

MANAGE-A-BIT

REDEFINING SPHERES OF MANAGEMENT



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DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY
MESRA, RANCHI

DEPARTMENT
OF
MANAGEMENT





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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 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.

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.

Department Vision

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

Department Mission

- To educate students at Post Graduate and Doctoral level to perform better in challenging environment
- To nurture first generation entrepreneurs with innovative mindset.
- To provide excellent Consulting, and Research & Development facilities for faculty and students.
- To uphold the values of Personal Integrity and Social Responsibility

Student Bodies

There are three different student bodies in the department to manage the various student activities.

The **Student Activity Forum (SAF)** is responsible for organizing extracurricular events. **The Academic Forum (TAF)** looks after the academic activities and ensures smooth student-faculty relations. **Team Sustainability** coordinates the social and other extension activities of the department.

The SAF, TAF and Team sustainability over the last few years have greatly contributed to taking the department forward.



Our institute logo has a great sloka inscribed in it...

||सा विद्या या विमुक्तये||

‘That knowledge which liberates’

But what is the essence of this great shloka from the Vedas?

“It is the knowledge which enlighten us and education which liberates us”.

In this context, the sloka further reads:

Verse:

*tat-karma yan-na bhandaaya
saa vidhyaa yaa vimuktaye,
aayaa saayaa param karma
vidyaa-anyaa shilpa naipu Nam*

Meaning:

Those acts alone which help one to avoid bondage are the rightful/righteous acts and that learning alone which leads one to release is real knowledge or vidya.

All other acts end up only in fatigue and all other learning is a mere exhibition of skill in arts

which means Education is that which has Liberation as its aim or Knowledge is that which liberates.



From the HOD's Desk...

Dear All,

It gives me immense pleasure to write this note for the inaugural volume of the relaunched newsletter of our department. I congratulate the editorial team for putting together a wonderful set of journalistic and creative content for this volume. In this era of disruption, it is becoming increasingly relevant to remain connected and thereby achieve synergies. We are confident that this Newsletter will prove to be an effective platform for bringing all stakeholders of the department closer than ever before and help us all achieve greater goals.

Wishing the Best to the Newsletter Team!

Dr. Shradha Shivani

HOD

From the Editor...

Dear Readers,

For an organization to be successful, having a vibrant and visible brand identity is de rigueur. In its early days, the founders of a company might layout their brand vision and make sure that it stays true to its goals. As the company hits the collective consciousness and begins expanding, multiple stakeholders emerge. The customers, the employees and the management.

Having said so, we are happy to relaunch Manage-A-BIT, the quarterly newsletter cum magazine of our department. The magazine is being relaunched after a break of ten years.

Through this platform we are looking forward to build the brand equity of the department and present it to all the stakeholders across the globe.

This volume aims at serving as a creative platform for students, faculty and alumni and as a compilation of journalistic reporting of recent activities of the department.

We hope to successfully build MANAGE-A-BIT and gain a larger readership with cooperation.

Looking forward for active participation...

Pramit Basu

Chief Editor



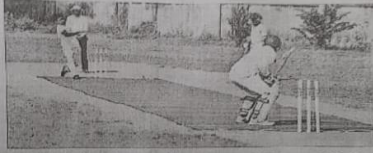
Happenings...

We are in the News...

बीआइटी मेसरा में इंटर्निको 2019

■ आलोचिका प्रथम व आकृति द्वितीय रही

रांची, बीआइटी मेसरा के मैनेजमेंट संकाय में गुरुवार को इंटर्निको 2019 का आयोजन हुआ। इसमें मैनेजमेंट के विद्यार्थियों ने यमर इंटरनेशनल प्रतियोगिता में हिस्सा लिया। विद्यार्थियों ने प्रतियोगिता में अपने समर इंटरनेशनल प्रोग्राम (एसआईएम) के अन्वय को पावर प्वाइंट प्रेजेंटेशन में प्रस्तुत किया। मुख्य अतिथि लेनोवो कंपनी के पूर्वी भारत, नेपाल, भूटान के मागाप्रबन्धक नवीन केजरीवाल शामिल हुए, उन्होंने बताया कि वर्तमान डिजिटलाइजेशन में चीजे बदल रही हैं, सभी कार्य पेपरलेस हो रहे हैं, ग्रामिणों को आधार बाई से जोड़ कर सरकार की योजनाओं व बैंक लिंग कर सरकार को आधार बाई से जोड़ना चाहिए। विद्यार्थी अपनी सुरक्षा को सर्वोपरि समझें, उन्होंने विद्यार्थियों को स्टाट व सर्वोपरि संयोजन में हुए स्टार्टअप पर जोर देने की बात कही, मौके पर मैनेजमेंट हेड डॉ. श्रद्धा शिवानी ने भी अपनी बात रखी। कार्यक्रम में आइआइटी खड़गपुर, आइआइएम रांची, इंसोआइएमएस,



'वज्र' क्रिकेट में आरटीएम व आरटीसीआइटी विजेता

बीआइटी मेसरा में चल रहे 'वज्र' फेस्ट 'कड' का गुरुवार को दूसरा दिन रहा, टूर्नामेंट के दूसरे दिन का पहला मैच आरटीसीआइटी और बीआइटी लालपुर के बीच खेला गया, इसमें आरटीसीआइटी की टीम विजेता रही, वहीं दूसरा मैच बीआइटी पॉलिटेक्निक राइड में बीआइटी सिंदरी और आरटीएम के बीच खेला गया, इसमें आरटीएम की टीम ने बीआइटी सिंदरी को हराया। विभिन्न मैच का संवाहन प्रभारी प्रो डॉ. वीरेंद्र सिंह राठौर और डॉ. महेंद्र कुमार की देखरेख में आयोजित हुआ, दोफर भी दो मैच खेले गये, पहला मैच बीआइटी मेसरा बनाम एमिटी बुनिवर्सिटी रांची और दूसरा मैच अकां जन कॉलेज जमशेदपुर बनाम सत जौबियर्स कॉलेज कोलकाता के बीच खेला गया।

एसआईएमबी संस्थान के विद्यार्थी शामिल थे, समापन पर प्रतियोगिता और एसआईएमबी की ओर्गेनाइजर्स की प्रतीति रखी।

आलोचिका प्रथम, आइआइएम रांची के आयोजित जायसवाल द्वितीय और एसआईएमबी की ओर्गेनाइजर्स की प्रतीति रखी।

आइआइटी खड़गपुर की आलोचिका रॉय रहीं विजेता

जागरण सवाददाता, रांची : बिरला इंस्टीट्यूट ऑफ टेक्नोलॉजी, मेसरा, रांची के मैनेजमेंट विभाग की ओर से इंटरनिको 2019 के राज समर इंटरनेशनल पर आयोजित प्रतियोगिता का आयोजन किया गया। इसे वाइल्डक्राफ्ट कंपनी ने प्रायोजित किया। इसमें देश भर के प्रसिद्ध महाविद्यालयों में मैनेजमेंट का अध्ययन करने वाले विद्यार्थियों ने भाग लिया। प्रतियोगिता की शुरुआत सुबह दस बजे से आरएमटी बिल्डिंग में हुई। प्रथम स्थान पर रही आइआइटी खड़गपुर की आलोचिका रॉय को 5000, द्वितीय स्थान पर रही आइआइएम रांची की आकृति जायसवाल को 3000 तथा तृतीय स्थान पर रही एसआईएमबी की ओर्गेनाइजर्स को 2000 की राशि दी गई। इसके अलावा कुल 25000 रुपये के पुरस्कार दिए गए।



