



DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY MESRA, RANCHI



REDEFINING THE ENTREPRENEURIAL DIMENSIONS

DIGITAL

RESILIENCE

AGILITY

SPEED



MANAGE-A-BIT

ISSUE III VOLUME III

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DEPARTMENT VISION & MISSION

OVERVIEW

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 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.

MISSION

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

FROM THE EDITOR'S DESK

Change is the only constant. It is the right moment for introspection on this planetary unrest in this changing world. More than ever, the world requires entrepreneurs; individuals who can accept unpredictability, spot patterns in chaos, and boldly create innovations that advance humankind. The current edition of Manage-A-BIT scrabbles around the depth of “Redefining the Entrepreneurial dimensions: Digital, Resilience, Agility, Speed.”

It is essential to identify new opportunities, potential future disruptions, competitiveness improvement, and the capability to adapt and deal with change, for which it is crucial to redefine the entrepreneurial dimensions. Resilience is the key to a livable future; resilient businesses develop contingency plans that direct, quick reactions.

The Department of Management, BIT Mesra, is proudly vindicating its mission where it firmly believes in nurturing first generation entrepreneurs with an innovative mindset to stay distinguished from the rest as the transitional world is demanding not just mere individuals creating new business, but businesses that also recognise their survival and larger obligations towards shareholders, employees, society, and the environment.



Ashna Singh
Chief-Editor



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.

REDEFINING THE ENTREPRENEURIAL DIMENSIONS

"You shouldn't focus on why you can't do something, the most people can do. You should focus on why you can and be one of the exceptions."

Agility and resilience are the most important elements to deal with today's volatilities and uncertainties which demand business dynamics, speed change, flexibility, and adaptability.

Creativity and individuality are hallmarks of entrepreneurship. When goals are established, and a successful business plan is created, an entrepreneur's unique professional and personal experiences will coincide. Entrepreneurs understand that innovation and nimbleness are essential for growth and that agility will result in a competitive edge. We gain agility as we forge new routes and make fresh decisions for our personal and professional lives. Our mission is established by carefully considering how we spend our time in developing innovative solutions. This reflects our personality and the life events that have shaped our particular brand of entrepreneurship.

In the face of economic uncertainty and competition, entrepreneurs need to be able to bounce back from setbacks and continue pursuing their goals. This involves having a strong sense of purpose, determination, and the ability to learn from mistakes and adjust to new challenges.

The restructuring of the economy, society, and culture has been influenced by digitization. It serves as the cornerstone of the digital economy and electronic commerce, encompassing not just "commercial transactions and services but also every area of human life, from health and education to business and the global society. In today's fast-paced world, companies must move quickly to stay ahead of the competition and seize new opportunities. This means having the ability to make quick and informed decisions, as well as the ability to execute those decisions efficiently and effectively to outpace the competition

HAPPENINGS



EVOLUTION'22



“Evolution– The secret of change is to focus on building the new, not fighting the old”

To help aspiring managers make the most of their "internship term," the Department of Management, BIT MESRA, hosted a webinar on 19th June, 2022, "Evolution 22."

Dr. Shradha Shivani, the Head of The Department of Management, Birla Institute of Technology, Mesra, gave a warm welcome and forwarded gratitude to all the speakers for accepting the invitation sincerely and unleashing time from their busy schedules to share insights from their internship experience. The session got underway with her remarks. She also shared some valuable insights on how to get industry ready.

The keynote speakers for the webinar were the former students (Batch 2020–22) who shared their perspectives and experiences based on their internships. The speakers were Sanket Ghosh, Ex-General Secretary of The Academic Forum. He did his summer internship at Princeton and Company in consulting and conceptual business solutions in Business Development and is placed with Barclays as a business analyst; Nikita Jha, the ex-student body coordinator, Training and Placement Cell. She did her summer internship at Magnik India, Tata steel, Unschool, ECL, and IFORTIS in the Hr, Marketing and Finance domain. She got placed at Xiaomi as a specialist; Swapnarum Banerjee, the Ex-DPU coordinator. He did his summer internship at Vardhan Consulting Engineers in the HR domain (recruitment and selection) and got placed in Bandhan Bank as a Human Resource Business Partner; Vidisha Priya, Ex-Subject representative (Batch 2020–22). She completed her summer internship from Tenhard India Pvt Ltd., in the marketing domain, and got placed in Infosys as a business consultant; Aditi Kashyap, Ex-Class Representative (Batch 2020–22) completed her summer internship at India Cement in the Hr domain and got placed at ICICI bank as a Deputy Manager. While sharing their internship and interview experiences, they emphasized that success in the interview comes from the skills you acquire throughout the internship. They suggested that being academically ready and aware of our surroundings is mandatory to excel in interviews. They highlighted the value of additional certification programs as they strengthen the resume and add to the knowledge. Later in the session, they gave tips on making the internship period more fruitful for the upcoming job interviews. They also interacted with the students and had an interactive Q/A session. We thank them for their time and efforts, looking forward to such winsome sessions with them.

