



DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY
MESRA, RANCHI

MANAGE-A-BIT

REDEFINING SPHERES OF MANAGEMENT

THE
NEO NORMAL

FALL
2021

VOLUME II

ISSUE I

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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 Everyone!

As the department celebrates the completion of 41 years in Management Education, the faculty, staff, and students are looking forward to a new year full of opportunities and accomplishments.

The theme for this new issue of the Newsletter has been fittingly chosen as "The Neo Normal."

Team Manage-A-Bit has put together an engaging analysis of this change in our lives and I hope that it is as fulfilling to read for everyone as was for me.

Wishing Good Health & Happiness for all!

Editorial

Greetings to all our readers from the Manage-A-Bit team! We are thrilled to present our fresh issue of our quarterly magazine to you all and thank all of you for showing such astounding support for our previous issues and making our publications successful!

We all have witnessed a drastic change in our lives, professionals and students alike, in the last few months. From clocking in more screen time to changing how everything works, it has been quite a journey. In this issue we ask you to walk that route with us and witness how the world has adapted to the "new normal". Some companies are opening up while operating under the restrictions, on the other hand, most of us have allowed technology to take the steering wheel to run daily operations smoothly. The organizations are re-structuring and becoming more agile- and so are we.

2021 has come with a new ray of hope on the horizon with the COVID-19 vaccine and we hope such more good news keeps coming our way! Hope everyone is keeping safe and well in these trying times. We are all in this together and we shall emerge out stronger!



Pramit Basu
Chief Editor

Student Bodies

There are four 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.
- **Team Media & PR** is responsible for bringing out the quarterly newsletter cum magazine, Mange-A-BIT, of the department, maintain alumni relations and oversee the social media presence of the department.

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

Students Activity Forum

The key to a successful management course is through practical implementation of the theory and hence SAF took up that work. The SAF organizes various events in the department throughout the year. SAF enables students to have a practical outlook and approach to the changing management problems and caters to the competitive and changing world.

The Academic Forum

To strengthen classroom learning and complement the objectives of the courses, The Academic Forum in coordination with the faculty members, keeps organizing various events throughout the year. These events include guest lectures, panel discussions, industrial visits, sessions for technical skill improvement, soft skills classes and pre-placement training.

Team Sustainability

Professionalism infused with humility. This is what makes a successful leader. And thus, Team Sustainability came into existence with this motto to infuse humility into the budding manager through various activities that it plans out to uphold the essence of CSR in professional way. IT was associated with prestigious UNESCO MGIEP DICE program this year.

Team Media & PR

Another body set up with the thought process to build a relation with our erudite alumni and make a stage where everybody can go along with us. Media and PR are entrusted with quarterly distribution of departmental bulletin and magazine and to manufacture a stage overseeing practical relations with alumni and liason work of the department. It is additionally entrusted with to construct the brand picture of the department alongside maintenance of the departmental web-based media pages and site. There are Three groups working under Media and PR. They are:

- Manage-A-BIT, Quarterly Newsletter Cum magazine of the department
- Alumni Communications, Alcom
- Social Media Team

Department's Membership of NHRDN

The National HRD Network (NHRDN) is a Global Centre for Grooming Leaders and the national apex body of professionals committed to promoting the People Development movement in the country as well as enhancing the capability of human resource professionals to compete globally, thereby creating value for society. Towards this end, National HRD Network is committed to the development of human resources through education, training, research and experience sharing.

Department of Management, BIT Mesra has gained membership of NHRDN recently, this will be an important step towards building a cohesive and interactive platform for students to satisfy their learning and networking needs. Not only this will help in promoting human resource development in the department but will also provide an online gateway for knowledge dissemination for the students.



