MANAGE-A-BIT

REDEFINING SPHERES OF MANAGEMENT

A NEW BEGINNING

DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY
MESRA, RANCHI

BIRLA INSTITUTE OF TECHNOLOGY

Contents

The Editorial Board

Head of the Department, Faculty Advisor
hod.mngt@bitmesra.ac.in

- **Pramit Basu, Chief Editor**
  pramitbasu28@gmail.com

- **Pratyay Das, Editor**
  pratyay.das98@gmail.com

- **Swati Sinha, Editor**
  swatisinha630@gmail.com

- **Nikita Samuel, Editor**
  nikki.samuel45@gmail.com

- **Priyanka Suman Keshri, Sub Editor**
  priyanka1998keshri1@gmail.com

- **Piyush Prashant, Sub Editor**
  piyushprshnt474@gmail.com

- **Ankita Rao, Sub Editor**
  anksweet03@gmail.com

- **Akshay Kujur, Sub Editor**
  neilarm22@gmail.com

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.

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 manger 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 is 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

In reference to the notice dated, 17th June 2020, the newly selected executive members of the student bodies are:

Students Activity Forum
- President   Sheowani Kashyap
- Secretary   Piyush Prashant
- Joint Secretary   Yash Raj

The Academic Forum
- President   Raj Vardhan
- Secretary   Veronica Premanand
- Joint Secretary   Mili

Team Sustainability
- President   Satyam Shandilya
- Secretary   Guru Pyari
- Joint Secretary   Nikita Samuel

Team Media & PR
- President   Pramit Basu
- Secretary   Pratyay Das

Training & Placement Division Coordinator   Shreya
Kritika Chitlangia

Department Placement Unit Coordinator   Anzee Nahid

From The HOD's Desk…

Dear All,

It is heartening to note that amidst the negativity of the global pandemic, team Manage -A- BIT has decided to present this issue with a celebratory theme, "A New Beginning". While the economy is celebrating the slow but steady revival of industrial activity, the department rejoices in the joining of the new batch of students. The team therefore rightly prefers to look at the glass ''Half full''!

We hope that this new beginning will lead to a safe and bright future for all of us!

Dr. Shradha Shivani
HOD

From The Editor's Desk…

Greetings to everyone, from the team Manage-A-BIT. We present our fresh issue "A New Beginning" by welcoming the new batch of 2020-2022 to our family. In BIT we are all one big community with a legacy of esteemed alumni, eminent faculty and the current batch of budding leaders.

As new things go, it might seem challenging and confusing but this journey will be nothing less than enriching and insightful. Everyday learning will show up in the form of academia or hands-on industry experience. From assignments to presentations to internships and finally placements, you'll go through a transformation and come out shining at the end of these two years. We recommend - soak it in as much as you can.

Hope to meet everyone on campus soon once the situation around us improves! Till then, wishing everyone good health and safety.

Pramit Basu

Chief Editor

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.

Class in Session

Representation of NEP 2020

National Education Policy 2020

Recently, the Union Cabinet has approved the new National Education Policy (NEP), 2020 with an aim to introduce several changes in the Indian education system - from school to college level. The NEP 2020 aims at making "India a global knowledge superpower". The Cabinet has also approved the renaming of the Ministry of Human Resource Development to the Ministry of Education. The NEP cleared by the Cabinet is only the third major revamp of the framework of education in India since independence.

In this section we will focus upon implications of NEP 2020 for Higher Education.

Higher Education:

➢ Gross Enrolment Ratio in higher education to be raised to 50% by 2035. Also, 3.5 crore seats to be added in higher education. The current Gross Enrolment Ratio (GER) in higher education is 26.3%.

➢ Holistic Undergraduate education with a flexible curriculum can be of 3 or 4 years with multiple exit options and appropriate certification within this period.

➢ M. Phil. courses will be discontinued and all the courses at undergraduate, postgraduate and PhD level will now be interdisciplinary.

➢ Academic Bank of Credits to be established to facilitate Transfer of Credits.

➢ Multidisciplinary Education and Research Universities (MERUs), at par with IITs, IIMs, to be set up as models of best multidisciplinary education of global standards in the country.

➢ The National Research Foundation will be created as an apex body for fostering a strong research culture and building research capacity across higher education.

➢ Higher Education Commission of India (HECI) will be set up as a single umbrella body for the entire higher education, excluding medical and legal education. Public and private higher education institutions will be governed by the same set of norms for regulation, accreditation and academic standards. Also, HECI will be having four independent verticals namely,

• National Higher Education Regulatory Council (NHERC) for regulation,

• General Education Council (GEC) for standard setting,

• Higher Education Grants Council (HEGC) for funding,

• National Accreditation Council (NAC) for accreditation.

Learning plan
A look at the key features of the new education policy:

● R.V.S. PRASAD

SCHOOL EDUCATION
● Universalisation from age 3 to Class 10 by 2030
● Mission to ensure literacy and numeracy skills by 2025
● Mother tongue as medium of instruction till Class 5 wherever possible
● New curriculum to include 21st century skills like coding and vocational integration from Class 6
● Board exams to be easier, redesigned

● Public spending on education by States, Centre to be raised to 6% of GDP
● Ministry of Human Resource Development to be renamed Ministry of Education
● Separate technology unit to develop digital education resources

HIGHER EDUCATION
● New umbrella regulator for all higher education except medical, legal courses
● Flexible, holistic, multi-disciplinary UG degrees of 3-4 years' duration
● 1 to 2 year PG programmes, no M.Phil
● College affiliation system to be phased out in 15 years

Way Forward

The New Education Policy aims to facilitate an inclusive, participatory and holistic approach, which takes into consideration field experiences, empirical research, stakeholder feedback, as well as lessons learned from best practices.

It is a progressive shift towards a more scientific approach to education. The prescribed structure will help to cater the ability of the child – stages of cognitive development as well as social and physical awareness. If implemented in its true vision, the new structure can bring India at par with the leading countries of the world.
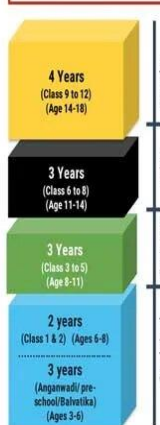
➢ Affiliation of colleges is to be phased out in 15 years and a stage-wise mechanism to be established for granting graded autonomy to colleges.

➢ Over a period of time, every college is expected to develop into either an autonomous degree-granting College, or a constituent college of a university.

Transforming Curricular & Pedagogical Structure

Inputs: Drishti IAS

Digital drive
The new education policy has emphasised the integration of technology in all levels of learning. Some features of the policy:

Technology in education
■ An autonomous body, the National Educational Technology Forum, will be created for the exchange of ideas on use of technology to enhance learning, assessment, planning and administration
■ A dedicated unit for the purpose of creating digital infrastructure, digital content and capacity building will be set up in the ministry
■ Integration of technology will be done to improve classroom processes

Teacher education
■ By 2030, the minimum degree qualification for teaching will be a four-year integrated B.Ed. degree

Financial support
■ Meritorious students belonging to SC, ST, OBC and other socially and economically disadvantaged groups will be given incentives
■ Private institutions will be encouraged to offer scholarships to their students

Professional education
■ Standalone technical universities, health science universities, legal and agricultural universities will aim at becoming multi-disciplinary institutions

''Till date, we've been focusing on 'What to Think' in our education policy. In the NEP, we're focusing on 'How to Think'.''

– Shri. Narendra Modi, Prime Minister of India

Birla Institute of Technology (IR-M-U-0202)

	TLR				RP			GO			OI				PR
	SS	FSR	FQE	FRU	PU	QP	FPPP	GPH	GUE	MS	RD	WD	ESCS	PCS	PR
Score	8.05	30.00	16.20	7.03	9.36	12.50	0.26	21.94	18.11	16.84	8.38	29.88	0.70	20.00	28.31
Total	20.00	30.00	20.00	30.00	40.00	40.00	20.00	40.00	20.00	40.00	30.00	30.00	20.00	20.00	100.00

NIRF Ranking 2020

The **National Institutional Ranking Framework** (**NIRF**) is a methodology adopted by the Ministry of Human Resource Development (MHRD), Government of India, to rank institutions of higher education in India.

Here separate rankings are given to different types of institutions depending on their areas of operation like universities and colleges, engineering institutions, management institutions, pharmacy institutions and architecture institutions. The Framework uses several parameters for ranking purposes like resources, research, and stakeholder perception. These parameters have been grouped into five clusters and these clusters were assigned certain weightages. The weightages depend on the type of institution. About 3500 institutions voluntarily participated in the first round of rankings.

For the 2020 rankings, around 3,800 institutions participated in the process, which was 20 percent more than that in 2019. For the first time, the Dental institutes were placed under a different ranking list.

This year the Department of Management, BIT Mesra has moved up by 3 positions to 58th. The various parameters used for NIRF Ranking include TLR (Teaching and Learning Resources), RP (Research and Professional Practice), GO (Graduation Outcomes), OI (Outreach and Inclusivity) and Peer Perception.

TLR (100)	RPC (100)	GO (100)	OI (100)	PERCEPTION (100)
61.28	22.12	56.88	58.95	28.31

Profile of Doctoral Students

Sn. No.	NAME	Topic	Area	Summary
1.	Mr. Sunit Prasad	A Study of Capital Structure of Indian Manufacturing SMEs	Indian Manufacturing SMEs	Mr. Prasad is researching on financing patterns of Indian Manufacturing SMEs by suggesting appropriate financial policies for sustainable growth.
2.	Mr. Manish Mohan Baral	Supply Chain Collaboration and Co-operation on Cloud Base Logistics Systems Information	Supply Chain Management	Mr. Baral's research focuses on the factors Impacting the adoption of cloud computing in the supply chain management in healthcare firms to find its efficiency through the use of virtualized resources in an org.
3.	Ms. Mayuri Srivastava	A study of the role of Helix Model in developing Entrepreneurial intentions and identification of Social Marketing tools for promotion	Entrepreneurship	Ms. Shrivastava is researching about the role of internationalization and inclusion of society in developing Entrepreneurial intentions by incorporating an extended version triple helix model of Innovation.
4.	Ms. Preeti Mathotia	Performance Measurement of Indian Banking System: A Non-Parametric Approach	Banking	Ms. Mathoti's research is about operational performance of Indian banks by developing non-parametric model which will be a great help to manage the banking sector and policy makers.
5.	Ms. Sadiya Fatima	Online Consumer Reviews and its influence on Consumer Behaviors: An Indian perspective	Consumer Behavior	Ms. Fatima's research is about the different dimensions of online customer reviews that impacts the behavior of the Indian consumers by developing a model.
6.	Ms. Savita Sodhi	To lay the foundations of sustainable product life cycle with key focus on manufacturing industries	Operations and Strategy	Ms. Savita Sodhi is pursuing her PhD from Department of Management. The area of her research consists of operations and strategy. The topic of her research is "To lay the foundations of sustainable product life cycle with key focus on manufacturing industries".
7.	Mr. Afzal Hassan Khan	Impact of Organizational Citizenship Behavior on Employee Retention with Special Reference to Telecom Sector	Human Resource	Mr. Khan's research is based on how the extra role behaviors of individuals help in providing effectiveness on organizational performance by retaining the employees for long term in the organization.
8.	Ms. Rashi Kabra	Sustainable Entrepreneurship with emphasis on CSR activities of Indian Start-up Companies	Sustainability	Ms. Kabra's research work is based on Corporate Social Responsibility which is a management concept whereby companies integrate social and environmental concerns in their business operations. Her study examines the applicability of CSR in start-up sustainability.

A NEW BEGINNING

Department of Management
Birla Institute of Technology
Mesra, Ranchi

Welcome

MBA
Batch of
2K20

You will enrich your life immeasurably if you approach it with a sense of wonder and discovery, and always challenge yourself to try new things. To give the students a taste of the corporate world the department organised a series of pre-orientation sessions. The department has a very rich alumni base and a close knitted team working to build a smooth bridge connecting the department and alumni. The team with the support of the department were able to pool in some of the big shots from the industry. The extended family of the department in the form of alumni spoke about their life experiences and the current scenario of the corporate world.

The department strongly believes that the onus is on institutions like BIT to produce men and women of substance and character, not merely competent and professionals. BIT Mesra views ethical and responsible behaviour as being an integral part of their graduate's attributes. The department of management is known for its academic excellence as well as for instilling in their students the right values through courses, activities and the environment it creates.