QUIZZARD '22

"Success is walking from failure to failure with no loss of enthusiasm."

-Winston Churchill

Keeping in mind the resonance of the words mentioned above, the Department of Management, Birla Institute of Technology, Mesra, organized a business quiz competition, "Quizzard-2022", for the students of the Mesra and Lalpur Extension campus on 9th September, 2022. In this competition, more than 20 teams registered and on the basis of preliminary round, 10 teams got into finals, with fervent participants in each group who gave tough competition to each other in all the five rounds.

The event began with the encouraging words by the Head Of the Department of Management, Dr. Shradha Shivani, and Assistant professor Dr. Anand Kumar, which spurred the students to battle well in the Quizzard.

The competition aimed to test the knowledge of the students on the most recent business news, advertising campaigns, brand logos, and start-ups. The competition was grouped into two segments: Prelims and Finale. Both segments included questions from current affairs of the business world, general awareness, entrepreneurship, innovation, and the latest development in the business world.

The students avidly participated and demonstrated their excellence by expeditiously answering the questions. The top five performers got the opportunity to compete in the final round. The event witnessed fantastic enthusiasm from the students.

After an enthralling contest, 'The Thought Bots' was declared the winner, 'Team AJAA' was the first runner-up, followed by 'Team Learners' as the second runner-up.



NAV DISHA'22



The story of LPG in India reflects the footprint of the country's stride toward sustainable development. LPG marketing in India exhibited a secular trend of growing consumption, high standard of service delivery and unstinted commitment towards nation-building. Keeping that in mind, the Indian Oil Corporation Limited, in collaboration with the Department of Management, Birla Institute of Technology, Mesra, organized a two-day development programme, "Nav Disha-Capability Development Programme" for all the LPG distributors in the neighbouring cities of Ranchi.

The programme's primary objective was to provide the distributors with a place to interact with experts in their field and understand the upcoming challenges and trends and how to cope with them. We had various luminaries present with us on both days. The event commenced with an optimistic address by Dr. Shradha Shivani, Head of the Department, Birla Institute of Technology, Mesra. We also had the honour of listening to Mr. Sarvesh Sinha, DGM (LPG-S), Bihar State office, Patna, explaining the evolution of the LPG Distribution System from "where it started" to "where it is now".



He explained how important it is to transform from a distributor into a dealer. Further, we had our resource person, Mr. Mohammad Amin (Divisional LPG sales head, Ranchi Indane division office), who highlighted the consequences of a stagnant business environment and the significance of coping with changes to stay in the long run.

The event moved ahead with an inauguration speech and a keynote session by Mr. Tarun Kumar and Mr. Aditya Tiga (Manager at LPGS, IOCL Ranchi), where he highlighted the new initiatives taken by LPG distributors to promote the advantages of technology to the customers. Likewise as we gradually moved along with the session, our next speaker was, Dr. Rajasekhar David, from the Indian Institute of Management, Ranchi, who has vast experience in teaching management programs. He elucidated the art of self-management and self-development. The first day of the event concluded with a virtuous address by Prof. Dr. Niraj Mishra, Assistant Professor, Department of Management, Birla Institute of Technology, Mesra, also emphasized on the "Best Sales Practices" that the dealer could take and can undergo a healthy interaction with them.

The second day of the programme started with the session by Dr. Nitin Madan Kulkarni, IAS, titled "Leadership & Team Building". He discussed the evolution of leadership.

We had Dr. Shradha Shivani, Head of the Department of Management, BIT Mesra as the resource person for the second session on "Brand Management". She stressed the importance of treating one's product like a brand and building an individual brand for each distributor. She also mentioned the necessity of internal marketing and brand image development.

Towards the end of the session, we had the valedictory and keynote session by Dr. Shradha Shivani, Head of the Department, Birla Institute of Technology, Mesra; Dr. Utpal Baul, Dean, Alumni and International relations Birla Institute of Technology, MESRA; Mr. Sarvesh Sinha , DGM(LPG-S), Bihar state office,Patna ; Shri Mohammed Amin, Divisional LPG sales head, Ranchi Indane Divisional office, Jharkhand ; Mr. Tarun Kumar and Mr. Aditya Tiga, Manager LPGS, IOCL, Ranchi.