कार्यक्रम में शामिल विद्यार्थी व अन्य - जायसवाल

समर इंटरन पूरा करने वाले छात्र-छात्राओं के बीच हुआ आयोजन, रांची, आइआइएम की आकृति जायसवाल को दूसरा स्थान

कार्यक्रम में प्रबंधन विभाग की प्रमुख डॉ. श्रद्धा शिवानी सहित अनेक शिक्षक व शिक्षिकाएं मौजूद रहीं। कार्यक्रम का आयोजन मैनेजमेंट विभाग के संय. पूर्व टीएम के संयुक्त रूप से किया। निर्माक मजदूरी में नवीन केजरीवाल, श्रावणी देसा शामिल रहे। प्रतियोगिता का संवाहन कृति एवं स्वाति ने किया। इन संस्थाओं की टीम ने लिखा हिस्सा : प्रतियोगिता में देश के प्रमुख संस्थानों आइआइटी खड़गपुर, आइआइएम रांची, एमआईएमएस, एसआईएमबी, रांची, इंसोआइएम, बीआइटी मेसरा, आरटीसीआइटी, एमिटी बुनिवर्सिटी, एमिटी बुनिवर्सिटी के प्रतिभागियों शामिल रहे।

कुछ ऐसे आयोजित हुई प्रतियोगिता : प्रतियोगिता का पहला चरण ऑनलाइन रहा। इसमें प्रतिभागियों को अपने विचार की लिख कर साह-सूत्र के रूप में ईमेल करना था। दूसरे चरण के लिए आठ श्रेष्ठ प्रतिभागियों को चुन लिया गया। इसमें प्रतिभागियों को विषय रूप से प्रस्तुतियां देनी थीं। 20-20 मिनट में नवीन विचारों की प्रस्तुति दी गई। युवाओं के बीच अपार क्षमता : नवीन : कार्यक्रम में मुख्य अतिथि के रूप में लेनोवो के पूर्वी भारत, नेपाल, भूटान क्षेत्र के जेनरल मैनेजर नवीन केजरीवाल ने कहा कि प्रस्तुति देखकर साफ है कि युवाओं के बीच अपार क्षमता है। युवाओं को अपनी प्रतिभा का सकायात्मक दिशा में इस्तेमाल कर समाज को बेहतर बनाना चाहिए।

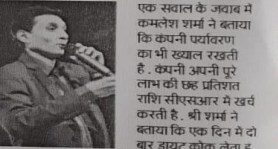
सफल मैनेजर नहीं, लीडर बनने का प्रयास करें स्टूडेंट



मुख्य संवाददाता डॉ. रंजी

पर्यावरण का ख्याल रखती है कंपनी

बीआइटी मेसरा में मंगलवार को नये विद्यार्थियों के लिए ओरिएंटेशन प्रोग्राम का आयोजन किया गया। इस मौके पर कोका कोला के वाइस प्रेसिडेंट कमलेश शर्मा ने एसबीए डिपार्टमेंट में आये नये स्टूडेंट्स को मैनेजमेंट के गुर बताया। श्री शर्मा ने बीआइटी मेसरा से मैनेजमेंट की पढ़ाई पूरी करने के बाद शुरूआती जीवन में कैसे-कैसे उतार-चढ़ाव देखे, इस बारे में भी अपना अनुभव साझा किया। साथ ही विद्यार्थियों को अपनी संस्कृत स्टोरी भी बताया, उन्होंने बताया कि मैनेजमेंट को पढ़ाई करने मात्र से ही आप दुनिया नहीं जीते होते हैं, आपको असल संसार पढ़ाई पूरी करने के बाद टिकना है। श्री शर्मा ने कहा कि विद्यार्थियों को इन्टरनेट है कि वो कंपनियों में एक सफल मैनेजर बने, लेकिन हमारा मानना है कि सफल मैनेजर नहीं, बल्कि एक सफल लीडर बनने का प्रयास होता चाहिए।



सफल मैनेजर के लिए अच्छा एनालिटिक होना जरूरी : मधुमिता

उन्होंने बताया कि आप किसी भी विषय में एसबीए करें, लेकिन आपके किफ्टिव होना होगा, आपको अपने क्षेत्र में टॉप पर रहने होंगे, वो भी क्लिक के जरूरी है, इस मौके पर कई विद्यार्थियों ने कोका कोला से संबंधित सवाल भी पूछे, जिसका उन्होंने खुशी-खुशी जवाब दिया। कमलेश शर्मा बीआइटी मेसरा में एसबीए के वर्ष 1997-99 बैच के छात्र रहे हैं। कार्यक्रम का संवाहन प्रो शिवानी ने किया। इस मौके पर, कोका कोला से विद्यार्थियों को संबोधित करते हुए कहा कि

बीआईटी मेसरा ने एमबीए के नए सत्र के विद्यार्थियों का स्वागत, अतिथि वक्ताओं ने गुरुमुखं दिया उत्कृष्टता हासिल करने के लिए कड़ी मेहनत करें



बीआईटी में विचार रखते कमलेश शर्मा।

रांची | प्रमुख संवाददाता बिरला प्रौद्योगिकी संस्थान (बीआईटी) मेसरा के एमबीए विभाग के अकादमिक सत्र 2019-21 के विद्यार्थियों के लिए मंगलवार को उन्मुखीकरण कार्यक्रम का आयोजन किया गया। इसमें अतिथि वक्ताओं के रूप में संस्थान के पूर्ववर्ती छात्र और हिन्दुस्तान कोका-कोला बेवरेज प्राइवेट लिमिटेड में उपाध्यक्ष सह मुख्य संचार अधिकारी कमलेश

कुमार शर्मा मौजूद थे। वह बीआईटी मेसरा के 1997-99 बैच के छात्र रहे हैं। दूसरी वक्ता थी लॉफ्टी एंड पेरेट्स की एसोसिएट निर्देशक मधुमिता पाठक। कमलेश कुमार शर्मा ने अपने व्यावसायिक जीवन की यात्रा को साझा किया, जहां से उन्होंने शुरुआत की थी और वह कैसे मौजूदा स्थिति तक पहुंचे। उन्होंने कंपनी की ओर से की गई सामाजिक गतिविधियों के बारे में भी बताया।

साथ ही विद्यार्थियों को अपने करियर में टुकटुक प्राप्त करने के लिए सोचने और कड़ी मेहनत करने के लिए प्रोत्साहित किया। मधुमिता पाठक ने विद्यार्थियों के साथ अपने कोर्पोरेट अनुभव को साझा किया। उन्होंने छात्र जीवन का भारू सुदुष्पण करने व शिक्षकों से अधिक से अधिक ज्ञान प्राप्त करने के लिए विद्यार्थियों को प्रोत्साहित किया। उन्होंने शादान हसन ने उद्यमिता केसल विकसित करने के शुरु किया।

MBA Programme of Birla Institute of Technology, Mesra, Ranked as 8th best in Eastern India and 30th overall.

Outlook Group, one of the largest media houses in India with half a million circulation and highly respected for its credible journalism since 1995, released its outlook-ICARE (Indian Centre for Academic Rankings and Excellence) India MBA ranking survey 2020 on outcome-based assessment developed with deep insights from the industry and backed by strong research. It assessed public and private institutes offering MBA and related management degrees in India on globally relevant employability-oriented parameters, which were Faculty-Student Ratio (FSR), Research Productivity and Quality, Faculty with PhD, Faculty Experience (Teaching/Corporate), Gender Diversity, Regional Diversity, Median Salary and Employability. In this survey, Birla Institute of Technology Mesra, Ranchi stood **8th** in top 15 B-schools in East zone and **30th** in top 150 private MBA Institutes.

