



DEPARTMENT OF MANAGEMENT

BIRLA INSTITUTE OF TECHNOLOGY, MESRA

MANAGE-A-BIT

REDEFINING SPHERES OF MANAGEMENT

 **Campus²**
Corporate



MONSOON
2021

VOLUME II
ISSUE-III

<u>PARTICULARS</u>	<u>PAGE NO.</u>
THE EDITORIAL BOARD	3
MISSION AND VISION	4
FROM THE HOD'S DESK	5
CAMPUS TO CORPORATE	6
HAPPENINGS	7-14
<ul style="list-style-type: none"> • KARTAVYA A GROUP DISCUSSION ON “CSR IN INDIAN REALITY- A SERIOUS BRAND BUILDING OR MARKETING GIMMICK” • STOCKMIND A WEBINAR ON THE STOCK MARKET • ABHYUDAYA A NATIONAL-LEVEL BPLAN COMPETITION • EVOLUTION LEARNING FROM INTERNSHIP • BEYOND NUMBERS A ROADMAP TO ANALYTICS • AURA BIDDING ADIEU TO BATCH 2019-21 	
ACHIEVEMENTS	15
DISTINGUISHED ALUMNI	16-18

I N D E X

THE EDITORIAL BOARD

**HEAD OF THE DEPARTMENT,
FACULTY ADVISOR**

hod.mngt@bitmesra.ac.in

Mahima Agarwal, Chief Editor
agarwalmahimal4@gmail.com

Prerna Sinha, Editor
prernasinha913@gmail.com

Vishal Jha, Editor
vishaljha230@gmail.com

Vaishali Sharma, Editor
vaishalishal16@gmail.com

Simran Bhardwaj, Content Writer
simranushka@gmail.com

Sumit Ekka, Content Writer
sumitekka2612@gmail.com

MISSION AND VISION

OVERVIEW

The Department of Management was established in 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 Programs 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.

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

FROM THE HOD'S DESK

Hello Everyone!

This issue celebrates the culmination of a successful MBA journey of the graduating batch! This is the proudest moment of the year for the department; bidding adieu to the bright young students who, after working hard for two precious years of their life, laying foundations for a long successful career, leave the department brimming with confidence!

Here's wishing the Best to the MBA 2019-21 batch and looking forward to having them on campus in the future as proud Alumni of their Alma Mater.

Take Care!

Dr. Shradha Shivani
HOD



FROM THE EDITOR'S DESK

I am honoured and excited to take over as the new Chief Editor of Manage-A-BIT. A lot has happened in the current quarter and these happenings have enthused us to put forth a better attempt to introduce the current issue of the newsletter.

The Department has always ensured that students get an amalgamation of both strong fundamentals and corporate exposure through dedicated sessions with eminent personalities. As it is pivotal to empower fresh graduates with tools for refining their personal and professional excellence, therefore, the theme for the current issue, "Campus to Corporate," rightly focuses on the significance of professional ethics, value system and the necessary core business concepts. I sincerely hope that the esteemed readers will find this issue interesting and informative. I want to express my sincere gratitude to the newsletter team for their vigorous efforts in bringing up the current issue. Your feedback will definitely help us in continuously upgrading and improving the contents of the Newsletter.

Looking forward to yet another eventful quarter.

Mahima Agarwal
Chief Editor



CAMPUS TO CORPORATE -A PARADIGM SHIFT

True holds the saying that transition is a perpetual process and is universally applicable to everyone's life. It provides an opportunity to purge, re-evaluate and gear up oneself to dive into the next phase. The most significant transition an individual usually makes is graduating from college and stepping into the corporate world. It is a pivotal decision that has deep influence over other aspects of a person's life such as earnings, career complacency, application of their skill sets and eventually driving a purpose-filled life.