The event ended with the distribution of certificates of participation to all the dealers and a vote of thanks was delivered by Mr. Aditya Tigga and Dr. Shelly Srivastava, Assistant Professor, Birla Institute of Technology, Mesra.



ABHYUDAYA'22



KEEP DREAMING, DON'T BE AFRAID OF FAILURE: MAHESH PODDAR
RAMGARH: Under the joint aegis of Jharkhand Small Industries Association 'JSIA' and Management Department, BIT Mesra, 'Abhyudaya 2022 - A Business Plan Competition' was organized at CAT Auditorium, BIT Mesra, Ranchi. The chief guest, former MP Mahesh Poddar inaugurated the programme by lighting the lamp. Dr. Shradha Shivani, Head of Management Department, BIT Mesra delivered the welcome address. The competition was designed in two rounds. In the first round, the participants were screened on the basis of presentation of ideas.

Launching a company is like planting a tree. It requires time, money, and reasonable care without anticipating anything. Once the business flourishes, all the perseverance and effort gets justified. Jharkhand Small Industries Association 'JSIA' in collaboration with the Department of Management, BIT Mesra, organised the second edition of "Abhyudaya 2022- All India Business Plan Competition on 18th September 2022", the motive was to promote, safeguard and create Jharkhand State as a centre point of MSME units with greatness inside the functioning environment.

We had Mr. Jyoti Pandey, Regional Director (Retired), Reserve Bank of India; Mr. Mahesh Poddar, Former Rajya Sabha Member; Mr. Raj Kumar Singh, AGM, SIDBI, Ranchi; Mr. Abhijeet Dey, Head Of the Department of Business Administration, St. Xavier's College; Mr. Vishal H Shah, Prof. Incharge EDC, BIT Mesra; Dr. Satyajit Mahto, Prof. Department of Management, BIT Mesra as the jury members for the competition.

The event began with the virtuous address by the Head of the Department, Birla Institute of Technology, Mesra, Dr. Shradha Shivani and the Director of JSIA Mr. Phillip Mathew. The jury closely observed the presentations of all the five finalist groups on their respective business ideas. The finalists were Rapt Looms, Team AgriQulture, Team Mavericks, Team Wasper Tech and Team EGG.

The first finalist "Team Rapt Looms", was lead by Mr. Rahul Khatri from the Indian Institute of Technology, Delhi, who presented the idea "ARTAL- Art is ecstasy." The purpose of Artal as explained by him was to promote Indian Art Heritage which has been deprived of its recognition for ages. Their goal is to make the highest-quality, most diverse selection of handicrafts produced by the most proficient artisans from all across India.

Our next finalist, "Team AgriQulture" from the National Institute of Food Technology, Entrepreneurship, and Management, Sonipat was headed under the guidance of Mr. Sayak Gupta. They presented the idea of "FOGPONICS". Their strategy centred on growing plants without soil, using the required nutrients with the help of fog. They explained that a plant grown by using this method would reach maturity four times sooner than one grown by using a conventional agricultural method.

Next we had, “Team Mavericks” from the Indian Institute of Management, Bodhgaya, under the supervision of Mr. Ayush Gupta. They presented their idea on “SOLAR SMART” which focused on three different models: solar street light model, solar irrigation model, and solar sewing project model. Their approach focused on the remedies they could propose by using solar energy as they conveyed the issue of power deficit and other related problems.

The fourth finalist, “Team Wasper Tech” from the Veer Surendra Sai University of Technology, Odisha under the leadership of Mr Rahul Krishna Nanda , who presented the idea of D2C venture. They addressed the problem of a local business having numerous obstacles while attempting to enter the market, which included technical difficulties, time management problems, and an expensive in-house e-commerce operation team. They developed a service solution of a listing and profit calculator, marketing and strategy, account management, market research and a user-friendly dashboard to track in real-time.

The fifth finalist, “Team EGG” from Global Centre for Entrepreneurship and Commerce, Jaipur, under the leadership of Mr Jai Kumar Soni. His B-plan was on the idea of an electricity-generating gym which focused on building a less space-consuming, bicycle-shaped machine that would contain all the gym equipment and would simultaneously generate electricity by doing physical activity.

The jury had a knowledgeable back-and-forth discussion with the group's moderators. The event was a truly remarkable achievement under the direction of Mr. Kanishk Poddar, secretary of JSIA, composed of the MBA program students, Birla Institute of Technology, Mesra.

Team Wasper Tech received the tag for the best strategy, and a gift prize of ₹1,00,000 was awarded to them as a venture for their business. The runner-up position was upheld by "AgriQulture" and were presented a cash prize of ₹25,000.