Welcome To The Family

Every wall has a story to tell and every brick has a poem to recite. The exigent situation created by the novel coronavirus has changed the world at all fronts. The new world has been subsided within the boundaries of networks and gadgets. Onboarding the new batch of young leaders who had high hopes and ambition in their eyes was even more strenuous. The new normal has stressed on the need for finding innovative ways to sustain and evolve in the contemporary scenario. The Department of Management, Birla Institute of Technology Mesra believes in inculcating leadership at all walks of life, it urges you to take the road not taken because the roads to success and failure are exactly the same.

A new beginning

MBA 2K20-2022

Making this event a success was very challenging and exciting. We know that execution of these events online brings various technological and communication challenges along with it. Despite those obstacles the event went smoothly with the help of the very welcoming seniors. All the efforts and preparations turned out to be successful due to the proactive response from the young enthusiastic leaders.

The knowledge of the logos helped students to understand how marketeers work. Aditya Kumar Singh bagged the first prize. Himanshu Shekhar was the first runner up along with Vidisha and Mahima who shared the third position. Getting an overwhelming response from the students, the department wishes to have many more such events in the future which may add to the overall development of the students.

Kuch To Logo Kahenge…

Everyone can relate to the excitement and curiosity of the initial days when we got into a new school or a class. With the batch just inducted into the department, we could feel the same vibes amongst the fresh lot of students. Having said that, the department had made constant efforts in making sure that the students don't feel disconnected while we wait for the pandemic to end.

One of those efforts was this event named **"Kuch to logo kahenge"**. As the name suggests, this was an event tailor made to test the marketing skills of the participants. The questions revolved around logos and taglines of various companies who successfully carried out their marketing campaigns and had left an everlasting impact in our memories.
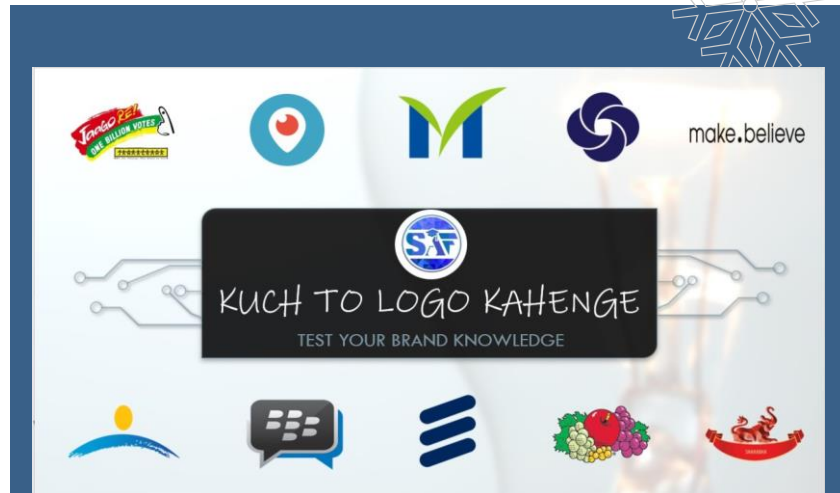
Top: Banner of the event
Bottom: People participating
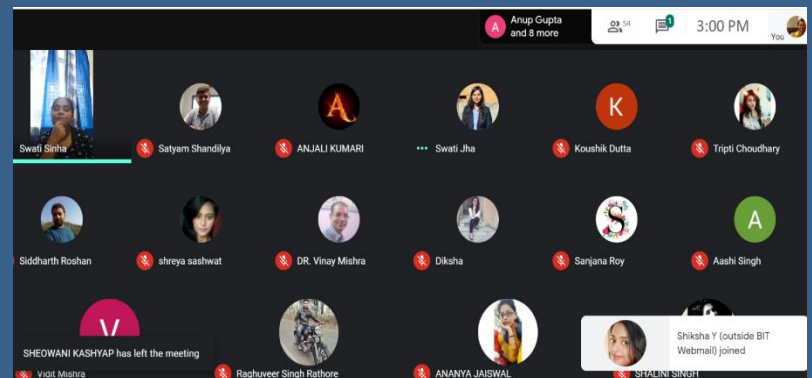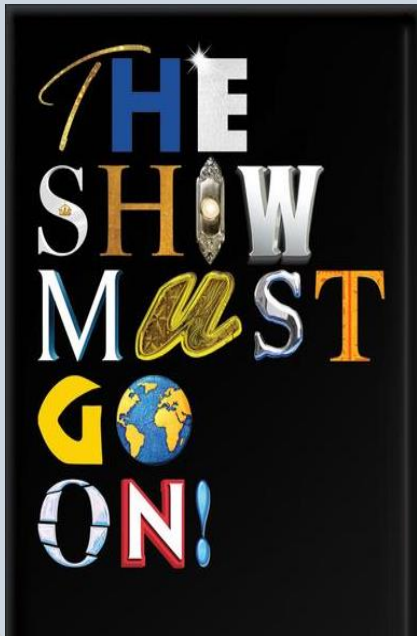
The basic moto of the event was to test the communication skills of the students and also welcome them in the field of MBA with a hint of marketing.

The event witnessed some of the amazing and innovative pitches with great communication skills from the participants. The participants were judged on various parameters like innovation, communication and convincing skills by the faculty members. Later the winner was declared based on the same parameters.

The Show Must Go On...

"It's not what a movie is about, it's how it is about it" - **Roger Ebert**.

The Department of Management, Birla institute of Technology, Mesra organized a very interesting online event "the show must go on" for the incoming MBA batch of 2020. We all have some movies which impact our lives very deeply and we want everyone to watch these movies. This event was very much about persuasion.

In this event students were given 45 seconds to pitch a movie in their own innovative way and convince the attendees to watch it.
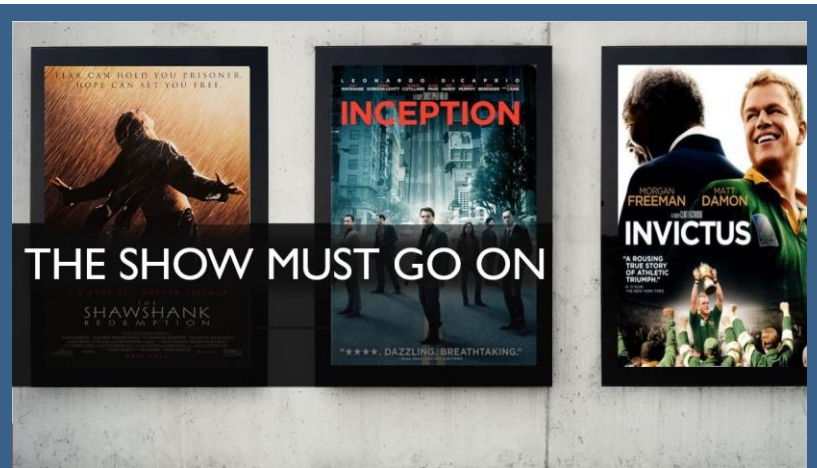
Top: Banner of the event
Bottom: People participating
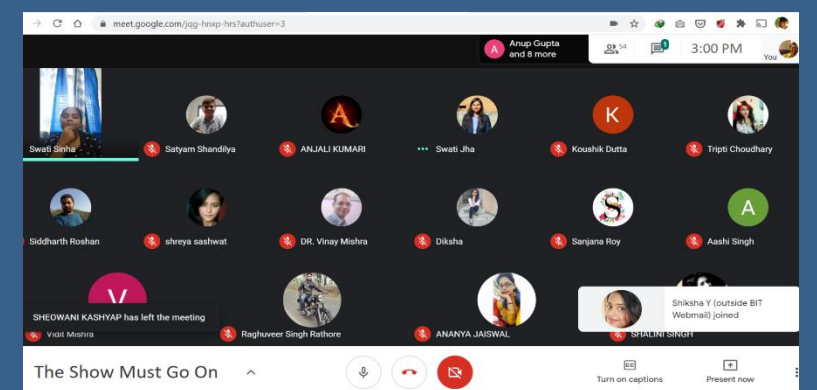
Mr. Raj Vardhan, Independent Director, Mcleod Russel India Ltd. & Alumnus (1989-1991)

"Risk comes from not knowing, what you are doing"- Warren Buffet.

This quote beautifully divulges the secret of making it big by taking the "road not taken". Mr. Raj Vardhan emphasized on the pinnacle of ardent experiences in the instrument part of our journeys. Keeping in with the affable spirit of ecstasy, Mr. Vardhan endeavored to satiate the curiosity and conundrum of the new batch with his expertise, by being one of the best in the industry.

The ongoing crisis of COVID 19 has tested our patience and sanity. However, when circumstance beyond your control forces you to wait with baited breath knowing the outcome will affect your life substantially, that is the truest test of patience. Nonetheless it did not deter the vision of the Department of Management, Birla Institute of Technology, Mesra in providing quality education to the students of the management fraternity. Mr. Raj Vardhan is an illustrious alumnus of the department of management, BIT Mesra. He is an industry stalwart currently on the board of MCLEOD RUSSEL LTD, one of the world's largest tea producers as an Independent Director.

A small cheer and a great welcome make a merry feast and by taking this vision forward the department welcomed its new batch of budding managers. The event on a digital setting started with the welcome address by Swati Sinha, a final year student. Taking the event forward Prof. Shradha Shivani waved a very welcome to Mr. Raj Vardhan and thanked him for always having his back for his ALMA MATER. MR. RAJ VARDHAN commenced the session by welcoming the budding managers to the esteemed organization of Birla Institute of Technology, Mesra.

He illustrated his journey through his life experiences and the choices he made. He stressed upon meeting the challenges one might encounter in his or her professional journey and the lesson one must derive from it and put it into play.

He imparted his practical knowledge and interesting perspectives at global parlance to the new students and answered all the queries that were raised. Mr. Vardhan also emphasized on the fact that the work we do must have a long-lasting impact upon the organization we work for. He highlighted the fact the this new normal is not at all new for him because he has been a witness of SARS outbreak during his stay in china. Sweet are the uses of adversity as the best comes out at the most difficult situation was what he wanted to accentuate to the delicate minds of the new batch. The high spot of his whole corporate career has been diversity and affinity.

The interactive session was thoroughly enjoyed by the students. The take way from the session was to – to always keep believing in the power of hard work and perseverance.
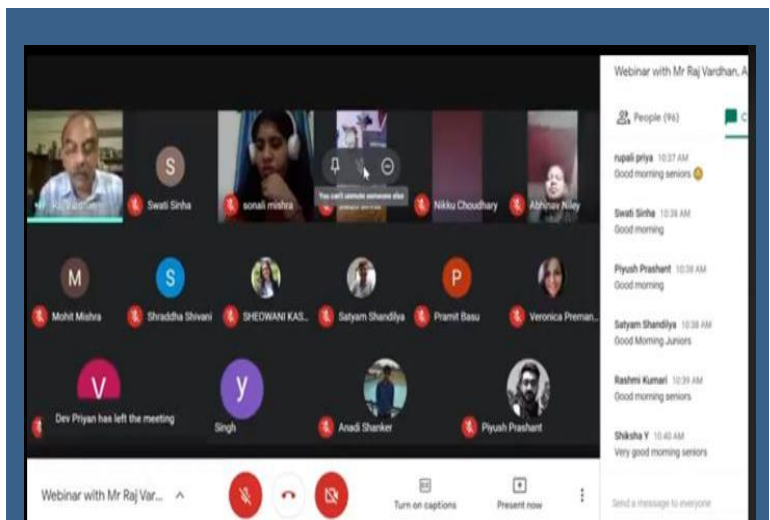
Mr. Raj Vardhan delivering his address

Mr. Rakesh Singh delivering his address

## Mr. Rakesh Singh, Faculty, IMT Ghaziabad & Alumnus (1988-1990)

There are days when we get to meet someone so influential that they help us change our outlook towards our life. One such day was 11th of July, 2020. The team Alumni Communication, Department of Management organized a webinar for the batch of 2020-22 by Dr. Rakesh Singh, an esteemed Alumnus (Batch 1987-89) with industry experience spanning more than two decades and teaching experience in some of the top management institutes. Currently Dr Rakesh Singh is a, core faculty of sales management and B2B marketing at IMT Ghaziabad.

