



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

**B-SMART**

**BUSINESS  
SMART**

**ISSUE 1**

**VOLUME IV**

**Manage - A - bit**

Redefining Spheres of  
Management

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# THE EDITORIAL BOARD



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# DEPARTMENT

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# VISION & MISSION

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

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

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

## 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

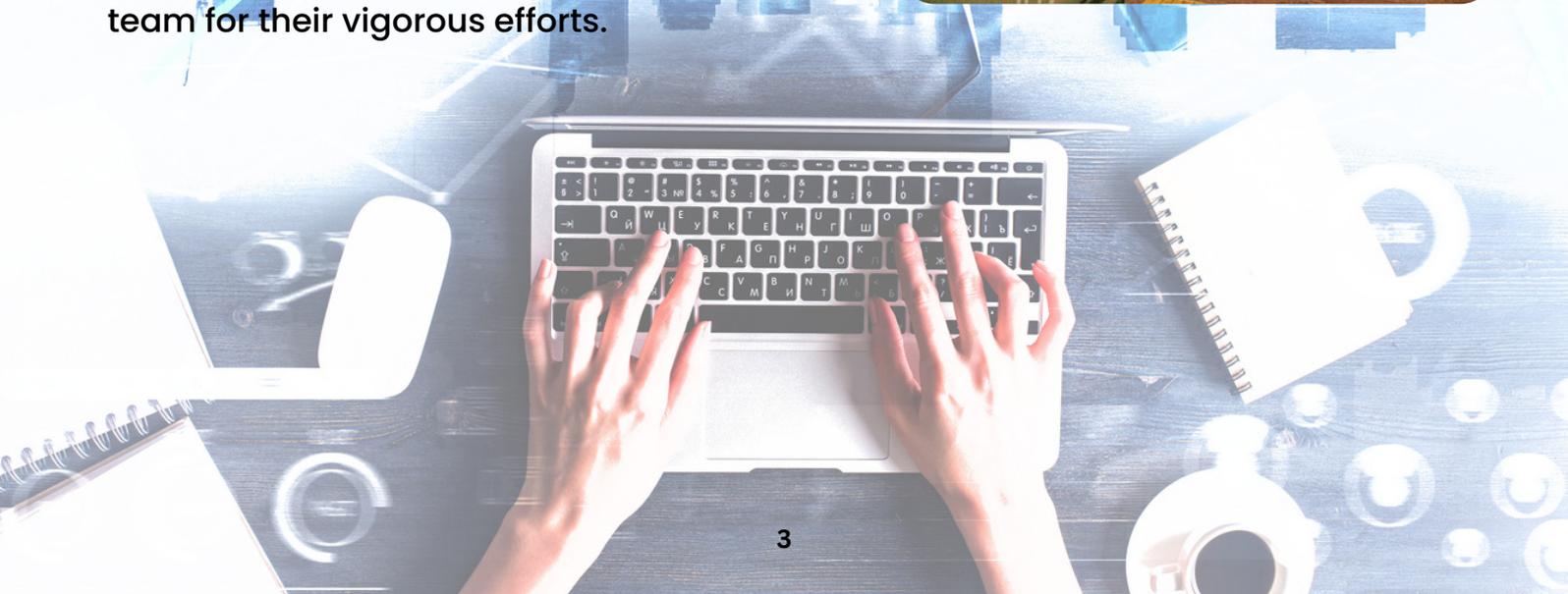
To be recognized as a frontrunner in Management education in the country in consonance with the social, economic, and ecological environment while striving to contribute to nation-building through excellence in research and development activities.

# FROM THE EDITOR'S DESK



In our increasingly interconnected world, technology has become an indispensable tool for businesses across industries. It has the power to streamline operations, enhance productivity, and create new growth opportunities. In this edition of "Manage-a-BIT," we recognize the transformative potential of technology and the impact it can have on business ventures to help them become "B-Smart."