Rank	INSTITUTION	PLACE	STATE	FSR	RESEARCH	EMPLOYABILITY	FACULTY QUALITY	INCLUSIVENESS & DIVERSITY	OVERALL SCORE
29	Institute of Management University School of Business, Chandigarh University	Mohali	Punjab	68.82	0.23	74.98	38.11	44.81	53.99
30	Birla Institute of Technology	Ranchi	Jharkhand	100	0.67	61.49	44.91	24.06	53.84
31	Koneru Lakshmaiah Education Foundation University	Guntur	Andhra Pradesh	100	0.51	61.53	32.05	28.26	52.32
32	Shoolini University of Biotechnology and Management	Solan	Himachal Pradesh	95.73	0.18	58.21	32.89	29.43	50.33

1	Indian Institute of Management	Kolkata	West Bengal	89.85
2	XLRI Xavier School of Management	Jamshedpur	Jharkhand	87.16
3	Indian Institute of Management	Shillong	Meghalaya	70.76
4	Indian Institute of Management	Ranchi	Jharkhand	67.31
5	Kalinga Institute of Industrial Technology	Bhubaneswar	Odisha	66.98
6	Xavier Institute of Management Bhubaneshwar, Xavier University	Bhubaneswar	Odisha	59.05
7	International Management Institute	Kolkata	West Bengal	57.74
8	Birla Institute of Technology	Ranchi	Jharkhand	53.84
9	International Management Institute	Bhubaneswar	Odisha	42.90
10	Centurion University of Technology and Management	Bhubaneswar	Odisha	34.03

Orientation Program, 16th - 17th July '19

-Nikita Samuel

A two-day orientation programme was conducted by the Department of Management, BIT Mesra, on the 16th and 17th of July, 2019, to officially welcome the newly admitted postgraduate students of MBA, batch of 2019-21.

Speakers

The guest speakers for the programme were **Mr. Kamlesh Kumar Sharma**, an alumnus and currently the Chief Communication Officer, Hindustan Coca-Cola Beverages Pvt. Ltd., along with **Ms. Madhumita Pathak**, Associate Director, Ola Cabs and a 2006-08 alumnus and **Mr. Shadab Hassan**, also a 2008 alumnus, an acclaimed social entrepreneur.

Description of the Programme Day 1

The orientation began with a brief inaugural ceremony at the Department of Management where the students were cordially welcomed by Dr. Shradha Shivani, HOD followed by an official introduction of all the faculty members, research



scholars and custodians of the Department.

Later the students assembled in the CAT Hall for the main orientation where the guest speakers were welcomed and felicitated. The ceremony began with lighting of the lamp followed by the BIT Anthem, sung by the college music group 'Dhwani'. Dr. Utpal Baul, Dean, Alumni Relations then welcomed the students with a few words of encouragement and introduced the speakers by going back in time to brief about their time as students.

Mr. Kamlesh Sharma shared his success story with the students and spoke about the marketing and advertisement strategies of Hindustan Coca-Cola Beverages Pvt. Ltd. He remarked that the students must focus on becoming a successful leader and not just a good manager. He also advised the students to be innovative and creative in whichever specialisation they choose. He also talked about the company's growth and challenges in the past years and the corporate social responsibility (CSR) related activities done by the company.

Ms. Madhumita Pathak also addressed the students and familiarised them with her success story. She talked about her days at BIT as a student and encouraged the students to keep learning throughout the two-year programme. She briefed the students about Ola Cabs and their rapid growth in India. She also discussed the current challenges faced by the company and the strategies that are being developed to cope with these challenges. She then advised the students to work on making captivating presentations and highlighted the importance of Data Analytics.

Later, the students had a very interactive session with Mr. Shadab Hassan where he talked about his days as a student and how he discovered that he wanted to work towards the upliftment of the society. He shared his very distinctive and interesting story of how he became a distinguished social entrepreneur that he is today and opened a



school for the underprivileged children at his residence in Brambe, Ranchi. He also threw light on the corporate as well as individual social responsibilities that need to be taken to create a better environment and a safe, secure and comfortable society.

The entire session was very interesting and interactive and the speakers answered the many queries raised by the students.

The closing of the session for the day was marked by the vote of thanks given by Ms. Ruchika Singh.

Day 2

The next day was followed by introduction of various departmental activities, responsibilities, and bodies. The students were introduced to several aspects of academic and non-academic spheres of the new journey they were embarking upon.

QUIZZARD, 10th Aug '19

-Raj Vardhan

MBA is truly like a roller coaster of a professional course with no stops, where students rarely get time to breathe, let alone having time to relax. In Quizzard, of Department of Management BIT Mesra. Organised on 10th of Aug 2019 this event offered the much-needed escape to students to take their mind off hectic study routine. It had a series of exciting events lined up throughout the day and saw a healthy participation from both the freshers and senior batch of MBA graduates. The events of the festival included 'Biz Quiz', 'Wrangle-The Debatable', 'Ad Mad', 'Channel Surf' and 'Turn the Tables'. The festival was inaugurated by Dr Shradha Shivani, professor and head, Department of Management BIT Mesra, with a welcome address. Biz Quiz kicked off the festival where students tested their knowledge of business world from logos to CEOs. This was followed by the 'Wrangle- the Debatable' an impromptu debate competition organized in teams of two. The next two events Channel surf and Ad

Mad was designed to get the creative juices flowing among the students. Channel Surf was an event where the participants had to enact the different TV channels and switch channels whenever the audience wanted. Ad Mad was an on the spot ad making competition, where students in teams of five had to come up with exciting catchy ads and enact them on stage. Next up was 'Turn the Tables'. It's one thing to speak in support for a topic, but it's a totally different ball game to switch sides at the very next moment and keep on doing so at whims of the audience. That's 'Turn the Tables for you, a truly entertaining session where the stu-



dents need to use their presence of mind to contradict themselves at every moment of the game. The awards distribution ceremony concluded the festival with freshers winning the Biz Quiz and Ad Mad and seniors winning 'Wrangle-The Debatable' and 'Turn the Tables'. This brought blizzard of 'Quizzard' to an end but the fun was no way over.

CSR Activities

-Pratyay Das

On the auspicious day of Republic Day, The Department of Management, Birla Institute of Technology, envisaged new road to social development through its new arm Team Sustainability. The group which started with an initial 8-10 members, today has grown to a sapling of 30 budding managers and entrepreneurs. The team infuses the department and its fraternity

with humility along with secular education. This contributes to the overall enhancement of personality with right values and perception. The team works in tandem with other organization and groups to uphold the principle of community development and 'giving back to society' and tries to make the community self-sustained. Though being a small arm, it has dreams worth millions. Team Sustainability looks forward to social change.

The team undertook tree plantation campaign in the department garden in recent days. Along with this the team is committed towards implementation of Sustainable Development Goals agenda 4.7 which promotes quality education for each child. The team tied up with a village school, H. H. High School, Brambe which is run by an alumnus of the department. The school has been chosen for UNESCO DICE program. UNESCO DICE is an ICT-based intercultural exchange project that connects children ages 12-15 and their teachers from around the globe. Students engage in dialogue with their international peers to enhance intercultural competencies such as perspective taking, respect for other cultures, openness, collaboration and intercultural communication. The students of the department were part of DICE and initiated the laptop sharing initiative with H. H. High School Students. The students played the role of mentors to nurture and inculcate the values driven by DICE into children. Students visited the school every weekend to teach the modules of DICE and every time they came back with a much deeper understanding of true nature



of education. DICE was not only an education program for children but in process, the mentors too were educated, understood the meaning of cross-cultural diversity. Along with this the team is also associated with Unnat Bharath Abhiyan with support from other departments and visits nearby villages regularly in its implementation.