The subject matter of the webinar was "Leadership: How to self-manage or self-lead." He shared his real-life experiences from his time in the Times of India Group. Dr. Rakesh spoke about Leadership and how to use some of the popular strategies to execute it. He explored mental and behavioral cognitive techniques such as natural reward strategy, positive self-talk strategy, mental imagery strategy, evaluating and challenging negative thinking and the power of positive elimination technique. The webinar was concluded with a Q&A session in which Dr. Rakesh Singh answered questions including how to stay motivated using various cognitive strategies.

Mr. Pulkit Trivedi, Director, Google Pay India & Alumnus (1996-1998)

The Department of Management, Birla Institute of Technology, Mesra, welcomed Mr. Pulkit Trivedi, Director, Google Pay India an alumnus from the 1996-98 batch for a webinar to address the leaders of tomorrow. This event focused on guiding the incoming batch and making them aware of the nuances of the corporate world. This incorporation of Industry and academia turned out to be guiding light for everyone.

Mr. Trivedi's 19 years of extensive experience across Top Tech companies; diverse business roles are like an essential addition to his skills and capabilities. Mr. Trivedi emphasized on how this lockdown is a blessing in disguise and one must take the best use out of the current time. Mr. Trivedi has always been a helping hand to his Alma Mater. He carries with him a strong understanding of the ecommerce, retail, technology, telco and consumer internet sector. He adroitly answered all the questions asked by the students quoting examples from the industry. With great hopes, we wish to have more interactions with him in near future.
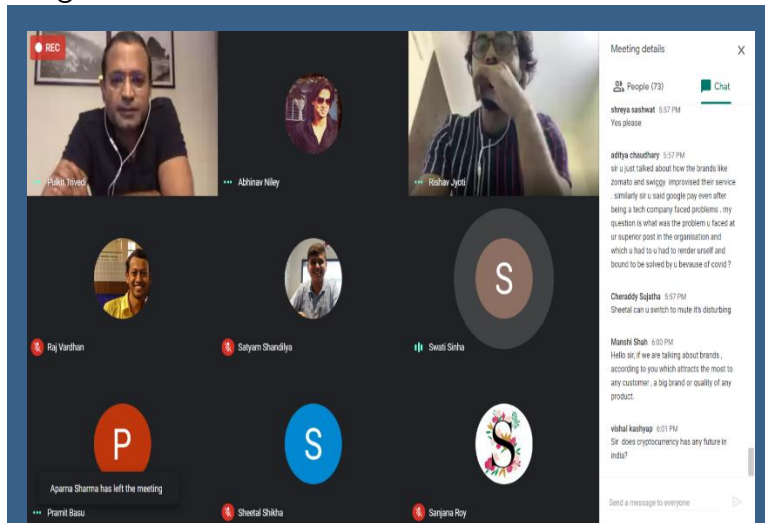
Mr. Pulkit Trivedi delivering his address

Ms. Mridula Sekhar, CMO, Tata AIA Life Insurance & Alumnus (1999-2001)

The Department of Management, Birla Institute of Technology, Mesra had the privilege to host a webinar for newly admitted students by Ms. Mridula Shekhar, Alumnus (1999-2001) Chief Marketing Officer (TATA AIA life insurance).

The webinar focused on how digital marketing is helping businesses in present time. She also talked about the importance of social media marketing and SEO and also about how businesses are promoting and evolving themselves with the help of these strategies. She also talked about the changing conditions and strategies of marketing because of the COVID 19 situation and how digital marketing is helpful for businesses in decreasing the cost of traditional advertising.

She talked about how SEO helps get quality customers at a very low cost.

She also discussed about her experience as a student and motivated the students by sharing about the challenges she faced and overcome during student life and how challenges molded her into a better version of herself.

Later, students got an opportunity to ask questions to her which she answered very actively.

It was an overall fruitful session.

Mr. Pankaj Sinha, MD SL&M, The Coca-Cola Company & Alumnus (1996-1998)

The exigent situation caused by the novel corona virus is undoubtedly challenging the world on all fronts. The management perspective of these encounters particularly in the marketing environment for industries related to consumer good is an important theme of debate among scholars from academia and industry.

The Department of Management, BIT Mesra was delighted to host Mr. Pankaj Sinha, MD, The Coca-Cola Company, Sri Lanka and Maldives. Mr. Sinha talked about his leadership experience across Asia-Pacific with The Coca-Cola Company and ExxonMobil Corporation. The session helped the students understand the essential factors required for a successful organizational turnaround. The discussion also helped the students understand how organizations can future proof themselves. He emphasized that corporate culture is being tested in these lines and both, organizations and individuals need to adapt to the paradigm shift taking place through proactive planning and action. His corporate journey has always been about building new models and adhering to those.
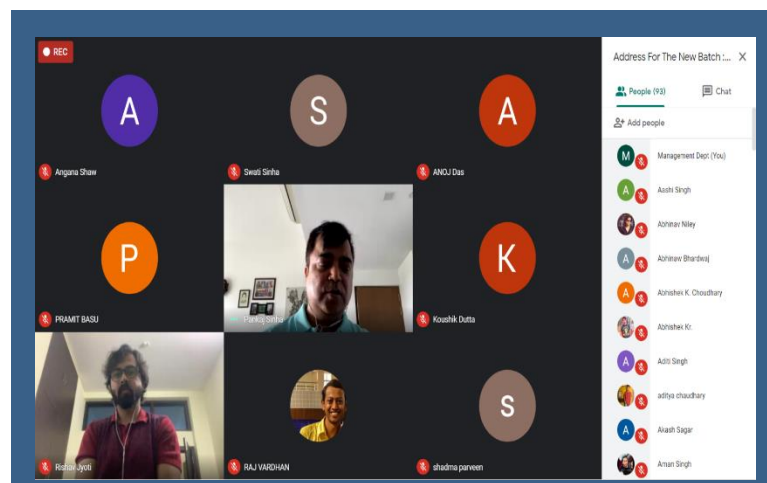

Mr. Pankaj Sinha delivering his address

Mr. Nirmal Dayani, Co-Founder, Expereal India & Alumnus (1989-1991)

On July 31st 2020, the Department of Management, Birla Institute of Technology, Mesra was delighted to host Mr. Nirmal Dayani an esteemed alumnus of BIT, Mesra for a webinar. He is currently a consultant on branding strategies and a co-founder at Expereal India. He has worked as the Chief Operating Officer of DigitasLBi and has also served as the Sr. Director-Marketing for ESPN and News Corp, for South Asia.

The event commenced with Mr. Dayani explaining to the students the importance of management i.e. management is all about people, whether one is managing an organisation or one's home. He encouraged students to look excellence in a holistic way rather than in a linear way. The event focused on leading the new 2020 batch and giving them some insight to how exactly work should be approached to achieve excellence in that particular domain.

Sports was used as a theme of the webinar, to show how strategies and approaches can be chosen to make management decisions by showing a clip of sports comedy drama," The Legend of Bagger Vance". He also spoke about various industrial facts and challenges that he came across in his 25 years long career which was very informative for the students. This was followed by the student interaction session where he answered and clarified all the doubts and queries which were asked by the students.

The webinar was very informative and interactive for the new batch 2020-22. One of the best things about this session was when Mr. Dayani used the words of Will Smith, "we all have the best shot in us, the best shot chooses us once we are one with the game" to convey that if we want to achieve our most important goal in life then we have to be one with our goal. We are looking forward to more interesting sessions with Mr. Dayani in the future.

Mr. Nirmal Dayani delivering his address
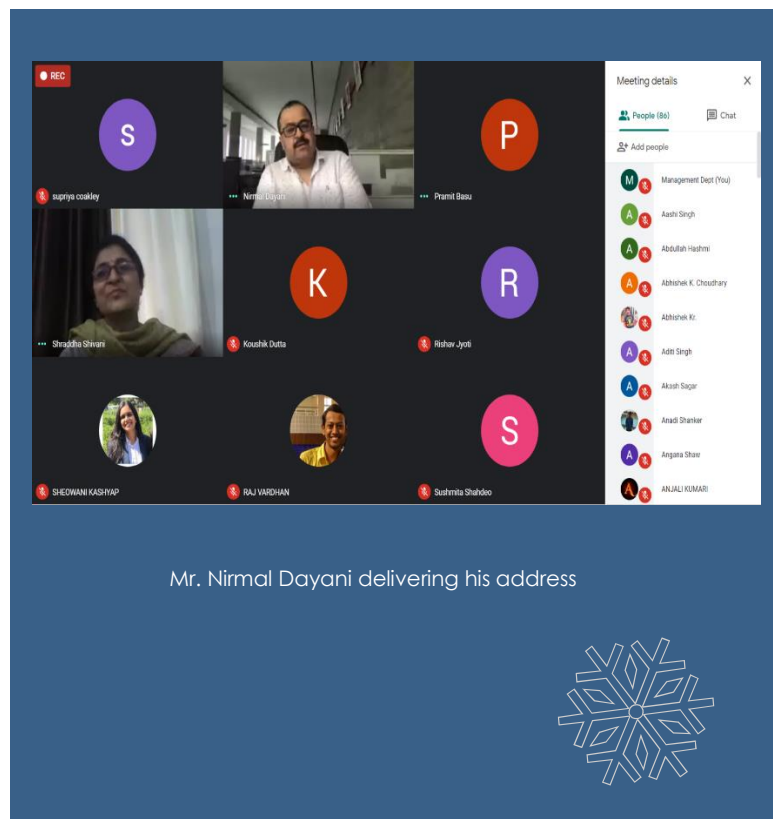
## Mr. Pritam Pritu, Global IP CoC Leader, IBM Japan & Alumnus (1997-1999)

The Department of Management, BIT Mesra, had organized an online guest lecture on "Cognitive Enterprise: The Destination of Industry 4.0" for the first semester students of MBA. The speaker for the lecture was Mr. Pritam Pritu, who is presently working with IBM Tokyo, Japan, as an Industry Consultant & Business Development Executive as well as Global IP CoC Leader – Japan. His lecture drew insights on business reinvention. He emphasized on the current COVID 19 crises, the hardships and challenges faced by companies and people across the world. He was able to provide us with a perspective of his own company, which in this scenario IBM has adopted – to distribute laptops to all the employees to cope with the crisis. He believes that there will be massive changes in the working of organizations, especially in the manufacturing sector where the workers will face a lot of challenges to adapt to the new normal.

In light of that, he underlined the importance of AI, Internet of Things, Sensor Polling Data, Block Chain Networks and using of next-generation applications as these path-breaking technologies are changing the world today with everything being pushed towards digitalization. He discussed a case study - Harvard Business School Report, 2010, which showed the effects of the recession on companies. It claimed that using technology and data-driven decision making will ensure the companies a speedy revival after an economic slowdown.

Another approach to this, he said was that the human-technology partnership will up the human game.

The human aspect of creativity, empathy and a high personal touch combined with the technology will induce personalization, foresight and acceleration. He also pointed out the fact that when we think about the experience, the only experience that comes to our mind is the customer experience, whereas, according to him, the employees too need the right kind of experience when they are executing their work and that is where technology can help.

All in all, it was an extremely interactive session with Mr. Pritam Pritu with his insights on the application of cognitive technologies to enterprise level business needs and his constant demand for student participation in the discussions. The students appreciated the quality of slides and information provided by Mr. Pritu and it gave them the idea of something innovative and new that they can prepare themselves for.
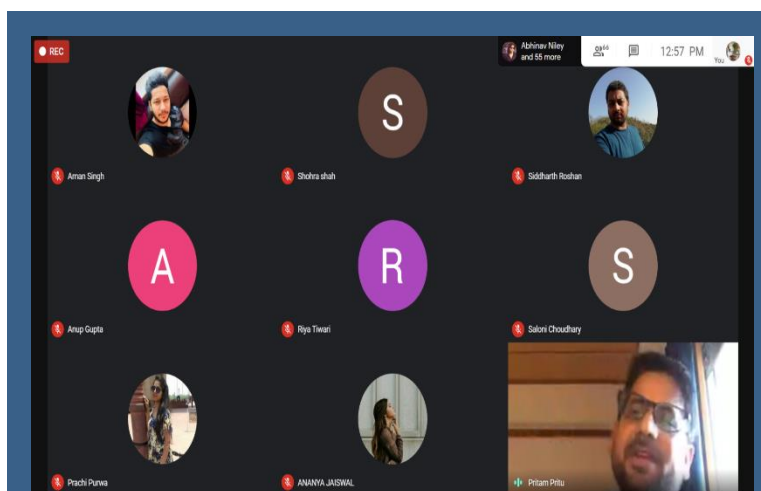
Mr. Pritam Pritu delivering his address

Mr. Kamlesh Kumar Sharma, VP & CCO, Hindustan Coca-Cola Beverages Pvt. Ltd. & Alumnus (1997-1999)

The Department of Management, BIT, Mesra, had organized pre-orientation guest lectures for the newly admitted batch in the MBA program. Mr. Kamlesh Kumar Sharma was one such speaker who was invited to share his expert insights on Brand Management, Brand Building and Marketing.