We are excited to present our readers, information and inspiration, allowing them to navigate the ever-changing landscape of technology and its integration into smart business practices. Smart technology's role in business is rapidly evolving in some ways, and budding managers must know how to adapt to those changes. I hope that the readers find this issue interesting and informative. I would also like to extend my sincere gratitude to the dynamic newsletter team for their vigorous efforts.



# 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.

# B-Smart

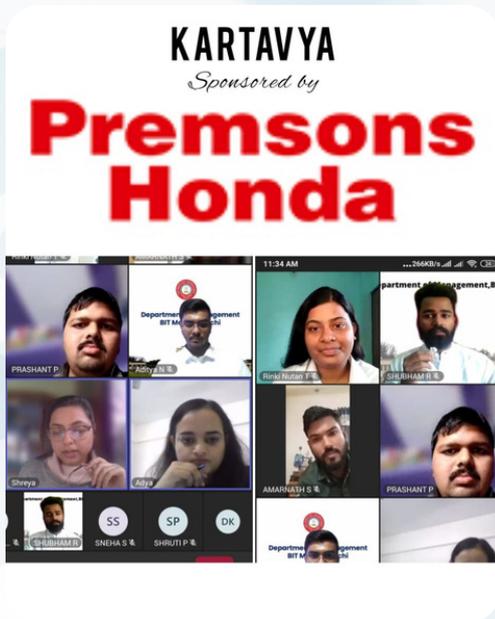


As we enter an era of digital transformation and disruptive changes, the ability to be business smart has become an indispensable skill. "Business smart" typically refers to being intelligent or savvy in business-related matters. In today's fast-paced and competitive business landscape, the effective utilization of technology has become a cornerstone for success. Embracing technological advancements is no longer a luxury but a necessity for businesses aiming to remain agile, innovative, and relevant. In the dynamic world of business, intelligence and adaptability are the key traits that set successful entrepreneurs and professionals apart. A smart business approach is not only about being intellectually sharp but also about making informed decisions and staying ahead of the curve.

A truly smart business embraces technological advancements, prioritizes customer-centricity, and continuously seeks opportunities for innovation and improvement.

Embracing technology fosters innovation and encourages businesses to stay ahead of the curve. Rapid advancements, such as artificial intelligence (AI) and machine learning, open new avenues for product development and personalized customer experiences. Technology-driven automation allows for cost savings, better resource allocation, and improved customer service, giving businesses a competitive edge. Incorporating technology into smart business practices is essential for growth, adaptability, and sustained success. By streamlining operations, leveraging data-driven insights, fostering innovation, enhancing the customer experience, and prioritizing cybersecurity, businesses can unlock opportunities for growth in today's rapidly evolving digital landscape. Embracing technology is not merely an option; it is an imperative that enables businesses to thrive in an increasingly competitive marketplace. As technology continues to advance, businesses must remain agile, embrace change, and seize the transformative power of technology to drive their future success.

# Kartavya



In the realm of corporate endeavors, the fusion of social responsibility and sustainability has become an imperative driving force. Recognizing this the Department of Management, Birla Institute of Technology, Mesra organized an online event “Kartavya” 2022 on 11th December 2022 an intradepartmental group discussion competition centered around Sustainability and CSR in collaboration with Premsons Honda to foster insightful discussions and inspire innovative ideas. The event not only served as a platform for intellectual discourse but also fostered collaboration between academia and industry.

The distinguished guest for the event was Mr. Abhishek Rajgariah, a CA, CS, and partner at Premsons Bajaj LLP and former assistant manager at EY, where he received several accolades for his work. The jury members for the event were Mr. Pratyay Das (Analytics Associate, Accenture) and Ms. Adya Singh (Senior Analyst, Deloitte).

Furthermore, Dr. Shailendra Kumar Singh, assistant professor at the Department of Management, Birla Institute of Technology, Mesra, gave a remarkable deliverance where he promulgated the three salient aspects of CSR; society, environment, and business as a whole.