Faculty Development Programme on Excellence in Pedagogy and Quantitative Research,

26th - 30th Aug '19

This workshop was jointly organized by Department of Management and Department of Computer Science and Engineering, BIT Mesra, supported by TEQIP along with twining partner, ICT Mumbai. The workshop focuses on two significant requirements of quality technical education viz. pedagogical competencies and application of quantitative research methods.

Pedagogical competencies of instructors play a crucial role in improving the quality of the teaching and learning in higher education institutions. The need for Outcome Based Education (OBE) and use of contemporary pedagogies for technical education cannot be overemphasized.

OBE is a student centric approach to education in which decisions about the curriculum design, contents and teaching methods are driven by the



verifiable exit learning outcomes that the students should display on completing the course. This is an era of technology enhanced learning. Blended learning which implies combining e- learning with traditional classroom methods and

independent study to create a new, hybrid teaching methodology is the need of the hour. The workshop includes sessions on use of Massive Open Online Courses (MOOCs) which have enabled scaling up of access to quality educations to millions of students around the world. In this era of multi-disciplinary application of Data Science, expertise in quantitative research methods is a necessity for faculty and researchers across disciplines. Quantitative research is the systematic, empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. The objective of quantitative research is to develop and employ mathematical models, theories, on hypotheses pertaining to phenomena.

Resource persons of FDP includes renowned academician like, prof. Shailendra Singh (director), IIM Ranchi prof. Prabhat Mittal university of Delhi, new Delhi, Mr. S.S das, center for education Technology, IIT Kharagpur. Prof. A.B. Pandit (Dean HRD), Institute of Chemical Technology, Mumbai, Dr. V.H. Dalvi, Institute of Chemical Technology, Mumbai, Dr. Snehasis Chakraborty, Institute of Chemical Technology, Mumbai, Dr. S.T. More, Institute of Chemical Technology, Mumbai.

SEBI Visit, 31st Aug '19

The students of Department of Management, BIT Mesra went for a one-day visit to SEBI's local office on 31st August, 2019. The session was filled with intricacies of the Mutual funds Market. The guiding light of the session was the effective two-way procurement of knowledge. The session was quite insightful filled with valuable lessons for students.



Internico, 7th Nov '19

-Piyush Prashant

Ankita Rao

'Internships', the word itself throws a sense of hard work and training in the present to be able to compete for the rest of our lives. Internships and training marks our first step into the business



world. But is it just a training just to be ready for the professions one is aiming for? Let us raise the stakes and add the spice of competition in the very first stage. And that is exactly what INTERNICO 2019 did. It brought together all the great minds to flaunt their skills and hard work and add to their rewards.

Participants came from all across the nation to get a chance to win by presenting their hard work and experiences from their respective summer internships. Amongst which eight best ones were selected to give a final fight. Honored by the presence of Mr. Naveen Kejriwal, General Manager at Lenovo for eastern India and overseas who was also a member of the jury. Separated by a whisker eight finalists from IIT Kharagpur, BIT Mesra, IIM Ranchi, XIMB and ICFAI University competed in the final round, amongst which IIT Kharagpur came out on top and bagged the victory along with the runner up from XIMB and were rewarded prizes of worth more than Rs. 20,000. The event was not as easy as it appears to be and had a few hiccups but that did not stop the event from being a success. This takes us to the part where we thank the extremely dedicated and hardworking team who made the event as special as they are themselves. From the very inception

of the event to the accomplishment of it, the team of INTERNICO '19 did a commendable job in bringing things together and making the event what it is and will continue to be.



Education & Gender Equality, 13th Jan 2020 -Priyanka Suman Keshri

The Department of Management, BIT, Mesra, Ranchi, conducted a panel discussion on “Gender Equality & Education” in collaboration with the Internal Complaint Committee (ICC) BIT, Mesra, on January 13th, 2020.

The programme was inaugurated by Dr. Nisha Gupta (The chairperson of ICC, BIT Mesra). She emphasised on the principles and importance of gender equality and education in the country and worldwide. She also talked about the legal and other formal regulations put in place by the Government to promote gender equality at the workplace. She briefed the students about ICC and its initiatives in the institute.

Later, Dr. Shradha Shivani, Head of Department, MBA, threw light on the gender inequality in our society and the discriminatory attitude towards women that has existed for generations in India which prevented their career development and progress for decades. She also highlighted the recent inception of the bill that protects the rights of transgender persons by the Parliament of India regarding legal gender recognition which requires an individual to apply for transgender certificate.

The chief speaker for the event was Dr. Manju Bhagat, who spoke about sexual harassment towards women and the inequality faced by them at workplace as well as within families. She tried

to draw attention to the fact that despite the laws and regulations against these practices, they are still prevalent in the country and are growing at an alarming rate causing a great imbalance in our social structure. She averred that it has been found that married women are compelled to quit their existing jobs within 2 to 3 years of getting married due to family pressure for raising the children. She concluded that we must install the very idea of gender equality and the importance of education in us and in our families.

We then started with the panel discussion. Two first year students, two final year students and two research scholars participated in the discussion. Each participant spoke about their views on the various parameters of gender inequality prevalent in the various facets of our daily life. It was highlighted that gender equality is the process of being fair to not only women but also men and transgender people and providing them with equal opportunities of growth and development in every field, giving them access to



the various necessities for building a comfortable life and also providing them freedom to take their life decisions individually and independently.

All in all, the conclusion drawn was that gender equality does not mean that men and women become the same, only that access to opportunities and life changes is neither dependent on, nor constrained by, their sex. Achieving gender equality requires women to ensure that decision-making at private and public levels, and access to resources are no longer weighted in men's favour, so that both women and men can fully participate as equal partners in productive and reproductive life.

Student Achievements

A BIZ QUIZ event was organized by Department of Management, BIT, MESRA on 10th Aug'19 for the MBA students to taste the corporate awareness and recent developments in the economic scenario of the world in the seminar hall at the department. Six teams participated in the event which was presided by Abdur Rahim. The Biz Quiz was won by the team consisting of Raj Vardhan and Priyanka Suman Keshri and the runner up was Piyush Prashant and Ankita Rao the event 'Turn the table' was won by Ankita Rao.

Over the last few months the students from the Department participated at various events organized by various B-Schools. We take pride to inform that our students secured various positions at "Trailblazers", the annual Management fest of Central University of Jharkhand, Ranchi. As part of Trailblazers, Case Study Competition was won by Raj Vardhan, Shreya, Santosh Singh and Shubham Padhi and the 2nd runner up were Pratyay Das, Priyanka Suman Keshri and Anzee Nahid. Pratyay Das won the 1st position in Pitch Your Idea and Stressors. In Business Quiz Santosh Singh, Satyam Shandilya, Richa Kumari and Rajni emerged as the 1st runner up.

Our student Pratyay Das stood runner-up at the event Tarkash 5.0 as part of IIM Raipur's annual Management fest Karmantra on 12th November, 2019.