The event ended on a motivating note. Everyone's thoughts were splendid and remarkable, which addressed the prerequisite of the arrangement to be continued in the Territory of Jharkhand. The Department was highly obliged to host and organise the magnanimous event and become a catalyst for budding entrepreneurs



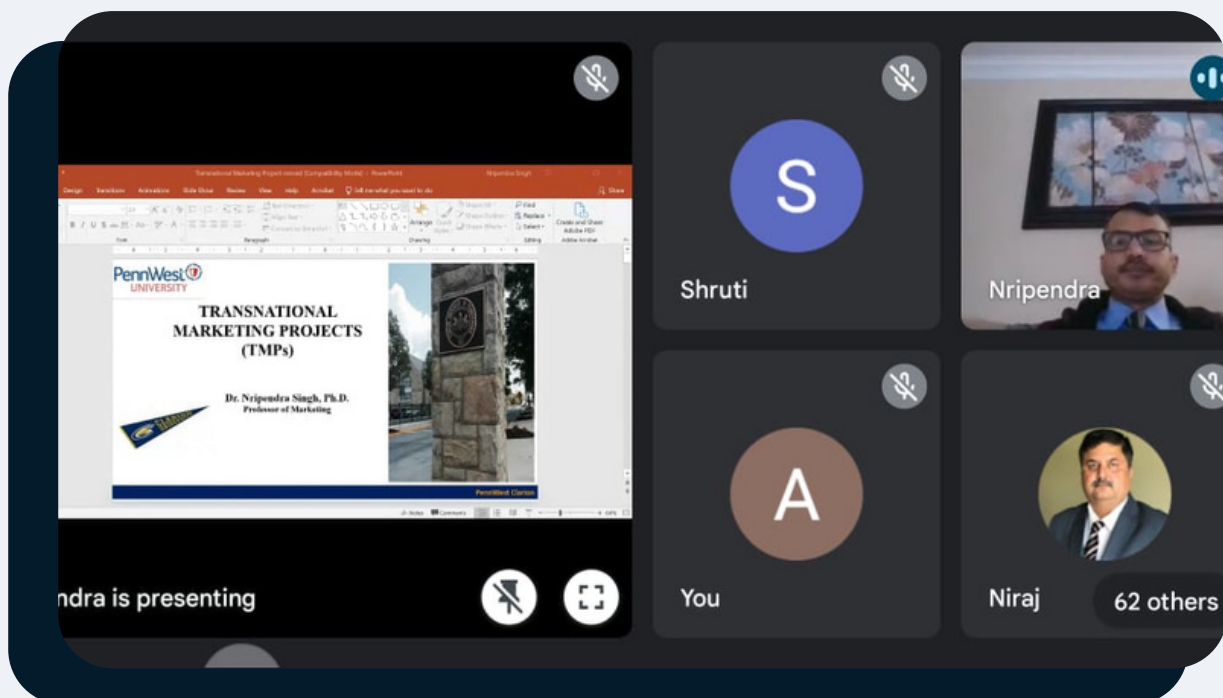
INTERNATIONAL COLLABORATION

“COMING TOGETHER IS A BEGINNING; KEEPING TOGETHER IS PROGRESS; WORKING TOGETHER IS SUCCESS.” – HENRY FORD

Following the idea quoted above, the Department of Management, Birla Institute of Technology, Mesra joined hands with Pennsylvania Western University (PennWest), California, United States, for an academic project to add international exposure for the students of both institutes. This collaboration was under the supervision of Dr. Neeraj Mishra, Associate Professor, BIT MESRA, and Dr. Nipendra Singh, Professor, PennWest University.

The objective of this alliance was to study and plan a business that shall have a potential market in both India and the United States. For the purpose mentioned, the students from both institutes were divided into equal groups and asked to propose a B-plan. This association brought the notion of global participation for the students and expanded their intellect into foreign markets. The collaboration was a wonderful initiative by the Department of Management for the excellence and global exposure of the students, which helped them to understand the international market, their demands, and expectations. It also enabled them to analyze the differences between domestic and foreign markets.

We invite such collaborations for the students in the future, which will help them to grow and develop worldwide.