Our guest Mr. Abhishek Rajgariah, lit upon the concern of how important it is for any organization to be involved in CSR activities. He further added that one should have faith in themselves despite the ups and downs in their life. One should keep polishing their skills as it is the only thing that remains forever. According to him, for every organization economic viability should be the priority, and Sustainability along with CSR, are a means of giving back to society.

After the enriching words by dignitaries, the group discussion began with four groups of five members each. The preliminary round saw each group discussing a designated topic, and the top five participants advanced to the final round. The topic for the final round was “CSR is Hypocrisy.” The participants expressed their views on the given topic.

After the GD got over, the jury members provided their valuable insights and feedback to the participants. The event not only showcased a spirit of healthy competition but also served as a stepping stone towards building a more sustainable and inclusive society. As individuals continue to embrace their Kartavya (duty) towards CSR and sustainability, the ripples of their efforts will contribute to a brighter and more sustainable future for all. The event ended with a warm and gratuitous vote of thanks to the guest and jury members for the event for their valuable guidance. The winners will receive a gift prize of ₹5,000. The winners of Kartavya 2022 are as follows :

1st : Sneha Singh

2nd : Shruti Pandey

3rd : Akshit Samad

# Internico



The Department of Management, Birla Institute of Technology, Mesra was back again with yet another successful event Internico, an annual flagship event of the department highlighting experiences of the summer internships. A SIP project competition was organized on 28th December 2022 on MS teams. The competition was held among the B-school students of the country in an online mode.

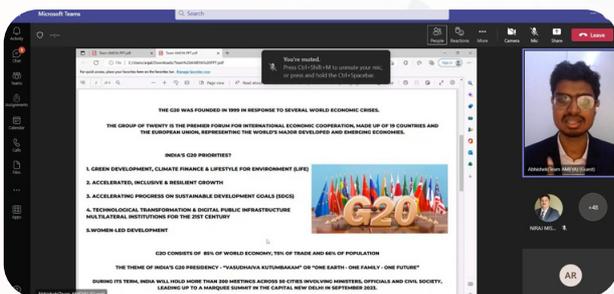
There were several luminaries present as the judges for the event. We had Ripudaman sir (Banking language expert with 35 years experience in corporate. He is also esteemed alumni of our college) and Dr. Satyajit Mahto and Dr. Niraj Mishra, assistant professors of the department of management as a part of the judging panel. SIP, which was a Summer Internship Project competition in which more than 10 schools participated in the competition.

Under the SIP the students gave a presentation on the topic of the project they worked on during the summer internship with a running time of 5 to 9 minutes. The competition was open for students of all B schools over India where students participating were from KJ Somaiya Institute of Management, IIT Kharagpur, NMIMS Mumbai and Hansraj College, and a few others.

The first participant was Sneha Singh who highlighted the study of sales for "Tenhard India" where she emphasized on the growth of E-Book markets in India, after that we had Jennifer Jagose of K.J Somaiya Institute, who delivered more about the internship at JIO CREATIVE LABS then Rohit from IIT Kharagpur who talked about his internship at technical company emphasizing his work as an SDE intern.

We subsequently had many many participants, but the event concluded with an exuberant presentation by Abhishek Singh from Hansraj College in which he talked about his tenure of internship at the Ministry of Commerce and laid emphasis on his study during the G20 discussions when it happened.

The event ended on an optimistic note with a thank you address by our professors and our chief guest. There were three students who stood out in the competition and were given the accolades: - 1st Jenifer Jagose (K.J Somaiya), 2nd Abhishek Kumar (Hansraj College), 3rd Rohit (IIT KHARAGPUR). The certificates were duly communicated to them from our department.