MBA Program Outcomes

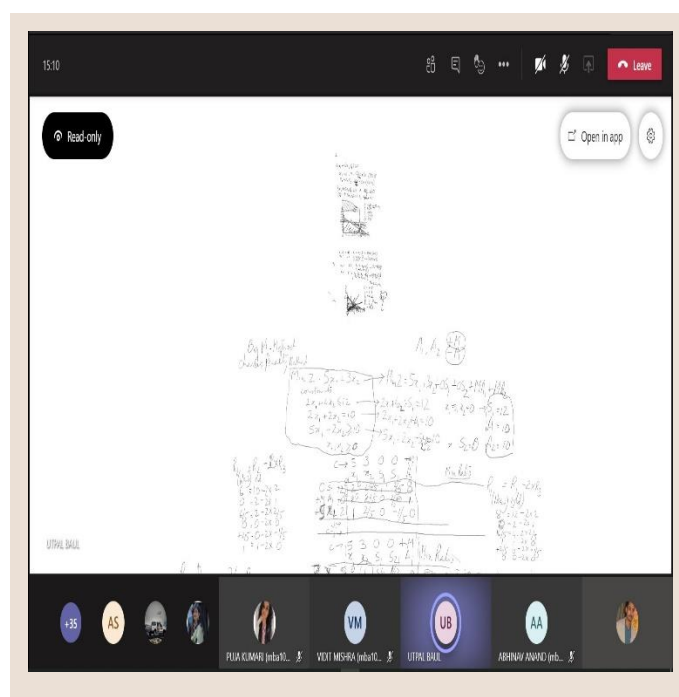
Birla Institute of Technology's MBA program is a post graduate business program suitable for students from a wide variety of backgrounds. Hands-on learning experiences combined with practical classroom instructions provide students with the essential business skills needed to effectively manage and lead organizations. Program outcomes and educational objectives represent broad statements that incorporate many areas of inter-related knowledge and skills developed over the duration of the program through a wide range of courses and experiences. They represent the big picture, describe broad aspects of behavior, and encompasses multiple learning experiences.

Program Educational Objectives

1. To impart knowledge of the fundamentals of Management theory and its application in problem solving.
2. To develop capabilities in students to select and apply appropriate tools for decision making required for solving complex managerial problems.
3. To develop capabilities in students to independently conduct theoretical as well as applied research.
4. To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students
5. To produce industry ready graduates having highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning

On successful completion the program the student will be able to:

- Demonstrate the knowledge of management science to solve complex corporate problems using limited resources.
- Research literature and identify and analyses management research problems.
- Identify business opportunities, design and implement innovations in work space.
- Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.
- Apply ethical principles for making judicious managerial decisions.
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Communicate effectively with various stakeholders
- Engage in independent and life-long learning.



SHAPING THE NEO NORMAL THROUGH START-UPS

The post COVID-19 world is going to be like autumn, leaves will shed and the tree will have a new normal life again. New normal means a new way of living and going about our lives. But it is a very unique time for businesses, they're still on the verge of losing time and manpower. Undoubtedly, it is a time of despair. But it is also a time of hope. The rapidly spreading Coronavirus pandemic has definitely put great amount of strain on big businesses and startups alike.

In this time of restoration, startups can play a foremost role. India is home to the world's third-largest startup eco-system and ranks third in unicorn. Most developing countries struggling with high rate of unemployment or underemployment.

In last few years the rate of employment and productivity has not increased proportionally. In the last decade 80% of growth was accounted by productivity increase and only 20% by employment growth as per the reports of government; but after watching the statistics of startups' effect on employment as well as on our economic growth we will get our answer. So, 187,004 jobs have been reported by 16,105 Department for Promotion of Industry and Internal Trade (DPIIT)- recognized startups, i.e., more than 11 direct jobs per start-up. With each direct job leading to 3x indirect jobs, the

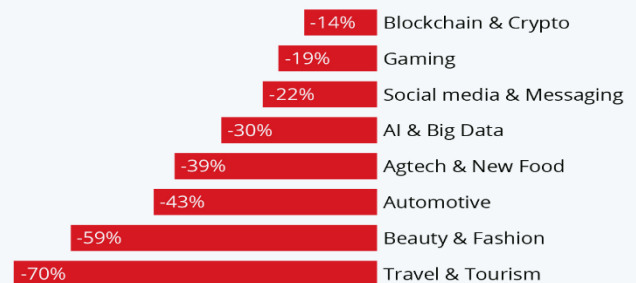
In this Neo-normal, innovations and technologies are going to be major factors, which is the integral part of any startup and can not only contribute to economic growth and employment, but also in overcoming other key problems relating to development. One of the major benefits of innovation is its contribution to economic growth. Simply put, innovation can lead to higher productivity, meaning that the same input generates a greater output. As productivity rises, more goods and services are produced – in other words, the economy grows.

