



DEPARTMENT OF MANAGEMENT  
BIRLA INSTITUTE OF TECHNOLOGY  
MESRA

Joint Anniversary Issue



MANAGE – A – BIT

REDEFINING SPHERES OF MANAGEMENT

**THE STARTUP ECOSYSTEM**

SPRING  
2021

Volume II  
Issue II

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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 Programs 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.

## From The HOD's Desk...



Hello Readers,

During the continuous slowdown in the economy over the last year, the emergence of numerous New Age Startups has been the silver lining. Therefore, the theme for the current issue, "Startup ecosystem," rightly focuses on this very significant occurrence.

For their survival, conventional businesses have also adopted innovations and disruptive ways of functioning, just like startups.

I congratulate Team Manage-A-BIT for exploring the current theme and presenting an interesting and contemporary read for everyone.

Stay safe, and I wish a bright future to all.

**Shradha Shivani**

**HOD**

## From The Editor's Desk...



It gives us immense pleasure to present the Volume 2, Issue 2 of the Newsletter "Manage-a-BIT". As Spring of 2021 commenced, the pandemic surged once again leaving us all vulnerable but The Department of Management saw a silver lining and quickly learnt and adapted. Not only did we survive the test of the pandemic but we thrived. Even amid all the adversities the department came up with a plethora of events. The events ranged from social to education and management events. These events were graced by the presence of various experts from the industry having diverse back grounds.

I sincerely hope that the esteemed readers will find this issue interesting, informative and useful. Your feedback will definitely help us in continuously upgrading and improving the contents of the Newsletter.

Happy Reading!

**Pratyay Das**

**Chief Editor**

## Student Bodies

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Joint Secretary - Aditya Kr Singh

### ➤ **The Academic Forum**

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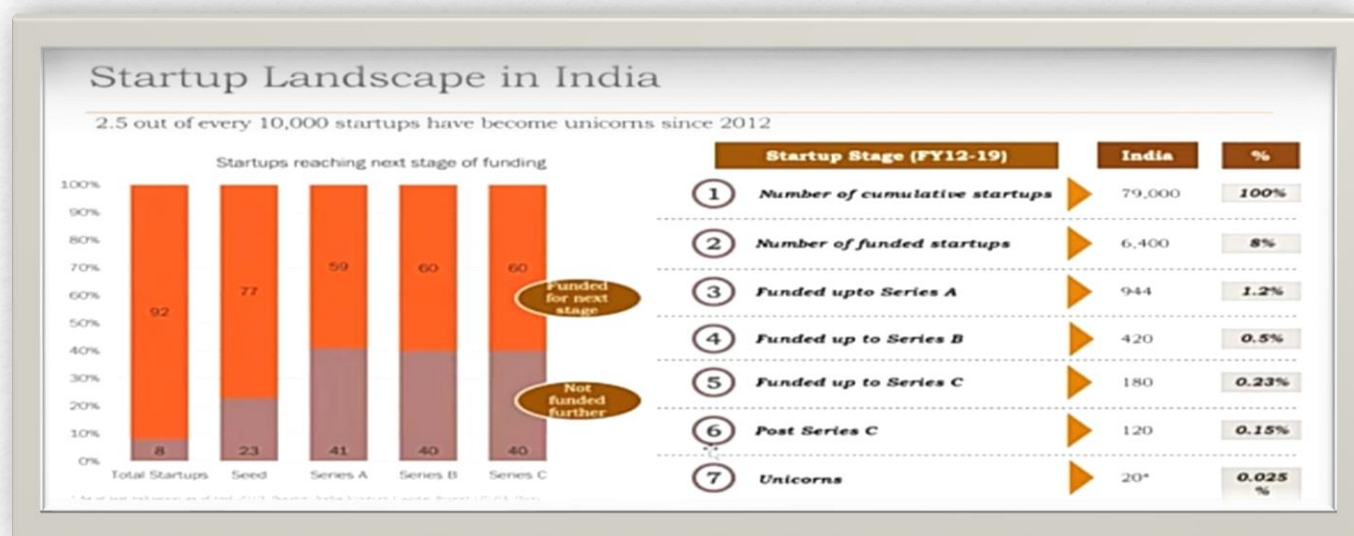
Manager – Ricky Mahato

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Mayank Shekhar

Aditya Kr. Singh

## The Startup Ecosystem



A nation that wishes to become a leading force in the world in the 21st century must find innovative and blended solutions to the problems and it's the entrepreneurs who have to emerge as the leading force. India being the second most populous country in the world. It can be expected that with such large demographic dividend our nation should never fall short of innovative ideas. But banking all our hope on the large population would not be a fair because just having an idea is not enough. Particular skill sets are required to become a successful entrepreneur. And these skills need to be honed and along with that we need to create an environment which is conducive enough to bring people together from all aspects of life and give them a platform where they can freely work on their ideas for the betterment of the society.