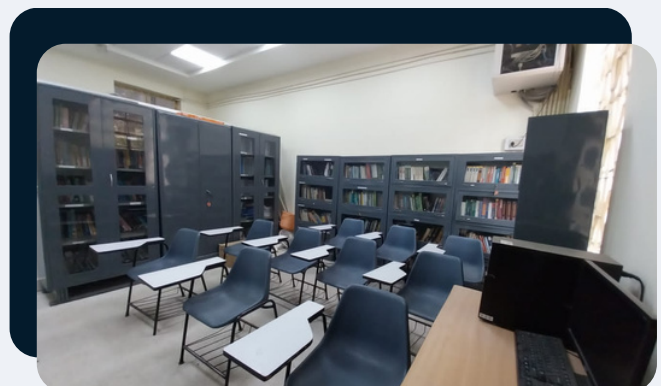
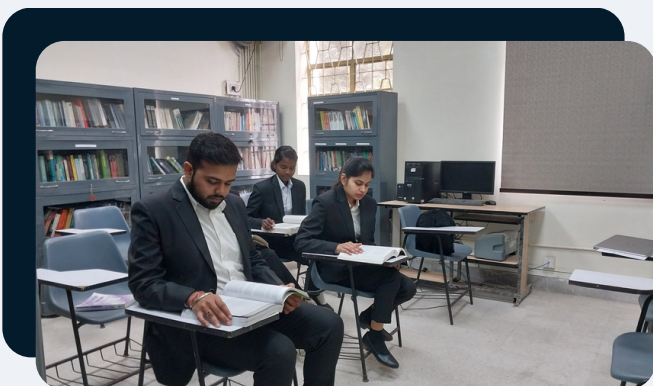
AUTOMATION OF THE DEPARTMENTAL LIBRARY

The Annual Budget 2023 dictated essential changes in the education sector, including establishing automated digital libraries across the country. Based on the assertion, the Departmental Library has contemplated and is about to implement an Online Public Access Catalogue (OPAC) based library automation system which encourages resource sharing and allows browsing the bibliography by author and title. This system would not only ensure fast learning for the students but also mitigate the existing knowledge and loss of reading which occurred during the pandemic.

In a library setting, automation refers to the computerization or mechanization of all library activities. The automation of the library makes it easier to access the library's resources. The word automation means something which has the power of spontaneous motion or self-movement.

The automation of the library of the Department of Management, Birla Institute of Technology, Mesra is under process where the main objective is the smooth functioning of the library for collection, processing, storage and retrieval of information. The Departmental Library was started in September, which is not just a library but a library-cum-reading room for students, faculties and scholars. Prof. Dr. Anupam Ghosh is the library in charge. The library has more than 700 books that the PhD scholars and faculties manage.

Earlier, the due dates were assigned manually, and libraries employed typewriters and card catalogues, but now the computers and software have expedited library automation, a modern strategy to assist libraries and library users in efficiently using library resources that makes it simple to check in, renew, and check out books.



UDGAM '22



DAY - 1

UDGAM`22

(ALUMNI SERIES)



New beginnings are often disguised as new opportunities to progress and prosper. “Udgam”, the pre-orientation program was organized by the Department of Management, Birla Institute of Technology, Mesra, for the new Batch (2022-24) aiming at giving an overview about the course curriculum. In the due course of the session the students were acquainted with the challenges that they might face during their management program. The rough idea of the academic expectations and future prospects of the MBA programs was very well briefed by our alumni and the faculty during the sessions.

The first session for the incoming batch (2022-24) was organized on 3rd July, 2022. The Department of Management, Birla Institute of Technology, Mesra, was honoured to welcome Mr. Pratyay Das and Mr. Prमित Basu for a webinar with the incoming batch on 3rd July, 2022. Mr. Pratyay Das (MBA 2019-2021), currently working as an Analytics Associate at Accenture, and Mr. Prमित Basu (MBA 2019-2021), currently working as a Product Manager at Orient Electric.

The session commenced with the virtuous address of the Head of the Department, Birla Institute of Technology, Mesra, Dr. Shradha Shivani, she welcomed the guests and the freshers Batch of (2022-24) with utmost zeal, and was followed by guest speakers, Mr. Pratyay Das and Mr. Prमित Basu. They shared their experiences with the students about the journey at Birla Institute of Technology, Mesra and delivered their insights of the campus life. Gradually moving ahead, they had an engaging conversation with the students where they asked about their expectations as an MBA graduate from Birla Institute of Technology, Mesra.

Meanwhile, they also accentuated the significance of student’s participation in interdepartmental activities, which would give hands-on experience by stimulating creative thoughts, developing the networks and organizational skills. Additionally, they advised to read newspapers and business journals religiously in order to stay current on worldly events. Towards the end, Mr. Das directed students to obtain the proper skills which will eventually help them in the long run. They said, “KEEP THE ENTREPRENEUR ALIVE WITHIN YOU” that is, to be creative for better productivity and a sense of belongingness. They further emphasized on the importance of six sigma and its relevance in the corporate world.

