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Volume I  
Issue II

# MANAGE-A-BIT

REDEFINING SPHERES OF MANAGEMENT



Department of Management  
Birla Institute of Technology  
Mesra, Ranchi



*Cover Design by Piyush Prashant.*

*The cover design is conveying an emotion which is a reflection of COVID 19 pandemic across the world. We promise ourselves we will fight back and again rise to our sunshine and march forward with togetherness. The whole of humanity is together in these testing times.*

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## **Overview**

The Department of Management was established in the year 1979 with the aim of serving the growing need for qualified professionals who could harness the resources of the country to achieve its development goals. The department has continuously strived to achieve this aim by maintaining the highest standards in the Post Graduate (MBA) and Doctoral Programmes offered by it since its inception.

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

The department follows the philosophy of Outcome Based Education. Therefore, the teaching-learning process is student centric. The pedagogy is practical, hands on and real time. Case studies, Problem Solving Exercises, Role- Plays, Management Games and Presentations are extensively used. The curriculum is planned to facilitate learning in theory and practice of all aspects of the discipline of management ensuring the achievement of predefined learning outcomes.

## **Department Vision**

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

## **Department Mission**

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

# Student Bodies

**There are 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.
- The newly established **Team Manage-A-BIT** is responsible for bringing out the quarterly newsletter cum magazine, Mange-A-BIT, 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 programme is through practical implementation of the theoretical learning. This student body contributes to achieving this goal. SAF organizes a series of innovative extracurricular intra-college and intercollege events throughout the year. It provides a platform to the students to inculcate a practical approach to solving management problems.

## **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 its motto to infuse humility into the budding manager through various activities that it plans out to uphold the essence of CSR in professional way. IT was associated with prestigious UNESCO MGIEP DICE program this year.

## **Manage-A-BIT**

A new body established with the motive to reach out to our alumni and create a platform where everyone can join us. Manage-A-BIT is tasked with quarterly publication of departmental newsletter and magazine and to build a platform where everyone can join us. It is also tasked with to build the brand image of department along with handling of departmental social media pages and website. The newsletter has become quite popular after its first issue was published.

## **From the HOD's Desk...**

Dear All,

It is indeed a matter of pride for the department that the editorial team of our Newsletter successfully met the Covid Challenge with their grit & determination. The second issue is ready for release as per schedule.

Notwithstanding the nationwide Lockdown, the last few weeks have been full of excitement and new learnings for everyone in the Department. It was revealing as well as satisfying to know that our students could teach us a thing or two about the use of technology for effective Online Teaching & assessment. Overall, it has been a memorable journey from the Click & Mortar Classroom to the web Based Classroom for all of us.

Wishing Good Health & Happiness to everyone,

Please wear your Mask and practice Physical Distancing!

**Dr. Shradha Shivani**

**HOD**

## **From the Editor...**

Greetings everyone!

We are very proud to present the Second Issue from Manage-A-Bit, the departmental newsletter cum magazine, Department of Management, BIT Mesra. Amidst the distress and adversities that we're all facing, we have witnessed humanity shine bright as the beacon of hope. From healthcare professionals and essential workers in the frontline, there have been innumerable times when humanity exemplified its great courage and selflessness. Even through a lockdown and minimal human interactions, we've felt our collectiveness during this pandemic, more than ever.

The paradigm shifts in business and trade is also being a strange highlight, as work shifted from the walls of office to the walls of our bedrooms. We moved away from our ritualistic lives, molding ourselves into new routines and new ways of living. Organizations like Asians Paints and TCS displayed their dedication towards their human capital by swimming against the waves of retrenchments and layoffs, setting new levels of work culture benchmarking in their industries.

We have stayed strong together and only as one unit we can aspire to move forward this mammoth hurdle.

We acknowledge our blessings to be able to come together to put our efforts for this Issue. Continuing to count on your support towards Manage-A-Bit.

Wishing everyone good health and safety. Looking forward to meet the new batch 2020-21 on campus soon!

**Pramit Basu**

**Chief Editor**

# COVID - 19



## Impact of COVID — 19 on the Indian Economy

Even before the pandemic hit, the global economy was going through a turbulent time. In the first three quarters of FY 2019-20, India's real GDP growth was under 5% - the lowest in the last six years. Due to various restrictions on economic activities, the forecast for the next few quarters looks quite bleak.

The stock markets which are considered as a reliable barometer of an economy's health, have been reeling under pressure since early March when the global impact of COVID-19 started getting clear. After the World Health Organization (WHO) officially declared it a pandemic, global markets, including India, witnessed bloodbath. The Sensex registered its biggest one-day drop of nearly 3000 points on March 12 followed by an even bigger drop of nearly 4000 points on March 23 after the lockdown was announced.

The growth projections for FY 2020-21 have been significantly revised downwards by various agencies. Even negative outlook has been expressed by some experts.

### What Is a Financial Crisis And How Is It Different From a Recession?

A financial crisis is a phenomenon where external factors or the potential impact of an impending catastrophe results in the devaluation of assets. Because of the globalized world we live in, a major disruption in a major economy can lead to a cascading effect across the globe.

At a macro level, financial crises can often lead to a liquidity crunch and the freezing of global markets. At an individual level, the fallout could be in terms of unexpected demands from lenders for early repayment of debts leading to erosion of wealth and in extreme cases, even bankruptcies.

That said, not all financial crises are equal - while some impact the banking system or other key segments such as stock market, commodities and real estate, it may lead to a more localized impact that is restricted to a market or a region. However, a severe or prolonged financial crisis can have a wide-ranging impact that could lead to a recession, which goes beyond the loss of wealth or devaluation of assets.

**“By definition, a recession is an economic scenario marked by a downward spiral in the Business cycle.”**

It often goes beyond a segment or a region and is characterized by a global or national decline in key macroeconomic indicators such as industrial production, trade volumes, capital flows and unemployment. The current COVID-19 induced scenario suggests that we are in a financial crisis but fears of a global recession are increasing. On the upside, we have collectively overcome quite a few major global disruptions since the emergence of global trade with learnings from the past, combined with sound monetary and fiscal decision-making.

## History of Financial Crises

All businesses and global economies are cyclical in nature, so while a downturn cause's wide-scale financial stress, it still operates within the principles of economics.

Let's look at the timeline of recent economic history, showing major financial crisis hitting the global markets.

### Major global financial crises of the last 100 years

The great depression triggered by the **Wall Street Crash** which lasted for more than 10 years



The **Asian Financial Crisis** which started in Thailand and spread across the rest of Southeast Asian countries



The **Oil Price Shock** which triggered a worldwide financial crash characterised by very high inflation and stagnation in economic growth



The **global financial crisis** triggered by the collapse of the housing market in the US market which led to the fall of Lehman Brothers and other financial institutions across the world



## The road to recovery

A financial crisis impacts the fundamentals of an economy (industrial production, international trade, cash flow, etc.) and the various players that run it (banks, financial institutions, stock markets, businesses

etc.). The road to a sustainable recovery essentially requires integrated and coordinated efforts by governments (central, state and local governments) and their various arms. Lets' look at some of the salient measures concerning retail investors.

## Key measures by Income Tax Department

- ✓ The last date for filing income tax return for FY 2018-19 has been extended from March 31, 2020 to November 30, 2020.
- ✓ The deadline for linking Aadhaar and PAN has been extended from March 31, 2020 to June 30, 2020.
- ✓ The last date for investment in saving instruments or investments for rollover benefit of capital gains has been extended to June 30, 2020.
- ✓ An investor can do the following investments before June 30, 2020 and avail deduction for FY 2019-20 (for which the deadline was March 31, 2020)
- ✓ Investments under section 80C which includes Life Insurance Premium, ELSS of Mutual Funds, NSC, PPF etc.