The government of India duly recognises the opportunity that it has, as it can be seen from the recent report of **Economic Survey 2020-21** where it has recognised **41,062 start-ups**. These start-ups in total provide jobs to nearly **4,70,000 people** in the nation. India currently houses the world's third largest start-up ecosystem, with **38 firms** being valued at over **\$1 Billion**, which are often known as unicorns. Even during the tough period in 2020 when the economic growth was disrupted due to COVID-19 induced pandemic, **12 new firms** were able to achieve the feat of being labelled as a unicorn, giving us hope during these tough times.

In recent years the government has taken several measures to support start-ups, simplifying regulations to make a start-up, providing income tax exemptions, and setting **up Rs. 10,000 crore** funds for the start-ups, managed by the Small Industries Development Bank of India (SIDBI).

As we have learned during this tough period that it is only through innovative ideas, we will be able make the best use of the resources. We, through this platform of Manage-a-BIT would like to encourage one and all to come up with their ideas to various platforms and to be shy to share them.

Source:- <https://economictimes.indiatimes.com/tech/startups/what-economic-survey-2020-21-says-about-indias-startup-ecosystem/articleshow/80586774.cms>



# HAPPENINGS



MANAGE - A - BIT



## Internico'20



**Internships** offer students a chance to put their learning foot forward and grasp the best opportunity available in the industry. It provides them with a break and a room to showcase one's hard work, dedication and experience in front of experts from the industries. The Department of Management, Birla Institute of technology, Mesra organized **Internico'20 on October 15, 2020**, which was carried forward on a virtual platform.

The event witnessed a huge footfall from participants across different B- Schools who came forward to exhibit their skills and experiences which they acquired from their respective internships. The event had exciting cash prizes to battle for **worth Rs. 10k +, Goodies and E-Certificates of participation**. The Department was honoured to have one of it's esteemed Alumni **Mr. Nirmal Dayani, Co-founder of Expereal India** as the **Chief Guest** and the judge for the event.

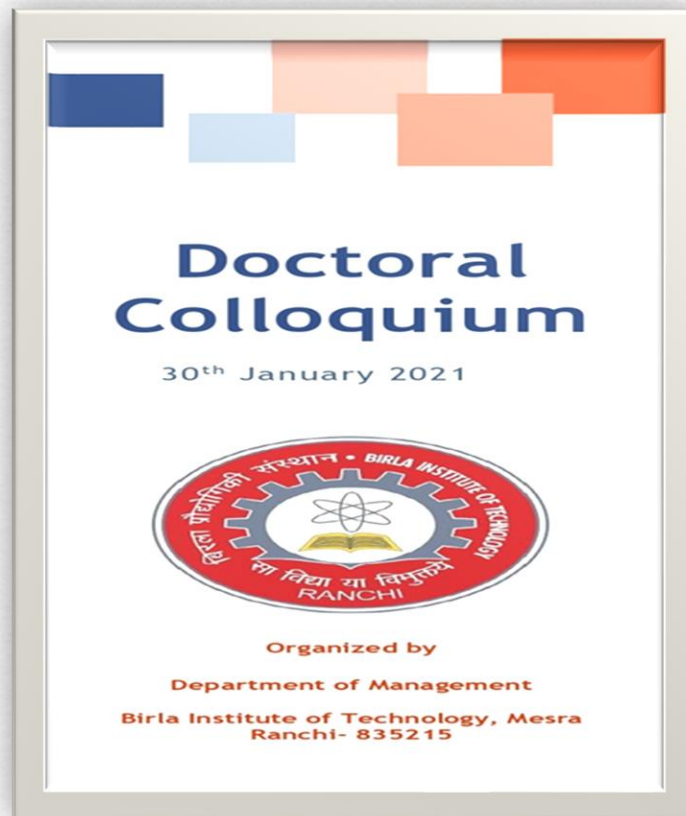
**Dr. Shradha Shivani, Head of Department of Management, BIT Mesra**, extended warm welcome to the guest.

Students were asked to submit a synopsis within 200 words. After the screening on various parameters five students were selected as the finalists, who were asked to present their learnings, experiences, and takeaways in front of the judges. It was an extremely successful event, owing to the excellent presentations by all the participants. It was one of a kind learning experience that gave the viewers a deep insight on how internships work.

After the successful completion of the event **Ms. Nandini Choudhary from K J Somaiya Institute of Management, Mumbai; Mr. Pankaj Goyal of FORE School of Management, New Delhi and Mr. Pratyay Das of Dept. Of Management, BIT Mesra** held First, Second and Third positions respectively.

We thank and congratulate all the participants and wish them luck for their future endeavours.

## Doctoral Colloquium



**The Department of Management, BIT Mesra, organized a Doctoral Colloquium on January 30 2021.** Doctoral students from various Universities of the region presented their work at this workshop. A panel of experts evaluated the proposed submissions, which were published in e-proceedings of the colloquium.