The event on a digital setting started with the welcome address by Vatsyayan Akshat, final year student and Dr. Shraddha Shivani, HOD, Department of Management, BIT, Mesra, who very warmly welcomed Mr. Sharma and his colleague Ms. Amita Sagar.

Mr. Sharma started the lecture by taking the students through his journey from Y&R Agency to Bharti Airtel to Hindustan Coca Cola Beverages Pvt. Ltd. 'Tough situations call for creativity', is what he emphasized on. Cogitating on his initial experiences of when he had completed his MBA and joined Y&R Agency, he recalls it was the time of recession so there were not too many jobs available in the industry so it became all the more important to be innovative and stand out in the creative field. Another lesson for the aspirants was to understand the significance and need to have a strong client-agency relationship when creating ads. He said that it is highly important to apprehend the psychology of the client, in terms of what they want, to be able to deliver the right product.

From his time at Coca Cola, he highlighted the branding techniques adopted by the company to establish itself in the Indian market as a major soft drink brand as well as to overcome the sporadic setbacks related to defamation that the company faced back in the day.

He introduced the various role models, mentors and the people he looked up to, to explain what is meant to work with good people. He said that the ability to work together in harmony with the supervisors is extremely necessary.

Later in his lecture, Mr. Sharma discussed the paramount importance of 'Identifying the core problem'. He said that in order to provide an ethical solution to a certain issue, one must begin to understand it from its very core to avoid any cardinal mistakes.

The lecture was thoroughly enjoyed by the students. The biggest takeaway would be to not just rely on the traditional formula for growth and success but to adopt an unobstructed approach to work and flexible innovation processes. The key is to know your passion and always aspire to be something more.
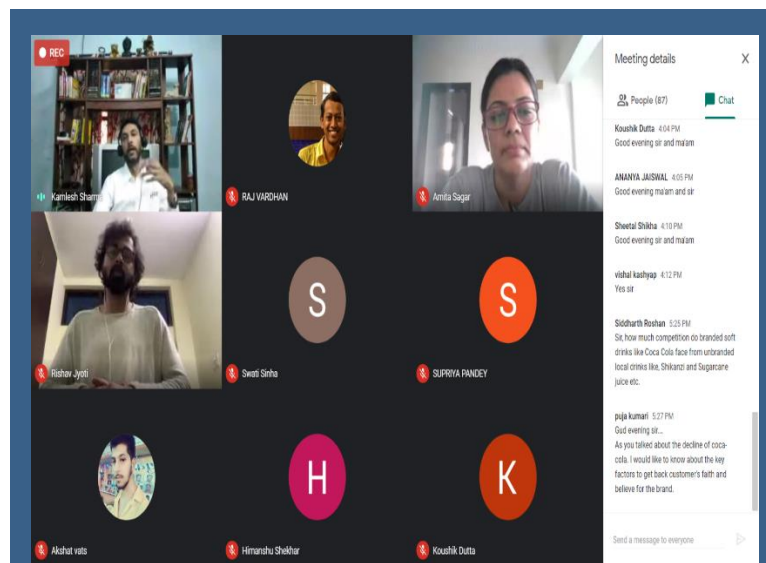
Mr. Kamlesh Kumar Sharma delivering his address

Day 1

The day 1 of the orientation program was on 17th of August was marked by the presence of the Head of Department, Prof Dr. Shradha Shivani. She congratulated the students for making it to the college. She further familiarized the students with the rules and regulations of the college. The program was graced by Dean, Alumni and International Relations and Professor In-charge of Training and Placement Division, Dr. Utpal Baul. He informed the students regarding the placement process at the campus and suggested them to focus on developing new skills, which would help them in building their career.

Dr. A. K. Sinha, Dean of Student's Welfare, also graced the program by his presence.

The faculties of the management department then took turns to introduce themselves and encouraged the students to stay motivated, no matter what the future holds.

Thereafter, the representatives of various clubs and societies of BIT Mesra gave a brief introduction of their objectives and values which brought us to the conclusion for the day 1 of the orientation program.

Day 2

The second and final day of the orientation program was addressed by Mr. Shadab Hassan, Director, H. H. High School, Acclaimed Social Entrepreneur and Alumni. Mr. Hassan is a philanthropist working closely on the UNESCO Dice program and has recently received the "Malaysian Mastery Award" for Excellence in Education.

The students were then addressed by Mr. Sourabh Kumar, Co-founder and COO of "PotHole Raja", a Bangalore based social start-up that fixes potholes in an eco-friendly way. Mr. Sourabh shared some of his experiences as an entrepreneur and story of what drove him to build his own start-up.

Mr. Md. Nadim Quaiser, Assistant Registrar to the Dean of Academic Program, guided the student through the process of examinations at BIT Mesra and academic procedures to be followed by the students.

The students were briefed about the role of BIT welfare society, by Dr. Praveen Srivastava, Assistant professor, Dept. of HMCT.

The two-day orientation program concluded with the briefing by remaining clubs and societies of BIT Mesra.

HAPPENINGS

Participants attending the research colloquium

Doctoral Colloquium

14th January 2020

The Department of Management, BIT Mesra organized a Doctoral Colloquium on 14th January, 2020. Doctoral students from various universities of the region presented their work at this workshop. A panel of experts from industry and academia evaluated the presentations and gave their feedback to the scholars. Dr P K Chatterjee, GM, MECON inaugurated the colloquium and was the chairman of the jury for selecting the best presentation.

Faculty Achievement
Dr. Supriyo Roy, Associate Professor

Dr. Roy undertook a very informative and enlightening piece of research on the impact of COVID 19 with the use of Artificial Intelligence, AI being one of his prominent areas of research. Dr. Roy along with his fellow colleague Dr. Partha Pratim Sengupta, a senior professor at NIT Durgapur, has researched on the subject using long short-term memory recurrent neural network (LSTM based RNN).

The professors along with their team of interdisciplinary researchers are now working to best fit their developed model in line of predictions by using data up to 15th April, 2020 to forecast the future.

Dr. Anupam Ghosh, Assistant Professor

Dr. Ghosh, who has been an active member of the Ranchi Chapter of the IIT Alumni Association for the last few years, was unanimously elected the Secretary of the Association recently.

Clipping of the research paper of Dr. Roy

Dr. Anupam Ghosh
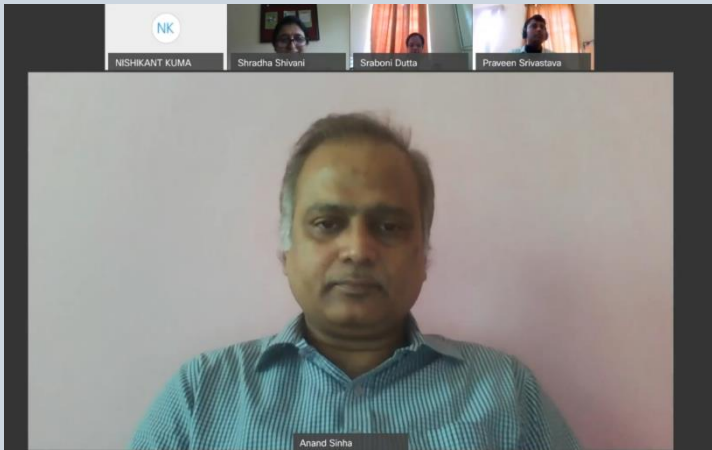
Dr. A. K. Sinha, Dean, Students Welfare, BIT Mesra addressing the participants

The ongoing crisis of COVID '19 has not deterred the vision of Department of Management, Birla Institute of Technology, Mesra in providing quality enrichment to the management fraternity.

The Department of Management in collaboration with the Department of Hotel Management & Catering Technology organized a five-day long E - Faculty Development Program on Outcome Based Education & Online Learning-Teaching.

The E-FDP was primarily focused upon employability of graduates of Management program and Hospitality Management programs of our country as it has often been observed that employers are of the view that graduates need to possess better skills in areas such as, decision making in real life problem situations, critical & creative thinking, communication, and other soft skills. This concern has been compounded by the challenges posed due to the COVID – 19 pandemic which has made offline classroom learning impossible.

Outcome Based Education (OBE) is a student centric approach to education in which decisions about the curriculum design, contents and learning -teaching methods are driven by the exit learning outcomes that the students should display on completing the course.

Over the last few months, countrywide Lockdown and social distancing practice has led to focus on Outcome Based Online Education or e-learning.

The E-FDP witnessed discussion on theme varying across Philosophy of Outcome Based Education & Accreditation, Developing Outcome Based Education, Understanding Online Based Education, Advantages & Disadvantages of MOOCs, Tools for E-Learning and Applying Pedagogy Online to mention a few.

E-FDP was attended by faculty, research scholars and industry experts from various fields of academia and industry across the country.

Dr. S. Konar, VC, BIT Mesra was Patron. The course was convened by Dr. Shradha Shivani, HOD, Dept. of Management and Dr. Nishikant Kumar, HOD, Dept. of HM & CT. Dr. Praveen Srivastava, Asst. Prof., served as course coordinator.

Dr. Bani Chakraborty addressing the participants

Internship Chronicles

RECENT INTERNSHIPS

Summer Internship is an integral part of the two-year full-time Post Graduate Management Course. It can help a student gain exposure of the industry and apply the knowledge gained in the first year of MBA to practical scenarios.

The internship provides an opportunity to gain the relevant knowledge and skills required in the field as well as add an important element to the resume. Gaining relevant experience through internships, co-ops, service learning, or externships and making professional contacts, it also provides the student with an experience of the corporate world before they actually enter it.

There are two best things students can do to prepare themselves for getting a job in their field of specialization after college. The students from the Department of Management were placed across the industry in various job roles in some of the leading companies.

With the ever-growing technological advancements and everything moving towards digitalization, we knew that online learning was the future of education, we just didn't know it would happen right now. The COVID 19 crisis has led to this unforeseen urgency of transforming the traditional classroom learning into a technology-enabled learning. When online learning was already something that was widely used in many schools and colleges across the world, in India it was still an unpopular concept. It came into existence to support the idea of regular classroom learning only because it became an absolute need of the hour.

All educational institutions were forced to close their campuses in March, 2020, after the declaration of the nationwide lockdown. The students would have demanded to get the remaining syllabus covered anyway, nothing more, nothing less and hence, began the new era of education, something we never knew was possible.

"Will the students accept this virtual classroom as a substitute to the real one given to the distraction of home comforts?" "Will the professors be able to toil away the hassles of this online alternative?"

"Will the parents appreciate the obscurity of the hard work and labor that is going to be put by both the teacher and the learner?" Well, there have been experts predicting the dubiety of this interrogation as to whether or not the online education system would become the new normal.