It was an idea which shaped Reliance Jio. Mukesh Ambani chairman of the company himself had said that it is the world's largest startup with an investment of Rs. 150,000 crores in FICCI frames event 2016 in Mumbai.

As we prepare to return to a world of permanent change, the time has come for us to reset everything as we know it.

How Covid-19 Has Impacted The Global Startup Scene

Change in revenue of selected startup sectors since the start of the pandemic*



* Worldwide (between December 2019 and June 2020).
Source: Startup Genome



statista





Academic Services

Library

The department provides its very own library along with the Central library, both equipped with the latest edition of books from all fields of study for reference and learning.

Classrooms

Three general classrooms, equipped with digital projectors, whiteboards and podiums which elevate the quality learning-teaching.

Seminar

The seminar hall is a great place to conduct seminars, conferences, group discussions, PhD annual progresses and so on.

Hall

Business Analytics Computer Lab

The department has a fully functional computer lab to assist analytics and IT students to have valuable learning.

Language

The language lab is equipped with

Lab



Student Services

Hostel

The institute is fully residential with separate hostels for girls and boys. The girls' hostels are generally twin-sharing with a few triple sharing rooms. The rooms in the boys' hostels can be single, double or multi sharing.

Mess

Attached mess in every hostel is available with four meals every day.

Cafeteria

If anything other than the magnificent trees is spotted at every nook and corner of BIT, it has to be the cafeterias. The specialty ranges from all the four parts of the country.

Wi-Fi

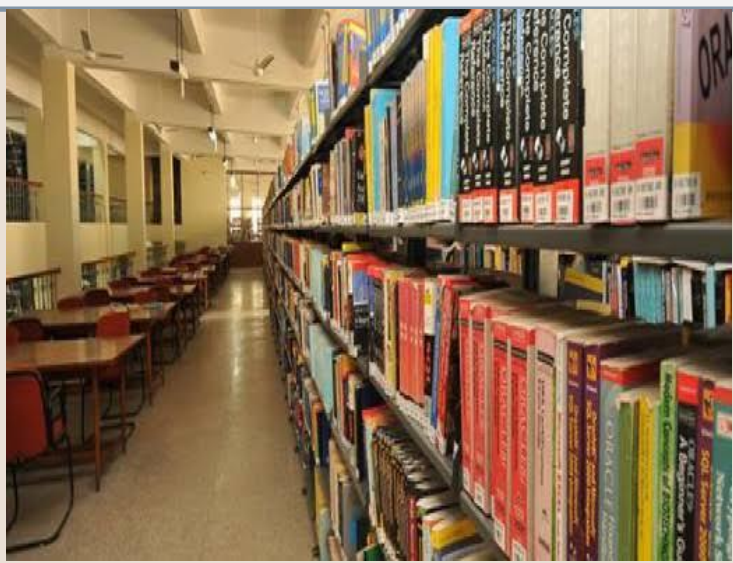
The entire campus is Wi-Fi enabled with a high-speed internet connection to allow the students to access the internet.

Mentoring

Programs

The Department of Management has appointed a mentor to help each student, to help them with their academic performance and personal growth.





Athletics & Recreation

Athletics

There are many sports programs hosted every year to encourage fitness and health in every respect.

Sports Complex

The campus has a gigantic sports complex for cricket, football as well as track and field events with separate dedicated space for basketball, volleyball and badminton.

Gym

Gymnasiums for all the students.

Outdoor space for recreational activities

Every hostel has a frontage area for outdoor activities.

Art & Music

Here at the Department of Management, there is more to student life than lectures and presentations. The students as well as professors encourage creativity and diversity through art, music and cultures. It is a great way to have a vibrant campus life.

Other facilities

Banks & ATMs
Bookstore



WEBINARS



Webinar on Plagiarism and Intellectual Property Rights

The Department of Management, Birla Institute of Technology, Mesra was honored to have **Mr. Vishal Charan, an esteemed alumnus (MBA 2006-2008)** as the speaker for the webinar on - "Plagiarism and IPR". He graced the virtual stage with his presence on September 9th. **At present he is serving as a HR Manager in SAIL Bokaro.** Prior to this, he has worked with IDBI Bank.

He unfolded the session by highlighting the importance of safeguarding our intellectual property, ideas, expression and creativity so that it remains our own original work. And as the whole academic world has shifted to the online mode, he also made the students aware regarding how they can get rid of piracy. He acquainted the students with the term "plagiarism" and its different types.