The accepted submissions of research work were then presented virtually; the total time allotted for the presentation was 15 minutes.

All the participants received **an e-certificate of participation** for this colloquium.

The organizing committee of this colloquium consisted of - **Chairperson Dr. Shradha Shivani (Head of Dept. of management, BIT Mesra), Secretary Dr. Sraboni Dutta (Associate Professor Dept. of Management, BIT Mesra) Executive and other members.**



## Vinita Chauhan

### Woman Leadership in the Corporate World

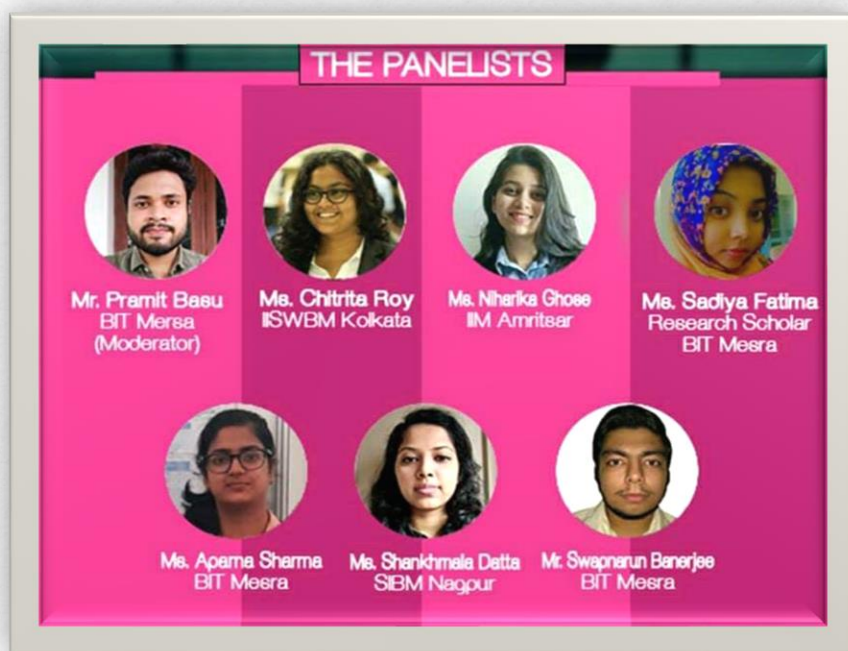


On February 6, 2021; **The Department of Management, BIT Mesra**, organized a conference on **“Women Leadership in the Corporate World”**. **Ms.Vinita Chauhan, Director, Enterprise Sales at Darwin Box**, was the keynote speaker for the event. Ms.Vinita has rich industry experience having worked in companies like Infosys, EY, and Snapdeal in various capacities.

She began her address by sharing her corporate journey. She used various anecdotal evidences to make everyone understand the kind of barriers faced by women. Ms.Vinita spoke about how hard work helped her to break the glass ceiling. Her hard work and courageous decisions helped her to achieve the desired position. She also shared incidents which proved to be the turning point in her career. She spoke about how male dominated sales industry sees a female sales manager and the challenges that she faced as women in sales domain. But in the end with her exuberant hard work and sheer determination, she was the youngest member of the sales team of Infosys at that time. She encouraged everyone in the conference to **aim high and dream big**. There are only two levers that matters- **Capability and Intent**, and emphasized on those points.

The whole session was extremely interactive with queries being raised by students, teachers and delegates alike. Concluding the conference, she said that instead of putting anyone down; we should always empower and support each other. The entire session was very motivating and the poise and confidence which she maintained during her working period is worth learning for all the budding managers of our college.

## PANEL DISCUSSION: “Women Leadership in the Corporate World”



After the keynote address from **Ms. Vinita Chauhan, Director, Enterprise Sales, Darwin Box**, a panel discussion on “**Women Leadership in The Corporate World**” was held wherein students got an opportunity to talk on the various aspects of leadership and also suggest breakthroughs. A panel discussion was moderated by **Mr. Pramit Basu from Dept. of Management, BIT Mesra**.

The motive behind the conference was to end all the prejudice held against a woman and to highlight how a woman in different roles has contributed in bringing innovation and success in their field of work which has made life easier for many.

The students who took part in the event were from various B-schools of India, Ms. Chitrita Roy from IISWBM Kolkata, Ms. Niharika Ghose from IIM Amritsar, Ms. Sadiya Fatima, a Research scholar at BIT Mesra, Ms. Shankhmal Datta from SIBM Nagpur, and Mr. Swapnarun Banerjee and Ms. Aparna Sharma from Dept. of Management BIT Mesra. During the discussion, the panellists collectively agreed and affirmed that talents and perspective of woman should be valued irrespective of their gender.

It was a healthy discussion which threw spotlight on the importance of women leaders in corporates and how having them in influential roles has changed the way of doing business.