However, advancing with a lack of preparation and ignorance often proves to be a major stumbling block for many freshly hired. As there are too many situational variables, unspoken nuances, and undiscovered social norms that freshers are completely unaware of. Once we transpose ourselves from the classroom to the cubicle, tasks seem increasingly demanding. It entails leaving the comfort zone and entering into a world full of uncertainties, where one needs to be vigilant at all times. We need to open up our minds and adjust ourselves to accept the changes as the campus and corporate world are fundamentally divergent. As the transition period is expected to be stressful and strenuous, proper planning aids in reducing apprehension and facilitates the person to adapt to the new environment successfully. Attitude is the major driving force that pulls us from latent state to energetic state. Skills help us in doing things precisely and to cope up with the increasing pace in the workplace. Learning and perceiving the organization's culture, policy, and discipline enables one to navigate the workplace while maintaining professionalism. Effective communication skills are foremost to maintain a cordial relationship with the employer and colleagues.

Inculcating a strong work ethic is important as it creates a bond of trust between the employees and the organization. An emphasis on a project-driven and research-oriented curriculum helps students to tackle the challenges emerging in various managerial roles. Besides, Internships are paramount to gain hands-on professional experience that is needed to succeed in a workplace

-The Editorial Team





HAPPENINGS

KARTAVYA

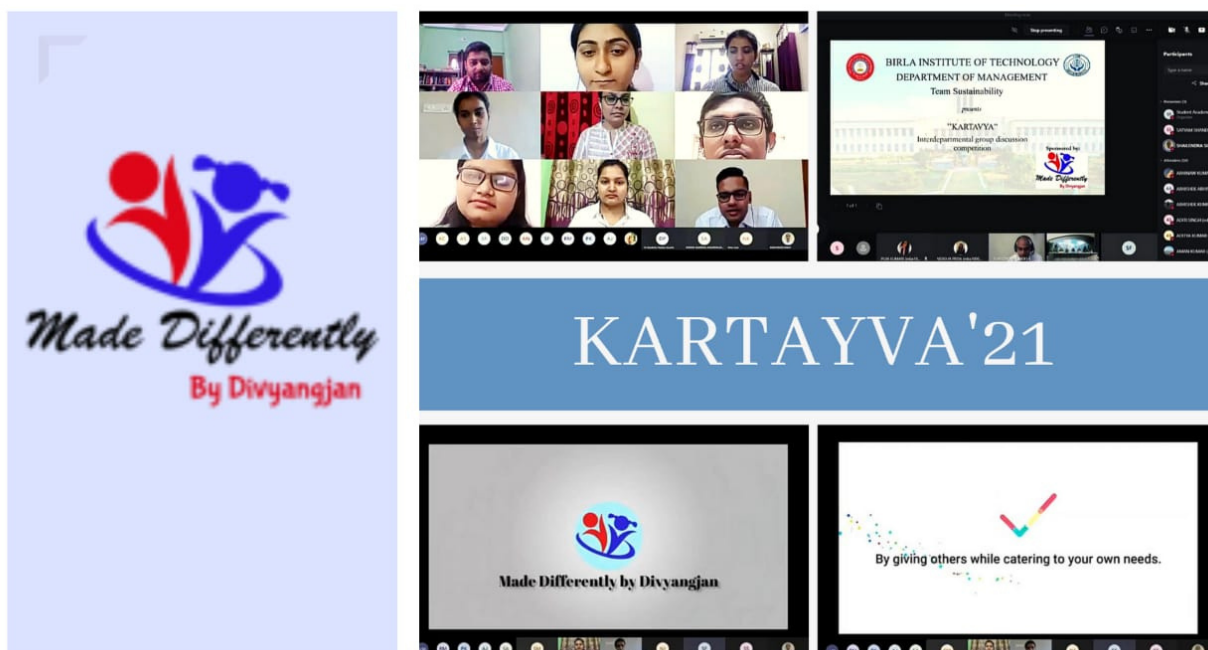
A GROUP DISCUSSION ON “CSR IN INDIAN REALITY- A SERIOUS BRAND BUILDING OR MARKETING GIMMICK”

Kartavya 21' a Group Discussion was conducted on 3rd April 2021 by Team Sustainability of The Department of Management, Birla Institute of Technology, Mesra, in collaboration with Made Differently by Divyangjan: a social business venture firm that works in promoting items made by individuals with unique requirements. Dr. Shadab Hassan, our alumnus and Director of H.H. High School, Brambe, alongside Dr. Neha Kaur, alumnus and Asst. Prof. at Ranchi Women's College, Ranchi were the appointed juries for the day.