Enlightening the students on how to protect their ideas, information, expression or thoughts he said- "Before disseminating any information we should get the information copyrighted or protected in terms of patent".

He apprised the students by saying that people who are in track of plagiarism they don't have knowledge about the scientific advances and hence, they get caught in domain of plagiarism. Along with that he also mentioned that some people do it intentionally as it is a faster way of writing whereas coming up with something new and innovative takes a lot of time.

The webinar ended with Mr. Charan throwing light on the various ways through which one can avoid plagiarism. Overall, the session was engaging and enriching which gave important takeaways to the students.





Webinar on Emotional Intelligence for Future Workplace

Ms. Tuhina David is the **Manager employee engagement at Mahindra Finance**. She addressed the students in this arduous time of pandemic on a very important topic, “Emotional Intelligence and its impact on the individual and society as a whole”. In this tough time of Covid-19 when the entire world stands on the edge of problems and recession at its peak, Emotional Intelligence has been constantly ignored at the most. Ms. Tuhina shared how emotional intelligence impacts an individual and their surroundings.

Sharing her perspective on the topic, there was another factor which she talked about, IQ vs EQ in which she explained even a higher IQ doesn't guarantee a successful life. At the same time a higher EQ could help in achieving one. She also spoke about sophisticated and high-tech technologies such as automation and AI (Artificial Intelligence).

She very well stated how a CEO is presented Machiavellian in the movies but in real there are some prominent Emotionally Intelligent CEO's like Satya Nadella, Indra Nooyi, Elon Musk who have had broken the stereotype of the Machiavellian image of CEOs.

Introducing students to another exotic term “Amygdala Hijack”, a condition in which our brain responds to some higher emotional situations she displayed how self-awareness, self-regulation, motivation, empathy and social skills are need of the hour. World Economic forum ranked Emotional Intelligence as 1 of the top 10 skills needed for the 4th industrial revolution in 2020 and beyond. Entire session was packed with vibrant and exciting information which grabbed everyone's attention throughout.



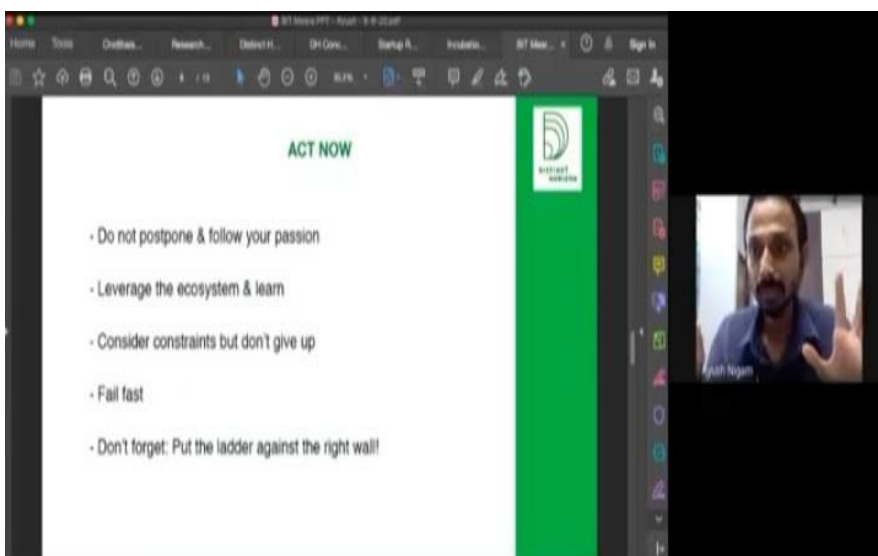


Webinar with Mr. Ayush Nigam (Co-Founder and CEO, Distinct Horizon)

Students of BIT Mesra were mystified by the presence of Mr. Ayush Nigam, disseminated his knowledge about his entrepreneurial journey, Mr. Nigam enlightened how self believe and knowing oneself empowers a person. He shared enormous information discussing about the 7 pillars for entrepreneurial success. Well explained by him how technology and technologists play a significant role in framing a society of today's world. Illuminating the young mind, he stated that more and more start-ups and technologies should be encouraged primarily focused on "REAL SOCIETAL PROBLEMS rather than just focusing on SOCIETAL NEEDS".