Several professionals have hypothesized that this emergency would speed up the adoption and embrace of online learning. This is of course one scenario. Another is that the way colleges and universities transform all of their instruction in this compressed time frame and platform will be a pale imitation of what the best in today's online learning looks like, and that exposing entire faculties and student bodies to this flawed product will set back, rather than advance, faculty and student attitudes about the quality of technology-enabled learning. One of the major challenges for the administration and faculty, therefore, is to identify the most appropriate tools (Microsoft Teams, Zoom, Google Meets, etc.) that will genuinely boost the creativity of online learning. Another would be to promote mainstream learning of the few experiences that cannot be replicated digitally. Surely, the obstacles seem to have magnified with the obvious hurdles but we must know that they are bound to be.
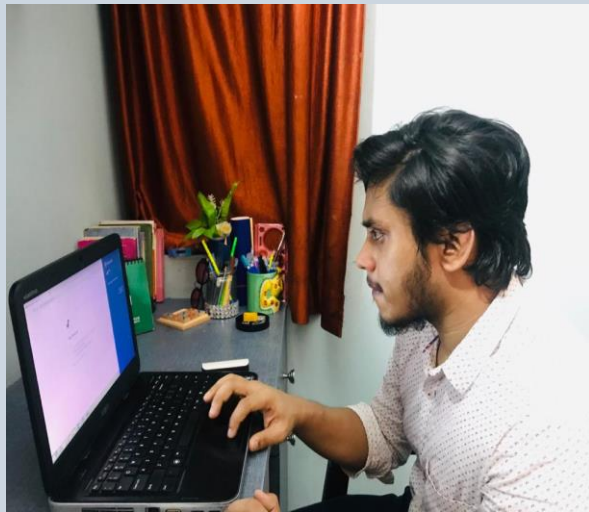
A student working on his assignment

Our most important responsibility during this worldwide crisis despite our roles in the narrative would be to broaden our minds and completely embrace the modus operandi of online learning and try to make it easier for each other. We must also try to retain the aspects of online learning and later integrate the same with physical classroom learning when the situations are as normal as they used to be.

Students found it a bit hard to focus when they are surrounded by the comforts and familiarity of their home. The professors too faced a great deal of difficulty into adapting to this foreign system of teaching using technology that they previously hesitated to use. It required hundreds of thousands of students and professors to have the required apparatus and learn the ways of this relatively new approach to continue their teaching-learning journeys.

The New Normal

Mr. Raj Vardhan
Independent Director, McLeod Russel India Ltd. & Alumnus (1989-1991)
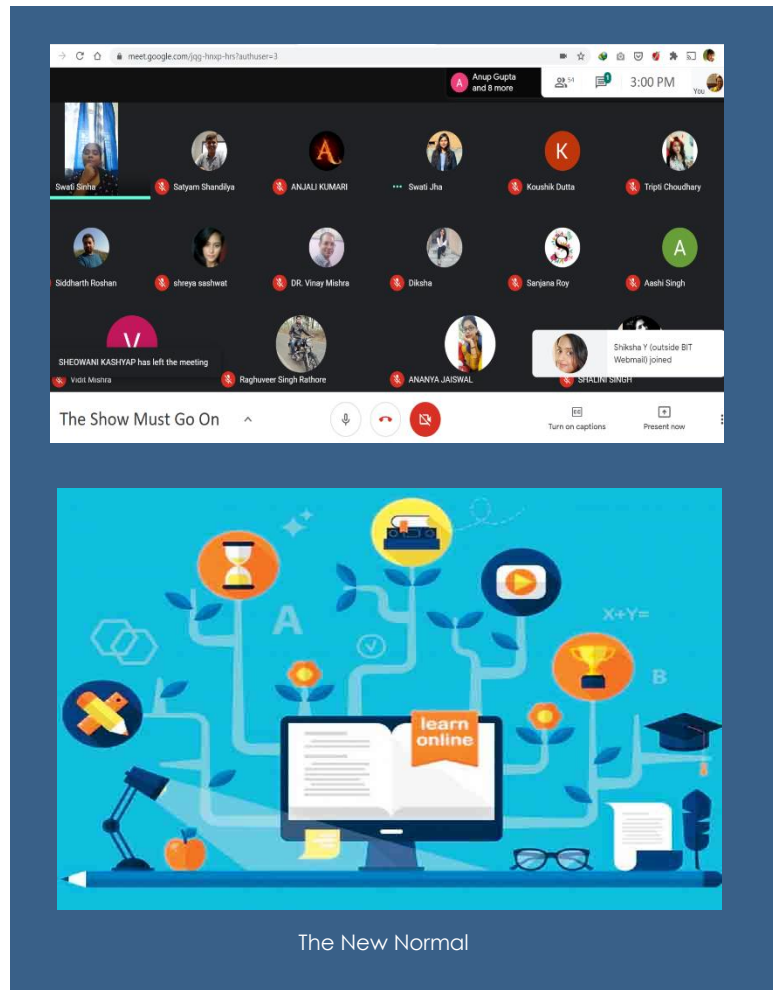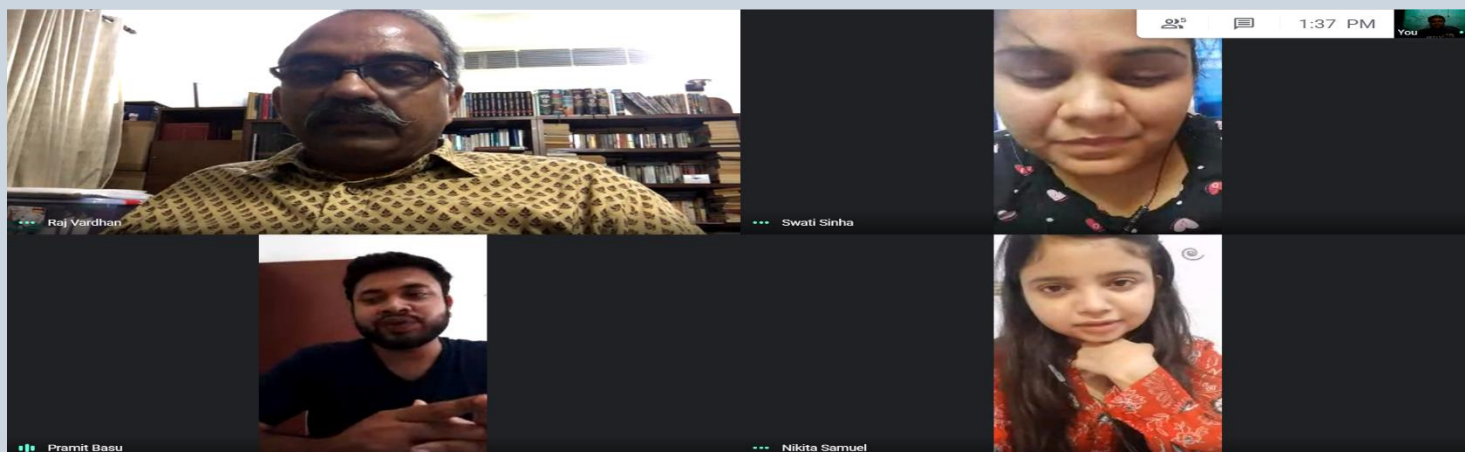
In conversation with Mr. Raj Vardhan – Pramit Basu, Swati Sinha, Nikita Samuels and Pratyay Das

Visionary, driven, tenacious, entrepreneurial, regional head spearheaded the building of a national organization from scratch to over a billion-dollar revenue in multiple emerging markets (including 3 BRICS countries), in a multi-product, procurement, processing & sales organization, spanning imports, exports & domestic sales lead businesses in Russia, China & Vietnam. These are some aspects, for which Mr. Raj Vardhan is known.

Manage-A-BIT got an opportunity to interview him and learn the mantras.

Excerpts from the interview are presented here:

Q1. What can you tell us about your early life and how did the transition happen?

Mr. Raj Vardhan: There will be times in your lives when you will face challenges, the key is to not let the challenge overwhelm you but to use the opportunity to better yourself as a person or to draw a life lesson. My roots are from the small town of Ranchi. My father was from the second batch of engineers from BIT, Mesra.

While resources were constrained like most middle-class families back then, there was a premium attached to education. I completed my schooling from Loyola, Jamshedpur, a premium Jesuit school of repute. My education provided me the initial knowledge base to understand and to put things into perspective. Much later in my journey when I travelled to different countries, one of the very first thing I would do was to read up on local history to understand the forces that shaped people and culture in those countries. That knowledge taught me acceptance of perspectives that were different to my context. While I was still in school, my father had to move to another state in India, this required me to stay with my uncle and aunt at a very formative stage of my life. Not having the cushion of my parent's physical presence, made me a thoughtful child. This helped me establish my philosophy in life at an age of sixteen. At that age, having specific future goals given the uncertainty about future variables seems like an impossibility therefore one can only draw broad views about one's philosophy.

That philosophy still holds good today. I was troubled by an existential crisis and the meaning of life. I felt life was beyond just the cycle of birth, procreation and death, my life had to have a purpose. I felt a meaningful life ought to be measured in terms of an individual legacy that one leaves behind, number of lives that one has touched positively, number of people outside your immediate family who will miss you when you are no longer present on Earth.

I decided that the purpose of my life will be the pursuit of perfection in every persona that I adorned, a student, a sportsperson, a public speaker, a quizzer, an artist, an employee, an employer, a leader, a husband, a father, a son, a brother, a friend, a mentor.

My early fix on the purpose of life was a guiding light in assisting me make choices when I was at a crossroad with alternate pathways leading me to different outcomes. It is important to clarify that each individual has to find their own purpose in life and pursuit of perfection is not the only option. It is also important to note that pursuit of perfection does not presupposes a perpetual, blissful state of perfection. It does not guarantee success as there were occasions where I failed. Pursuit of perfection is the goal; it allows one to be resilient to get up when one fails. A purposeful life adds value not only to the individual but also to the society at large.

Q2. Olam has been a major part of your life and career. Can you describe the reason why you decided to associate with a brand for so long?

Mr. Raj Vardhan: I have been associated for 25 years with Olam International, an organisation I take extreme pride in my association with. My first posting in Nigeria to put it mildly was challenging, both personally and professionally. Doing the first year and a half at AKURE an up-country location, survival with the lack of electricity, water, food, medical supply, barber to cut one's hair and personal security was all tested. I learned to cut my colleagues' hair and my own hair. My wife was not too enthused with my newfound skill.

From the challenging personal experiences, I learned positive attitude reinforces adaption. Professional issues such as consistent employee pilferage taught me the ability to delve in details and to have a proactive approach to risk management. Constant change of teams from one season to another taught me the utility of documenting learning to ensure transfer of learning.

Coexisting under difficult circumstances taught me virtue of camaraderie, not limited only to my colleagues but extending to their families. They soon became a family in an alien country away from home. My first promotion as a profit centre head under excruciating macro-economic situation taught me to accept that at times outcomes are beyond personal endeavour, under such circumstances capable managers also needs to step up and recommend closure of the unit even if it means job losses. My posting as a country head for the Vietnam operations let me to set a personal goals of delivering a million dollar of bottom line in the very first year of existence and be the first country to do that .The ground reality was there was no company, no business, no product to speak of in the first year and that failure taught me the virtue of realistic time frames.

However, establishment of stretched goals lead to the company delivering the top line of 100 million dollars, four years after it invested in couples of manufacturing units which was more than the combined turnover of Nestle Vietnam and Unilever Vietnam foods division, then. All these experiences of learnings, failures and development coupled with an enabling environment & prevailing ownership mindset lead to my long association with Olam.

Q3. What will be your greatest advice to young managers who wants to make it big?

Mr. Raj Vardhan: I look at my own life to search for clues that helped me in my journey, I notice, what helped me was being flexible & adaptive, while my stay in Vietnam where there was no office, no people, no business so the key takeaway was to be open to do things that nobody had done before within the organization in that geographical context. The other input that I would like to share, is to be very systematic & process oriented. Get it right the first time. Supervisors are always seeking teams which are dependable & can deliver without much oversight, be such a team member.

Q4. What would you say are the top three skills to become a successful manager?

Mr. Raj Vardhan: Successful managers exuberate high energy. Managers need to role model for their teams & lead from the front. Being upright is critical. The next attribute that leaps to my mind is being humane. Empathy & emotional Intelligence are essential traits to have in one's repertoire. Organizations seek managers who can look around the corner & proactively sense success or doom. These are some of the inherent attributes that no business school or mentor can teach you. If you have these qualities imbibed in you, nobody can stop you from succeeding in the corporate world.

CREATIVE CORNER

3rd Party Logistics - Today

Logistics in general is Management of the flow from the point of origin from manufacturer to the point of consumption by the customer. When we look back at the history of logistics, not much changed over the years. For hundreds of years, we moved all kind of materials be it food, ammunitions, oil or domestic goods, put products on ships, and travelled all over the world.

Before we come to 3rd party logistics let us quickly understand the difference between 1st Party, 2nd Party and 3rd party Logistics through the following picture study.

Ist party - Source distributes e.g. Milkman
2nd Party – e.g. Vegetable sold in markets

Simply put 3rd PL it is simply that part of business which someone else does which you do not want to do

In the past 25 years, however, the management of transportation and logistics has undergone meteoric change. Today's supply chain is awash with complexity.