## Key measures by RBI

### • Banking Services

The following provisions have been made until June 30, 2020:

- ✓ ATM / Debit cardholders can withdraw cash from any other bank's ATM without any charge.
- ✓ Waiver of minimum balance fee for all bank accounts.
- ✓ Reduced bank charges for digital trade transactions for all trade finance consumers.

### • Rescheduling of Payments - Credit Cards

- ✓ All banks and financial institutions offering Credit Cards have been given an option to defer the dues and payments for a period of three months. But it should be carefully noted that this is just a deferment and not a waiver. So opting for the moratorium will push the due date for payment but interest will be payable for the period of deferment. As generally the rate of

- ✓ Investments under section 80D which includes Mediclaim premium for Self, family and parents.
- ✓ Investments under section 80CCD (NPS).
- ✓ Tax savings investments done between April 1 and June 30, 2020 will be eligible for deduction either in FY 2019-20 or 2020-21. Investor has an option to select the financial year in which he/she wants to claim the deduction.
- ✓ The donation made to the 'PM Cares Fund' shall be eligible for 100% deduction under section 80G. Further, the limit on deduction of 10% of gross income shall also not be applicable for donation made to this Fund.

Interest on credit card dues is very high, this option must be used only if most required.

- ✓ The rescheduling of such payments will not qualify as a default for the purpose of supervisory reporting. Availing this facility will not impact the credit score or credit history of that individual in any way.

## Key Measures by SEBI

### Changes in MF transaction timings

Due to changes in bank's working hours for customers, SEBI has revised the cut-off timelines for mutual fund customers as below -

Fund type	Subscription	Redemption
For Liquid and Overnight Funds	12.30 PM	1 PM
For other than Liquid and Overnight Funds	1 PM	1 PM



SEBI has also relaxed the timelines for processing of various other requests such as demat request, KYC update by respective market intermediaries namely stock brokers, DPs, RTAs etc.

### **Impact on investors**

Due to the countrywide lockdown, most of the financial intermediaries including DPs, stock brokers, RTAs, mutual fund houses and their distributors are working with lesser number of staff and resources. Reaching them in person has become quite difficult. This may result into delayed response to various requests from investors. However, most of the intermediaries have made available digital modes of transactions. Investors may visit their respective website and find out the details.

### **Key Measures by Employee Provident Fund Organization**

- ✓ EPF regulations have been amended to include Pandemic as one reason to allow non-refundable advance.
- ✓ All EPF members having a Universal Account Number (UAN), can withdraw up to 75% of the amount or three months of the wages, whichever is lower, from their accounts.
- ✓ Members will not be required to furnish any documents or certificate while submitting an application to their employer.
- ✓ The amount withdrawn under this facility will be exempt from tax.

### **Insurance for those involved in fighting COVID-19**

The central government has provided an insurance coverage upto ₹ 50 lakh for accidental death on account of COVID-19 related duty to all healthcare workers who are involved in treating COVID-19 patients. This scheme covers doctors, specialists, nurses, technicians, paramedics, ward boys, ASHA

Workers as well as janitorial staff involved in combatting COVID-19.

### **Planning and Preparing for a Financial Crisis**

While global financial crises of such magnitude occur once in a few decades, for a large number of salaried individuals or small business owners, a slowdown in the economy, pay cuts or losing a job in such scenarios can have a deep impact on their personal finance. Thus, as a prudent financial planner, it is important for you to protect yourself and your family from such eventualities in the future. The following best practices will help you to prepare for a financial crisis and avoid that turning into a personal financial crisis:

#### **Build your rainy-day fund**

When doing your financial planning, one of the first things to do is to create a rainy-day fund to keep you going during such events or financial crises. Based on your income, expenses and lifestyle, it is advisable to set aside funds which can be easily accessed or instruments that are easy-to-liquidate on short notice. Ideally, such funds should be able to cover between three and six months' worth of expenses for you and your dependents. If you already have such a fund, it's time to review whether it is sufficient or not in view of the changes in earnings and expenditure.

#### **Re-evaluate your risk tolerance**

It is important to take a step back and re-evaluate your risk tolerance. Additionally, market dynamics also become volatile and it is crucial to factor this while making your decision. Finally, such situations are usually accompanied by temporary financial hardships, but it is beneficial in the long-term to prioritize financial well-being over short-term problems.

#### **Diversify your investment portfolio**

While diversifying your portfolio is sound advice during normal times, it becomes paramount in a slowdown or an impending financial crisis.

As an investment philosophy, it is important to understand that stocks from fundamental and



essential sectors like basic consumer goods, pharma and financial services would behave very differently from discretionary sectors such as aviation, automotive and non-essential consumer goods. The key thing to remember is that no slowdown is permanent, and eventually the situation will turn around.

So the mix of your investment portfolio should be based on market fundamentals, your risk appetite and your liquidity position.

Check if you have registered nomination in all financial investments such as demat account, mutual fund folios, insurance policy, bank account and fixed deposits.

Check you have term insurance cover for amount sufficient for those who are dependent on you.

Check if your health insurance policy has sufficient cover for your-self and family members.

## DO's

- ✓ Create a rainy-day fund to reduce the financial impact of such a crisis.
- ✓ Rely on fundamentals and verified information for all financial decisions.
- ✓ Fulfil your debt obligations and opt for refinancing only if you must.
- ✓ Reconsider spends to prioritise essentials for a few months.
- ✓ Reassess your risk appetite and rebalance your planning if required.
- ✓ Learn how to do financial transactions digitally.
- ✓ Learn net banking, electronic money transfer, using wallets & other digital payment options.
- ✓ Learn how to protect yourself from online and cyber frauds.



**DO's**



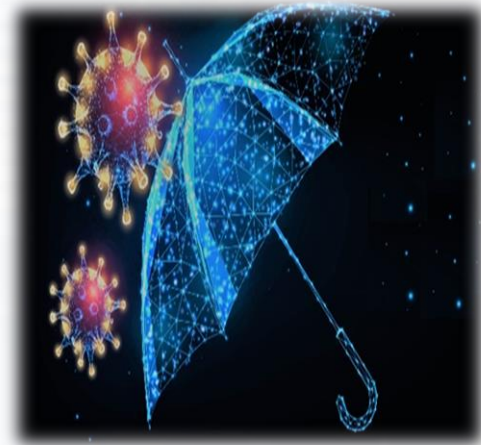
**DON'T's**

## DON'T's

- ✗ Don't panic and make hasty financial and investment decisions.
- ✗ Don't empty your investment portfolio during a meltdown.
- ✗ Don't make investment decisions based on "tips" and rumours.
- ✗ Don't run up your credit cards for non-essential purchases.
- ✗ Don't over analyse or venture into unknown financial territory.
- ✗

## Reliable Sources for Information on COVID-19

- COVID-19 Page - Ministry of Health and Family Welfare, Government of India
- Updated information on the number of cases, all government notifications and advisories, awareness material, FAQs and other related resources.
- COVID-19 Page - World Health Organization (WHO)
- Global updates and best practices in the fight against COVID-19.
- Aarogya Setu app —
- Official app of Government of India to fight COVID-19.
- Check fake news, myths and WhatsApp forwards
- Press Information Bureau, Government of India



## COVID-19: Impact and Tips to Manage Your Finances in These Times

*(Based on an article by Mr. Vishnu Peruvemba, CFO, Netcore Solutions)*

The outbreak of COVID-19 has resulted in lockdown and huge business disruption causing uncertainty in markets. The world over stock markets have tumbled, making equity investors lose money. Although financial market indicators are not to be taken as a conclusion, the economies world over, are showing clear signals of moving to recession.

With an iron will and firm lockdown measures, our government and agencies have taken decisive actions to arrest the spread of the pandemic and infused various measures to ensure that the economy is not stalling. We expect that with strong fiscal and policy measures the government will take more steps to ensure that the economy bounces back.