# SYMPOSIUM' 2021



MANAGE - A - BIT

## Dr. Rashmi Assudani

### Unleashing Entrepreneurial Energy in the Times of Adversity



**The Department of Management, BIT Mesra hosted Symposium** on the theme “**Unleashing Entrepreneurial Energy in the Times of Adversity**” as a part of **B-Trix 2021** on February 20th. The idea behind symposium was to open an Avenue for the young entrepreneurs and to enable them to interact with industry experts and academicians and thereby promote the spirit of innovation and entrepreneurship. The event was inaugurated by **Dr. C. Jeganathan, Dean of Research, Innovation Entrepreneurship cell, BIT Mesra.**

The Keynote Speaker for the day was **Dr. Rashmi Assudani, (Associate Provost for Academic Affairs; Professor-Management & Entrepreneurship at Xavier University, USA).** Ms. Assudani explained Entrepreneurial Adversity from the standpoint of personal and as a part of Macro Adversity.

Sharing her life journey with the audience, she said that “It has been a fabulous journey. Ms. Assudani stated that she is totally amazed by the changes that are happening in social and economic sphere in different parts of the world”. Taking about the adversity, she put forth the example of three great personalities- Oprah Winfrey, Albert Einstein and Richard Branson, who became successful entrepreneurs despite the personal adversities faced by them. Stating the Example of Einstein, she said that “His great intellectual achievements and originality have made the word Einstein synonymous to genius”.

Addressing the Environmental Adversity, she cited the names of the top four Companies namely, General Electric, General Motors, Disney & 3M that were launched as Entrepreneurial ventures during times of distress and economic challenges and had converted adversity into opportunity.

## Panel Discussion I: “Harnessing Entrepreneurial Energy at the Times of Adversity”



The Department of Management, Birla Institute of Technology, Mesra had organized a panel discussion on the theme "**Harnessing Entrepreneurial energy in the Times of Adversity**" to enhance the spirit of optimism in the time of dearth of job creation.

**Dr. Sraboni Dutta, Associate Professor, Dept. of Management, BIT Mesra** took the opportunity to moderate the panel. She introduced entrepreneurship as a relevant topic in today's time as it is important for aligning the expectations of academia with the industry. The panellists present for the discussion were representatives of the three pillars of the start-up ecosystem i.e., the government, the academia and the industry. The speakers consisted of Mr Dipan Sahu Asst. Innovation Director at Innovation Cell of Ministry of New Delhi, Mr. Jitendra Kumar Singh, IAS, Director of Industries, Govt. of Jharkhand appointed as Director of Higher education, Ranchi, Dr. Sudipto Bhattacharya, professor at VIT Business School, Mr Ashish Khetan, CIO & President at Indigram labs Foundation, Srikanth Kola practicing Cardiologist & CEO of Devic Earth and Mr. Ayush Nigam, Co-Founder, Distinct Horizon.

The primary focus of the deliberation was to promote entrepreneurial culture among the students. The panellists emphasized on the Indian government's current policies that have been formulated to promote entrepreneurship and innovation at the state and central level. Dr. Sudipto Bhattacharya, professor at VIT business school had put forth a brilliant suggestion that can be executed at the institution level to accentuate enthusiasm and opportunism. The discussion threw light on various themes, policies and schemes that have been implemented by the government of Jharkhand to boost the young entrepreneurs and startups in the state. The panellists also emphasized on the challenges faced during adversities that can be harnessed as an opportunity by the startups.

Towards the end, Srikanth Kola averred that “Hard work, family support, mentorship and teamwork play a vital role in making a successful entrepreneur”.

It was a healthy and encouraging discussion that enhanced the spirit of optimism among the students of the department.

## Panel Discussion II: Unleashing Entrepreneurial Energy at the Times of Adversity



The Panel Discussion was on "**Unleashing Entrepreneurial Energy at the Times of Adversity**", organised by the Department of Management, Birla Institute of Technology, Mesra.

The session started with **Mr. Shadab Hassan, Acclaimed Social Entrepreneur, Director, H. H. High School, Brambe, Ranchi** who served as the panel moderator for the second-panel discussion of Symposium. With the tagline "what is it that few could and many couldn't", he introduced the subject. Furthermore, hardship is not the issue; it is how you respond to it and deal with it that is the issue. We do small things with great love in this life, and this is where an entrepreneur's journey starts.