Priyanka Suman Keshri and Pratyay Das of our Department were the winners of Pitch Your Idea as part of MarkBuzz 2.0, annual Management fest of XISS, Ranchi on 16th November, 2019.

Pratyay Das of our Department stood Best Parliamentarian at Youth Lok Sabha Debate organized by Shining Youth Foundation, Agra on 22nd December, 2019.

We hope the present rate of achievement will prevail in the years to come.



Age has no limits...

SUNDAY TIMES OF INDIA, NEW DELHI / GURGAON
JANUARY 19, 2020

SUNDAY SPECIAL

Retirement? These greypreneurs are just starting up

Meet the entrepreneurs who are busting the myth of the young startup whiz

Shobita.Dhar@timesgroup.com

Facebook CEO Mark Zuckerberg once said, "Young people are just smarter". Anand Anandkumar, the 55-year-old co-founder of a deep science startup, begs to differ: "Age doesn't matter. Whether you are 20 or 50, you have only 30 seconds to get a VC's attention."

While India's startup space is dominated by bright young minds, there are some enterprising greys bucking the trend. Anandkumar set up Bugworks Research Inc in 2014 with two co-founders and all three of them were above 50. Being a senior founder has its benefits. "A 50-year-old CEO would have seen more of life and corporate dynamics and, hence, may be better placed to put together teams, manage and nurture investor expectations, etc," says Anandkumar.

Radha Daga, who dipped a toe into the garment export business in her forties and then went on to set up a successful food business at the age of 69, agrees that age can be an advantage, bringing with it a greater maturity and ability to cope with challenges. The 78-year-old doesn't lack in energy either: "I work eight hours every day and though I do take three to four short vacations in a year, I am always available to my team," says Daga, who is the founder and managing director of Triguni Food Pvt Ltd, a ready-to-eat food manufacturer in Chennai that produces, among other things, the rava upma sold on board Indigo Airlines.

How long does she plan to keep working? "I know my body is changing. I am searching for a suitable partner or group who can take over the company and carry it forward. But until then it's business as usual," she says.

If Daga is going strong in her late seventies, Harbhajan Kaur has found new legs at 94. After Mahindra group chairman Anand Mahindra tweeted about her home-made barfi business, her phone has been ringing non-stop. Some want barfis, and the others interviews.

Kaur's barfi recipe has always been a



94 Harbhajan Kaur, runs a barfi biz in Chandigarh. Started it at age: 90



88 Yamini Mazumdar, runs her own laundry business. Started it at: 68



78 Radha Daga, managing director, Triguni Food Pvt Ltd. Started it at: 69



52 Geetha Manjunath, CEO, Niramai. Started it at: 49



55 Anand Anandkumar, CEO, Bugworks Research Inc. Started it at: 49

hit amongst her family and friends, but she couldn't turn her gift into a business as her husband was against her working. Four years ago, she told her daughters that she has done everything in her life but never earned a single penny. So, they suggested that she should sell her barfi at Apni Mandi, a weekly organic market in Chandigarh.

"Every week, I make about 5kg of barfi or more depending on the orders I get,"

says the nonagenarian who sells the sweets for Rs 850 per kilo. She also does an organic version with organic ghee, and besan that sells for Rs 1,800 per kilo. "Who would have thought she would get so much success and fame?" says her eldest daughter, Amrith Tulsii.

Is entrepreneurship really a young man's game? Researchers have debunked the myth of the young entrepreneur. A

2018 study conducted by MIT professors and the US Census Bureau found that the average age of entrepreneurs at the time they founded their companies is 42. A 50-year-old entrepreneur is almost twice as likely to start an extremely successful company as a 30-year-old, the researchers found during the study.

But what prompts someone to start a stressful business at an age when others are looking forward to plonking themselves in rocking chairs? Anandkumar, who co-founded Bugworks in 2014 after quitting a comfortable and well-placed corporate job in the semiconductor industry, says it was "because, at that stage in my life and career I wanted to do something transformational, for myself and for society." His startup works in the field of anti-microbial resistance.

Yamini Mazumdar, mother of Heccon founder Kiran Mazumdar-Shaw, set up a laundry business in 1999 at the age of 69, after her husband passed away. "I didn't want to sit idle so decided to start something of my own. I go to office every day and work for four hours. I am still quite young, only 88," she quips. Her daughter Kiran says, "My mom's entrepreneurial genes have made me who I am."

Dr Geetha Manjunath, 52, used to head data analytics research at a MNC before she decided to go solo and set up her own cancer-care venture after two of her cousins were diagnosed with breast cancer and later succumbed to it. "I had been researching the disease in my personal time and started getting some early results. So, I decided to quit my job and set up my own lab," says Manjunath who co-founded Niramai, a health-tech startup based in Bengaluru that has developed an AI-based breast cancer screening tool, in 2016.

Being a woman in the tech world, Manjunath says she's used to being the odd one out. "Now, I am a senior woman founder-CEO — still an odd sight. I am used to it. I do things differently," says Manjunath, who looks up to startup legends like Binny Bansal and Bhavesh Aggarwal.

While she doesn't hide her age, Manjunath doesn't wear it like a badge either: "I try not to wear saris for pitch sessions to investors. I don't want to overwhelm them with my age," says Manjunath.

Are investors biased towards young entrepreneurs? Many are, because controlling young entrepreneurs is easier than controlling someone in their 60s. But as Anirudh Malpani of Malpani Ventures says, "I don't really care about their calendar age, as long as they have energy and drive!" An angel investor, Malpani adds that older founders have an edge because they have a great network. "Also, the fact that they are willing to take risks at their age means they are made of a different DNA, so generic rules don't apply."

Manjunath adds that investors look for flexibility to unlearn things when meeting older founders. "You need to drop your prejudice and pitch your product. A huge ego is not going to help," she says.

Source: Times of India, New Delhi/Gurgaon, January 19, 2020



Guest Lectures...

MS. SWATI SURAMYA, A CANCER SURVIVOR, BLOGGER & AUTHOR



The biggest adventure you can take is to live the life of your dreams. It is precisely the possibility of realizing a dream that makes life interesting and **MS. Swati Suramya** made us realize the importance of breaking the norms and stepping out of shoes and chase something that has our heart and soul. She considers truthful that "If your success is not on your terms, if it looks good to the world but does not feel good in your heart it is not success at all". A freelancer, a content writer, author and blogger. An Alumna to the Department of Management, BIT Mesra is an epitome courage and valor. She is a cancer survivor, a mother and a philanthropist at large. Insights into the corporate world is the need of the hour and she hit the bull's eye as she had been able to convey the intricacies of the world, we pipe dream off.

MR. RAHUL KASYAP, REGIONAL TRAINING MANAGER, ARVIND STORE



"Every business is a service Business. Does your service put a smile on the customer's face?"-Philip Kotler. Retail management is an art of understanding operational efficiency. **Mr. Rahul Kashyap** came down as a guiding light to enlighten the students on the same. Mr. Kashyap is a certified SHL Assessor, an NLP Practitioner and expert in retail training. He has a rich and enriching experience in retail industries like Pantaloons, Shopper's stop etc.

Mr. Kashyap gave a realistic insight about Retail management in pan India by being an armchair critic. He came up as an enthusiastic person and helped students gain insight.

DR J.B DAVID, ART OF LIVING TRAINER, FORMER FACULTY, BIT MESRA



Sparkling, Exuberant and Ebullient are all synonymous to **Dr J B David**. **Dr. David** came down as a breath of fresh air to the Department of Management. She is an expertise when it comes to communication and the art of communicating. **Dr. David** gave the students a cognizance of the corporate world.