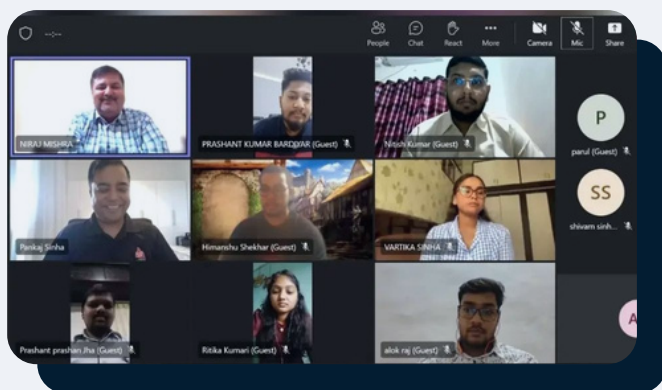
The first Alumni webinar of the Udgam 22 series was beneficial and informative for the Batch. We look forward to having such more informative and interactive webinars with them in the future.

DAY 2-3

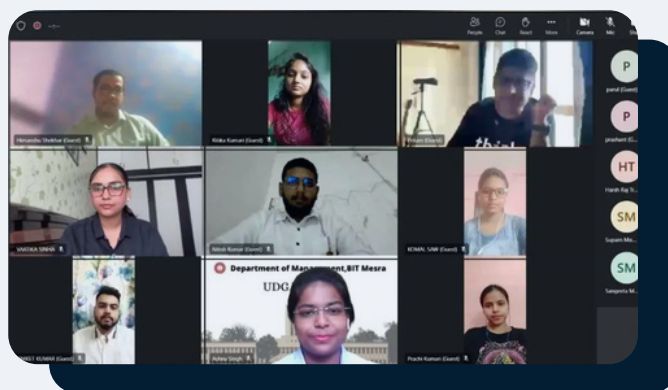
UDGAM`22

(ALUMNI SERIES)

DAY -2



DAY -3



The Department never fails to bring relevant important industry specialists to the institute to enhance the holistic knowledge of future managers and entrepreneurs. The guest speaker for the second webinar was Mr. Pankaj Sinha (MBA 1996-1998), currently serving as Managing Director at Coca-Cola in Sri Lanka and Maldives.

Mr. Sinha talked about his corporate journey which was a combination of his learning and achievements in the past 24 years of experience. He shared his expertise, knowledge, and valuable advice with the students. Further, Mr. Sinha conversed about his corporate excursion and attainments during his 24 years of experience. He shared his acumen, information, and guidance with the students. Mr. Sinha also discussed what obstacles he faced in his corporate life and how he overcame them.

During the session he was more inclined towards global sustainability. He quoted, "As global citizens we need to think about the problem of pollution, which is a major drawback of the current scenario". His major centre of attention has been sustainability. Mr. Sinha's well-defined is to cut down on the pollution created by coca-cola products. As a global and responsible organization, coca-cola is much concerned about its product as well as global sustainability.

Towards the end, Mr. Sinha discussed How "The Coca-Cola Company" got through the recent economic crisis in Sri Lanka. He shared some of the steps that they have taken on the priority basis. One of the steps was forecasting, which helped them to plan accordingly not only during the pandemic but also through a focus on the Sri Lankan economic recession. The other significant step was the decision-making by the organization's iron- will to sustain and to stand with the people of Sri Lanka .

"The only source of knowledge is experience."

On 10th July, 2022, the Department of Management, Birla Institute of Technology Mesra, welcomed Mr. Pritam Pritu, currently working as the Global IP Coc Leader at IBM Japan. On the commencement of the session Dr. Niraj Mishra, assistant professor at the Department of Management, Birla Institute of Technology Mesra, welcomed the guest speaker with enthusiasm and the participants before the session got underway. In an hour-long session, Mr. Pritam Pritu shared his experiences of transitioning from the classroom to a corporate setting with some fantastic insights. He talked about how being in a lockdown might be a chance to learn and discover new things. He advised the students and asserted that the adaptation and a positive outlook are essential for success. The importance of programming languages in the prevailing time and the speed at which artificial intelligence is reshaping the future.