The Student Panellist started with **Mr. Utkarsh Mishra; BIT Mesra** was the first panellist to speak. He shared his experience of how he built up his start-up by outlining his journey and highlighting why he began, as well as how his stellar team worked on it. Moving ahead **Mr. Rishav Raina, IIM Raipur**, continued the discussion by sharing his entrepreneurial journey and how he started his business; he added that every start-up needs a thorough understanding of the market and the customer base that it is targeting. Moving on to the next panellist, **Mr. Pulkit Singal, IIM Kashipur**, a finance and analytics enthusiast, discussed how various industries were affected by the pandemic's financial crisis, while others benefited from it. Next, we also had **Mr. Rachit Gupta, SSSIHL**, added to this debate by revealing how the Byjus took advantage of the crisis by manipulating public emotions. Towards the end, we had **Mr. Ojasvi Khattar, IMI New Delhi**, continued the panel discussion by adding points about the forthcoming rivalry in every sector and dealing with it properly.

With all of this insightful input from our panellists, the conversation came to an end with some positive takeaways, such as – For every company or start-up, there should be a balance between the online and offline worlds, where an entrepreneur should choose something based on its place value rather than its face value



## Mr. Salil Ravindran

### Talk on Entrepreneurial Finance



On the day of the Symposium, we had with us **Mr. Salil Ravindran, CFO Technosoft Corp.**, who has over two decades of transformational experience in finance with an emphasis on business partnership and value creation.

Mr. Ravindran emphasised on the fact that how financial needs of a start-up is different from a company that is scaling up. He introduced us to the **concept of the Holy Triangle of control** and its aspects, that are **valuation, funding, and dilution**. He explained how these three aspects are in a constant conflict and how investors value them as low as possible and tries to get large pool of funds with the least amount of dilution possible.

He explained the journey of a start-up and the implication of finance at various stages. He also elaborated on how a start-up should utilize its funds in the initial days of operations to create value. He depicted the importance of managing funds and also explained operation metrics, optimizing cost, budgeting & planning, financial management, and corporate governance in start-ups.

Mr. Ravindran imparted knowledge on concepts with the help of various case studies. He also highlighted the importance of valuation in the case of a start-up. In the end, he also interacted with students and gave them insights regarding topics which could not be touched upon during the webinar.



## Paper Presentation

**PLAN 1- Virtually succeeding low budget high return**

- Adversity unleashes the higher potential of working economically
- Working economically would help in stabilizing the efficiency
- Efficiency apparently would give higher ROR.
- Higher ROR would bring successful outcome to the business.

low budget High Return

SS VS SF SS AS HHH PB

**The Department of Management** has always nurtured young minds and has always thought in the direction of enlightenment and growth. The Department hosted Btrix' 21 the annual fest in the month of February '21. Paper presentation being the first event of the fest, saw some zealous participation. The event was aimed to showcase and bring out the best business idea and to encourage the young entrepreneurs to value their ideas and align their efforts in putting their thought into action. Participants from all across the country were invited to participate and show their mettle. The initial screening was done on the basis of the Synopsis on the theme '**Unleashing Entrepreneurial energy in the time of Adversity**'. The panel of judges consisted of **Dr. Hariharan, Ms. Shelly Srivastava, Ms. Sujata Dash**. It was followed by a fun Q&A session which was very engaging as well as informative.

After the initial round of screening four best ones were selected to give a final fight. Separated by a whisker, four finalists from Usha Martin College, BIT Mesra, IIM Indore, and Kongu Engineering College competed, amongst which **Alistair Toppo from IIM Indore showcased the most innovative idea and bagged the 1<sup>st</sup> position, his idea was of a student-run payment app, especially in the area of ticketing**. All other ideas were also praised and appreciated by the judges. Overall, the event was very thought- provoking with quality participation.

**Unleashing Entrepreneurial Energy in The Times of Adversity**

- PLAN 1-** Virtually succeeding low budget high return.
- PLAN 2-** Smaller Platform leading to higher success.
- PLAN 3-** Innovative service and critical mindset.