**MRS .TUHINA DAVID, SENIOR MANAGER
HR MAHINDRA FINANCE**



To have a holistic view of the business world we must get out of our comfort zone and gain a panoramic experience. Mrs. Tuhina David made the students familiar with the jargons. One of it being volatile, uncertain, complex and ambiguity or popularly known as the VUCA WORLD. She also urged the students to keep up with the latest trends.

**DR. TANMAY CHATTOPADHYAY,
PRINCIPAL CONSULTANTS, LITTLER
ASSOCIATES**

Dr. Tanmay Chattopadhyay conducted a two-day session for the second-year student on Integration of marketing communication where he talked about the tactics used in communication highlighting the 700 importance with the help of a gigantic 700 slide ppt. To give a closer insight he



also solved a live case. The IMC session was one of the biggest events of the Department of management.

**DR. ALOK KUMAR SEN, FORMER FACULTY
MDI GURGAON**



Dr Alok Kr Sen brought his rich experience in HR AND Organization Behavior from MDI Gurgaon and an adjunct faculty in MDI Murshidabad. The 2-day session was filled with knowledge transfer clubbed with enriched exercises. Dr. Sen came down a jovial and frolicsome personality.

**MR. NAVEEN KEJRIWAL, GM,
EASTERN INDIA AND OVERSEAS**



Mr. Naveen Kejriwal, General Manager at Lenovo for Eastern India & and Overseas delivered an enlightening lecture open to all the students of the department. The session witnessed important insights in the fields of centralization, change in decision making and specialist jobs. In the discussion many crucial questions were answered such as: Who advances further and faster in their career - the specialist or generalist?

Will a company pigeon-hole you if you are a specialist so that you're doomed to the same role again and again? Or will a company think you're too shallow if you are a generalist and you appear not qualified enough when compared to the specialists? He also said on the topic of centralization that we find it useful to start with four qualities most executives want their organizations to have: responsiveness, reliability and efficiency.

The current data market was also a topic which was covered by him. He explained how the marketers tap and use the customer info available on the internet to customize the advertisements and others information to push market strategies.

**DR. ALOK CHATURVEDI, PROFESSOR
KRANNERT SCHOOL OF
MANAGEMENT, PURDUE
UNIVERSITY, USA**



Professor of Information Systems at Krannert School of Management, Purdue University, USA who is also an Adjunct Faculty of the department visited the department on 8th February 2019 to

interact with the faculty and students. He delivered a talk to look upon on the recent developments and applications of Artificial Intelligence, Machine learning and Big Data in improving efficiency of businesses. The talk was followed by a very interesting question & answer session.

**MR MILTON SHRIVASTAVA, FORMER
CEO, SUDHA DAIRY**

Chief executive with 30 plus year of experience in dairy management.

Our renowned guest delivered a guest lecture on “supply chain management “in dairy firms.

The process and management problems in the critical operations involved in the supply chain for the same were brought forward. The session was fascinating and made the young minds crank up their thoughts. The internal structure and the flow of things were made acquainted. The interactive audience made his words worthwhile furthermore.



DR. SHIVESH SINGH,
HEAD BUSINESS HR, BANDHAN
BANK



The Department of Management, BIT Mesra provides an Opportunity to the students with HR specialisation to Interact with Mr. Shivesh singh who has 14 years of rich experience in Human Resource and Strategic HR functions. The students were introduced to the implications of the HR strategies in the corporate world with discussions on crucial HR topics including performance management system with the help of case studies.

MR. PRATYUSH SHARMA, DOCTORAL
FELLOW, UN



Mr. Pratyush Sharma, Doctoral fellow at the United Nations - Mandated University for peace in Costa Rica Delivered a Lecture on "Debates around Global Development and International Cooperation.His main focus was on Sustainable Development goals.

MR PRASENJIT DAS PURKAYASTHA,
MARKET RESEARCHER AND
TRAINER



As we know Data Science and Analytical skills have changed the way the Market works. So, the department of Management, BIT Mesra has been putting all its efforts to make the students future ready by making them well versed with the changing working conditions of the Market.

Mr PRASENJIT DAS PURKAYASTHA conducted sessions focussing on the basic concepts of R- LANGUAGE and real time case studies using various analytical tools which was really helpful for the students.

-Reported by Swati Sinha

Ankita Rao

Piyush Prashant



Creative Corner...

FIVE FORTUNE 500 COMPANIES AND THEIR INCLUSIVE STANCE AT WORKPLACE

- Prमित Basu

Approaching the first anniversary of decriminalization of section 377, the country comes together to celebrate the 'rainbow' and celebrate the community's achievements and visibility. But there's a big grey area that goes unreported and silenced. Glassdoor survey by the Harris poll concludes *that more than half (53 percent)* of LGBTQ+ employees reported that they have experienced or *witnessed anti-LGBTQ+ conduct* by co-workers.

So where do we stand? What solutions do we have to resolve these prejudicial and unjust practices? Holding their ground strong and advocating their voices for the LGBT+ community, here are 5 MNCS, campaigning hard for *inclusive egalitarian workforce* through their *company policies and reshaping corporate culture* worldwide.



As early as **1984**, it introduced a **non-discrimination policy at work**, including discrimination on the grounds of sexual orientation or gender as punishable. IBM also has a **Diversity Chief** to look into these issues categorically.



Has the enshrined tag of **"Best Place to Work for LGBTQ+ Equality"** for **15+ consecutive**.

"Different together. At Apple, we're not all the same. And that's our greatest strength. We draw on the differences in who we are... Because to create products that serve everyone, we believe in including everyone."



Microsoft

Through initiatives like GLEAM, which is an **employee resource group at Microsoft created to help its LGBTQ+ employees**, through talks, cross-corporate networking, cultural events, volunteering and fundraising etc for the local LGBTQ+ organisations.



With active wings like **UberPride** at play, UBER has received a **score of 100 for HRC's Corporate Equality Index over the past few years** for policies relating to **non-discrimination workplace protections, domestic partner benefits, transgender inclusive healthcare benefits, etc.**

UBER also has instances advocating equality in India with a prominent instance in 2018 of helping Rani to get her own car as the **first transgender shared-ride driver** in the country.



First company to support the new U.N. standards for LGBTI rights, Coca-Cola has been on the frontline, battling equality for its LGBTQ+ associates for years, having a **perfect CEI score from the HRC**. The company also provides **transgender inclusive health insurance**. The Chief Diversity officer says :

"We have always and will continue to demonstrate this commitment through both our policies and actions."

The future of Management: An ant's-eye view

-Prarthita Chakraborty

The vast, bright and smart subject of Management attracts our awe by virtue of its sheer applicability in every sphere of life and progress. We as students try to grasp its horizons through the enumerated structure of its syllabus and we get charmed and fascinated by the myriad possibilities it holds for the future. The teachers open the windows of information in front of us and try to make us look at the wisdom through it. We can feel the enormous span of the subject but cannot truly fathom its depths. So, it seems worthwhile to try to acquire a panoramic view of the discipline in order to cope with its galloping change in trends in line with the rapidly evolving complex matrix of the transactional world.

At the very dawn of history, management was there, it was exercised through power and control. It used to be a structured imposition on the society to extract its maximum potential through sheer and pure pressure technique. The system was so blatant, it could be directly identified as a form of iron structures and straightforward exploitation. The low-tech, low-population scenario was managed by the powerful only. This system prevailed in somewhat similar incarnations till the advent of the industrial revolution.