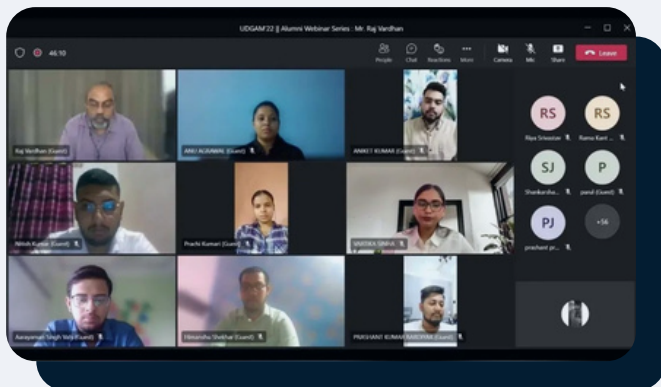
Towards the end, he briefly interacted with the students, where he addressed their queries. The webinar was a drive of knowledge and information about the various career choices. We look forward to having such engaging sessions with Mr. Pritam in the near future.

DAY 4-5

UDGAM '22

(ALUMNI SERIES)

DAY-4

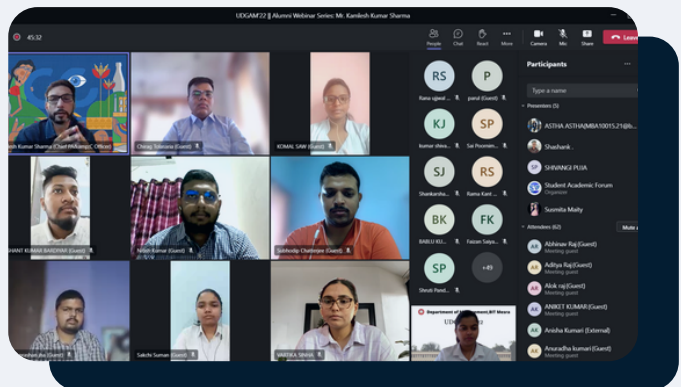


The fourth session for the incoming batch (2022-24) was organised on 17th July, 2022, The Department of Management, Birla Institute of Technology, Mesra, was delighted to host Mr. Raj Vardhan for the session. He is an industry stalwart currently on the board of McLeod Russel Ltd, one of the world's largest tea producers, and President of IFAMA (International Food and Agribusiness Management Association). Mr. Raj Vardhan commenced the session by welcoming the budding managers to the esteemed organization of Birla Institute of Technology, Mesra.

Mr. Raj Vardhan began with an invigorating speech and shared his overall corporate journey so that the students can draw inferences and apply it in their life as well. He spoke about numerous industrial facts and challenges that he experienced during his career which was very informative and helped him grow. During the webinar, he exhorted the students to work hard, enhance their soft skills, and focus on doing significant work.

The webinar concluded with Mr. Raj Vardhan throwing light on various aspects that have completely changed the perspective of businesses and their operation, followed by a Q/A session. Overall, the entire session was very engaging and enriching, giving important takeaways to the students.

DAY-5



The Department of Management, Birla Institute of Technology, Mesra took immense pride in having Mr. Kamlesh Kumar Sharma for the fifth session of Alumni interaction series. He is currently Working at the Chief Public Affairs and the Communication Office at The Coca-Cola Company.

Mr. Sharma confabulated about his journey at Birla Institute of Technology, Mesra. He also threw light upon all the measures taken by Hindustan Coca-Cola Beverages Pvt. Ltd (HCCB) and Coca-Cola India Pvt. Ltd. (CCIPL) to carry on their operations in India and the strategies adopted by them to reduce the plastic wastes. Mr. Sharma elucidated about Coca Cola working rigorously to reduce its plastic waste. During the session he broadly discussed the Indian organizations who successfully established themselves as a brand during his journey. He emphasized his words on the current trend of entrepreneurship. As the government is also focusing on the area of start-ups, supported with financial subsidies, we as MBA Students should have a creative and innovative mind with new ideas and skills to become the future entrepreneurs. He quoted some lessons from his experience, for the new batch which will be a lifelong mantra for everyone. The webinar session concluded with the inspiring words of Mr. Sharma. The department is looking forward to have more engaging sessions with him offline as well.

UDGAM'22

(ORIENTATION DAY)



As there are so many unknowns while starting college, it can make a new student very anxious-to answer all these odds, the Orientation program was organized by the department of management Birla Institute of Technology, Mesra. Prior to the commencement of classes, students were involved in a number of Webinars of the Udgam'22 Series but the first physical interaction was held on 8th, August, 2022. Orientation programs are designed to guide students in answering all of these questions.