SMALL BUSINESS GREAT OPPORTUNITY  
LEADERSHIP

CUSTOMER FRIENDLY  
ACCURATE  
INNOVATIVE  
EFFICIENT  
EFFECTIVE  
RELIABLE

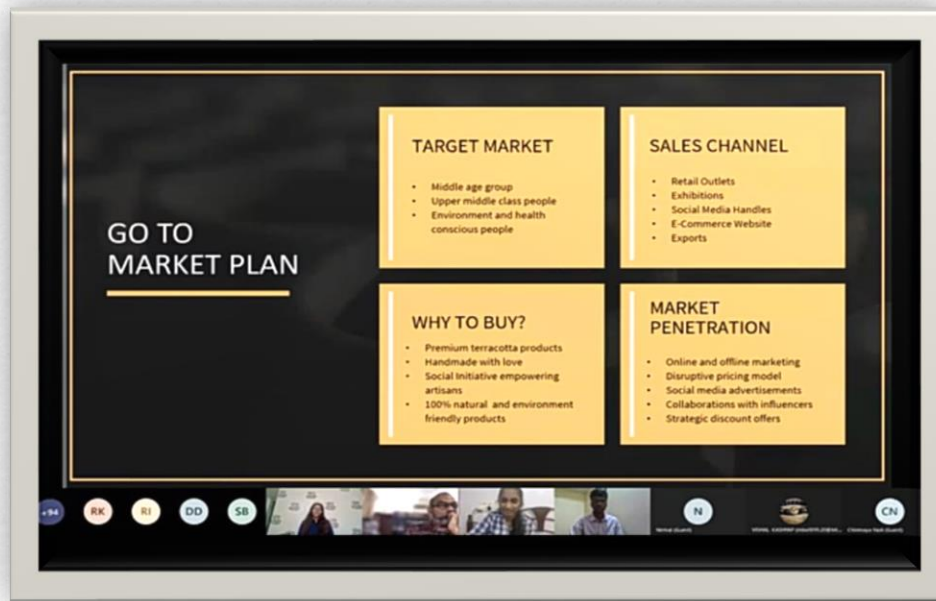
SS VS SF SS AS HHH PB

# B-TRIX 2021



M A N A G E - A - B I T

## B-Plan



**B-Plan** was one of the three competitions that was organised on the second day of BTriX, the Annual Management Fest of Department of Management, BIT Mesra, on February 22<sup>nd</sup>, 2021. The HOD, Dr. Shradha Shivani commenced the event by welcoming the chief guests, **Mr. Nirmal Dayani, co-founder of Expereal India**, and **Mr. Raj Vardhan**, an expert in the agricultural sector and **Independent Director at McLeod Russel India Limited**, esteemed alumni of the Department.

Paving the way for young entrepreneurs, **BPlan** catalysed an enriching experience for young and enthusiastic entrepreneurs. It provided a pertinent platform for innovative exchange of venture ideas and thoughts among the budding managers. The participants left no stone unturned in exhibiting their managerial, leadership and communication skills in front of jury.

All the teams worked incredibly hard, but the brighter ones who performed both diligently and inventively stood as the ultimate champions. Out of the six finalists whose performances were carefully evaluated after the Q&A session, following were the winners of BPlan -

**1st position - Team Spectrum GHRCE, Nagpur**

**2nd position - Team Sanrakshak VIT Chennai**

**3rd position - Team Rivaayat SRCC, Delhi**

The winners were awarded with cash prizes **worth Rs. 6000 along with the Certificates of Appreciation**, and 20% discount vouchers were given to all the team members on **Floxus.tech**, an online ed-tech platform offering industry-certified courses in Data Science and Computer science. The event was a success with a remarkable learning experience and key takeaways for everyone.

## B-Quiz



The Department of Management, Birla Institute of Technology, Mesra, hosted a B-Quiz competition on February 21, 2021, as part of the Annual Management Fest – BTriX 2021. The event was sponsored by "Online Live Learning".

The mission of B-Quiz was to put young individuals' current business and technical skills to test. Dr. Shradha Shivani (Head of Dept. of Management, BIT Mesra) along with the hosts, extended a warm welcome to the guests and the viewers.

The Quiz was divided into three rounds, each of which focused on a different aspect of entrepreneurship. Five teams were chosen to participate in the race to become the ultimate walking entrepreneurial encyclopaedia. A total of five questions were asked in each round. In the first and second round, the questions were presented in text format, while in the third round, they were presented visually.

After a brisk and highbrow contest, Cosmic Quizzers and Metalheads tied for the first position in B-Quiz. The winners won cash prizes, and all the participants received e-certificates of Participation.



## Prachar



On the second day of BTriX we had the event **Prachar**, where the participants were asked to make **short advertisement videos** of 40-120 seconds of any brand of their choice, and from these submissions, the best ad videos were presented on the final day. Prachar recorded participation **across B-schools pan India**, out of which ten teams were shortlisted to showcase their creativity.

The judges for the event were Dr. Shradha Shivani, Head of the Management Department, BIT Mesra and Mr. Shailendra Kumar, Associate Professor, BIT Mesra. They found it incredibly difficult to decide upon the winner with such impressive and diligent submissions. After a thorough analysis **The Purple Pandas were selected as the winners** for their advertisement video on WhatsApp with the tagline 'Forward Equality.' They conveyed a beautiful message of not taking our biasness and stereotypes on the internet. The second position was shared by two teams - Team A2 and Team Zombies. Team A2 presented an ad on Doodlage based on the manufacturing of women's clothing lines. In contrast to that, Team Zombies presented the idea of Mackin, which included different flavors of chips and nachos. Winners of Prachar won Cash Prizes worth Rs. 3000 and each participant received e-certificates of participation.