The severity of impact on demand and supply factors along with financial measures undertaken will determine the pace of economic recovery. Economists classify the recoveries V, U or L shaped recoveries. “V-Shaped” recovery is where temporary demand is displaced, but growth rebounds

Such unprecedented situations also warrant concerns about the future and fear of a restricted income. To tide over these difficult times, individuals and families can take a few steps to manage their budget sensibly

**1. Keep enough liquidity to meet urgent needs** - Cash is of paramount importance as income flows can be inconsistent and you must have enough liquidity to meet your daily requirements. As a rule of thumb in such times, try to reduce non-essential expenses as much as possible.

**2. Avoid panic selling and Stop making decisions based on fear or in haste** - The old saying “Patience is a virtue” could not be more relevant in the present situation. In such a volatile environment do not take unnecessary bets and hold back from new investments in equity or mutual fund. However, if you have a pool of capital that you do not need for living expenses, you may want to purchase stocks of good quality firms periodically as the market dips. This could

back and sees quick optimistic bounce back in economic activity, generally within 3-6 months. Historical data shows that in past events like the great depression, world war, and more recent global financial crisis of 2008, the recoveries were “V” Shaped”.

give you overwhelming returns on your capital over the long term. Act rationally, stay patient and take financial decision based prudence rather than fear and haste.

**3. Reduce financial obligations like debts and expenses** - If you are having some surplus funds, it will be better to reduce the loan obligations. Do not hold back settlement of your credit card dues just because moratorium is available as the burden of interest is very heavy. The relief given by the government is just to ensure protection from default and is only to be used as the last option.

Do not get worried about the loss of value of investments, as wealth will gain back its value over time. The present times warrant us all to exercise caution and take care of our health, for the sake of everyone else. Use the additional time available to keep yourself and family members in good health, pursue your long forgotten hobbies and learn new skills to survive in the changed work culture.



## **Brief Summary of all the measures by Government of India for COVID-19**

### **Agriculture**

- ✓ Certain operations in the farming sector and its allied sectors have been excluded from the lockdown measures as the harvesting and sowing season is currently in progress. However, it is advised that social distancing is maintained during agricultural activities. Some operations exempted from lockdown are farming activities by farmers and workers, veterinary services, manufacturing of fertilisers, pesticides, and seeds, and movement of agricultural machinery as on 28 March 2020. The government has issued safety precautions and guidelines for the activities to take place, such as social distancing, reduced number of persons, personal hygiene, etc.
- ✓ Agricultural Ministry has launched new features in e-NAM software in order to decongest mandis. The pan-India electronic trading portal links mandis across states and currently, efforts are being made to increase the number of mandis in the network from 585 to 1,000.
- ✓ Repayment date of crop loans has also been extended up to 31 May 2020 i.e. those who pay by 31 May 2020 will still get the benefit of Interest Subvention (IS) and Prompt Repayment Incentive (PRI).

### **Organised sector**

- ✓ Employees who are 'Persons with Disability' have been exempted by the government from attending to essential services. As a preventive measure, to reduce the number of persons in office, staff will be present in shifts in all essential service offices.
- ✓ Insurance cover of Rs. 50 lakh has been extended to all healthcare providers fighting COVID-19 under Pradhan Mantri Garib Kalyan Package.

- ✓ Contractual employees in Indian Railways such as those engaged in AC in trains, Pantry cars, etc., will be considered on duty and paid accordingly following the suspension of train services.
- ✓ Government has asked companies to refrain from lay-offs and salary cuts.
- ✓ Income Tax department has extended deadline for filing 15G and 15H forms to 30 June 2020 for individuals facing TDS deductions by banks.

### **Migrant workers and unorganized sector**

- ✓ Directions have been given to state governments to provide temporary shelter with clean water and sanitation and provision for food. The State Disaster Response Fund can be used for this purpose.
- ✓ Payment of wages to workers without any deduction is mandatory
- ✓ Landlords should not demand one month's rent from the workers
- ✓ Guidelines to deal with psychosocial issues of migrant workers amidst the lockdown due to pandemic have been issued by government.
- ✓ Rs.52,000 crore cess fund available is to be used by State governments to help Building & Construction workers

### **Food security**

- ✓ Under Pradhan Mantri Garib Kalyan Anna Yojana, all the beneficiaries under TPDS will be provided with 5 kgs of food grains per person per month for free for three months from April to June 2020.

### **Financial Aid**

- ✓ 'Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PM CARES Fund)' has been launched by the government to collect funds to tackle COVID-19 challenges. However, questions have been raised as to what purpose this



fund serves while Prime Minister National Relief Fund already exists. Contributions made to the fund in addition to expenditure on COVID-19 relief measures taken up by companies will be a part of Corporate Social Responsibility. Foreign inward remittances are also permitted as contributions to the fund.

- ✓ Rs. 11,902 crores released under State Disaster Risk Management Fund to all states.
- ✓ 20 crore women Jan Dhan account holders to get Rs 500 per month for next three months
- ✓ Increase in MNREGA wage to Rs. 202 a day from Rs. 182
- ✓ An ex-gratia of Rs. 1,000 to 3 crore poor senior citizen, poor widows and poor disabled
- ✓ Government to front-load Rs. 2,000 paid to farmers in first week of April under existing PM Kisan Yojana

### **Financial services**

- ✓ A moratorium of three months on EMIs for outstanding loans was announced by RBI.
- ✓ For insurance premiums falling due in March and April 2020, a grace period of 30 days will be provided.
- ✓ Extension of last date of filing of original as well as revised income-tax returns for financial year 2018-19 to 30 June 2020.
- ✓ Extension of Aadhaar-PAN linking date to 30 June 2020.
- ✓ The date for making various investment/payment for claiming deduction has been extended to 30 June 2020. Hence the investment/payment can be made up to 30 June 2020 for claiming the deduction under these sections for 2019-20.
- ✓ Extension of date for filing GST returns and waiver of interest for certain companies.

### **Education**

- ✓ Education department has asked Central Board of Secondary Education to promote students of Classes I to VIII to the next class.
- ✓ MHRD has recommended the board to conduct exams only in 29 crucial subjects for classes X and XII which are required for promotion. Exams to be held in March have been postponed.
- ✓ Class IX and XI students will be promoted based on school-based assessments such as tests, exams and projects.
- ✓ UGC and MHRD have opened up digital platforms for students and teachers to access and learn more.

### **Essential goods and services**

- ✓ Masks, sanitisers, alcohol required for producing sanitisers, etc. have been classified as essential goods. Restrictions on ethanol production have been removed. Price of masks and sanitisers have been capped.
- ✓ To ensure availability of essential commodities across states, government has asked all states to lift food grain supplies of six months and pass them onto retailers so that consumers can stock at home. Prices of commodities are also monitored constantly under the Essential Commodities Act.
- ✓ The government has listed down essential services which will be functioning at the time of lockdown. The list can be accessed [here](#).

### **Health**

- ✓ The Ministry of Health & Family Welfare (MoHFW) and ICMR have been modifying the guidelines regarding patients- testing, diagnosis, and treatment. Factly's earlier story throws light on the procedures. The government has also issued guidelines on how to contain large outbreak.

- ✓ The government has issued advisory to start using rapid antibody based blood test for COVID-19.
- ✓ Government launched 'Arogya Setu' mobile application which helps track the spread of the virus. It notifies users on whether they are susceptible to the infection.
- ✓ In addition to healthcare measures to tackle COVID-19, government has also issued measures to deal with alcohol withdrawal, and measures to ensure mental health of children, migrant labourers, and the elderly.

(Source: <https://factly.in/explainer-brief-summary-of-all-the-measures-by-government-of-india-for-covid-19/>)

### Other measures taken by the government

- ✓ The highly controversial National Population Register and Census have been postponed by the government.
- ✓ Validity of vehicle related documents such as fitness certificates, Registration Certificates, Driving License, etc. which expire between 01 February 2020 and 30 June 2020 will be considered valid up to 30 June 2020. Similarly, validity of environmental clearances have also been extended till 30 June 2020.