After the industrial revolution, the need to control came in a different form; to manage multifarious inputs, the burgeoning work force and the fast-moving product outputs had to be managed at a much more complicated manner and faster pace. It was the management of production at a fast pace, also managing and enhancing the potential of the work force, but still the element of exploitation had a deep root in the system. As the epochs moved forward, the society started becoming more educated, enlightened, conscious and aware. The work force shunned their foolishness and started making their importance felt. A new era of management started that had to take into account the vital importance of the human factor. Additional elements of consideration and application like sociology, political science, psychology and behavioral sciences made their way into the body of Management. The task of the managers became more challenging, more satisfying and more

rewarding. The challenge of this era which we are passing through right now, is to balance, respect and satisfy every aspect that matters in humanity, sociology, technology, economics, politics and legalities, and at the same time to continually add value to all products, maintaining their protracted relevance and telescopic profitability.

The challenge to add goodness and to ensure loss never is really an enthralling task for the managers today. The future as we may try to see it would be likely to undergo further and faster changes in considerations and shifts in aspects. The entry of deep environmental concerns, global awareness, artificial intelligence, space, adventures, political upheavals and reforms and social alienation of individual humans shall play a major role in the changes in management preferences. The span of management will further expand to embrace the management of the human identity without encroaching the human privacy. Management has already come past the management of production, manpower and the sales circle, it shall, in coming future, have to deal with more advanced and pathbreaking endeavors like in space program management, societal interpersonal relationships management which has no direct connection with any production, it may also go into sectors like the management of high technology, management of nuclear arsenal, healthcare management in a much larger scale, even the management of bioengineering issues, environmental concerns and the world knowledge bank.

So, it is perceived that the scope of Management will be really ever-expanding, enormous and full of adventure, wonder and opportunities, blurring the conventional domains of managing the inputs and outputs in industries only. We students might



do well to grab the good tide as it comes and ride it!

PRIVATIZATION OF SPACE

-Subham Padhi

On February 8th, 2019, the eyes of the world once again, were fixed upon CAPE CARNAVERAL. This time people watched in anticipation as SPACEX launched its new Falcon heavy rocket. The near simultaneous landing of its two booster rockets was like something out of a sci-fi movie. The subsequent view of a cherry red tesla roadster drifting through space was like something out of a Douglas Adam novel. The landmark launch of a falcon Heavy Rocket is a new milestone in a new space race, not one between nations, but instead between private companies.

IS IT THE BEST THING FOR THE FUTURE OF HUMAN SPACE TRAVEL?

The private funding space is not something new. In fact, this was the case in the beginning of rocketry. Robert Goddard, the father of rocketry funded his research out of his own pocket. The idea of government funding private aerospace companies is also not new. In fact, modern commercial air flight is a direct relationship. World War I spurred great leaps in airline technology and manufacturing capability. To encourage commercial use of this new capacity, the US congress passed the Air Mail Act of 1925. Private companies quickly took over the mail industry. This spurred more technology and business innovation. And before long, commercial passenger flights became a thing, a big thing. Just as the air flight the US government has taken steps over the years to pave the way to commercial space flight. Ronald Reagan signed the Commercial Space Launch Act of 1984, which for the first time made commercial launches legal. Likewise, NASA's monopoly on space flight was further diminished. The agency's directive became focused on science and deep space travel, while private industry was encouraged to take over business of transport to earth orbit.

SPACESHIP 1 became the first flight to send a private astronaut, Mike Melville, in 2004. So, throughout the years people are trying to explore the space and eventually in upcoming years it will be a very common thing to travel in space. BUT IS IT A GOOD THING? By looking at the pros and cons we can identify.

The biggest cited benefit of the privatization of space travel is its cost-effectiveness. For example, whereas the old Space Shuttle program cost around \$4 billion each year, the new commercial resupply services contracts only cost around \$50 million per launch. Thus, NASA now has more fund available to spend in other areas. Instead of being bogged down by the routine application of old research, NASA can prioritize their limited budget to work more on research of other unknowns and development of new long-term space travel technologies. Additionally, with many private companies all developing new space technologies, there is more competition for innovation, which may also lead to faster growth in the field of space technology. Proponents of privatized space travel also point out that the private sector often transforms government developed technologies into lucrative or affordable technologies and products for the general public. The space industry is especially full of opportunities, both for its natural resources and tourism. On the natural resources side, precious metals, minerals, and energy are available in infinite supply in space. For instance, one average half-kilometer S-type asteroid is worth more than \$20 trillion dollars. Multiple companies have started low-Earth orbit technology to allow people to be launched into space for a short trip. For example, Virgin Galactic famously offers short flights into space for \$250,000. Although the current price is cost prohibitive, limiting this service's potential market, private companies have time to develop government technologies to be more cost-effective in the future. Altogether, these private space exploration companies will take advantage of the opportunities to push existing technology to create jobs and boost the economy. Although there are many benefits to privatization, critics are quick to point out that this is an overly optimistic picture. In reality, many private space exploration companies overpromise and underdeliver. In the industry, there have been myriad cases of failed public-private partnerships. For instance, NASA's partnership with Lockheed Martin for an X-33 space shuttle design cost NASA \$912 million and Lockheed Martin \$357 million.

Just

-Swati Sinha

I know you,
Like I know my house,
You know my favorite things about you.
Is Your smell,
Your smell like earth,
Herbs,
Gardens,
A little more,
You know how I fell on my knees and cried in
an absolutely silent parking space,
You know the 'lullaby' that would sooth my
heart,
I would collect all the memories, shards of grass
and glue them on the wall,
You deserve the whole the universe, but I am
just a star.
You love moonlight, and mushrooms,
And so many other things that have soul.
You are as bright as those Bougainvillea,
Turning older and brighter,
I never knew you were bounded by a gossamer
thread.
I guess, sometimes we can dust off the glitters of
ourselves,
And still shine.
I can bet my life on this that if beauty were
time,
You would be eternity.

Spring

-Priyanka Suman Keshri

Spring is the most pleasant season. The earth wears a green dress and comes to life once again. The trees begin to look fresh and lovely. They regain their leaves which is indicative of hope that the things which are lost can be replaced. It brings joy in everyone's lives.

Buds of flowers peep to see the beautiful sight of nature. Flowers spread their sweet smell in all directions. They fill us with pleasure. Birds come out from their nests after the long winter. This season gives motivation and brings hope that things can be restored and brings along positivity.

The whole environment becomes pleasant and the atmosphere is filled with love and acceptance of this change. Cherry blossoms are a welcome sign.

of spring that there are festivals to celebrate them.

Someone has truly said that 'Spring is the King of all Seasons'. After the long, dark, winter months, spring is literally a breath of fresh air. And as the days get longer, the nights get shorter and it starts to feel warmer. Nature responds in a big way. Spring is a hope that after long winter nights a bright, pleasant and sunny day is on the way and with this hope creatures wait for new beginnings.



Newfangled Sagacity

-Nikita Tiwari

For humans as species, true wisdom is the most important thing to keep moving forward in this everyday changing scenario. So, talking about sagacity or wisdom earlier it used to be only the conventional wisdom, which means the accumulated knowledge that grows with age or learning from past experiences. Humans from different part of the world do have their own beliefs and practices which they consider as their conventional wisdom. With time passing in one's life one tries to stick to their conventional sagacity and avoiding the newfangled one to avoid risk and become risk averse.

Whereas when we see the present scenario where there is a lot of rush going on to find success and fulfill one's ambitions, the newfangled sagacity is considered to be the key to this.