The event opened with the welcome address of Dr. Sraboni Dutta. Kartavya 21' was attended by different students from the last and pre-last year of MBA. The thought process of the discussion was to examine "CSR in Indian reality – A serious brand building or marketing gimmick". All the members utilized statements, realities, figures, definitions, measurements, stunning articulations, general proclamations in conversation to express their perspectives. After the discussion, judges shared their knowledge on the subject and points of improvement identified with the conversation to the participants.

Mr. Shailendra Kumar Singh, Faculty Advisor, concluded the event with a statement of gratitude. He likewise gave insights about Department's Social Outreach and the Group Team Sustainability.

The victors Nikita Jha, Sheetal Shikha, and Shivani Singh were awarded by Made Differently by Divyangjan.

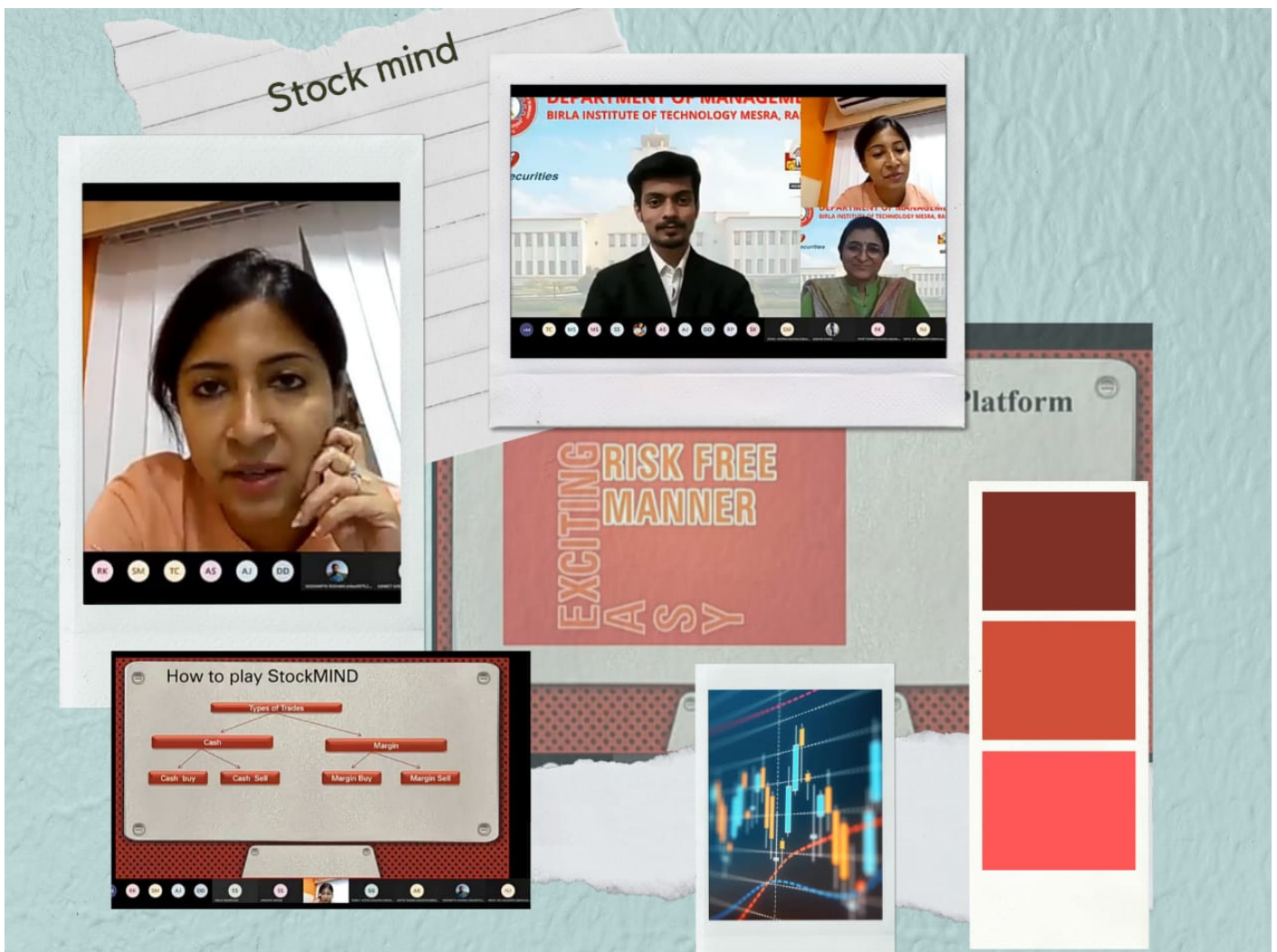


STOCK MIND

A WEBINAR ON STOCK MARKET

The Department of Management, BIT Mesra conducted a webinar "Stock Mind" on April 7th, 2021 in association with ICICI Securities. The guest speaker of the webinar was Ms. Smita Chakraborty, Zonal Head-Marketing (East and South). Deliberations focused on the significance of the capital market for different stakeholders. She emphasized how the virtual stage securities exchange game of Stock Mind is assisting individuals in understanding the working of the financial exchange. Ms. Chakraborty clarified the elements of the stock market and their functioning. Analysis, critical thinking and diversifying risks are the key abilities a student undergoes after getting into this virtual trading platform.

The objective of the webinar was to provide knowledge and understanding of stock market activities. She concluded the session by discussing the important points one needs to consider before making an investment decision. The session was very informative and enriching.



ABHYUDAYA

A NATIONAL LEVEL B-PLAN COMPETITION