# HAPPENINGS



**Insights from Interview of Shri. Pulkit Trivedi, Director, Google Pay and Distinguished Alumnus, 1996-98**

24<sup>th</sup> January 2020

Mr. Pulkit Trivedi, Director Google Pay, made the students of the Department of Management envision the corporate nuances so that the students could get an insight into the much-awaited world they are almost ready to enter. Mr. Trivedi shared some of his impression of the corporate world with his enriching experience of 19 years. He firmly believes in the idea of “procurement of skills” to stand out from the rest.

Mr. Pulkit Trivedi carried a very amiable aura throughout the session which made the interactions even more interesting and free flowing between the students and him. He highlighted the importance of keeping a balance between academic grades and building up core management skills like negotiation, problem solving skills and a “can you” approach within all the time so as to hit the bulls eye.

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

***Here are some insights from the interview:***

**Interviewer 1: How do you feel after visiting your institute BIT Mesra after such a long period?**

**Mr. Trivedi:** It’s a very special feeling. It takes a lot of time to sink in the feeling to be back. While riding around the campus, I can still say that it is still my favorite place and will try to come back whenever it is possible. The surrounding is so serene, calm and silent that it gives a lot of time to reflect. I have given the idea to my batch mates that we try to visit the campus like a reunion.

**Interviewer 1: How will you describe and what do you think constitute the career journey mantra after MBA? Why we see a good number of graduates unemployable and what should be done?**

**Mr. Trivedi:** It’s a very tough question to answer. I can’t really tell you the mantra. One thing that I have been very lucky. But given the environment and the world around you today versus twenty years back, it presents itself with lot of opportunities of huge magnitude. What has worked for me is to focus on the basis and by basics means a balance between academics and skills. Being an MBA student a whole set of concentration is on the softer skills of your persona like negotiation, problem solving skills, strength of thoughts, reflects competencies for ‘can you’ approach, problem solving approach or the text bookish approach.

There is a combination of factors that results in employability. The university should align itself with the industry needs. Similarly the student should also remember that a student is here to learn. A student should acquire two or three things before leaving the institute.

If I have my way, I will make the course of MBA case based. Memorizing and puking theory on exams and quizzing them won’t help much.

The students should develop

- Critical Thinking & Problem Solving
- Communications skills

The most needed people should have **Brevity**. The ability to put words in concise. Most people lost it but this is a most important aspect of being successful.

**Interviewer 2: Clarity of thought, ‘can you’ do it approach, soft skills are very essential — how one can structure their thoughts.**

**Mr. Trivedi:** Yes, soft skills are very essential to shape or structure ones thought. Soft skill is



very essential tool for survival and development in any organization.

**Interviewer 3: How a student can get in companies like Google?**

**Mr. Trivedi:** New age-tech companies like Google, Facebook etc. look for people who are passionate to learn, i.e., keen learner, not afraid of solving big problems, aspire for achieving high fits. Google has this culture of thinking 10x instead of 10%. They are meant to take the best out of you. Different people will assess you on different criteria.

**Interviewer 3: How Google Pay sees itself moving forward in this economic slowdown?**

**Mr. Trivedi:** Google starts any product, the core values are respect the user, respect the opportunity and respect each other. While building products we think how it helps user. We are very user friendly. In this culture, Google pay will be the medium for getting people into the financial inclusion and digital economy. The products should be simple, reliable and fast.

**Interviewer 1: From the point of security, it is a general concern among the users of digital payments that how secure they are while they are processing their payments. So how do you define the security that Google Pay uses?**

**Mr. Trivedi:** I think we lay a lot of emphasis on security. How Google pay is secure, it built on the UPI and our core emphasis is every single Google product should be extremely secure and it should uphold the privacy of the user. I think the industry overall needs to do a lot of things to build user awareness and user education on the whole security aspect around digital payments and Google will play a leading role in terms of building that because you can make the product very secure but if the users are vulnerable to frauds then the industry needs to

take responsibility. So I think user education and user awareness is a very big aspect of closing the and which is why we will invest really big time on building this user education and user awareness in the current period and in the future.

**Interviewer 1: On this point of privacy, generally it is in perception that Google and their products or any other gadgets don't have this privacy thing because everything is out in the open in the web, so how to deal with that kind of perception when people are feeling insecure?**

**Mr. Trivedi:** I think it is very important and good question. Firstly, we should recognize that there are real issues around the privacy side, especially with internet exploring and companies like Google, Facebook, Twitter and Amazon that are dealing with data of billions of users. I think there are two parts to the problem, one is like you rightly said the perception and that perception is built out of experiences, people may not have had good experiences with their data. The industry is trying to solve that perception issue and Google is taking a lot of efforts in terms of communicating to the users that 'as Google, we take pride in keeping your data secure and we ensure that we not using your data for any illegitimate needs'.

The second thing is what we actually do. I think we have a lot of AI that ensure that their data kept in our ecosystem is secure and there are no leakages. The data is not used in any inauthentic way. So, things like allowing the user to give consent, if you now see, Google while using any Google service it will ask for your consent like, "We are taking your Gmail ID, would you like to see Google ads?", "Do you want to opt in for this service or not?". Even when we are throwing ads on their Google display network we give you the option to close the ad and then ask you for the feedback asking, "Is the ad relevant to you?" or "Are you closing it because

it is irrelevant or you just don't like the ad?". So I think there is a lot of effort in the direction to ensure that we are keeping users' data secure. Just imagine every service of Google is free. We make money out of advertising and that money goes into building such great and fantastic products like Search, YouTube, Google Maps, Google Translate, Google Lens and we are giving these products free to millions and billions of users every single day. So I think there is a lot of focus on privacy.

**Interviewer 3: How Google Pay is taking up on competition?**

Mr. Pulkit: No, I think the competition is very healthy for the industry. Any market, if you really think about any market, innovations happens when there is competition. When there is a monopoly or a duopoly, innovation does not happen. The biggest beneficiaries of innovation are the consumers. So fundamentally, we believe it is good for the industry. Secondly, if you think about digital payments, our view is larger than just tackling competition, our view is to enable millions of users in India who do not have the access to formal banking; to come and get into the formal banking digital payment ecosystem. The third thing is - Can you make the economy cash independent? Our journey is dependent on bigger objectives rather than focusing on just the competitors and we do ensure that our products are relevant to the consumers; they have better UI and UX, 'do the users feel more secure?' and they feel more joy in using our products. Absolutely that's the focus. And this is how we try and keep ahead of the value chain.

**Interviewer 3: This is a very important question for our generation Sir, When will the better luck next time will stop? (answered humorously)**

**Mr. Trivedi:** This is the problem with India, everybody wants cashback. So if you're running

a co. a startup do you like to build up your business on giving cash backs?

**Interviewer 3: No Sir**

**Mr. Trivedi:** Why?

**Interviewer 3: Because that would attract customers primarily but eventually when they stop getting the cashback the customer delight won't be there anymore. So they will start moving away from this and switch to other companies who are then giving cashback.**

**Mr. Trivedi:** So here is the answer - there is no right or wrong answer for this, cashback is the reality in India.

The thing is it is important to incentivize users to get them onto your product. But remember you are running a PML, you can invest only as much. So if you keep on building the product experience which is built up on the back of giving cashback, you will fail. If you build a product at the back of building a great user experience you will succeed. I can tell you people will use you irrespective of whether they get a cash reward or a BLNT because they believe Google and the sheer joy of transacting on Google. I can pay an industry, a merger, I can pay a friend.

But yes we will reduce the dependency on cashback and focus on what we do best like user friendliness and the real problem of banking in India.

**Interviewer 1: So basically we can reduce our expectations on cashback.**

**Interviewer 1: Do appearance matters in corporate?**

**Mr. Trivedi:** I don't think so. Subconsciously it may. IT MAY. But companies take pride in equality. Equality irrespective of anything. So fundamentally it doesn't matter.