He asked students to lay more stress on themselves so that they would be able to identify the purpose beyond oneself as the world needs young talents and compassion with out of the box ideas. Mr. Nigam said how a youth has the energy and passion which could break and smash any barriers because as said by Elon Musk he loves to work with interns because they don't know what cannot be achieved and that is the true power because people restrict themselves from the fear of the nature of the task that it couldn't be completed.

Overall, it was a mind-blowing session which enhanced and filled the students with immense knowledge and light.





In an organization domestic enquiry or preliminary enquiry is essential to eliminate any kind of discrepancy in work culture if any kind of conflict arises, she said while finishing off the lecture. Her lecture was extremely insightful and also enhanced the knowledge of various aspects of HRM for the students.

Webinar on Legal Aspect of Domestic Enquiry

The Department of Management, BIT Mesra, had organized an online guest lecture on “LEGAL ASPECT ON DOMESTIC ENQUIRY “for the students of MBA. The speaker of the webinar was **Ms. Sweta Sinha, Assistant HR Manager, TATA Metaliks Ltd.** Her lecture was focused on “to highlight the procedure for conducting of fair and proper domestic enquiry to avoid unfavorable legal consequences”

She unfurled the meeting by asking everyone to answer this question “What do you think is disrupting HR?”. The objective of this webinar was to highlight the procedure for conducting a fair and proper domestic enquiry to avoid unfavorable legal consequences. She told us about what actually domestic enquiry is **“Domestic enquiry is like a preliminary in an official courtroom, however while a preliminary in a court is for violations done against society, domestic enquiry is directed for offenses submitted against the foundation for unfortunate behavior, culpable compelled/rules and guidelines of the association”**. Followed by disciplines, indiscipline’s, complaint, preliminary enquiry, principle of nature justice in domestic enquiry, charge sheet.

HAPPENINGS



DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY, MESRA



TEAM SUSTAINABILITY

Presents

"DAKSHAM- BUILD THE CHANGE 2020"

Theme:- Vocal for Local

Sponsored by



DAKSHAM - BUILD THE CHANGE

Our biggest challenge in this new century is to take an idea that seems abstract. The Department of Management, BIT Mesra has always been sensitive and desirous in creating 'Green waves'. With this idea the Team Sustainability of Department of Management hosted "DAKSHAM 2020"- Build the change on September 20th in collaboration with 'Made Differently by Divyangjan'. The current scenario makes us aware that global sustainability is now the only avenue to future inclusive progress.

Made Differently by Divyangjan has a similar creative that is to make the world a better place to live in as it believes that there is someone for everyone. Made differently is a social entrepreneurship firm that helps in the sales promotion of products made by specially abled people. The event witnessed participation from top B-Schools across the country. The competitions were bifurcated into 3 segments:

- I) Poster Making
- II) Content writing
- III) Promotional video making on the theme 'Vocal for local'.

In this challenging time where optimism is everything you need; the department chose to be a guiding light to the young leaders who want to embrace challenges and adversities.





Faculty Achievement

Dr. Manju Bhagat
Professor, Department of Management, BIT, Mesra

Dr. Manju Bhagat, Professor, Department of Management, BIT, Mesra who has an experience of 28 years in Teaching and Research is nominated by the government of Jharkhand as a **Member of the Jharkhand State Legal Services Authority**. This is a matter of pride for each and every member of BIT, Mesra.

We as a part of Department of Management, BIT Mesra, are really proud of her and wish her to achieve more and more success in life.



Student's Achievement

Ayushi of Department of Management, BIT Mesra got 3rd position in the event "**Draw for Change**" in DAKSHAM '20.

The event "Draw for Change" was a poster making and tagline competition. The topics for the competition were Healthy living in New normal, E-waste management, Self-Reliance and vocal for local.



GUEST

LECTURES



Mr. Shiva Botchu, Associate Director, CS & AD,

The Department of Management, Birla Institute of Technology Mesra, Ranchi organized lectures by Mr. Shiva Botchu. He is an esteemed BIT Mesra alumnus of (MBA 2001- 2003). Mr. Botchu have over 16 years of diverse experience working with financial services, retail and Publishing clients in North America, Europe and India. Mr. Shiva has extensive experience in CIO / CTO advisory, Managing Transformational Engagements, Digital strategy, Operation model, Enterprise architecture.