ABHYUDAYA is a sanskrit word, the meaning of which implies 'rise', 'prosperity' and 'success'. In collaboration with Jharkhand Small Industries Association (JSIA), The Department of Management, BIT Mesra organized "Abhyudaya 21" to nurture the young minds by acting as motivation. The event commenced with Dr. Shradha Shivani, The Head of the Department of Management BIT Mesra, welcoming the officials from JSIA and expressing her heartfelt gratitude towards the jury members.

Abhyudaya created quite a buzz and witnessed active participation from budding entrepreneurs across the country. The two-day event was graced by a panel of dignitaries;

Mr. Mahesh Poddar, a renowned Industrialist

Mr. Philip Matthew, President, JSIA

Mr. Ganesh Natrajan, Chairman of 5F World

Ms. Malavika Sharma, Butterfly Project

Mr. Milan Kr Sinha, Certified Associate, Indian Institute of Bankers

Mr. Saurabh Sinha, Executive Director of RBI

The Guest of honor, **Mr. Niraj Biyani**, the Co-founder and Advisor of Hector Beverages, took the audience through Paper Boat's journey of brand establishment and shared his valuable insights with the young aspiring entrepreneurs.

The two-day event witnessed some great business ideas, which will be set up in Jharkhand. The event was addressed by the distinguished board of judges, who gave directions, shared their important feedback on their business ideas.



The second runner-up of the event was "Avishkar Analytics," from IIM Calcutta, who wishes to set up a nutrition & health portal for the district officials of Jharkhand using Artificial Intelligence. The first runner-up "Safarnama," from, IIM Kozhikode with the idea that focused on prominent small individuals situated on Highway. The winner of the event was Mr. Chinmaya Naik, with the start-up idea called "BlisCare." From G. H. Rasoni College of Engineering who had a business plan for EdTech start-up that aims to provide affordable digital classroom solutions for the students in the visually impaired community.

He was awarded with the prize money of 1 lakh rupees for his business idea and mentorship from industry experts and support for setting up of the project.