**Interviewer 1: How far our college name will associate to us?**

**Mr. Trivedi:** it will matter for some time. But beyond a point what matters is your personal brand and what you have done to your CV. The skills you acquired, your ability to learn. So after a point of time it is you that matters.

**Interviewer 3: what is the role of MBAs in big tech companies?**

**Mr. Trivedi:** Remember the tech companies have a product to sell. It is the job of the MBA students to build business models for these companies to carryout there operations.

**Interviewers: Thank you so much for your time. The insight derived will definitely be useful to the young grads.**



*Mr. Pulkit Trivedi with Interviewers, Pratyay Das, Priyanka Suman Keshri and Pramit Basu (Left to Right)*

## **Ripple: Industry-Academia Symposium -2020**

**24<sup>th</sup> January 2020**

The Training and Placement Department of Birla Institute of Technology conducted a one day event 'Ripple: Industry-Academia Symposium' -2020 sponsored by Tequip-III, BIT Mesra and ICT Mumbai in the CAT Hall on 24th January 2020.



The event witnessed the presence of Dignitaries from various reputed organizations. The chief Guest for the Event was Prof. Anil D. Sahasrabudhe, Chairman of All India council for technical education and Mr. Ravi Gupta, Chief Executive Officer, TATA Green Batteries was the Guest of honor for the same.

The event began with handing over the symposium kits to the Dignitaries and a brief introduction by Prof. Utpal Baul, Dean Alumni and International Relations and the professor-in-charge of the Training and Placement Division. He then cordially welcomed the Chief Guest, Prof. Anil D. Sahasrabudhe and all the guests present over there followed by introduction to all the guests by the hosts. The event began with BIT prayer in melodious voice of members of Dhvani Club, BIT Mesra.

Then Dr. S. Konar, the honorable Vice-Chancellor of the institute, addresses the gathering about quality education, clean and smart campus awards and also start-up concepts.

After that Prof. Anil D. Sahasrabudhe talked about the importance of modernizing education to make students future ready with today's digital and high-tech world. He talked about how important the introduction of artificial intelligence and machine is learning in modernizing education. After that The Guest of honor Mr. Ravi Gupta presented a video about the five pillars of success.

Later, the panel discussion began with the topic on "Responsiveness of Academia towards Industrial Alliances and Collaboration with the Industry". Prof. Utpal Baul was the moderator of the discussion and the panelists were Mr. Pulkit Trivedi, Director of Google Pay India and an alumnus of BIT Mesra, Mr. Shubham Rawool, Vice President of Business Analysis, Cards and Payments at Axis Bank, Prof. H.S Bawa, Industrial coordinator at Thapar University, Mrs. Kasturika Saikia, Lead L&D at PwC Service Delivery Centre and Prof. Dilip D Sarode, Associate Professor at ICT Mumbai. It was a very good discussion on Industry-Academia Collaboration.

Second panel started post lunch and the topic for the discussion was "Education: Employment or Degree". Prof. Sudip Das, a prof. Aerodynamics Division of the Department of Space Engineering and Rocketry, BIT Mesra was the panel moderator and the panelists were Prof. Rituraj Juneja from Thapar University, former IBM trusted advisor and mentor to high potential educational start-ups, Mr. B Anil Baliga, Executive Vice-President, Business at Volvo Eicher Commercial Vehicles Limited and an alumnus of BIT Mesra, Mr. Vir Bharat from Yamaha Motor Solutions India Private Limited, Prof. Dilip Ganguly, Associate Professor in the Centre for Atmospheric Sciences, IIT Delhi, Prof. Shradha Shivani, Head, Department of Management at BIT Mesra and Mrs. Shanoo Singh, Director Talent Acquisition, Asia Pacific at MSD. The Discussion focused on different

teaching and learning methods that can be used to complement learning and also the approaches of Ministry of Human resource and Development.

Later a plenary discussion on "Synthesis of Potential Feasible Models and Options of Industry and Academia Collaboration" commenced. The moderator for the same was Dr. Anand Kumar Sinha Dean Students' Welfare, BIT, Mesra and the panel members were Mr. Muthukumar V, Operations Director



at Bacardi India, Mr. Sudipta Marjit, Vice-President, Corporate Strategist and HR at Tata Autocomp Private Limited, Mr. Sourav Sinha, Managing Director, Brainium Information Tech Private Limited, Mr. Suman Das, Vice-President at HSBC, Mr. A R Athalye from ICT Mumbai and Mr. RN Prasad, Head of Human Resource and Employee Services at Jindal Steel and Power Limited, Patratu. The Discussion mainly focussed on the Entrepreneurship opportunities.

Later there was an open house session for the queries of the audience.

At last with the felicitation to the guests by Sandeep Dutta, Dean Admission and Academic Coordination and a vote of thanks by a student of BIT, Mesra, and with a promise of coming back next year, the event was concluded.



## MOTORHAAT 2.0: Inter-College Business Case Study Competition

18<sup>th</sup> February 2020

The MotorHaat inter - college case study competition which was conducted by the Department of Management BIT Mesra in collaboration with MotorHaat on 18th Feb 2020. Out of the 130 registrations, eight finalists from various B schools were shortlisted for this competition.



The competition started with welcome address by Dr. Shradha Shivani, Head, Department of Management who welcomed the judges and the audience. Then a brief introduction of MotorHaat was given by its co-founder Mr. Sidhant Sunil. Along with Mr. Sidhant Sunil the other judges of this case study competition were

### Industrial visit to JSPL, Patratu

22<sup>nd</sup> February 2020

Industrial visit was carried out at Jindal Steel Plant Limited, Patratu on 22nd February, 2020, especially for the students, Department of Management, BIT Mesra, session 2018-2020.

Mr. Ravikant Kumar, Mr. Aditya and Mr. Manish Piyush.

The case study competition was about the CD cars business strategy and whether they should go for the contractual business with the local agents. Each team were given a time of 10min to present solution for the case. Many unique and creative ideas were presented by the participants before the audience. This was followed by a brief question and answer session where the judges asked series of questions to the participants to check the functionality of their ideas.



Team Unicorn of XISS Ranchi grabbed the first position in the competition whereas Team Stark of BIT Mesra and Team Impeccable of NIT Warangal were the 1st and 2nd runner ups respectively.

The main motto behind the visit was to make the MBA students aware about how the various activities related to HR, Production and Marketing are carried out in the company and provide the feel of managers as soon as they start of their career. The company is located at Patratu in Ramgarh district, of Jharkhand. The students were guided by Mr. Prasad, the regional head of JSPL, Patratu, who gave a brief

orientation to the students about the history of the company and its various production systems and units. The students got a rich opportunity to understand how production is carried out in the plant by means of machinery subdivide in various activities like inception of raw materials, milling and casting workshops, finishing, testing, packaging etc. The students



**National Level Awareness Program, Ministry of MSME, Govt. of India, MSME Development Institute, Ranchi**

**4<sup>th</sup> March 2020**

Ministry of MSME, Government of India along with MSME Development Institute, Ranchi organized National Level Awareness Program 2020 on 4<sup>th</sup> March 2020 at Department of Management, BIT Mesra on the theme, 'Build Enterprise of Your Dream'. Shri. Gaurav Kumar, Asst. Director and Smt. Jyotsna, Asst. Director of MSME Development Institute, Ranchi addressed the gathering on various schemes and steps taken by government to promote MSME in India and to achieve its target of 5 Trillion-dollar economy. Students were acquainted to various means of achieving

not only learnt about the scientific process involved in manufacturing of steel like hot roll, cold roll coated including uncoated and rebar various operational decisions involved.