# Webinar (Organizational Roles The Changing Landscape)



The Department of Management organized an insightful and informative online webinar on 04th March 2023 on the topic “Changing Landscape of Organizational Roles,” facilitated by our esteemed speaker Mr. Pramit Basu, product manager of Orient Electric from the batch of 2019-21. The webinar aimed to provide valuable guidance and direction to the participants on the intricate and complex nature of the organizational structure.

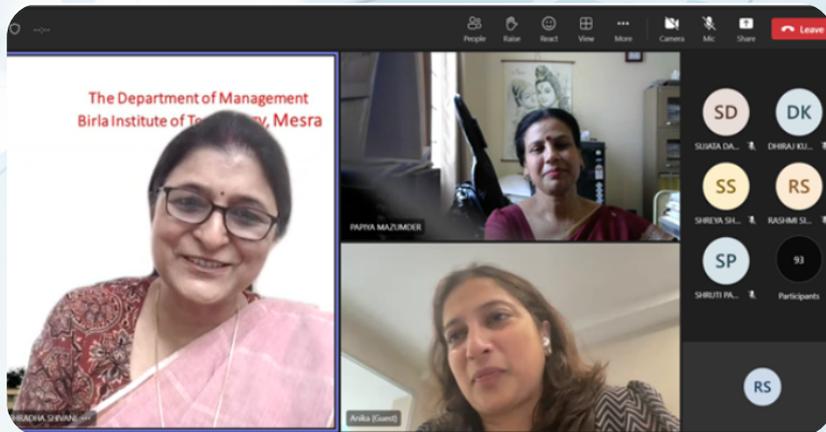
During the webinar, Mr. Basu shared his profound insights and extensive experience, offering a comprehensive overview of the roles and responsibilities of a CEO within an organization. He provided practical examples of the day-to-day challenges and difficulties that CEOs face and how they overcome these challenges to lead their organization towards success.

In addition, Mr. Basu provided a detailed description of the functions and responsibilities of each department within an organization and how the top board members coordinate with them respectively. He further delved into the structure of an organization, highlighting how it is divided based on the respective roles and responsibilities of each department.

Furthermore, Mr. Basu also offered valuable advice to the participants on the roles and responsibilities they can expect to undertake after completing an MBA degree based on their respective branch specializations.

The webinar concluded with an engaging Q&A session where Mr. Basu patiently cleared the doubts and queries of the participants, leaving them with a deeper understanding of the evolving landscape of organizational roles. Overall, it was an enlightening and informative experience for all the attendees, providing them with a valuable perspective on the dynamic nature of organizational structure.

# International Women's Day



The Department of Management at Birla Institute of Technology, Mesra organized a thought-provoking webinar on the 10th March 2023, to celebrate International Women's Day. The event was designed to inspire and empower women to lead and succeed in a changing world under the theme "Breaking Barriers: Empowering Women to Lead and Succeed in a Changing World." The event had distinguished

guests from academia and industry and was moderated by Dr. Shradha Shivani, Professor and the Head of the Department of Management. The guest speaker for the webinar was Dr. Papiya Mitra Mazumdar, who is a renowned academician and chairperson of the Internal Complaint Committee (ICC) at Birla Institute of Technology, Mesra. She is also a Professor at the Department of Pharmaceutical Sciences and Engineering. In her address, she emphasized the importance of taking action to bring about change and highlighted how gender equality and empowerment of women can positively impact society as a whole. She cited several examples of women who have broken the glass ceiling and become leaders in their respective fields and urged the audience to be proactive in supporting and empowering women.

The keynote speaker for the event was Ms. Anika Agarwal, Chief Marketing Officer of Orient Electric (C.K Birla Group Company). She shared her journey and discussed the role of family and corporate support in the success of women. She highlighted the significance of role reversals for breaking the gender stereotype and embracing gender equity. Ms. Agarwal's address was insightful and inspiring, as she provided examples of how she overcame challenges and biases in her career, and how her organization is committed to empowering women.