The session was interactive and ended with a question-and-answer session.



EVOLUTION

LEARNING FROM INTERNSHIP

The secret of a butterfly's beauty is evolution. The cocoon of an internship is the time frame when we develop ourselves and add on to our worth. The Department of Management, BIT Mesra, had organized 'Evolution '21', wherein the 2019-21 batch enlightened their juniors about the learning gathered from their internship exposures.

It began with how the resolution of a problem lies in the approach made towards solving it. With abundance in data being driven by analytics, a structured approach provides insights into how to get to the bottom of any issue optimally. Education cannot be put into braces, so there is a need to develop an attitude of learning and thinking of what more can be brought to the table. Juniors were motivated to self-introspect and look for gaps to be filled in their education. They were also advised to enhance their observation skills, listening habits, negotiating approaches, data handling and communication skills.

They also highlighted that internships allow us to connect with potential employers and explore the industry closely. At the same time directing the juniors to understand the changing market and absorb knowledge from all reliable sources.

Every senior emphasized the importance of researching prospective companies, the role one aspires to work for, planning the next step, being prepared for challenges and welcoming every learning opportunity. They concluded the event by stating that students are an institute's brand ambassadors and it is in their hands to bring glory to its name.



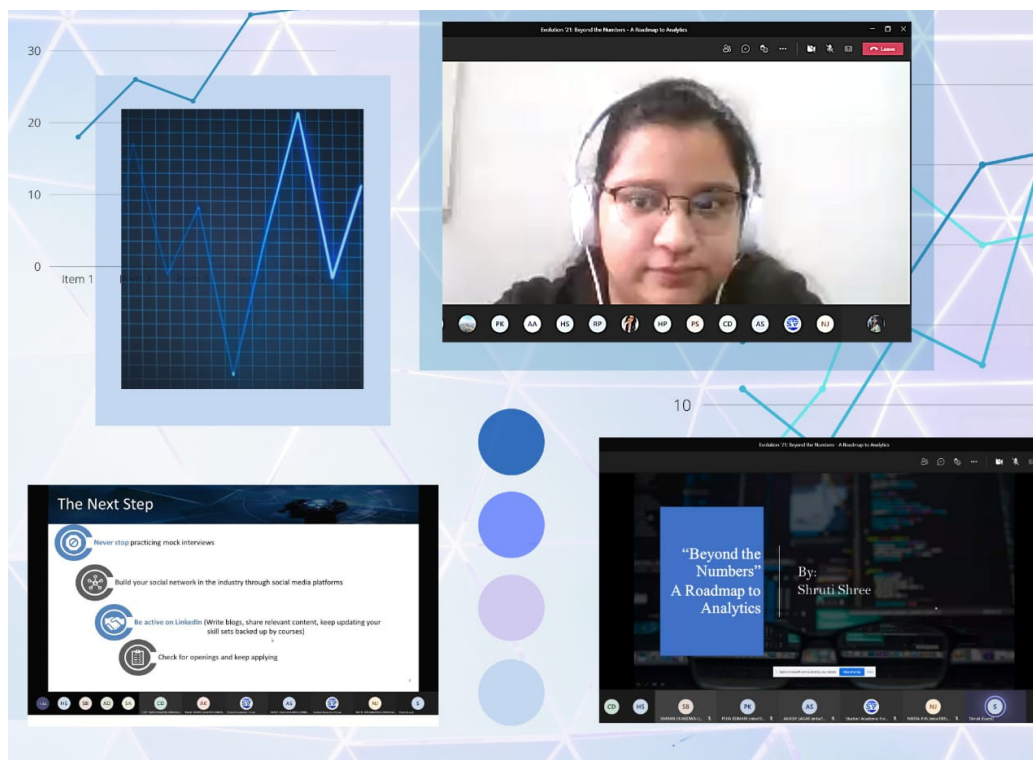
BEYOND THE NUMBERS

A ROADMAP TO ANALYTICS

The Department of Management, BIT Mesra, organized Evolution '21: Beyond the Numbers– A Roadmap to Analytics, on June 20, 2021. Miss Shruti Shree, Alumnus (2018-20) and Associate – BAG at Affine Analytics, was invited to address the students.