This was an eye opener experience for the students to observe and learn the various facets of steel manufacturing.



the dream, to start their own enterprise and the support which Ministry of MSME provides. This was followed by a brief question answer



session were the support schemes came forth. The students became familiar with the way through which they can fulfill their journey of owning their dream enterprise.



## Soft Skills

The Department of Management, BIT MESRA leaves no stone unturned when it comes to the development of students through which ever mode or mechanism possible. The Department has always kept a vision for the greater good of the students to enhance every skill adroitly. A journey of thousand miles begins with a single step and with the commencement of soft skill class we embarked the journey.

Soft skills are a combination of people skills, social skills, communication skills, character or personality traits, attitudes, career attributes, social intelligence and emotional intelligence quotients, among others, that enable people to navigate their environment, work well with others, perform well, and achieve their goals with complementing skills .The corporate world looks for individuals with perspective and good oratory skills. The department collaborated with IMS, Ranchi to impart exclusive skills to the students.

## Placement Report

For a long time now the Campus Recruitment Programme of BIT has been a success. The story of the Department of Management, Birla Institute Technology is no different. By providing the students with great opportunities in their field of interests and skills the

The soft skill class is basically a 3 hour session per week made compulsory for the students to attend. The first few classes were filled with fervor and motivation. The session consisted of some rigorous and extensive debates and discussion, role plays were also a part of the session. Resume building was also one of the key concern of the faculty of IMS. The instructor urged the students to go for certification courses and acquire new skills.

However, with the pandemic all over the world, offline classes have been substituted with online mode which has almost become a thing. Soft skill classes are on being conducted through an online mode with active interaction with the students. Short quizzes about general knowledge, economy, and grammar have also been conducted.

The department has always taken such initiative to keep up with the pace of the ever-corporate world and make the students ready for any stumbling block.

Placements of the department have climbed significant steps in the recent times.

The Campus Recruitment Programme is organized as a central activity for BIT students from all centers at the Mesra Campus and also separately at the Jaipur, Noida, & Patna Campuses.

With their diverse and well-rounded soft skills, MBA students are industry ready to successfully contribute to any firm they become a part of. MBA has an excellent placement



record and this is reflected in their consecutive campus recruitment drives. In the past recruiters have shown faith in the Institute and The Department of Management hopes to continue to live up to their expectations in the future too.

Whether a firm requires candidates for internship or fresh talent for recruitments, the Department of Management is always ready to facilitate the search for the best suited candidates through the well-structured Campus Recruitment Programme.

The latest batch of MBA graduates showed us that the only way the department intends to go is towards greater heights.

Even before the COVID-19 outbreak halted the academic and placement activities, more than 80% of the students were placed in reputed companies with respectful job profiles. The Department has not seen anything other than continuous growth with age and experience. The credit goes to the strong alumni network, dedicated faculties and the training and placement cell of the institute.

With a Highest Package offered of Rs. 10.02 Lakhs Per Annum and an Average Package of Rs. 4.5 Lakhs Per Annum the Department has shown great promises.

### Key Recruiters:



The key recruiters of the department are giants like ICICI Bank, HDFC Bank, Affine Analytics, Mahindra Finance, VKC group, ITC, Aditya Birla Fashion and Retail, Prism Johnson Limited, Federal Bank etc.

Others companies that have shown trust in the graduates of the department are: Karvy Stock Broking, State Bank of India, Utkarsh Small Finance bank, Your Own room, Netscribes, Bajaj Electricals Limited, ICICI prudential, TATA AIG, Byju's, Airtel, Enhance, ICICI Securities, Bandhan Bank, Cholamandlam General Insurance, Federal Bank, Godrej, Cavinkare, Outlook, CIBC, Hyundai and IDBI Bank.

**Highest Package Offered:** Rs. 10.2 LPA

**Average Package:** Rs. 4.5 LPA



## Faculty & Student Achievement

### Faculty

#### Dr. Supriyo Roy, Faculty, Dept. of Management

Dr. Supriyo Roy was conferred with the prestigious Doctor of Letters (D. Litt.) by University of Sambalpur, Odisha

#### Dr. Sraboni Dutta, Faculty, Dept. of Management

Dr. Sraboni Dutta was selected for the UKIERI-AICTE Technical Leadership Program 2018-19. Post completion of the program, she was amongst the 18 participants out of 200 who was selected for the Study Tour to UK during 14th to 19th October 2019 sponsored by British Council and AICTE.

### Research Scholar

#### Shri. Sunit Prasad

Received Full Term Doctoral Fellowship of Indian Council of Social Science Research (ICSSR).



### Student

- Our student Swati Jha featured in Prabhat Khabar Newspaper for Food Blogging. She has a mind-boggling follower count of 9,200 approx. at her Instagram page.
- Our student Pratyay Das stood Runners Up at Vaakta, Aarunya 4.0, the annual management fest of IIM Amritsar.
- Our student Anzee Nahid, Puja Singh and Vatsyayan Akshat, Team Starx stood Runners Up at MotorHaat 2.0, An Intercollege Business Case Study Competition organized at BIT Mesra.



# GUEST LECTURES



### **Dr. Alok Kumar Sen, Former Faculty MDI Gurgaon**

Dr. Alok Kr. Sen visited the department of management, BIT, Mesra. He was invited to speak on the subject of Performance Management Process. In this topic he enlightened the students on the Performance Management System Design, the planning and management of performance, monitoring and rewarding performance. He explained the



### **Mr. Saurabh Kumar, Social Entrepreneur**

The students were addressed by Mr. Saurabh Sahu, a renowned social entrepreneur from Pothole Raja.

Entrepreneurship is hard nut to crack and Social Entrepreneurship is even more so difficult. So it is a great learning opportunity if we get know someone who has cracked it and take inspiration from it. Saurabh Sahu a renowned

Performance Management Process and setting performance criteria using SMART framework. The system of performance monitoring was elucidated along with the importance of rewarding performance. He also gave insights on Reward System Design and Employee Recognition Scheme and how it is an important process to boost the morale of the employees so that their greatest potential is revealed and utilized. He later presented the model for Non-Financial Incentives. He concluded by explaining the linkage of Performance Management with other HR sub-systems.



social entrepreneur and Chief Operating Officer of Pothole Raja talked about his journey of becoming a social entrepreneur and the work his start up does of fixing potholes by collaborating with companies through CSR. It was a very enriching and engaging session.

Mr. Sahu shared the real life challenges, opportunities and achievements on the way to become a social entrepreneur. He also discussed in brief the working model of Pothole Raja.

**Mr. Manish Piyush, an alumnus of Birla Institute of Technology — Mechanical Engineering (2002-06)**



On February 27<sup>th</sup>, 2020, the Department of Management hosted a guest lecture where the key speaker was Mr. Manish Piyush, an alumnus of Birla Institute of Technology — Mechanical Engineering (2002-06). Mr. Piyush has been a part of Department of Management for a while now. To enhance this liaison and encourage the first-year students of the department, he was invited so that he could share his diverse life experiences and motivate the students to accept changes and take up challenges throughout their lives.

He advised the students to always respect the people who are down the level in the organization because they are the ones who see things closely and understand the very roots of the problems.

He concluded by saying there is no one formula for winning. One has to play many roles in life. It is important to identify people in your life who will teach you about the down level activities, he said. He advised the students to find opportunities from problems; he believes that something good can always be reaped from a problematic situation. Staying positive is the key.

**Mr. Pulkit Trivedi, -Google Pay -India Director**



Birla Institute of Technology, Mesra, Ranchi invited Mr. Pulkit Trivedi, the director of Google Pay India on 24<sup>th</sup> January, 2020 to interact with the students of MBA on the topic “Challenges faced by young minds in the corporate world”. Mr. Trivedi also shared some interesting work experiences at top notch MNCs viz. Microsoft, Facebook and Google across multiple job roles. The inquisitive participants tossed plenty of questions to Mr. Trivedi on work culture and expectations of a company from their employees which were replied pretty swiftly and professionally. He insisted that apart from general skills, aspiring candidates should have the ability to convince the clients mentally and emotionally. The event marked the re - launch of the Department’s e-magazine, ‘MANAGE-A-BIT’.

