divya Malhotra
Assistant Manager
Global brand & Creative Team
Protiviti



Vinayak Mathur
Media Professional



Aviral Jain
Senior Designer Manager
Glance



Sahil Dua
Direction Team
Indian Film Industry



Somay Bhatnagar
Creative Director
Dentsu Webchutney

Possible Research Fields



- Multimedia
- E-Learning
- Infotainment
- Graphics Design
- 2D-3D Animation
- Visual Effects (Vfx / Sfx)
- Gaming
- Game Design
- Mobile Gaming
- Interactive Communication
- Apps Design
- Social Media
- Film Making
- Culture Studies
- Communication
- New Media
- UI/UX Design
- Story Telling
- Sound / Music
- Television
- OTT (Over the top)
- Online Marketing
- Augmented Reality / Virtual Reality (ARVR)
- Metaverse etc.

List of organization with whom we have / had collaborations



1. Defence Research and Development Organisation (DRDO), New Delhi (<https://www.drdo.gov.in>)
2. Indian Institute of Information Technology Allahabad (<https://www.iiita.ac.in>)
3. Vigyan Prasar (<https://vigyanprasar.gov.in>)
4. Sakura Drawing Pens (<https://www.sakuraofamerica.com>)
5. Blackberry Developers Group, India
6. Huion Pen Tablet (www.huion.com)
7. Kiran Nadar Museum of Art Delhi and Noida (www.knma.in)
8. Wacom Pen Tablet (www.wacom.com)
9. Unity (www.unity3d.com)
10. Kent State University, Ohio (USA) (www.kent.edu)
11. Odense Technical College, Denmark (www.ots.dk)
12. Comic Con India (<https://www.comicconindia.com/>)



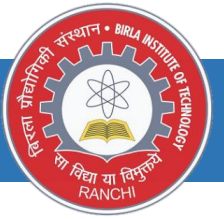
List of organizations who have funded research activities in the Department

- WaterAid NGO (through a producer)
- Indian Institute of Information Technology Allahabad

Funded training, equipment, and software: -

- Blackberry Developers Group, India
- Huion Pen Tablet
- Wacom Pen Tablet
- Unity

Major Activities by the Department during COVID



- Organised (Started) a Pan India Online Poster Competition for School Students of class X, XI, and XII in 2020 and we are continuing it.
- Organised an Online International Animation Film Festival in 2020 at the peak time of Covid. We received quality films for the festival from countries such as India, Romania, United Kingdom, Thailand, Spain and France. We got diverse films by creative animators and multimedia enthusiasts.
- Organised online Guest Lectures from Industry experts.
- Some students took benefit of Coursera Online Courses.

Recent Achievement of the students



- A mix media animation short film "RAKH" is selected and nominated in competition at 16 Frame, Thomso IIT Roorkee fest Oct. 2022. They are being supervised by Faculty members of the Dept. of A & M. The film is regarding a social message smoking and health awareness.

Department Films showcased at various prestigious events



S.No.	Film or Project	Festival or Competition	Result
1	Dream	FICCI BAF Awards, Mumbai	Nominated & Screened
2	Health Crusaders	National Science Film Festival, Kolkata (2017)	Nominated & Screened
3	Last Chance	National Science Film Festival, Guwahati (2018)	Second Prize Winner (Silver Beaver Trophy)
4	SWWAMPURNA II: Beyond Padman	India International Science Film Festival 2018, Lucknow	First prize Winner
5	Hydroelectric Cell Invention: A Venture into clean energy	India International Science Film Festival 2018, Lucknow	Nominated & Screened
6	Oxygen	India International Science Film Festival 2019, Kolkata	Nominated & Screened
7	Every Drop Counts	National Science Film Festival, Chandigarh (2019)	Nominated & Screened
8	One Life	CMS Vatavaran (2019)	Second Prize Winner
9	RAAKH	16 Frame, Thomso IIT Roorkee (2022)	Nominated (Result Awaited)

Faculty: Department of Animation & Multimedia



Mr. Lalit M Bhatt
Editor



Dr. Niket Mehta,
Assistant Professor



Mr. Partha Acharya,
Assistant Professor



Mr. Kiran A Shetti
Senior Animation
Trainer



Mr. Obed H Longvah,
Cinematographer



Mr. Rahul Dora
Senior Animator



Mr. Manoj Kumar
Animator



Additional Responsibilities of Department Faculty Members

Faculty Name	Post Held	Responsibilities	Areas of Interest
Mr. Lalit M Bhatt	Editor	Department Coordinator	Experimental Animation, Compositing, Video Editing, Film Direction
Dr. Niket Mehta	Assistant Professor	Co-coordinator Cultural, Member: Social Media Committee	Multimedia Content Creation, Apps Design, Game Design
Mr. Partha Acharya	Assistant Professor	Associate Coordinator Training and Placement	Animation, Compositing and Sketching
Mr. Kiran Ashok Shetti	Senior Animation Trainer	Exam Co-coordinator, member Art and Craft Club	2D Animation, Pre-Production, Character Design
Mr. Obed H Longvah	Cinematographer	Co-organizer High Impact Lecture Series, member – Photography Club	Communication
Mr. Rahul Dora	Senior Animator	Member: Entrepreneurship Cell, member Art and Craft Club	Creative writing, Art direction, Illustration
Mr. Manoj Kumar	Animator	Member: Social Media Committee, member CSR Club	3D, Compositing & VFX, Video Editing, Calligraphy

Research Title: 21st Century Approach to Communication: Gaming as a Tool of New Media



Identify the message to be communicated.



Study the target population, their culture and find out the need for the communication and how it can be communicated well.