The scope of Business Analytics as a career option among students was very profoundly discussed and elaborated in the session. The prerequisites to specialize in Business Analytics such as statistical knowledge, technological concepts, knowledge of coding, problem-solving skills, business understanding, and many more were discussed.

The step-by-step approach to be adopted in the analytics was very lucidly explained. Furthermore, she apprised students about the various vital skill sets to be acquired, like communication skills, logical thinking, rational problem-solving approach, knowledge of Python and SQL, Visualization tools (Power BI, Tableau). She also conveyed, the significance of building a social network in the industry through social media platforms, writing blogs on LinkedIn, and keeping oneself updated with the skill sets to excel in the field of analytics. The session ended with an informative Q & A session and will definitely embolden students to opt for Business Analytics as a career assortment.



AURA '21

BIDDING ADIEU TO BATCH 2019-21

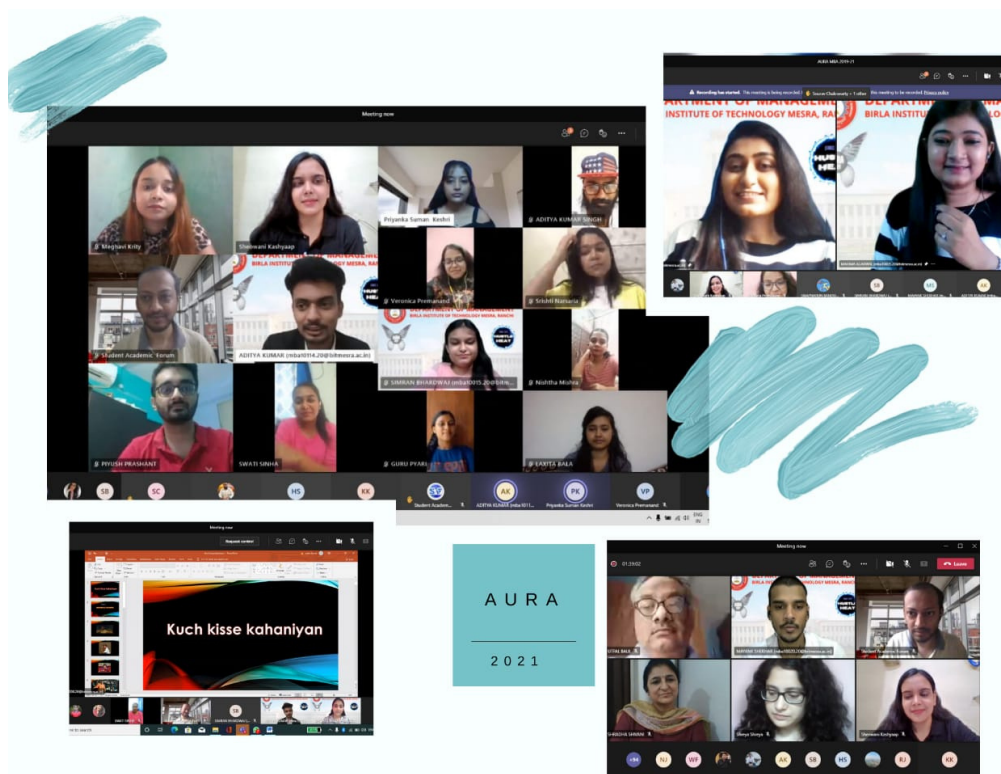
"The more we praise & celebrate our life, the more there is in life to celebrate"
- Oprah Winfrey.

The Department of Management, BIT Mesra hosted a virtual farewell ceremony, AURA which stands for Activate, Unleash, Redefine and Accomplish; particples that encompass a campus to corporate experience.

The event unfurled with the blessings and advice of the faculty members. They inspired them to move ahead with a positive attitude and wished them the best in their future endeavors. Furthermore, they encouraged them to apply their learning in the practical world and to always stay true to their roots and respect everyone who helped them along the road.