# CREATIVE CORNER



## SANITY

-Swati Sinha

The quietude of the neck of the woods galloped me,

Even before the cocoon inside the pupa could develop itself into a butterfly,

I heard sanity.

Chaos somehow fluttered in those funny pants, with a hopelessly prosaic nose,

Leaving a titanic grin on my face.

Who says sanity comes in a hullabaloo?

May be it comes in the form of sleepless nights.

May be sane Forrest Gump was the luckiest of all or was jenny? Who cares?

Just before the sun goes to bed, down on the bayou

There is always a million sparkles in the water.

Maybe here profound sanity stretches its arm to the pole

Leaving tranquility at our footsteps.

I want to camouflage into a red squirrel and blend in, with the dry landscape.

May be sanity comes in a phantasmagoric form

Beyond the human eye to see

And I fail....!

## Why Old Age is A Bane in India?

-Ruhi Ghosh

India is a developing country. Presently, it faces a myriad of challenges. Unemployment, poverty, and malnutrition are some of the major problems that plague the country's economy at present.

Furthermore, a multitude of family-related issues have been affecting the country on the grassroots level. One such problem is old-age. As per estimates, nearly 150 million people in India are above the age of 60 years. Most of these people are non-working. It is quite disheartening to see that children tend to abandon their parents during the autumn of their life." I rely on my son and daughter-in-law to provide meals and medicines. My daughter-in-law orders me to wash clothes and utensils. If I

deny, she doesn't give me food and medications. When they (my son's family) go out, they lock me inside the house all alone for long hours." This is a statement given by Savitri Devi, a 77-year-old widow. There are so many widows like Savitri Devi who lead a life full of humiliation, helplessness, and agony.

A study conducted by Age well Foundations throws light on numerous sad truths around the sorry plight of the aged. According to the report, more than 60% old people in India are poor with no source of income.

There's an even bigger problem. Old people in our country aren't aware of their rights. For instance, The Hindu Personal Law makes it mandatory for the son to take care of his old parents. Also, Article 41 of the Indian

Constitution lays down a framework for the protection of the old in our country.

Parenting happens to be one of the toughest jobs in history. Parents leave no stone unturned in an attempt to make their kids feel special. Now, it is our turn to make them feel secure and loved.



## Hopes in Disdain

**-Pramit Basu**

The wrinkles on your face say for the ages that have passed

The scars all over you say the story of past

The tears running on your face says all for your pain

The grim sorrow is bequeathed on you by your children's disdain

Though you still smile silently and don't even say

But the loss of your beauty makes us feel the nearness of the judgment day

Alas! When the day comes, no urn will be left to hold you

Alas! When the day comes, no ground will be there to bury you

Even your magnificence oh mother will be lost somewhere unknown

Even your enigma will have to suffer the curse of oblivion

Still you give us hope with every new dawn

You keep toiling day and night though you know the end is near

But your motherly love is so selfless and void of fear

You are my God my Soul my Mother Earth...

## 7 Reasons Why This is The Right Time to Become an Angel Investor in Start-Ups

-Pratyay Das

1

- **No other asset class giving good returns**
- The average returns from traditional instruments are 10 to 13% whereas Angel Investment can give a return more than 30%

2

- **No recession in startup funding**
- With every progressing year, we see a surge in startup capital generation and number of startups

3

- **Angel Investment is NO more a territory of Super Rich**
- With Indian Angel Network, Angel Investments are now available to common man

4

- **Catch them young**
- There are many unicorns who have given huge returns to the early investors. The angel investment provides such opportunity to be associated with young brands who have a potential of becoming success

5

- **Pro-Entrepreneurship Regime**
- The paradigm of economy is shifting from job seekers to job givers

6

- **Stay relevant to latest technology and be a part of big network**
- The angel network proves to be a very strong network of professionals

7

- **Contribute to Nation**
- Through angel investing, one is contributing towards nation building by supporting the new ventures who are beneficial to country's economy



## Depression

-Apporva Mishra

Depression is often termed as a “luxury disease” prone to those set of people who can afford it. I personally feel this is the most pathetic remark a person can give to mental illness. Urban and Rural/Rich and Poor/Upper Middle, Middle, Lower Middle/”whosoever and whatsoever” are equally vulnerable to such menace.

Couple of days back, I came across someone (rural, mind it!) saying his brother was crushed by a train. On further query, he said that his brother was drunk and don’t know why he just laid on the track to get his neck slayed by the train’s wheels. Why would a person need to get drunk to measure the dimension of a track or jog or watch the polluted sky?? He can do much better when in full senses! That “don’t know why” was his poor mental state which made him do so. This is just one example many may be suffering silently. It is just a myth that mental illness like depression is rich people’s problem.

Also, rather than treating it as a taboo, all we need is awareness and responsiveness. We can have some empathy (not sympathy), if possible, to make their lives little easier to live.



## Take A Break!

-Shruti Shree

I am an MBA final year student, my life was going right on track with everything falling just at the place a few months back and today, here I am overwhelmed with millions of thoughts bothering me 24x7.... and it’s time I need to take a break! WE NEED TO TAKE A BREAK!

To all the students out there, worried about your future, struggling with your own thoughts! Please give yourself a pause. Losing your mental peace is the last thing one can afford in this situation. I understand you have plenty of time, and the pressure of utilizing this time to be more productive, adding new skill sets, enhancing your knowledge, hunting for jobs and whatnot. All of this has been haunting you day and night these days. But you know what, take a break!

Shut down your PCs, your books, your phones for a day or two, and give yourself and your mind some time to absorb all of this. Cry out loud if you feel like, cook, draw, play your favorite tune or just lie down all day doing nothing. It’s absolutely fine to be unproductive sometimes; actually it’s necessary to fuel you up so that you come back with a stable mind, more energy, a positive attitude. Take a break and trust me, it works!!

Here, I am sharing a sort of to-do-list for you to check on them during this lockdown (or whenever you feel like of course!). These are not to tell you how you should spend your lockdown, these are just for a reference. You can look upon when you feel low and want to get back to life.

Gloomy days, stressful nights, and uncertain future, the COVID-19 outbreak has been a severe backlash for each one of us. Right from the superpower nations to a farmer in some remote village, everyone has been affected more

or less. Well, I am not here to put up figures or statistics of things going around, we already have enough sources to look upon for that.

- Give life to your hobbies: Painting, dancing, singing, cooking, gardening or whichever activity used to give you all the happiness when you were a kid, it's time to rejuvenate all of that. Grab a pencil or a pen, a brush, and start scraping your ideas on the white sheets. You can also create a gallery in your phone or a LOCKDOWN BOOK which will have all these collections for you to look over anytime in life and it will remind you of how beautifully you dealt with a world crisis.
- Pen out your emotions: Can you recall how our elders and teachers in school used to tell us to write a diary, and we started it with great enthusiasm but couldn't fill more than ten or twelve pages. It's now time to open up that diary again and start recording your insecurities, your strengths, your feelings, or any of those overwhelming thoughts. This will act like a therapy and also help in relaxing your mind.
- Get the perfect body you always dreamt of: All of us, at some point in time, must have made so many resolutions about reducing an inch or following that healthy diet. Now you have all the time to work on yourself and get the body you want for yourself. Just a few hours of workout, healthy food, no junk (already a plus point), and there you go. You will come out of the lockdown all confident and prepared.
- Family can be a savior: Summers without electricity were a blessing in disguise back then, and in no time everyone was on the terrace under the sky. Don't we all miss those days? You can have them back here at your home. Just grab a cup of tea or coffee, go on your terrace, or any open space with your family, and there you are! Move out of

your gadgets and spend an hour with your family in the lap of nature (you can already feel the stress going away... can you?)