The lectures focused on to equip students with the latest theory and practices of IT. He discussed about IT Operating model, Service delivery and Operations. Further he elucidated on scope and categories of E-commerce.

The series of guest lecturer also focused on the Consulting Management program. So that students jump-start their professional consulting career, equipping themselves to lead not just in one business but many. The session threw light on the career options for professionals and the students pursuing consulting management. The session also focused on diverse range of topics like basics of writing consulting, Design thinking, Business agility, and Basic consulting approach. The whole session was interactive and informative and was attended by all the senior batch students. It was a great initiative taken by department for conducting wonderful session of knowledge sharing and gaining virtually especially during this pandemic.





Rahul Kashyap (Reg. Head HRBP and L&D at Arvind Lifestyle Brand Ltd.)

Mr. Rahul Kashyap, Senior Manager Learning & Development at Godrej & Boyce was invited by the Department of Management, BIT, Mesra, to take sessions on Retail Management for the senior batch of MBA. He has more than 15 years of vast industry experience in Operations and L&D in the retail sector in companies like Pantaloons and Arvind Lifestyle Brands Limited.

Mr. Kashyap was heartily welcomed by Dr. Shradha Shivani, HOD, and all the students specializing in Marketing. He addressed the students and began by telling them about his 15-year journey in retail industry. He also mentioned that he had taken a very calculated decision of shifting to FMCG from retail but with his extensive experience he would be able to deliver as much of his learning as he possibly could and help the students who are aiming to make a career in the retail sector. According to Mr. Kashyap, the students must expect short learning with rapid growth in the retail industry. It is extremely important to be presentable at all times, he said so in the light of the fact that retail is the last component in the distribution channel after which the product is generally used for consumption by the end customer. He took a significant amount of time to deliberate about what retail actually is as he believed that it was crucial to get an understanding of retail before exploring deeper into the subject.

Over the course of his lectures, Mr. Kashyap discussed the various topics of retail management such as the formats and classification of retail, consumer buying behavior, functions, roles and responsibilities of retailers, category management and store layout and store planning.

The Marketing students really enjoyed the five sessions that they had with Mr. Kashyap and had definitely taken copious notes and learning throughout the lectures. Apart from the retail topics that were discussed, the biggest takeaway would be that we must focus on data interpretation and not data presentation alone. It is extremely crucial to be able to read the data that we as marketers will work with. All in all, the sessions were very productive and interactive. He expressed his confidence in the students and wished them luck in their respective endeavors to building a career in retail.





Dr. Manish Kumar (Asst. Professor in Dept. of IT, IIIT-Allahabad)

Dr. Manish Kumar is one of the distinguished alumni of Birla Institute of Technology, Mesra. Presently he is working as an Associate Professor in Department of IT, IIIT-Allahabad.

He is coordinator of research lab Data Analytics Laboratory (DAL) at IIIT-A. His research interest includes Data aggregation, data processing, inference, Compressive sensing in WSNs & big data analytics. His Area of Interest is in Wireless Sensor Networks, Data Management in WSN (Aggregation, Query Processing, Compressed Sensing, Routing), Distributed Database, Mobile Database System, Data Mining, Big Data Analytics.

His lectures focused upon Data Mining as part of Business Analytics Specialization.





Dr. Kripa Shanker, Professor,
Industrial and Management Engineering Department, IIT Kanpur

Dr. Kripa Shanker, Former Vice Chancellor, Uttar Pradesh Technical University (later re-designated as Gautam Buddha Technical University) Lucknow and Former Deputy Director, IIT Kanpur. He obtained his M. Tech. in Mechanical Engineering from IIT Kanpur, and M.S. and Ph.D. in Operations Research and Industrial Engineering from Cornell University, USA.

During his lectures, the main areas of teaching were production/operations management, supply chain management, quantitative and statistical decision models, computer integrated/flexible manufacturing systems, cellular manufacturing, and simulation.

He joined IIT Kanpur as a faculty member in the Industrial and Management Engineering Department in 1978 where he has been serving as a Professor since 1987. He has been associated with more than a dozen sponsored projects in the field of CAM, CIMS and FMS from various sponsoring agencies.

