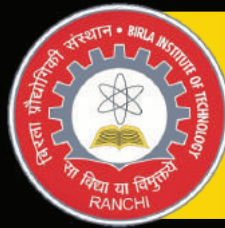


WORK LIFE BALANCE



DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY
MESRA, RANCHI



WORK LIFE



FALL 2021

MANAGE-A-BIT
REDEFINING SPHERES OF MANAGEMENT

VOLUME II
ISSUE IV

MANAGE-A-BIT || FALL 2021

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Mission & Vision

Overview

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

The vision of the department today is to be recognized as a front runner in Management education in the country in consonance with the social, economic, and ecological environment while striving to contribute to nation-building through excellence in research and development activities. The department follows the philosophy of Outcome-Based Education. Therefore, the teaching-learning process is student-centric. The pedagogy is practical, hands-on, and real-time. Case studies, Problem Solving Exercises, Role- Plays, Management Games, and Presentations are extensively used. The curriculum is planned to facilitate learning in theory and practice of all aspects of the discipline of management ensuring the achievement of predefined learning outcomes.

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.

Mission

- To educate students at Post Graduate and Doctoral level to perform challenging managerial jobs in the industry as a leader and achieve excellence as Entrepreneurs and Researchers.
- To provide excellent research and development facilities for faculty and students to undertake path-breaking theoretical and applied research.
- To build national capabilities in management education and research in emerging areas.
- To uphold the values of Personal Integrity and Social Responsibility in all our decisions.



Mahima Agarwal
Chief Editor

As the new year sets in , we are brimming with new hopes and hues to welcome the new year with some new resolutions. Keeping up with the tradition, we are pleased to present Volume II, Issue IV of MANAGE-A-BIT, which leaves a beautiful trail of the dynamic activities of the Department of Management, BIT Mesra.

Last year has demonstrated that life can be challenging at times, but it is on us to make the most of the opportunities that come our way. It also taught us the significance of unplugging ourselves from work and spending time with our families and friends. In light of this, the current theme of the quarterly newsletter accentuates the aspects of “Work-life balance” and its significance in our professional life as future managers.

We hope to build stronger and lasting impacts on our readers that will multiply in terms of readers and contributors. I would like to place on record my sincere thanks to the editorial team for their vigorous efforts in bringing up the current issue.

Wishing you all a very Happy New Year!



WORK-LIFE BALANCE

“EITHER YOU RUN THE DAY, OR THE DAY RUNS YOU.”

The pressure of an increasingly demanding work culture is impinging on the personal lives of new-age employees. The changing trends of gender roles, families, and work have impelled everyone to delve into the various dimensions of work-life as it is emerging to be one of the serious risks to employees' mental health. For organizations to maximize their productivity, employers need to keep their people happy and engaged. Work-life balance refers to those workplace practices that recognize and aim to support the needs of employees in achieving a balance between the demands of their personal and professional life. A stellar work-life balance enables the firm to prosper and at the same time allows the employees to integrate work with other aspirations and responsibilities.

High remuneration and the opportunity of getting posted abroad no longer attract the best mind. To attract and retain young workers it is pivotal for businesses to encourage work-life balance. Besides, it enables us to establish greater control over our focus and ability to concentrate on the task at hand. Increasing cognitive and emotional awareness allows us to put things into perspective and determine how our priorities need to be adjusted. Unplugging ourselves from the work aids in recovering from weekly stress and gives space for other thoughts to emerge. Although it's essential to optimize productivity, we should contemplate that working for long hours on a continuous basis can lead to burnout. Taking regular breaks throughout the day and setting boundaries for ourselves at work can help to avert burnout.

Many firms have implemented stress management programs that include stretching, yoga, counselling, and setting work hours to maintain a happy and healthy workplace. Others limit the time spent in job-related travel, allow for job sharing, grant child-care support, etc. Allowing the employees to avail unpaid leave to prevail over the unforeseen situation demand is another way to encourage work-life balance. For example, assisting employees in exploring the possibility of relocating to a new place, extending the period of maternity leave by some more weeks. A flexible work schedule should be designed in a way that organizational efficiency is not affected and employee desire is fulfilled.

Work-life balance is extremely important to millennial employees who are encumbered with complex responsibilities and day-to-day challenges at work. When employees are availed of such benefits, it ingrains a great sense of gratitude in their minds towards their employers and enhances the employer-employee relationship.