And it is defined as out of the box thinking, where you don't have any boundaries to restrict your

ability of thinking. Several growing entrepreneurs is the best example for this. But having unconventional sagacity is enough? Well answer to this question is definitely no. In digital society with open culture and environment, unconventional knowledge is given more importance and conventional one is considered to have a negative connotation about

The Art of Developing Self Confidence & Public Speaking

-Nikita Samuel

“Do you think I can do this?”
“Yes, I know you can.”

Most of us want to believe that when we hear the words of confidence that other people have in us. But for the most part it seems too optimistic. Many a great speaker will tell you how difficult and frightening it is when you are in a perpendicular position in front of an audience and not sitting down. But is there the faintest shadow of a reason why your brains should not function more clearly, more keenly in such a situation? Surely, you should know there is not.

“You’re up next.”

This is a paralyzing matter. It’s almost like there’s an explosion in our hearts and our bodies start to lose control too. Our bones begin the unpleasant orchestra and sometimes the music is heard by the intrigued audience. Are we prepared? Of course, we are. We were up all-night chanting what we had to say continually before our friends who are sailing with us on the same boat or that helpless family member. But to get up and say the same things even to a small audience - this is another matter, a petrifying matter. As we get up and somehow manage to saunter our way to the podium, we can’t help but notice how the heads start to turn and so many pairs of eyes set on us. We are in such a positive misery. So, what must we do? This can’t go on forever, can it? Certainly not.

So, we must do what a sincere student always does. We must progress. We must *practice*.

sticking to outdated concept. This is something which is responsible for failure of many new ideas or entrepreneurs. Thus, it can be considered that for being successful it is needed to have a judicious and mature mix of both style of sagacity in an optimal proportion.

First: Start with a Strong and Persistent Desire.

This is of far more importance than we probably realize. If our desire is pale and flabby, our achievements will also take on that hue and consistency. But if we go after our subject with persistence and with the energy of a dog after its tail, nothing in the whole wide world will defeat us. Therefore, we must arouse our enthusiasm for this self-study.

Think of what this additional self-confidence and ability to talk more convincingly in public will mean to you. Think of what it may mean and what it ought to mean in terms of rupees. Think of what it may mean to you socially, of the increase in your personal influence of the leadership it will give you. Finally, think of the glow of satisfaction and pleasure that will accrue from the exercise of this new power.

Second: Know Thoroughly What You Are Going to Talk About.

We must think and plan out our subject. We should be very comfortable when we face our auditors. Have you noticed how easy it is to speak about something you already know a lot about? Can you not go all day and night talking about your favorite sport or TV show? Imagine that kind of confidence and conviction when it comes to speaking in the classroom. We must, therefore, thrive to have an in-depth knowledge of our topic.

Third: Act Confident

Action seems to follow feeling, but really action and feeling go together. By regulating the action, which is under the more direct control of the will, we can indirectly regulate the feeling, which is not.

So, to feel brave, act as if we were brave, use all of our will to that end and a courage fit will very likely replace the fit of fear.

Fourth: Practice! Practice! Practice!

Really the whole matter finally simmers down to but one essential point: practice. After choosing

your subject, gain a little knowledge about it and construct a three to five-minute talk. Practice the talk by yourself a number of times. Then give it, if possible, to the group for whom it is intended or before a group of friends, putting into the effort all your force, power and confidence.

Author referred: Dale Carnegie

Isn't It High Time We Prioritized Women's Right to Step Out at Night?

-Ruhi Ghosh

Why are our women not at all safe when they are out for work? This question has only one answer: our girls and women are not safe because of society.

This is clearly visible from the recent rape cases that have plagued India, and it shows how the safety of women out on the roads of India do not seem to matter at all.

The recent brutal rape and murder of a veterinary doctor in Hyderabad displays the same. Till when will women have to face such conditions? Women have to live within 'boundaries' and it's like they can't even think of working

Parents also never relax until and unless their daughters come back home safely. Why do girls and women have to think thousands of times before stepping out of their homes? In India, the number of rape cases reported has only been constantly increasing.

When will it stop? Till when women will feel unsafe?

In India, there is an unwritten rule that after it gets dark no girl or woman steps out unless they have to. Here, people say that we have achieved gender equality. *Is this gender equality?*

It seems like this is not going to stop in India, women will have to return from work by 7 PM whether it is 20th century or 21st century. Due to a few cowards, the lives of women are bound within the boundaries and if anyone dares to do something extraordinary to make their parents feel proud, they are raped, burnt, murdered.

Everyone teaches their daughters how to dress up or when to go out. But, has anyone ever wondered, if it is the fault of one's clothes, then why do children as young as one year or a 70-year-old get raped? It isn't the dress or the time, it's in the

mindset of the rapists that cannot be reformed unless any strict action is taken against them.

Why are people only talking about what to do with these rapists? Why don't people, including our government, think about ways to stop and even eradicate rape from India?

Road safety should be monitored and improved as well as the safety of women so that they can travel at night. This should be a *major* concern.



Distinguished Alumni

Mr. Pulkit Trivedi, 1996-98



Director at Google Pay - India

Mr. Pulkit Trivedi is a distinguished alumnus of Department of Management, Birla Institute of Technology, Mesra, Ranchi. His journey began with the campus placement at HCL where he worked for a while. After which he joined IBM as a Brand & Product Manager where he worked for 4 years. He then joined Microsoft Corporation as the Product Manager Infrastructure Solutions. In 2005, he gained the position of Business Development and Partnership Lead - OEM Biz, South Asia at Intel Corporation. Later, he joined Google as the Head of Industry - Technology Vertical and advanced to become the Industry Leader - E-Commerce & Retail, India. He briefly joined Facebook as a Director and is currently appointed as the Director at Google Pay, India. In 2015, Business Today featured him in the '40 Young Business Leaders Under 40' in India. He launched several Industry Reports including "E-tailing in India: 2020" with AT Kearney in 2016 and Fashion E-Commerce in India 2020 with BCG in 2017. He is the Co-Chair of the E-Commerce Committee at the PHD Chamber of Commerce, India and speaker at multiple Industry Forums. His journey is extremely inspirational for all the MBA aspirants and especially for the Management students of BIT.

Mr. Kamlesh Kumar Sharma, 1997-99



VP and Chief Communications Officer at Hindustan Coca-Cola Beverages Pvt Ltd

Learning the basics of life at Bishop Westcott Boys' School, Mr. Kamlesh K. Sharma moved ahead to complete B.Sc. Zoology Honours, from Hansraj College. He continued his studies and earned his post-graduate degree for Master of Business Administration (MBA) in Marketing Management from Birla Institute of Technology, Mesra.

He started his career at Y&R Agency and worked his way to become the Account Supervisor for large brands like Bharti Airtel Ltd., Suzuki India and Amway. After completing five years in the agency he moved on to successfully handle leadership roles in corporate set-up. In 2004, he joined Bharti Airtel Ltd., where he worked as the Manager - External Communications. Then began his Coca-Cola journey as he joined Coca-Cola India & South West Asia as a Manager - Issues Management and Crisis Response, India, soon advancing to the position of Senior Manager of the company. He later served as the General Manager - Marketing Communications, Coca-Cola India and Director - Communications & Alliances before joining Hindustan Coca-Cola Beverages Pvt Ltd, where he is currently serving as the VP & Chief Communications Officer.



The Editorial Team

Best Wishes
The Department Of Management



सत्यमेव जयते

INDIA



26th
January
REPUBLIC DAY



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