At the national level, his participation includes Member, CII National Committee; Chairman, Institution of Engineers (India) Kanpur Local Centre; Member, AICTE Board of Management Studies and National Board of Accreditation of Management Institutions; Member of Board of Governors of several institutions including NITs, and Chairman Board of Apprentices and Training (Northern Region).

CREATIVE

CORNER



Momentum and The Flow Experience

In advertising ventures and in life in general, picking up energy is essential to achieving any perplexing errand. I've recently composed on beating delaying. The following significant advance to achieving your objectives is gathering and continuing speed.

For what reason is force wanted, thus significant?

It moves you to work more diligently and better

It will develop your enthusiasm for the job that needs to be done

It takes care of into itself, giving a 1+1 = 3 impact

Having energy is maybe the best way to complete things quick, yet still stay capable

It is aggregately constructing

It gives a definitive core interest

Positive force will approach positive outcomes

I've found while composing music, publishing content to a blog, chipping away at showcasing efforts, or in any event, cleaning my loft, energy is basic for the best outcomes.

To gather speed in an errand, an interruption free climate is basic. Much the same as forestalling tarrying, you will always be unable to achieve legitimate concentration and gather speed except if



you can dispense with all interferences. It is difficult, particularly in case you're an associated person.

Tragically, picking up force is additionally not a cognizant choice. It generally becomes alright, and you out of nowhere acknowledge you're moving easily, yet rapidly, yet with complete reason.

A couple of rudiments to assist you with falling into the depression and addition energy:

Dispose of all interruptions.

Start with all the devices you'll require to complete the task. Making an outing to get something part of the way through an undertaking is a surefire approach to murder your drive.

Know your objectives heretofore, have them obviously drawn out.

This is particularly significant for inventive assignments where you're not really attracting the lines.

Become an expert of the entirety of your apparatuses and gadgets. Utilize your innovation to its maximum capacity.

Gain proficiency with all the foundation material you're working with all around. To get force with something, you need to comprehend it personally.

Force is inseparable from a stream insight, in that when you are encountering positive energy in your job needing to be done, you truly become mixed up in it (positively). You are completely focusing and all that else blurs away from plain sight. This is completely wanted.

Now and then in present day culture, we tend to attempt to zero in on everything in our lives consistently. This is counter to both picking up force and the stream insight. You need to relinquish things that are not totally pertinent to what you are doing right now on the off chance that you actually, plan to have a stream insight and addition energy.

During a genuine stream insight, innovativeness is easy, your work will push ahead at astonishing velocity, and time itself will stop to have meaning. This is the outlook which will deliver your generally innovative, most interesting, and possibly best outcomes.





Neo Normal -The New Horizon

The new normal is a phrase we have heard repeatedly in recent weeks. I believe that this is the time to be thinking more radically about the long-term future. The life should not return to the way it was. Being as before and walking with confidence is not something which can be achieved in a matter of a second as this would need a lot of confidence and the application of the proper vaccine which has been tested and proved. Until then, it is the new-normal for us and not the regular normal. This has brought the same story for all the countries and people around the world. Lives changed for everyone, where some lost their jobs while others were able to build a new life and a new normal. The Governments around the world and the hospitals and healthcare workers under them were and are still working day and night to get us out of this virus.

The covid-19 crisis has come up with both challenges and opportunities, as many enterprises are launching many new opportunities for employees and students digitally, from working class to the normal household things have changed and we can see that people around the globe are going back to normal. But this is not the old way and how we used to live before, but today it is the new normal with new definitions and adjusting ourselves to the world today and how it is now. Remote working, despite not being a new concept, is something that has been adopted on a large or wide scale now.

Many companies were rather forced to adopt remote working with one sector of its employees working from home while the other sector worked from the company. Companies also changed their whole working platform in such a manner that all the systems were integrated and installed for making the work from home possible.

These changes may seem difficult, but these may bring a lot of differences for ourselves and for our loved ones. From public gatherings to maintaining social distancing, wearing masks, sanitizing, staying at home and many more, we all have accepted and started living with these changes happily. This situation of pandemic had taught us many valuable things that are creative partnerships and the digital economy which can create a better world for all, while savings are important in life and investments prove to be the real saviors.





Covid: A Visual Manual for the Monetary Effect

The Covid pandemic, which was first recognized in China, has contaminated individuals in 188 nations. Its spread has left organizations around the globe tallying costs and thinking about what recuperation could resemble.