Furthermore, we had an interactive Q&A session, and the audience posed several thought-provoking questions to the speakers. The speakers responded with examples and insights that resonated with the audience and provided them with valuable takeaways. The event ended with a vote of thanks by Dr. Shailendra Kr. Singh, Faculty Advisor of Team Sustainability at the Department of Management, commended the speakers for their inspiring and insightful addresses.

Birla Institute of Technology, Mesra has taken a laudable step in promoting gender equality and empowering women in academic and professional settings. Such initiatives go a long way in creating a gender-sensitive and inclusive environment where women can thrive and contribute to society. The event was well-received, and it is hoped that such initiatives will continue to inspire and empower women in the future.

# BTrix Day 1



BTrix, an annual event organized by the Department of Management, Birla Institute of Technology, Mesra themed on “Technology, Innovation and their Applications,” aimed to boost upcoming leaders with innovative and radiant management skills by offering them a platform where they can explore within themselves with the talent they were unaware of and to encompass everything from innovations to planning and strategy and also to exhibit their management skills by participating in a range of competitions that will enhance their abilities.

The first day of the event commenced with an opening speech by Dr. Shradha Shivani, the Head of the Department of Management, Birla Institute of Technology, Mesra, who welcomed everyone and talked about how BTrix aligns with the department’s vision and mission.

Dr. Bhaskar Karn, Dean of Student Affairs, Birla Institute of Technology, Mesra, was the guest of honor for the event. The event began with the lamp-lighting ceremony. The Dean of Student Affairs addressed the participants where he spoke about the importance of extracurricular activities in a student’s life and how they help in the overall development of a student.

The event was filled with engaging activities, including quizzes, debates, case study competitions, and business plan presentations. Participants from various colleges put their best foot forward, making it a highly competitive environment.

The first day of the event started with Daksham, which was a B-Plan competition, in association with Team Sustainability which was for Eco-Minded Entrepreneurs. The business ideas were based on the given SDGs of UNESCO (green health and well-being, affordable and clean energy, clean water and sanitation, quality education, industry innovation and infrastructure, and climate action where five teams presented their green startup ideas.

The judges for the event were Mr. Vishal H Shah, Associate Dean- Alumni & International Relations, Birla Institute of Technology, Mesra, and Dr. Satyajit Mahato, Assistant Professor of Business Analytics at the Department of Management, Birla Institute of Technology, Mesra.

The event started with the first presentation by Team Slagger, who presented their concept of “Agro Mitra,” followed by a team from A S College, Deoghar, who proposed “EV Charging Infrastructure using Solar System”. Next, we had Team Phoenix highlighting the importance of medical assistance with their B-plan “Sushruta”, while Team Avalanche introduced “Farmezzy”, an app to assist farmers with their daily activities. Lastly, we had Team Vhagar, who presented their idea of boho-inspired easy home furnishing.

After the presentations, judges Dr. Vishal H Shah and Dr. Satyajit Mahto conducted a Q&A session to evaluate the novelty and feasibility of the business ideas. The event concluded with the jury announcing the results, with Team Avalanche securing the first position, followed by A S College, Deoghar as first runner-up, and Team Slagger being the second runner-up. While Team “Sushruta” received special appreciation for their excellent B-plan presentation.