Convert identified messages into various levels of interactive stories with interesting gameplay.



Generate ideas for:- Setting (Ambiance or theme), Story, Gameplay and Interactivity, Players and Characters, Graphics and Animations, and other game elements



- Develop interactive multimedia for purposive communication that could be played on specified platforms such as computer, mobile, web, console etc.
- This application should have option to generate feedback and to share on social network.
- Games developed for social message communication should be free. However, revenue can be generated through in-game advertising.

Diagram 5.1 – Framework for interactive communication through games in 21st century



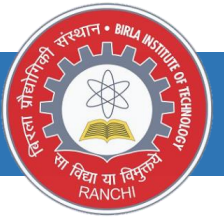
The New Path Forward

New Programme & New Specializations Launched:



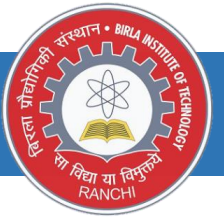
- New age specialization in **Data Science, Artificial Intelligence and Machine Learning** in BCA programme
- New age specialization in **Digital Marketing, Business Analytics** in BBA programme
- One year Certificate Course in **Game Design & Development**

Proposed Future Research Areas (CSE)



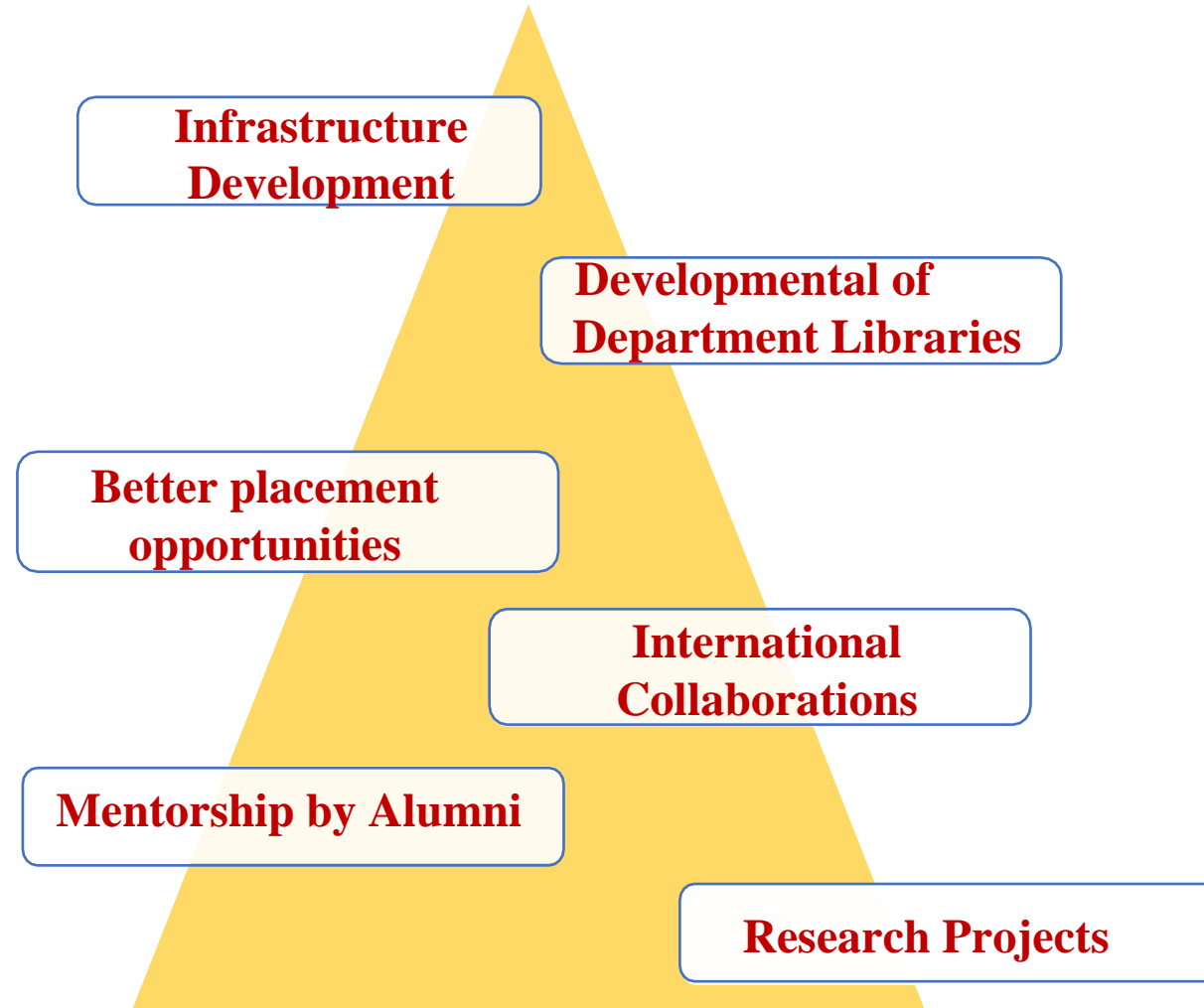
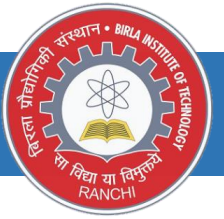
- Internet of Things (IOT)
- Block Chain
- Machine Learning and Artificial Intelligence
- Augmented Reality, Virtual Reality (ARVR)
- Quantum Computing

Proposed Future Research Areas (Management)



- Digital Marketing
- Green Marketing
- Strategic HRM
- Strategic Finance
- Supply Chain Management through Blockchain
- Social Marketing
- Social Entrepreneurship

Further Steps Ahead



*Thank
You*