Whether it's the rapid growth of e-commerce and Omni-channel logistics, or emerging consumer markets around the world, shippers face a long list of repeated procedures or operation challenges namely Loading, unloading, warehousing or inventory reconciliation.

1950's & 1960's: Logistics outsourcing was limited to transportation and warehousing. The transactions were mainly short-term in nature.

1970's: Emphasis was on improved productivity, cost reduction and long-term contracts.

1980's: Value-added services such as packaging, labeling, systems support and inventory management were on offer.

1990's: Outsourcing has picked up momentum, and more value-added services are being offered. Some of them are import/export management, customs. Early adopters recognized that outsourcing was an extension of the business, so it was treated as transactional. Often organizations focus only on what are their core competency and after lot of due diligence they realize that supply of finished goods is an unwanted wastage of precious time, energy and resources.

Third party logistic (3PL) firms have diversified resource network which help core companies to expand quickly and efficiently in a cost-effective manner. Depending on the needs of core companies, 3PL possess the capability to scale labor, space, and transportation needs irrespective of the fluctuation in inventory.

As a point of reference, consider the world of 1996.

1. Fokker, a major small size aircraft manufacturing goes bankrupt in Netherlands.
2. Japan unveiled the first DVD;
3. Mad Cow disease spread throughout Britain and Europe;
4. AOL was the social medium of choice

5. Microsoft introduced the Windows NT 4.0 operating system and Internet Explorer 3
6. In India Congress lost power BJP was in government for 13 day followed by HD Devgoda became the 11th PM

As far as the 3rd Party Logistics industry, as such, is concerned in 1996 the segmentation of providers was by unique functions into three distinct categories:

1. Truck based- brokers, forwarders, warehouses,
2. air express, Ocean,
3. Dedicated contract carriage.

Today, Internet Explorer has phased out with the introduction of Windows 10—10 versions removed from NT 4.0. Amazon is playing with drones, and containerships tip the scales at 20,000 TEUs.

A lot has changed in 25 years. As global economies have turned and burned, the geographical landscape market have reached out from America & Europe to Asia-Pacific Middle East and Africa the 3PL sector has evolved accordingly. Earlier shippers just wanted to move their freight, but now they want to know what's going on with their freight, and how it can move with more efficiency and effectively the next time.

Many big names in logistics have changed.

In 1996, it was Federal Express, not FedEx; Caterpillar Logistics had yet to morph into Neovia. GATX, Fritz Companies, TLC, USCO, BAX Global, and Calibre have long since disappeared.

In India the big players are GATI, DTDC logistics, TCI, TVS supply chain, catering to handling mostly automobile, electronic and FMCG products. Aided with online business a number of small-time operators like SWIGGY, UBER EATS, ZOMATO, Food Panda, OLA, DRIVE, UBER have made a lot of impact at the base operating levels as third-party logistics operators.

With congestion and restriction on vehicle entry inside the cities and town the last mile delivery has also given rise to mushrooming of third-party operators.

The third-party logistics process analysis of your operational capacities followed with creation of customized solutions to meet your business needs. It is required today to handle overseas expansion, custom clearance ever increasing freight costs.

It is fast catching on and over the past 10 to 15 years, the growth rate for logistics outsourcing has ranged anywhere from 15 to 30 percent annually.

Third Party Logistics

Caption describing picture or graphic.
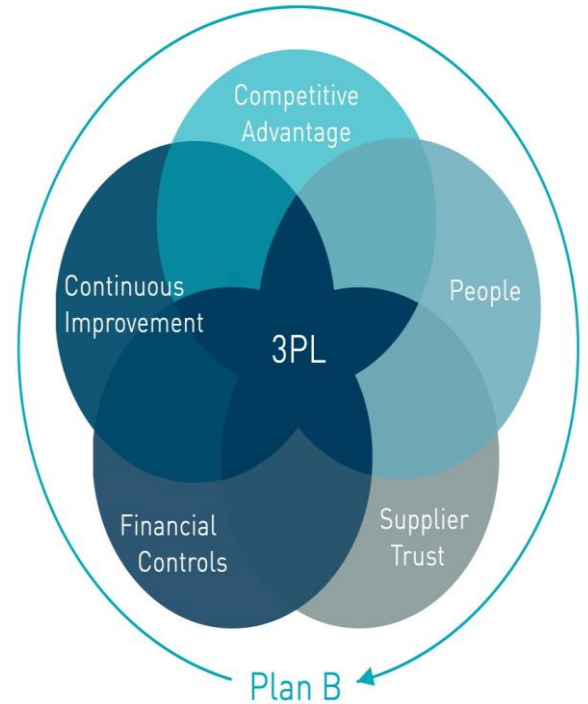
Data Privacy and Security – The New Normal

The ever-growing importance of Data Privacy and Security *in a manufacturing world where Working without location constraints is becoming the new normal in a world that is connected like never before.*

Data Privacy and Security have always been important, and smart organizations have invested in ensuring an environment where their data is safe and secure. In the current world, it has become pertinent like never before.

In a world ravaged by the COVID-19 pandemic, social distancing has become a phrase that even three-year-olds are preaching to us; be it within your family and friends or on various social media posts. Cute and amiable as they may look and sound, and the smile they bring to our faces, it is a stark reminder of the fundamental change that is creeping into our lives. And it is equally relevant to the world of business.

I was recently reading an article that talked about the concept of working from anywhere, the benefits and flexibility that it can bring, how organizations can facilitate it and how it could lead to improvement in employees' well-being, productivity and profitability.

A very interesting and relevant perspective in the post COVID-19 times. Not just ensures employee well-being, it also helps cut costs on office space and commuting, makes available more time for productive work, provides flexibility and ensures business continuity de-risking business from disruptions, enhance productivity, etc. One can go on and on.

However, what is also brings to the fore the importance of infrastructure and that to one that is not just flexible but reliable. Reliable not just in terms of availability, but also one that everyone trusts.

In this work from anywhere world, where data moves freely around the internet; with the right expertise laced with malicious intent, a lot can go wrong with the data and the people and organizations associated with data.

And the world has no dearth of either experts or malice.

So, if *Work from Anywhere* is going to be the new normal, there will be the need for technology, infrastructure and people to ensure that they have systems that are not just available, but that are highly secure and trustworthy.

It is only then that the new normal will become normal.

What is the way forward?

We have all known about the importance of protecting the data. Even with the exponential growth in technology, like Cloud, IoT, etc., and the associated benefits, manufacturing organizations in Japan have been cagey about letting the data move out of their physical control. And the same can be said for the world as we see that, despite the cost and flexibility and other obvious benefits of moving to the cloud, we see that only 20% of the workloads have moved to the cloud. 80% of the data is still proprietary and resides within the physical control of the organizations.

These data are classified and provide the organizations the differentiation and edge over their competition. Hence, no organization is willing to compromise it; only to reiterate that data security is paramount for all manufacturing organizations as it safeguards their core.

With the world, slowly and surely moving towards greater collaboration and sharing and, hence, from an infrastructure point of view, moving in the direction of Public Cloud, and that has been accentuated by the need for remote working, Security and Resilience take CenterStage. To get the cost and agility advantage, the financially stretched organizations need to look at cloud as the infrastructure option.

All that they need is the confidence that their data is as secure on the cloud as it is on premise.

What organizations are now asking for is:

1.   Ensuring employee safety and security as they return to the workplace.

2.   Modernization of Security Frameworks & Controls to ward off cyber threats, in a world that is more connected than ever before.

3.   Addressal of the ever increase demands from individuals and regulatory authorities around Data Privacy and transparency.

4.   Confidence that moving to public cloud does not increase their cybersecurity risks

5.   Getting the right skilled people on Security

The time now is such that cost imperatives is making more organizations think of the cloud option. The need of the hour is to address the concerns that has kept them away till now.

This is the time that organizations need to reimagine their IT and Digital path and mainstream security as an important aspect of their Business Strategy. I say business as, with the emerging models and ecosystem driven evolution, organizations need to have the confidence to collaborate, compete and innovate. The confidence comes from ability to leverage data and assurance that their interests are safe. To add to it, in a digital world, if stakeholders do hot have trust in an organization's abilities to keep their data safe and secure, the necessary condition itself is not met.

Safety was the theme picked by Paul O'Niell when he took the reins of Alcoa in 1987 to drive their turnaround; that created an environment of employee trust and drove multiple initiatives to around the keystone habit of safety and delivered excellence to deliver a five fold increase in net income over just under one and a half decades.

Security could be your key to excellence in the new normal.

Anup Kumar Gupta bagged the winner tag in the article writing competition that was organised for the new batch. Here we are presenting him with the Honour's Badge and the thoughts he penned down.

Role of Startups in The Indian Economy

According to Silicon Valley veteran Steve Blank, a startup is a *"Temporary organization designed to search for a repeatable and scalable business model."*

India is often described as "The poster child of emerging markets" considering its vast commercial potential for startups with nearly 1.3 billion people. Even niche products can have significant market potential. Since, LPG India moved towards a more market-based economic system and perceived as being capable of offering an abundance of opportunities for startups.

Indian Economy is characterized as: Low Per Capita Income, Excessive dependence on Agriculture and Primary producing, High rate of population growth, Low level of Technology, Poor rate of capital formation, Chronic unemployment and under-employment, Lack of infrastructure etc.

Startups may be small companies but they can play a significant role in the Indian economy and become the driving engine for exponential growth. They create a multi-level and multi- dimensional impact in Business Ecosystem by creating direct and direct employment, bringing new ideas and Technological development, customer oriented and designed to cater the specific needs of individuals.

India is currently the world's sixth largest economy at $2.6 trillion and half way towards the becoming a $5 trillion economy by 2025. The robust Ecosystem of start-ups has a huge role in ensuring that India reaches this ambitious benchmark. In 2014, Prime Minister decided to dedicate an entire Ministry i.e. Ministry Of Skill Development and Entrepreneurship to build this sector and launched the Pradhan Mantri Mudra Yojana, **Startup India Scheme**, slashing effective Corporate Tax, Atal Innovation Mission (AIM) to foster a culture of innovation, Research, and Development, electronic government to business (G2B) portal, GeM portal, Aatamnirbhar Bharat mission etc.

Amid COVID-19 as per **WTO**, **World merchandise trade is set to plummet by between 13 and 32% in 2020** due to the pandemic. Further, *Global Economic* prospect describes both the immediate and near-term outlook for the impact of the pandemic and the baseline forecast envisions a 5.2 percent contraction in global GDP in 2020.

With the deep recessions triggered by the pandemic are expected to leave lasting scars through lower investment, an erosion of human capital through lost work, and fragmentation of global/local trade and supply linkages. However, with the help of Government sponsored schemes and concern over vocal for local, tailored business model startups may pull the lever of growth and bring back the economy back on track by focusing on growth to thrive the progress, provide solutions to an existing problem and strive to fill the market gap, challenge the traditional methods and through shared entrepreneurial passion and shared strategic vision to create synergy and team performance to achieve their vision and mission statement in order to deliver optimum customer satisfaction.

While Government alone cannot fulfill the employment opportunities. Individuals need to come forward to help themselves, given the viable business atmosphere and schemes provided by the Government. As rightly pointed by Adam Smith, an 18th century Economist and Author, in his book "**Wealth of Nations"** has talked about the **"Invisible Hand"** that Individuals pursuing their best self Interest would result in greater overall good to the society who are none other than our budding Entrepreneurs and Start-ups.

References

- *https://economictimes.indiatimes.com/news/economy/policy/corporate-tax-slashed-for-domestic-companies-and-new-domestic-manufacturing companies/articleshow/71213356.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst retrieved on 25.07.2020.*

- *https://www.worldbank.org/en/news/feature/2020/06/08/the-global-economic-outlook-during-the-covid-19-pandemic-a-changed-world retrieved on 25.07.2020.*

- *https://www.investopedia.com/terms/s/startup.asp*

- *https://www.wto.org/english/news_e/pres20_e/pr855_e.htm*

- *NASSCOM. (2015). NASSCOM start-up ecosystem report 2015: India ranks third globally with more than 4,200 startups. Available at: https://www.newsvoir.com/release/nasscom-start-upecosystem-report-2015-india-ranks-third-globally-withmore-than-4200-startups-5497.html*

- *https://www.india.gov.in/my-government/schemes retrieved on 25.07.2020.*

Atomic Habits: To Invest

The New York times' bestseller, Atomic Habits, which has sold more than 1 million copies, shows us that habits have an exponential effect on our lives over time and the sooner we start good habits and break bad ones, the better our life will be in the short and long run.