Worldwide offers in transition

Large moves in securities exchanges, where partakes in organizations are purchased and sold, can influence the estimation of annuities or individual investment accounts (ISAs). Accordingly, national banks in numerous nations, including the UK, cut loan fees, that ought to, in principle, make acquiring less expensive and urge spending to help the economy. Global markets have since recuperated some ground as governments have mediated. However, a few experts have cautioned that they could be unstable until fear of second rush of the pandemic are facilitated.

Travel among hardest hit

The movement business has been severely harmed, with aircrafts cutting flights and clients dropping excursions for work and holidays. Data from the flight, following assistance Flight Radar 24 shows that the quantity of flights around the world endured a colossal shot in 2020.

Flights picking up once more yet, as the spread of diseases has facilitated in certain regions, the business has begun to open back up. Spain, for instance, has returned its boundaries to guests from the majority of Europe without isolating. For quite a long time it was under one of Europe's hardest lockdowns. Travel organizations likewise said that appointments from the UK had "detonated" after the public authority reported current limitations will be facilitated.

Oil value recuperation

Interest for oil everything except evaporated as lockdowns across the world kept individuals inside. The raw petroleum cost had just been influenced by a line between OPEC, the gathering of oil makers, and Russia. COVID-19 drove the cost down further.

Oil Price in 2020

Brent rough is the benchmark utilized by Europe and the remainder of the world. Its cost plunged underneath \$20, to the most reduced level found in 18 years. Prices have as of late recaptured ground as movement limitations in certain nations have been loose, boosting interest for fuel.

Customer certainty

Retail footfall additionally considered phenomenal to be as customers remained at home in an offer to stop the spread of Covid-19. Pedestrian numbers have since ascended as lockdown measures have been moved back, as indicated by research firm ShopperTrak.

The Rise of Pharmaceutical Companies

Offers in certain organizations have shot up on the expectations that some will be affirmed and circulated at scale.

AstraZeneca's offer cost, for instance, has hit record highs. The Drug organization says it will have the option to deliver two billion dosages of an immunization.

"Until such clinical intercessions become accessible, no nation is protected," the IMF said of the pandemic that has upset the worldwide economy.



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ALUMNI





Mr. Pritam Pritu, Global IP CoC Leader, IBM Japan

Mr. Pritam Pritu alumnus of (1997-1999) Department of Management Birla Institute of Technology Mesra, Ranchi, has an immense experience of two decades in business and IT transformations that span over multiple industries, domains and Technology platforms. Also covering the full span of value chain is what Pritam Pritu is recognized for. Starting his journey with Tata Steel as a manager in the initial days, he moved on to the IT. After Tata Steel he served as an integral part of IBM as senior Advisory Consultant. Achieving ahead in his career, he joined Accenture where he served in various capacity. Getting back to IBM in the year 2017, to serve in the capacity of Industry Consultant and Business Development Executive at Japan. At present he is working as Global IP CoC Leader at IBM, Japan. His vivid and virtuous journey is an immense inspiration for the MBA students and especially for the students of BIT.





Mrs. Mridula Shekhar, Chief Marketing Officer, Tata AIA Life

Mrs. Mridula Shekhar is one of the most eminent alumni (1999-2000) of Department of Management Birla Institute of Technology Mesra, Ranchi. She started her career as an executive assistant in TATA Steel. Then got promoted as the Head of Retail Marketing, and currently she is working as a Chief Marketing Officer in Tata AIA Life Insurance. One of the prominent industry stalwarts, Mrs. Shekhar has garnered an experience of 18 years in the Insurance and Steel business of the TATA group in India.

She always worked with an objective of making the organization ready for the "consumer of future". She played a catalytic role in surveying and implementing actionable solution for the creation of a rural business model. She also proved her achievement in driving change management through the "Net Promoter System" for consumer centricity. Worked with and led cross- functional teams from sister business in SE Asia, South Africa, UK during stints with both Tata AIA and Tata Steel. She has always believed and practiced the golden rule of 'doing good for customers and they in turn will bring good to the business.' She is an empathetic and self-motivated individual and is also passionate about contributing towards the upliftment of society with her efforts. The poise and confidence which she maintained during her working period is worth learning for all the budding managers of our college.



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Time is really the only capital that any human has, and the only thing he cant afford to lose

”

-Thomas A. Edison



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