# BTrix Day 2

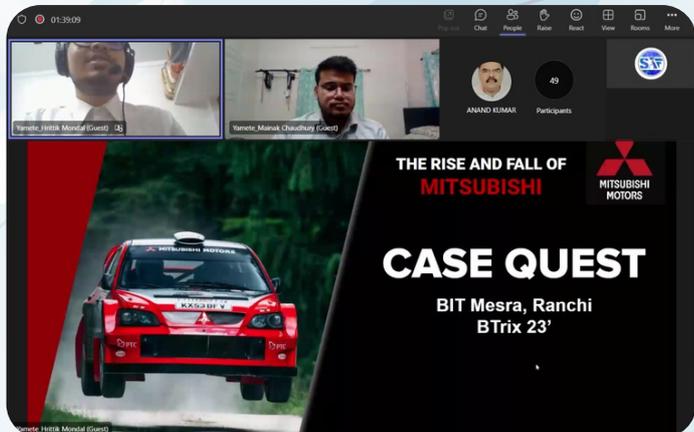


BTrix'23, the annual B-school event of the Department of Management, BIT Mesra themed on "Technology, Innovation and their Applications," witnessed its day 2 of the event with even more vigor and gumption. The event consisted of the B-Quiz competition, Branding Rebranding, followed by 'Unmad', a cultural event. The forenoon event of the day started with B-Quiz, in which the participants were put to the test with mind-boggling questions to gauge

their level of business acumen. The teams went through two phases, the screening round and the final round, which covered questions from various areas: finance, business knowledge, and general awareness. The finalists were from different B-schools in the region. The winner of the B-Quiz competition was Team Met-A-Four from BIT Mesra, the first runner-up was Team Aegon of BIT, Mesra, and the second runner-up position was held by Team Phoenix from St.Xavier's College. The second half of the day started with the event Branding Rebranding which focused on the idea of creating a different identity for the existing brand in the market. It aimed to encourage creative thinkers to ideate and showcase their plans of action. There were the top five finalists who presented their innovative ideas for different brands. The winner for this event was Team Vhagar, who rebranded Titan Company Limited under the boho concept for furniture, the first runner-up was The Team Brainy Buddy, who rebranded Kelloggs as a frozen food company, and the second runner-up position was held by Team Escorts with the idea of rebranding Nykaa as a fashion retail company.

The day concluded with the cultural program 'UNMAD', where the students of the department unveiled their talents which showcased a beautiful blend of music, dance, and poetry. The performances were truly mesmerizing, and everyone present thoroughly enjoyed the evening. The audience left the venue with high spirits, feeling rejuvenated and inspired. Not only did this occasion serve as a platform to showcase talent, but it also brought people together in celebration of diversity and culture. It was a truly fantastic experience, and we eagerly anticipate future events that will promote collaborative learning and continuous improvement.

# BTrix Day 3

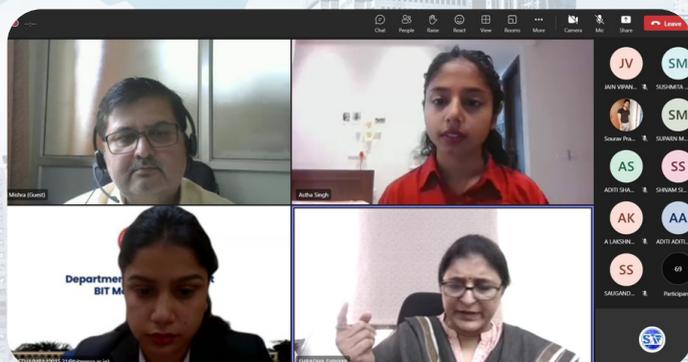


The Department of Management Birla Institute of Technology, Mesra, recently hosted the BTrix'23 Annual Business Competition, which was a resounding success. The final day of the event featured two exciting competitions, namely Ad Mad and Case Quest, which were held on an online platform. The Ad Mad competition provided participants a platform to showcase their marketing skills and creativity by presenting engaging advertisements.