"The ultimate form of intrinsic motivation is when a habit becomes part of your identity. you might start a habit because of motivation, but the only reason you will stick with one is that it becomes part of your identity. True behavior change is identity change." James Clear

For example, if you don't have good financial habits, you may find yourself in financial instability and feeling like you don't have enough to do what you want.

Small consistent changes make big difference and it is true in case of saving and investment too. In the book, he suggests four simple approaches to establish a new habit.

The Investment Habit Loop; Four Laws of Behavior Change-

Cue-make it obvious- every earner can save some amount of money every week. It can be Rs. 50 or Rs.1000. The amount doesn't matter, it is the behavior necessary to save it. So, make it obvious by stating your intention, writing and maintaining excel investment calendar, putting petty saving cash box in front of your table and do it every week. Start with whatever amount you have.

Craving-make it attractive- now you have strong intention and habit to save, move to next step that is making it more attractive for yourself, it may mean you get to choose how to invest this new and increasing supply of money. Make out a list where when and how you can invest these monies.

Response-make it easy- the truth is, there are many ways to save money. Find the ways that work for you, and slowly start incorporating the strategies into your life. Choose a way which is easy for you like starting account with automatic transfers, Paytm yourself, making ATM deposits and having a fixed deposit etc. Making it easy reduces the friction that can impede your progress.

Reward-make it satisfying- start to talk with the right people who are interested in such investment activities. Contact to your nearby bank to get more information about saving and investment schemes, if you would like to invest in stock market, open a Demat account and talk to a registered brokers who can guide you for investment in debentures, bonds and shares, invest in pension or health benefit plan etc. You just have to make it more personal and authentic.

James's book can help you to get pointed in the right direction for investing or other matters of importance in life.

Happy Reading and Investing!

THE HABIT LOOP
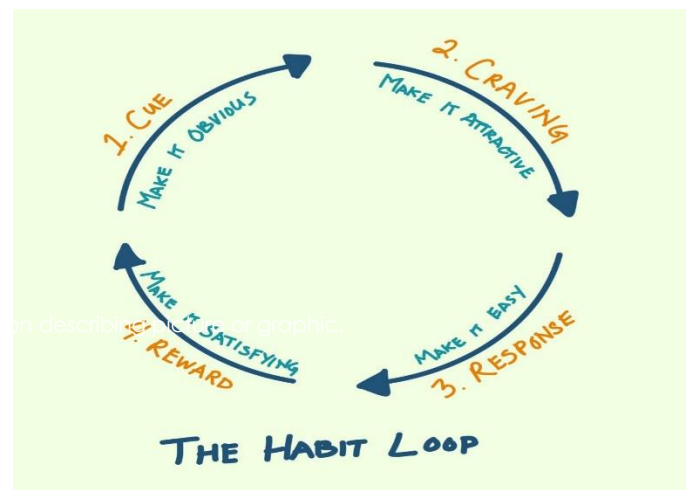
Life after Coronavirus:
A New Beginning[1]

Life after the COVID-19 outbreak will never be the same. We are at the beginning of the end, waiting for a new beginning. Planet Earth will break its cooperation agreement with mankind unless we urgently revise our behavior.

The forecasts appear one by one. Some of them are more optimistic, some not. But almost everyone agrees that, despite a decline of such an unprecedented scale, humanity will still find the strength to recover.

Values will change, our lives and habits will change, and our homes will also change under that influence. With that in mind, here are seven predictions for the changes that might occur.

Houses, not apartments

High-rise buildings were designed to organize as many people as possible in one place. Health and hygiene were not a consideration. In times of pandemic, it is necessary to reduce contact with everything that is used in multi-storied buildings: elevators, elevator buttons, door handles, surfaces and above all, neighbors.

After forced self-isolation on different floors above the ground, often without a balcony or terrace, we will all desperately want to have a house. It can be small, but with a courtyard and a terrace where you can have coffee in the morning.

Throughout time, the primary function of the house has been safety. Initially, it served as a hiding place from bad weather and predatory animals. Then, tall stone fortresses were built to prevent the enemy from getting in. Today, people need a house that can effectively provide social isolation.

More than an escape from routine and urban chaos, the house now offers a retreat from viruses and infections. Urbanization takes a step back as we relocate to small villages and city suburbs.

Bunkers better than open-plan

Among survivalists – those constantly training to survive a coming apocalypse – there was already a trend for fortified buildings. But now we can expect that trend to become more widespread.

Looking at our real experience, films about the end of the world no longer seem to be so fantastic. The desire to prepare your home for natural or man-made hazards is no longer surprising. Not only will there be a garage near the house, but also a hopper, or at least a fortified minus floor with a pantry for food and water.

We'll also be saying goodbye to one of the main trends of recent years: open-plan spaces, with the entrance, living room, dining space and kitchen united. In the aftermath of the pandemic, the entrance area will be separated so that we can leave our shoes, clothing and belongings on the street, rather than carry dirt into the living quarters.

Self-sufficient power and water

The buildings of the future will be proud and independent, with their own water supply and heating. Geothermal wells are gaining popularity already. In addition to water, they can partially provide a home with heating.
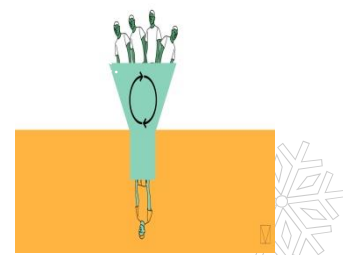
There will be several other sources of heating to have as a safety net: a stove, a fireplace, a solid fuel boiler, a fuel generator, solar panels. Autonomous mini-stations generating alternative power will become a reality. The goal will be independence from the outside world, minimizing risks in the case of a full shutdown.

Satellite internet is currently an expensive and inconvenient service, accessible only to certain individuals and organizations, such as maritime transport, mining and construction companies and military organizations. In the future, developments for civilian use will be accelerated, offering us very quick access to the internet.

One Web and SpaceX were already planning to cover the entire planet with this technology before the pandemic began. One Web has already deployed 40 of a planned 648 satellites into the Earth's orbit, while SpaceX's Starlink project envisages the launch of 12,000 satellites into low orbit by the mid-2020s.

Filtration and neutralization

Water and air filtration systems tend to be seen as an unnecessary addition, easily abandoned in favor of a designer table. After the pandemic the trend will change, as people worry about what might happen if a virus gets into the water supply. To make sure, people will be willing to pay for the excavation, surveys and filtration systems needed to install a well.

Manufacturers of smart home systems will go one step further. Their programs will not only control the temperature of the air in the house, but also its quality, and, if necessary, they will automatically clean it. Air from the outside will, of course, be filtered.

Particularly demanding families may also create a cleaning room featuring antiseptic dispensers. Going through this space will be the only way into the house for deliveries or guests. Additionally, homes will also be equipped with a lamp that generates ultraviolet radiation, which can kill some harmful organisms, viruses and bacteria.

Home as the new office

During quarantine, most are forced to work from home. There will be people who will, on the first day after the quarantine, race to meet colleagues and drink that office coffee. But there will be those who will not want to return to the office.

More attention will be given to the arrangement of the workplace at home. Spatial organization will change, with the place to work at home no longer a desk with a parody of an office chair and a lamp, slotted somewhere in the corner of the living room or under the stairs. Now it will be a completely separate room with large windows, blackout curtains and comfortable furniture. It will be technically equipped and sound-insulated.

In response, offices will make more of an effort to win us back. Everything that the top companies have will become commonplace.

Urban farming goes global

It used to be trendy to start small gardens near homes or on balconies, but now it will be a boom. As our grandparents told us, gardening is calming. It has been proven that physical interaction with living plants is good for our mental health.
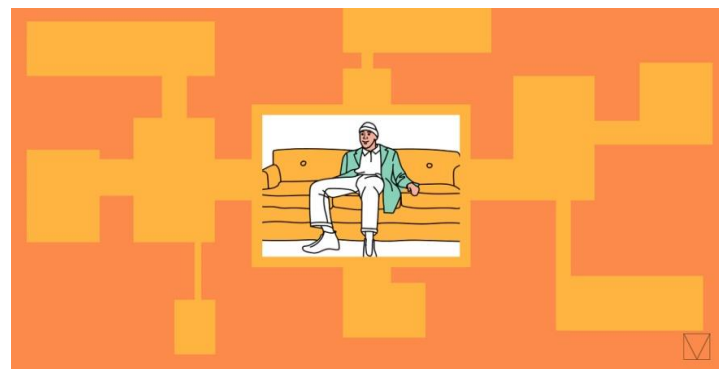
Growing what you eat is pleasant and gives you some freedom from your daily routine, particularly during self-isolation. Quarantine is perhaps the best time to get to know more about indoor gardens – how to grow plants from seeds and create a food ration, even if you live in a multi-storied building. In addition to producing food, indoor gardens can provide oxygen. The trend in Phyto walls has been around for many years, but we have not explored the full potential it offers for interior design.

Going deeper is also an option, like in the recent Guy Ritchie film *Gentlemen*, where marijuana is produced in underground plantations. You could develop an underground basement with a garden, mini cheese factory or a winery. Of course, you need extra equipment here: artificial lighting, water and air filtration, soil fertilizer. But it would be worth it for fresh tomatoes.

Rejection of mass industry

People around the world have been struck by photos revealing a new sky over China. After two months of forced abandonment of mass production, they could finally breathe fresh air.

There are many more pleasant discoveries ahead. The new world will be about things that matter. There will be fewer objects, and they will be chosen more responsibly. More questions will be asked: are they made of natural materials? Does their production harm the planet?

In addition, governments will have to maintain local manufacturers to restore economic performance. Once you leave export and import, you will no longer be such frivolous cosmopolitans.

Wash your hands, stay at home and let's create a new worthy life that the planet will no longer want to lose.

Sources:
1. *https://urbannext.net/life-after-coronavirus/*

Mental Health

I sometimes wish that people could understand that the brain is the most important organ in their body. Just because you can't see it like you can see a broken bone doesn't mean it can't be detrimental and devastating to an individual. As we celebrate May as the "**MENTAL HEALTH AWARENES MONTH**" I want to contemplate on a few things. Let's begin then:

- ➢ Imagine if I had to quit
- ➢ Imagine if I let all the doubts inside my head talk to me
- ➢ Imagine if I don't let my fears subsume me
- ➢ Imagine if I say I want to visit a psychiatrist like a physician and nobody laughs.
- ➢ Imagine if I say I need help.

The biggest misconception of mental illness is that a person does something to bring mental illness upon themselves. It really doesn't matter what kind of person you are. How much you believe in god. How much money you have? That isn't mental illness. The lack of education and high shameful stigma attached to mental illness continue to cause high number of untreated mental health problems all over the world. Mental health is complex; it is like combining scientific with the philosophic. Mental illness for a relief is not gender biased, it can knock at your door at the happiest of days and gloomiest of nights.

We somehow fail to give mental health its due importance because of the fear of being left out or in most cases the fear of being considered 'mad'. The only question that I often ponder and seek answer to is "Do we make the society or does the society makes us" and if the latter is true, we are in some serious consequential crisis.

As per the report by the world health organization 7.5% of the Indian population suffers from some kind /form of mental disorder. What's even more alarming is that most of them doesn't even know that they are suffering from some mental illness. It's distressing to witness such dilapidating state. The cause of mental disorders is often unclear. Theories may incorporate findings from a range of fields. Mental disorders are usually defined by a combination of how a person feels, perceives or thinks. It is just an uncanny fact that every person in his/her lifetime goes through a phase of depression which remains unidentified to many. Mental health is like a new language which initially remains difficult to fathom.

It is sometimes liberating to pursue wholeness instead of perfection, because while making that shift our perspective changes and things become easy to digest. Self-love is absolute
You really can't blame chaos, can you?

Self

The coronavirus challenge has forced the world to take a hard look at global supply chains and has made companies and countries explore ways of reducing their dependence on any one nation or region. For India to do the same is both natural and desirable. In fact, self-reliance has been a central theme running through the country's governance since Independence — the Green Revolution and White Revolution were testaments to that sentiment.