- A friend in need is a friend indeed: Close your eyes and try recalling the first friend you made. If you have his or her contact, just dial it and have hours of useless conversations. If you do not have the contact, take it as a challenge and start hunting on social media, your old diaries, and get in touch with your first friend. If you are able to do this, make sure you let me know how it felt! And after this lockdown you will have your first friend back again in your phonebook.

One can never stress enough on the importance of utilizing your time in the most productive way. Yes it is important in this competitive world to move ahead of others. But it is more important to care for yourself and your loved ones because the race of life is always on. Just take a minute off that race to join it again with more force and power.

We all are together in this and together we will come out of this like every other situation. It's just going to take a bit longer. And till then... all we have to do is make our souls strong enough to hold the faith and wait for the good times!





## Domestic Violence

-Shreeya

Recently on April 26, 2020 Delhi High Court has directed the Centre and the AAP government to effectively implement provisions of the Domestic Violence Act during the lockdown imposed to combat coronavirus.

There are millions of women living in India witnessing and experiencing another pandemic within the pandemic- the virus called domestic violence. About 700 domestic violence cases were registered in Punjab on April 23, 2020. Pandemic, financial insecurity and stress has given dramatic rise to this natural aggression among families. The violence of domestic abuse is worse in the poorer section in the society, abusive and alcoholic husbands who are not getting alcohol and are cooped up in a small room have been more violent, the victims of domestic abuse are scared of complaining to the police because they fear that the harassment will increase.

Domestic violence witnessing persons have influence on people's mind like:-

- Boys who learn that women aren't to be valued/ respected and who see violence directed against women are more likely to abuse women when they grow up.
- Girls who witness domestic violence in their families are more likely to be victimized by their own husbands.
- Children who witness or are the victims of violence may learn to believe that violence is a reasonable way to resolve conflicts between people.

One doesn't deserve to be abused no matter what the circumstances may be:-

- Victims should talk to family, friends, neighbors about their violence experience.

- Victims should plan how to get out of their home safely and quickly.
- Seek medical treatment and community help.
- There are provisions of advocacy and legal assistance.

Victims who don't call out for help and are not reporting are eventually making things worse for themselves because their silence can be misused and abusers become accustomed to their activities.

No cause of domestic violence can justify actions of an abuser. Ultimately an abuser needs to get help for their unhealthy and destructive behavior and if this mental illness isn't cured then they should continue to live in dismal conditions.

At last I want to quote **Maya Angelou** words to inspire all reading this,

*"I'm a feminist. I've been a female for a long time now. It'd be stupid not to be on my own side."*

**Help Line No.: 181, 1091, 1291**





## Anti- Ragging Committee

'Ragging' means the doing of any act which causes, or is likely to cause any physical, psychological or physiological harm of apprehension or shame or embarrassment to a student, and includes (a) Teasing or abusing or playing Practical joke on, or causing hurt to any student. (b) Asking any student to do any act, or perform anything, which he/she would not, in the ordinary course, be willing to do or perform.

Following types of abuses and activities will be termed as ragging:

- Physical abuse, for example, forcing to eat, drink or smoke, forcing to dress or undress.
- Verbal abuse, for example swear words and phrases, direct or indirect derogatory references to the person's appearance, attire, religion, caste, family or chosen field of study.
- Forced activity, for example
- Chores for seniors e.g. copying notes, cleaning rooms, etc.
- Missing classes. Not being allowed to study.
- Staying awake late or getting up at unreasonable times.
- Singing or dancing or performing in any other way.
- Using foul language or shouting or cheering loudly.
- Misbehaving with strangers, particularly women.
- Reading or browsing pornographic/objectionable material.
- Particular forms of interaction in which a senior or set of seniors manipulates the

conversation so as to humiliate the first year student or make him/her feel stupid or insecure or generally threatened.

Any complaint will be treated in confidential manner. The complaint may be sent /talked on the given Mail-id/Mobile No.

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# DISTINGUISHED ALUMNI

## Mr. V. Vaidyanathan, 1988-90

Founder & MD, IDFC First Bank



Mr. V. Vaidyanathan is a distinguished alumnus of Department of Management, Birla Institute of Technology, Mesra, Ranchi. His breakthrough journey began with the ICICI Bank where he worked for around 10 years at top. In 2010, Vembu Vaidyanathan left a top job at ICICI Bank, smitten with an idea that he could start a bank de-novo with ownership stakes. So how would he get a bank license? In an interview with prominent television channel at the time, he had said that he would acquire a stake in an NBFC, build a retail banking business and hope to apply to RBI for a banking license someday. It's a novel thought or weird depending on the prism you use, but certainly unique. Vaidyanathan risked a lot, leveraging his home, and pledging the acquired stock itself. But most of all he risked a well-paying top job as an MD in the ICICI group. Not often do you come across someone who presses this hard with his convictions.

After much hard work of raising debt brick by brick, and shutting down subsidiaries, he built a nascent proof of concept of a retail loan book of Rs 700 crore, pitched to investors. Call it serendipity or effort or both, Vaidyanathan

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won an equity backing of \$159 million from Warburg Pincus and completed a management buyout. And created a new brand entity – Capital First with a new business model. From a market cap of Rs 780 crore at the time of the MBO. To put oneself on the line and get this far puts Founder and Chairman, V Vaidyanathan on the elite list of BW Business world's Most Valuable CEOs.

Says Vaidyanathan: "We achieved it entirely because of great leaders, hardworking and talented people."

Capital First has since financed more than six million customers in 222 locations and lent over Rs 58,000 crore.

Vaidyanathan built the company around a rigorous credit underwriting process, which helps maintain high asset quality. Only loans that meet the lending norms are disbursed. An independent collection team then follows up to ensure that the credit health of the loans endures.

In January 2018, eight years into his adventures, serendipity struck again, IDFC bank became available for a merger, and under the agreement, and Vaidyanathan would head the combined entity. In effect he got the bank license he wanted.

His journey is extremely inspirational for all the MBA aspirants and especially for the Management students of BIT. He and his journey is a crown jewel for the department and we are extremely proud to be his alma mater.



## Mr. Raj Vardhan, 1989-91

Independent Director,

Mcleod Russel India Limited



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 for. He joined Department of Management, BIT Mesra in the year 1989 as a budding manager. He kicked off his career with Citibank as Assistant Manager where he was responsible for credit administration & collections in the cards division. Also representing the Bank in specific legal cases.

After his stint at Citibank, he then went on to join Olam International, a company which he was associated with various capacities for over a duration of 25 long years. He joined Olam as Branch Coordinator responsible for oversight of procurement network for cashew, cocoa &

sheanut in Western Nigeria. He climbed the ladder to become Business Development

Manager where he was responsible for an assist in the turnaround of multiple cashew processing factories in Kerala & Tamil Nadu state. He then became Senior General Manager responsible for building Olam's businesses in Vietnam & consistent delivery of P & L., initiating new businesses & ensure sustainable development of the origin.

The breakthrough came when he was appointed as Vice President responsible for establishing Olam businesses in China, building sustainable businesses & ensure continuity of operations, by developing a set of multi-cultural senior leadership team. He saw the summit when he was appointed as Sr. Vice President and Regional Head where he overtook Olam's operations in Former Soviet Union (FSU) origins of Russia, Ukraine, Uzbekistan, Turkmenistan, Kazakhstan & Belarus.

He is now serving Mcleod Russel India Ltd in his capacity as Independent Director.

We are extremely proud to be his alma mater.

# Farewell

## Batch of 2020

“

Though we are sad to bid you farewell and you will be dearly missed, We wish you joy and happiness as you begin a new chapter in your life. Success will follow you everywhere you go. With this hope we wish you all the best. Farewell !!!

”



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Website: <https://www.facebook.com/MNGT.BITMESRA>

Linkedin: <https://www.linkedin.com/company/43237011>

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