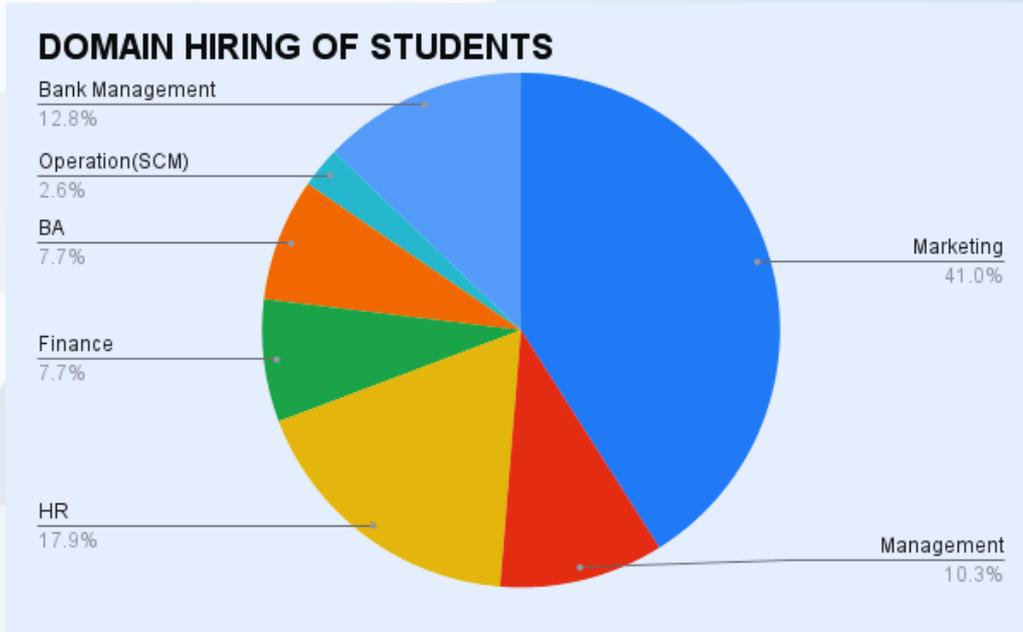
The final round saw five finalists from top B-schools competing against each other, with Astha Singh from BITSOM, Mumbai, emerging as the winner. Her creative advertisement for protein bars, featuring the tagline "It's not just delicious but bodylicious," to entice customers, which impressed the judges, making her the deserving winner. Adarsh Bansal from Goa Institute of Management presented his innovative idea of an Oral toothpaste tablet that could revolutionize the toothpaste market ending up being the first runner-up, and Ravi Raj Patel from Symbiosis Institute secured the second runner-up position with his innovative advertisement idea of Specky Specs providing customizable frames designed to attract the Gen Z audience.

The afternoon session began with the Case Quest competition, which was a case study competition focused on companies that are no longer operational. The competition saw six final teams shortlisted after the first round of synopsis presentations, with Team Anos Voldigold from Birla Institute of Technology, Mesra, being declared the winner. Team SWAP from IIM Ranchi and Team Yamete from Jadavpur University were declared the first and second runners-up, respectively. The passion and determination displayed by all the participants were truly inspiring, making the competition a testament to their unwavering dedication to business and innovation.

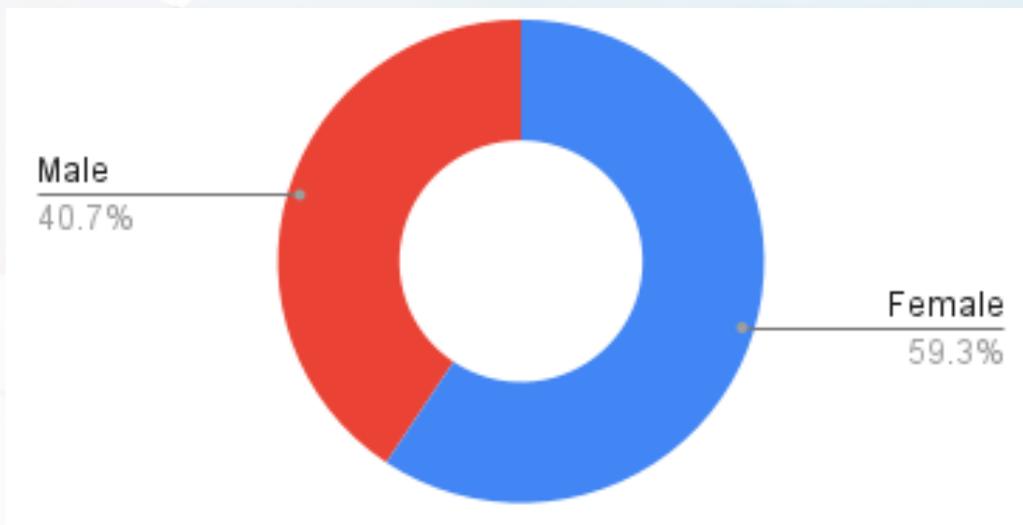
The BTrix'23 annual business competition was an excellent platform for young minds to showcase their talent and ideas while encouraging innovation and creativity in the business world. The event was a remarkable success and left a lasting impression on all the participants and attendees. The competition showcased the participants' creativity, innovation, and business acumen, making it an unforgettable event.