# GUEST LECTURES



MANAGE - A - BIT



**Ms. Tuhina Roy David, CoE for Mahindra Finance**

The changing roles of HRM in the current situation needs to be explored, and in order to achieve this, The Department of Management BIT Mesra had organized a guest lecture for the students. **Mrs. Tuhina Roy David**, who is presently handling **PAN India Employee Engagement-CoE for Mahindra Finance**, was the speaker for the event. Mrs. David who is a Human Resource professional has acquired rich industry experience of over 10 years in the Generalist HR domain. Businesses are assisted by Human Resource planning as it encourages better anticipation of the managers and enables them to develop valuable skills which are highly appreciated by any organization. Human Resource planning also enables businesses to meet their current and future demands for talent. In this context, Mrs. David shared the basic concepts and significance of HRM. Glimpse of technology and how it assists in improvement of information monitoring and collaboration was also shared during the session. The guest lecture focused on several important topics such as time scale of the human resource forecast, total factor productivity, corporate sickness and its impact upon productivity. Mrs. David also showcased her experience in HR related activities. The primary focus was to encourage and enlighten the students about the concepts of HRM and also the concepts of job analysis and job evaluation. It was an interesting and enlightening session which undoubtedly infused zeal and enthusiasm in students.





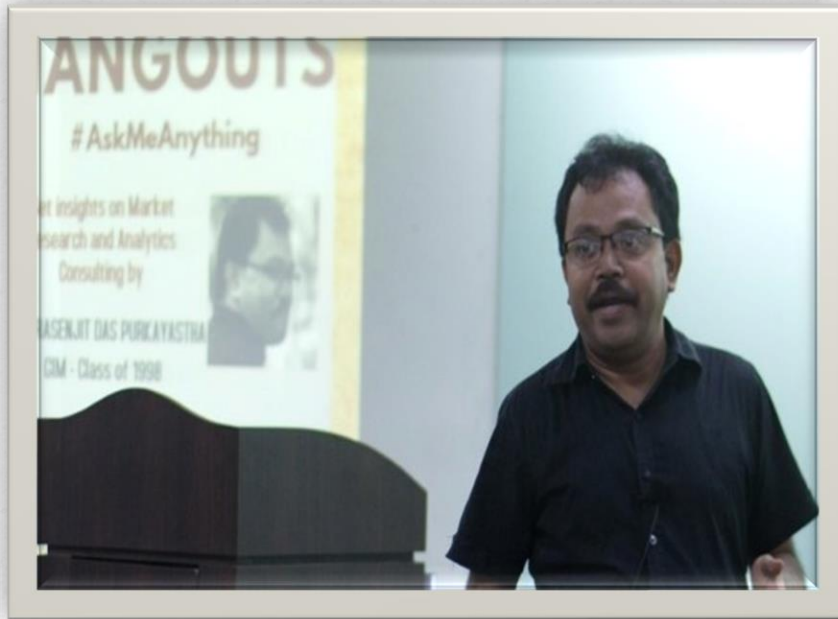


**Mr. Projwal Kumar David**

Companies of modern times have to evolve and be prepared with technological developments and upcoming digital trends to stay ahead of the competition. Therefore, businesses today are prioritizing to remain in the midst of all new developments in the field of data science and analytics. Data mining is one such process. **The Department of Management, Birla Institute of Technology, Mesra**, invited **Mr. Projwal Kumar David** for a series of lectures on Data Mining. **He is one of the distinguished alumni of BIT Mesra and Research Scholar at Vinoba Bhave University.** He introduced the fundamentals of Data Mining to the students. His lectures focused mainly on **data mining as a research tool and its role in marketing and customer relation** that helped the students to understand the relationship between these important strategies of business growth.

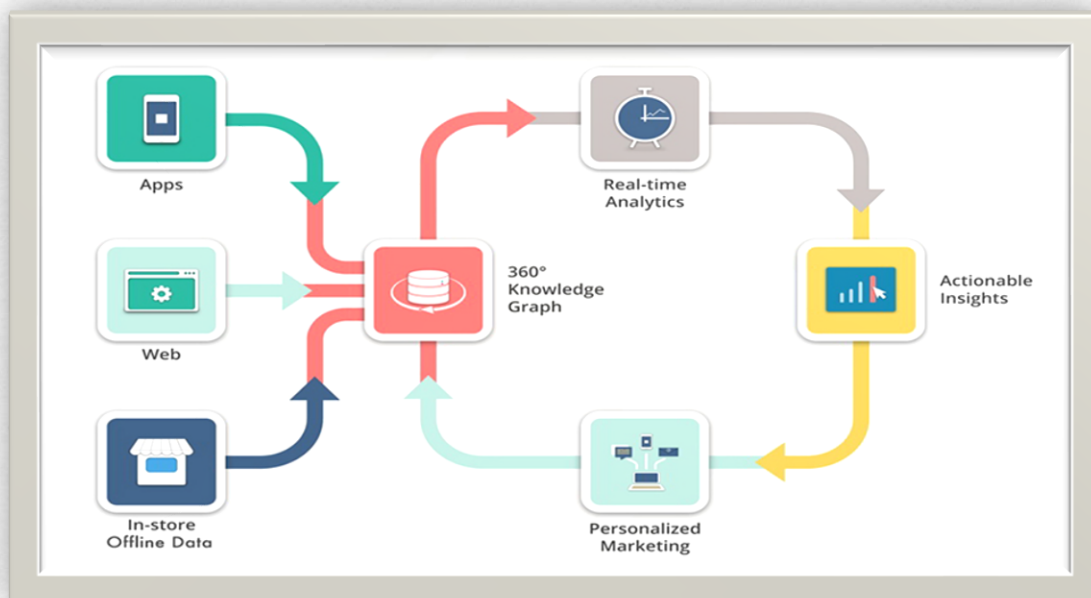
Throughout the session, discussions were made on data mining tools, concept of clustering, types of algorithms and advanced data mining techniques. Moreover, the sessions included the study on Data Mining and its scope in business and e-business particularly which gave a **practical approach towards the topic and better understanding.** The sessions were really informative as well as interactive and helped students gain significant insights on Data Mining.