The Orientation Program was held at Cat Hall, Birla Institute of Technology, Mesra. It started with the Birla Institute of Technology, Prayer. Further Dr. Shradha Shivani, the Head of the Department, Department of management, Birla Institute of Technology Mesra interacted with the new batch mentioning the course curriculum, results and as well as the course outcomes. The session moved with a speech by the Dean of Postgraduate Studies Dr. Nisha Gupta and the Dean Alumni and International relation (DAIR) Dr.Utpal Baul. Dr. Gupta emphasized on the rules and regulations of the campus by mentioning that discipline should come from within and the rules need to be followed by everyone. She also discussed the curriculum of the institute. Meanwhile Prof. Baul congratulated the new aspiring managers and gave them words of encouragement. Prof. Baul also emphasized the importance of effective communication skills, which should be ingrained in everyone's skill set. He also stated how important it is for a person to communicate and speak his mind out in order to sustain in the long run.



We also had a faculty introduction session, in which the faculty members gave a brief introduction about themselves and every faculty in their own way persuaded the new batch to be the best version of themselves.



The keynote speaker for UDGM'22 was Dr. S.Shadab Hassan. He is the founder and Ex-Director of H.H. High School, Brambe. It is a school where free education is provided to the economically weak students but are keen to learn and gain knowledge. Currently, Dr. Hassan is a professor at IIIT Ranchi teaching in the Humanities Department.



During his interaction, he highlighted the importance of mental peace to help stay motivated throughout life. He said to cherish even small achievements in their life and to dream big. He also resisted many live examples of his journey to inspire students. He also included that one must do selective listening, we must only listen to what is important for us and forget the negativity involved. He concluded the session by saying, "Together we can build the tomorrow".



It was an extreme pleasure to have Dr. Hassan as a keynote speaker with us for the program. We thank him for taking his valuable time, honouring us with his presence and sharing his experiences with us. We wish him much more success in his future endeavors.



After the words from our faculties, the session had some refreshing yet entertaining performances by the students.



DISTINGUISHED



ALUMNI

VIPUL PRADHAN

CEO at Jio Music

Alumnus 1985-1987



Vipul Pradhan

Mr. Vipul Pradhan is an eminent alumnus (Batch 1985–1987) of the Department of Management, Birla Institute of Technology, Mesra, Ranchi. His corporate journey started as a General Manager (Head of Profit Centre) at Jain Studios in 1987 where he worked for 8 years. After that, he switched to Bennett Coleman and Co. Ltd. (Times Group) as Brand Manager in Economic Times. Thereafter, he got the opportunity to work with Star TV as a Head of Marketing & Corporate Affairs in 1995. He joined Bharat Connect Limited in 2000 as the Vice president of Marketing. He attained the position of CEO at PPL (Phonographic Performance Limited) India, the licensing arm of the Indian Music Industry in 2001, where he worked as the Profit Centre Head and successfully established the Pan India licensing network over 28 cities and more than 200 executives; contributing for more than one and half decades to the PPL India. He joined “Phonographic Digital Limited” as the Founder & CEO in 2017 for a short tenure. Currently, he is associated with Jio Studios, as CEO of Jio Music. With more than 30 years of experience in the corporate sector, his journey is extremely inspirational for all the budding managers.

SUBIR PALIT

Chief Strategist, Member Management Committee, Non
Executive Director.

Alumnus 1983-1985



Subir Palit

Mr. Subir Palit is a distinguished alumnus (Batch 1983–1985) of the Department of Management, Birla Institute of Technology, Mesra. Mr. Palit started his corporate journey as a management trainee in Philips India Ltd in 1986. He worked in Philips for 8 years in different verticals and on multiple assignments successfully.

In 1994, Mr. Palit switched to BPL limited and his last assignment there was as GM sales – India, based out of Bangalore. Thereafter, he joined Hyundai Electronics India Ltd as a COO in 2004 and was instrumental in launching the brand in India.

Mr. Palit joined Green Ply Industries Ltd in 2007 as the Country Head- Domestic business. Contributing to the company for almost 3 years, he was promoted and re-designated as Country and International Head.

In his stint at Greenply, he launched several brands and loyalty programmes which won awards at national and international events. In 2013, Mr. Palit joined Aludecor, the leading ACP brand in India as the Chief Marketing Officer (CMO) where he was also accountable for the Profit and Loss of the business operations.

For a short span of an year he served in Sintex Industries Limited, as President Marketing and then he again joined Green Ply Industries as the Country Head in 2016.

Currently, he is associated with Konsonance, Alstone India and Amulya Mica, as Chief Strategist, Member Management Committee, and Independent Director.

He writes regularly for business press and is a regular and favoured speaker at corporate events and business schools. Mr. Subir Palit's vast and enriched corporate journey of more than 35 years will surely be inspiring for all the students.

We are very delighted that BIT MESRA, was a part of your astounding journey.

Editors



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