# Placement Report



## GENDER RATIO OF PLACED STUDENT



# Distinguished Alumni



**Ms. Sripriya Ramachandra (1990–1992)**

Ms. Sripriya Ramachandra (1990–1992) is an accomplished alumna of the Department of Management, Birla Institute of Technology, Mesra. She has made a significant impact in the corporate throughout her distinguished career.

Starting as a Deputy Manager at BASF India in 1994, Sripriya spent 13 years building a strong foundation in finance and control. She then moved on to Nokia India Private Limited in 2007 as Regional Business Controller, where she was responsible for business results in the western region of India.

In 2010, Mrs. Ramachandra switched to Nokia MFS as Head of Finance and Control, a startup under Nokia. After this, she took on new challenges at PT Nokia Indonesia and PT Microsoft Indonesia as a Business controller in 2013, where she served for five years. During her tenure, Sripriya displayed exceptional leadership skills and played a crucial role in driving the growth of the company.

She was then appointed as the Acting CFO at Microsoft Malaysia, and after that, she joined Microsoft Indonesia as the CFO in 2016 and made significant contributions to the company's success.

Currently, Sripriya Ramachandra is the Control & Compliance Lead at Microsoft Corporation India Private Limited. Her vast knowledge and expertise in finance and control have been instrumental in the company's growth and success.

Mrs. Ramachandra has exhibited strong leadership skills, sharp business acumen, and an unwavering commitment to excellence throughout her illustrious career. Her vast corporate career of more than 25 years will surely inspire the budding managers of Birla Institute of Technology, Mesra.

# Distinguished Alumni



**Mr. Shashank Mital (1986–1988)**

Mr. Shashank Mital is a distinguished alumnus batch 1986–1988 of the Department of Management, Birla Institute of Technology, Mesra. After graduating in 1988, his corporate journey began as a Product Manager (ASM) at Godfrey Phillips India Limited, where he worked in various verticals and successfully undertook multiple assignments. After a four-year stint, he moved to Rediffusion Y&R as an Account Supervisor.

In 1994, Mr. Mital joined Dabur India Limited as a Senior Marketing Manager, where he contributed to the company for almost seven years. He played a pivotal role in conceptualizing and creating a roadmap for the successful relaunch of Dabur Herbal Toothpaste, a brand that was perceived as dead. He served in Muscat, Oman, for a short span of a year, where he joined the OTE group as Divisional Manager - Marketing Support.

Further, in 2003, Mr. Mital joined AI-Futtaim Panatech Company LLC as the Head of the Marketing and TV Business. In this role, he led a core team to steer all brand and product management activities relating to Panasonic televisions, including CRT TVs, Plasmas, LCDs, and Projection TVs. Two years later, in 2005, he joined SUPER-MAX LIMITED, where he successfully launched the first battery-operated razor from Supermax.

In 2007, he joined the AI Tayer Group as the Head of Marketing - Ford & Lincoln. In his current role, he is responsible for all aspects of marketing for the assigned brands, including new product launches and maintenance marketing. Mr. Mital's work style is characterized by innovation, detailing, and leading from the front.

# Editors



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