### Mr. Prasenjit Das Purukayastha, Corporate Trainer and Educator

Data Science and analytical skills have changed the way the market works. So, **The Department of Management, BIT Mesra**, had been putting all its efforts to make the future students ready by making them well versed with the changing working conditions of the market. To push this idea forward, they had **invited Mr. Prasenjit Das who has more than 20 years of practice in Data Science, Analytics, Marketing Research & Consumer Insights**. He has headed SBUs, serviced large multinational clients, and worked in all possible areas of Quantitative Research. He has currently been grooming future Data Science professionals and talents in B-Schools. Mr. Prasenjit Das conducted sessions focusing on the concepts of R- LANGUAGE and real time case studies using various analytical tools which undoubtedly had been extremely helpful for the students. His insights were very enriching and provided students with profound learning through his experiences and knowledge.



## Achievements



**Pratyay Das**

### **Pratyay Das, 2nd Runner up at Internico, 2020**

Pratyay Das student of MBA (2019-2021), **BIT Mesra** stood **2<sup>nd</sup> Runner Up** in Internico 2020, an event where participants from all over the B- School participated to showcase their knowledge and experience of their respective internships organised by Department of Management, Birla Institute of Technology, Mesra.

### **Team A2 (Akansha and Ayushi), Runner up at Prachar, BTrix 21'**

Team A2 consisted of two members - Akansha and Ayushi, final year students of MBA (2019-2021), BIT Mesra. They were the runners up in Prachar where participants were asked to make short advertisement videos of 40-120 seconds of any brand of their choice, and from these submissions, the best ad videos were presented on the final day of BTrix 21. Team A2 came up with an ad on Doodlage based on the manufacturing of women's clothing lines.



**Akansha**



**Ayushi**



# DISTINGUISHED ALUMNI



M A N A G E - A - B I T



**Ms. Jayita Sarkar**

**Ms. Jayita Sarkar** is a distinguished alumnus(2004-06) of The Department of Management, Birla Institute of Technology, Mesra. She is currently working as a **Senior HR Business Partner at PayPal**, San Francisco Bay Area.

Her journey began with Baker Hughes as an HR Business Partner where she worked for a while. After completing her term at Baker Hughes, she moved to RigNet as the Global HR Business Partner where she worked for a year, and later **joined Seabury Consulting as the Human Resources Director which is now a part of Accenture**. She also has experience of working with American Express Global Business Travel as Director, HR Business Partner- Technology and Products. She has colossal experience in her domain.

Her journey is greatly inspiring for every MBA aspirant especially for women in leadership roles. She has climbed the stairs of success through her dedication and experience. The poise and confidence which she maintained during her working period is worth learning for all the budding managers of our college. She and her journey are a crown jewel for the Department of Management, BIT Mesra.



**Ms. Madhumita Pathak**

**Ms. Madhumita Pathak** is a distinguished alumna (2006-08) of The Department of Management, Birla Institute of Technology, Mesra, Ranchi . After completing her MBA she started her career with **Tata AIG as Sales Manager** for a while and then moved to Loyalty Rewardz as an Account Manager. In 2010 she joined Kingfisher airlines where she held various key positions and managed partners and tie-ups. But her breakthrough came in 2015 when she joined Freecharge as Senior Manager Strategic Partnerships & Rewards.

But her quest for success was never ending and she joined Ola in 2017 as Senior Manager where through her hard work she climbed the corporate ladder and was the Associate director. Currently she is **Director – Partnerships at Glance**.

She is an inspiration for every student in our department and very rightly sums up the proverb “**stop not until the goal is reached**”.

**BIRLA INSTITUTE OF TECHNOLOGY,  
MESRA**

**DEPARTMENT OF MANAGEMENT**

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*Hearty  
Congratulations!*

**TO ALL THE STUDENTS OF BATCH 2021-23 FOR  
SECURING ADMISSION INTO BIRLA INSTITUTE  
OF TECHNOLOGY, MESRA!**

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