Self-reliance – first heard in 1905, asking Indians to boycott British products and embrace the home-grown, is making a comeback it seems, in the wake of the COVID-19 pandemic. Only this time, the object of protest is China. Open WhatsApp or Instagram today, and a video or a meme asking to 'Say No to Chinese Goods' or 'Buy Indian, Be Indian', is likely to pop up. The trade war started by the US against China two years ago seems to be globalizing in the wake of the pandemic, as countries undertake a slew of anti-China measures that range from re-shoring businesses from China, creating alternative production chains, to stemming Chinese investments.

The five pillars of the colossal edifice of self-reliance.

- The Indian economy should move away from the concept of incremental growth to a quantum
- Jump trajectory
- Create world-class infrastructure that defines the identity of India
- Set up an ecosystem created by technology and not just conventions
- Redefine India's healthy demographic contours to ensure a vibrant democracy, which will accelerate the massive demand for goods and services.
- Establish a demand-led and not supply-induced economic model

When the Corona crisis started, there was not a single PPE kit made in India. The N-95 masks were produced in small quantity in India. Today, we are in a situation to produce 2 lakhs PPE and 2 lakhs N-95 masks daily. We were able to do this because India turns this crisis into an opportunity."

In terms of total manufacturing capacity, these numbers look ridiculous. But it says a lot about India's capacity to create wonders in a short time. Why are we unable to manufacture world-class ventilators, premium healthcare and defense equipment, machinery for road building and mining, and first-class components for computers and cell phones in large numbers? Our pharma companies are performing in a stellar way but have failed to invest enough in R&D.

'Vocal for Local' can create China like startup ecosystem

Several domestic and international Venture Capitalists are looking for home-grown startups across the sectors from every nook and corner of the country. These companies earlier did not receive any intellectual support and technical know-how from the government, and hence their growth remained stunted. These enterprises or ventures never had any aspiration to grow big or go global.
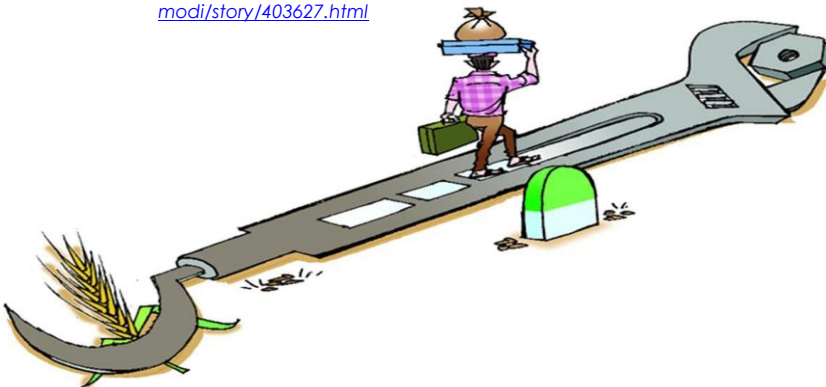
But the 'Vocal for Local' would provide these smaller ventures with that opportunity. Some of these companies, with proper handholding, can become a publicly listed company or get acquired by some bigger international brand, thus providing good exits to the VCs. The government's idea is to create a China-like ecosystem in India, and make the country a hub of the global supply chain. But we are still waiting for more precise guidelines from the government on the definition for local companies and brands. A lot will depend on the criteria on which a company can be termed local.

Sources:

- *https://www.telegraphindia.com/opinion/time-to-be-global-and-local/cid/1774604*

- *https://www.thequint.com/voices/opinion/indian-economy-atmanirbhar-swadeshi-china-trade-globalisation-self-reliance-corona-impact*

- *https://www.newindianexpress.com/prabhu-chawla/column/2020/may/17/be-local-feel-local-go-global-2144238.html*

- *https://www.businesstoday.in/current/economy-politics/coronavirus-outbreak-india-produces-2-lakh-ppe-kits-2-lakh-n-95-masks-daily-says-pm-modi/story/403627.html*

The Role of HR In New Age of Corporate Governance

The word Governance means to control, to direct. Corporate Governance is the system by which organizations are directed and controlled. The Corporate Governance structure specifies the distribution of rights and responsibilities among different participants in the corporation, such as board, managers, shareholders, stakeholders, and spells out the rules and procedures for making decisions on corporate affairs. Corporate Governance involves coordination of areas where owners, managers and board of directors may have conflict of interest. Corporate Governance is important as a part of strategic management process.

HR's role has often been seen as peripheral when it comes to Corporate Governance. There has been a strong belief that the cause of corporate scandals has a direct linkage with the failure of senior HR professionals to play a significant leadership role in Corporate Governance.

The absence of competency of HR professionals have debarred them from being an integral part of senior management team to be aware of the unethical incidents taking place within the organisation. Historically, boards have not seen HR as essential players in Corporate Governance, reason being the lack of business perspective. HR professionals see themselves as HR people first and business people second, resulting in their lack of credibility.

If HR wants to help when it comes to governance it needs to develop a people strategy that is aligned to the business plan and strategy. HR must devote their attention and effort to assessing the honesty and integrity of Organizational decision makers. Apart from the traditional roles of HR, the question of scandals can be added to the responsibility of HR leaders to serve as an integrity officer as well. HR executives should have a direct report relationship to the Board of Directors, as it cannot be ruled out that CEO ultimately decides the fate of HR and may make him dance as per his fancy whims. It will certainly require a great sense of proactiveness, diligence and courage of conviction to make things happen.

We must not consign our fate to algorithms. We the people look forward to productive talks with our partners across the globe about how to safely harness A. I. Technology is not the enemy unless we allow it to substitute its judgment for our own.

(With inputs from Madam Secretary, Season 6 Episode 3)

AI Warfare

Artificial intelligence holds great promise for humanity in medicine, transportation and a host of worthy human endeavours. But that promise evaporates when A. I. becomes an instrument of war. Autonomous weapons can't feel. They can't regret. But they can be programmed to kill, and when they do, they can't be called back because they're built to override human intervention.

They may even conclude our humanity is the glitch in the system, the weakness that needs to be eradicated. Humankind has spent more time, energy and money perfecting war than on any other human endeavour. We have fought each other to the brink of starvation and the edge of extinction, but the one aspect of warfare that safeguards our survival is meaningful human control. The reluctance to put troops in harm's way and the compassion to sue for peace when enough blood has been spilt.

These are considerations alien to robots. Allowing machines to choose to kill us will eliminate these safeguards and will forever erode our freedom and security. That day must never come.

DISTINGUISHED ALUMNI

Mr. Vivek Chaturvedi
1989-91

Regional Business Director
Solar India, Middle East and Africa, DSM

Visionary, driven, tenacious. These are some aspects for which Mr. Vivek Chaturvedi is known for.

He joined Department of Management, BIT Mesra in the year 1989 as a budding manager. He kicked off his career with General Manager of Xerox as integrated marketing expert.
After his stint as GM, he then went on to join MBI International Services Ltd. to head India Operations for nearly about 2 years.
After which he joined Moser Baer India Ltd where he served in various capacities. His portfolio included, General Manager – International Sales & marketing, Vice President of International Sales & marketing, Senior Vice President – Business Development, Head – Global Sales & Marketing and as Chief Marketing Officer.

He was also Co-Chairman of Solar Energy Task Force of Federation of Indian Chamber of commerce and Industries (FICCI).

He is now with DSM, serving in the capacity of Regional Business Director of Solar India, Middle East and Africa.

We are extremely proud to be his alma mater.

Mr. Pankaj Sinha
1996-98

Managing Director, Sri Lanka & Maldives
The Coca-Cola Company

Pankaj Sinha is the Managing Director for The Coca-Cola Company for Sri Lanka and Maldives.

His key responsibility in this role is to bring moments of happiness for the people who live or visit the two Indian Ocean islands. He has leadership experience across Asia Pacific with The Coca-Cola Company & ExxonMobil Corporation. He is a member of the Industry Advisory Board of Nottingham University Business School, Kuala Lumpur campus.

In his last role, Pankaj Sinha was Director Operations & Commercial for International Beverages Pvt. Ltd. (Bangladesh subsidiary owned by The Coca-Cola Company). With a strong combination of Strategic and Tactical skills, Pankaj Sinha is a specialist in developing centers of Business Excellence, Commercial and Market Execution Strategy. He is known to be a change manager par excellence, adept at handling the VUCA environment.

Prior to this Pankaj Sinha lead the Commercial / Operations functions for Coke in Rajasthan, India as Associate VP and Head of Operations. Previously, Pankaj Sinha headed the Commercial function for one of the largest Zones for Coca-Cola in India. The Zonal Heads of Key Accounts, Channel Marketing, Sales Capability, Cold Drink Equipment, Tele Sales and Business Analytics had a line reporting to Pankaj's position.

Further in the past Pankaj was heading the Market Execution and Capability Development function for Coke in Malaysia.

His journey is extremely inspirational for all the MBA aspirants and especially for the Management students of BIT.

We are extremely proud to be his alma mater.

A New Beginning   *Cover Design by Piyush Prashant*
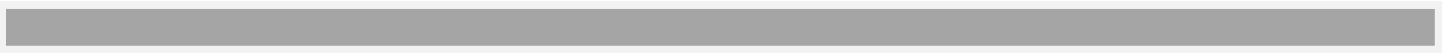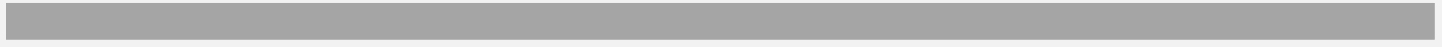
Welcome to the BIT family
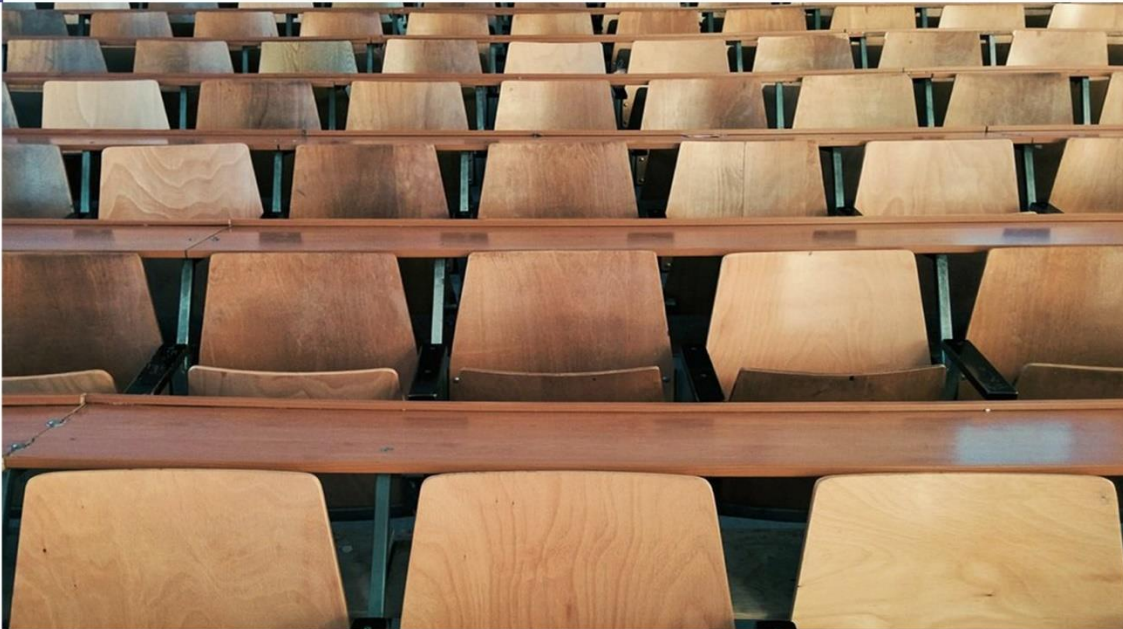---- MBA Batch of 2020-22 ----

> " The heaviness of being successful was replaced by lightness of being a beginner again
>
> –Steve Jobs "

(Stanford University commencement address, 2005)

Email: manageabit.mgmt@gmail.com
Website: https://www.facebook.com/MNGT.BITMESRA
Linkedin: https://www.linkedin.com/company/43237011
Design & Cover by:- Piyush Prashant