Aura 2021 saw a progression of events like- Kuch Kisse kahaniyan, sit down Comedy, Am I audible? and The Star Line' 21 which the juniors had organized for the senior batch's amusement. The junior class expressed their gratitude to all the seniors for their contributions and guidance. Prithvi Nath Shahdeo and Sheowani Kashyap were voted as Mr. and Miss Farewell.

It was an exhilarating event and left with a trail of nostalgia for everyone.



ACHIEVEMENTS



BIT G. P. Birla Scholarship

BIT Mesra, Ranchi has been nurturing minds through academic excellence for over six decades. The “BIT GP Birla Scholarship” is awarded to students with exemplary academic achievements. The scholarship covers a part of the tuition fee based on the academic performance of the student as per the institute’s norms. We wish them the best for their future endeavors and hope that they continue bringing laurels to the department and the institute.

The recipients of the prestigious G.P Birla scholarship are Vidit Mishra (MBA 2020-22), Nikita Jha (MBA 2020-22), and Nahid Parveen (MBA 2019-21), for the Academic year 2020-21.





DISTINGUISHED

ALUMNI

MR. ALOKE SINGH

CEO Air India Express



Mr. Alope Singh of batch 1985-87 is a distinguished alumnus of The Department of Management, Birla Institute of Technology, Mesra. He started his career with FCB Ulka as an Accounts Executive. Mr. Singh has more than two decades of rich experience in various leadership positions at Air India Ltd.

He was also associated with Oman Air as the Chief Officer of Network Planning, where he headed Network Planning and Revenue Management at the rapidly-growing Muscat-based airline. Subsequently, he co-founded and headed Open Sky Resorts as a CEO, a 'virtual' chain of small, boutique leisure stays during the year 2016-20. He also worked as a Senior Advisor, Airline Consulting at CAPA- Centre for Aviation, one of the world's most trusted sources of market intelligence for the aviation and travel industry.

Mr. Alope Singh is currently the Chief Executive Officer, Air India Express. Under his leadership, Air India Express was awarded 'The Iconic Brands Award 2021' by the Economic Times.

The Department congratulates him for his achievements and wishes him the best for his future endeavours.

MR. PRANYAY MITAL

**Chief Operating Officer
Global Midmarket and
SME Business at SAP.**



Mr. Pranay Mital is a distinguished Alumnus (1991-93) of the Department of Management, Birla Institute of Technology, Mesra. He completed his Bachelors in Economics from Lucknow University and was a university rank holder. After his graduation, he joined the Department of Management, BIT Mesra in 1991 for his MBA and specialized in Marketing & Finance. Subsequently, he completed his Masters from Curtin University in Strategic Marketing and International Marketing in 2002.

Mr. Mital started his career as a Manager (Branch-in-charge) with ITC Classic Ltd. in the year 1993. He has 24 years (1997-2020) of executive experience with a track record of actualizing multi-channel business goals and multi-market strategy, field operations, and global program execution.

In this journey of 24 years, he worked as a business analyst and executive assistant to the managing director of SAP India. Then he became Vice President, SME Channel Business Operations APJ/ SAP Asia Pacific. Climbing up the corporate ladder with his sheer determination he became Global Vice President - Ecosystem & Channel (E&C) Operations, SAP Global. There he globally standardized E&C GTM & business operations resulting in doubling of volume sales and NNN in 5 years. Subsequently, he served as a Global Vice President - GPO Planning, GTM Insights & PMO, SAP SE. Currently, he is working as the Chief Operating Officer at Global Mid market and SME Business at SAP.

We congratulate him for his accomplishments and are extremely proud to be his alma mater.



THE EDITORIAL TEAM



Mahima Agarwal



Vishal Jha



Prerna Sinha



Vaishali Sharma



Sumit Ekka



Simran Bhardwaj



@mngt.bitmesra



@mba_bit_mesra



department-of-management-birla-institute-of-technology-mesra-7249701a3/