-The Editorial Team

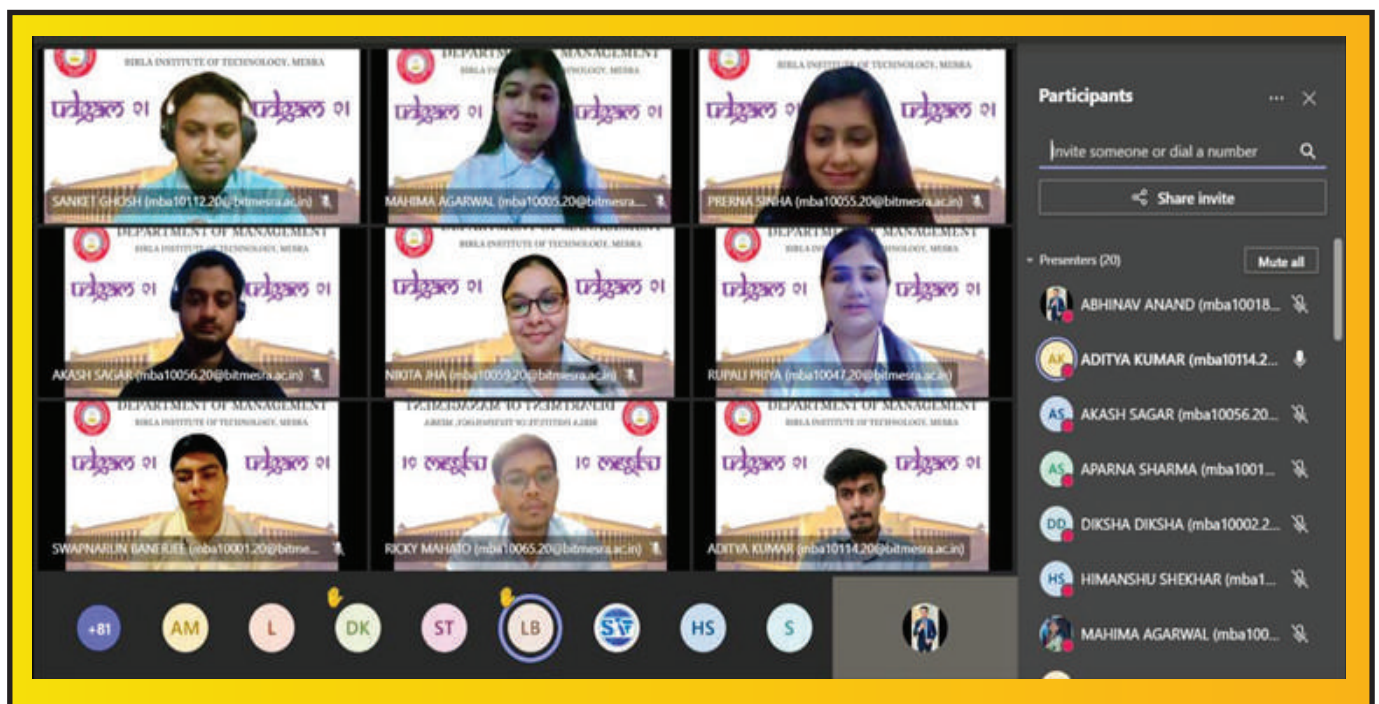
UDGAM'21

UDGAM'21: Pre - Orientation Program

Udgam'21- A Pre-Orientation Program was organised for the incoming batch (2021-23) of The Department of Management, BIT Mesra on June 26th,2021.

The program intended to acquaint the incoming batch with the institute's culture, its rich alumni base and also the academic rigour of the course. Day 1 of Udgam'21 commenced with the inaugural address of HOD Dr. Shradha Shivani who motivated the budding managers with her illuminating words. She stimulated them to be determined and keep working harder with the same zeal and enthusiasm.

Subsequently, she addressed the queries related to the academic course which was also followed by a brief introduction of student body members. The succeeding week of UDGAM'21 was followed by the Alumni Webinar series.



Mr. Ripudaman Magon

-CEO, Natural Support Consultancy Services Private Ltd
& Director of Conserve InfoTech (P)Ltd



In the endeavour to mark the start of the transformational journey the Department of Management, BIT Mesra organized Alumni Webinar Series for the fresh batch. The series of webinars provided an opportunity for the students to interact with the titans of diverse domains. The Alumni Communications Cell (ALCOM) of the Department of Management was delighted to host Mr. Ripudaman Magon, the CEO of Natural Support Consultancy Services Private Ltd & Director of Conserve Infotech Ltd. on June 27th, 2021.

Mr. Magon began the session by welcoming the budding managers & illustrating his Campus to Corporate journey. He disseminated his knowledge on entrepreneurship and shared his real-life experiences and the choices he made throughout his life. He enlightened the students on the thought that 'self-belief & knowing oneself' empowers a person. Mr Magon stressed upon, "Thinking big to beat the world powers" and motivated the budding managers to be an achiever and benchmark themselves against the best.

The webinar concluded with Mr Magon throwing light on various aspects that have completely changed the perspective of businesses and their operation, followed by a Q/A session. Overall, the entire session was very engaging and enriching, giving important takeaways to the students.

Mr. Pulkit Trivedi

- Director, Google Pay - India

The Alumni Communications Cell (ALCOM) of the Department of Management, BIT Mesra was honoured to welcome Mr Pulkit Trivedi for a webinar with the incoming batch on June 30th, 2021. Mr Pulkit Trivedi is currently working as a Director of Google Pay, India. He worked with IBM, Microsoft Corporation, and Intel Corporation in different capacities and briefly joined Facebook as a Director. He also got featured in Business Today as "40 Young Business Leaders Under 40" in India.

During the session, he emphasized three incredibly essential career lessons. Firstly, he urged students to have an open mindset rather than constraining themselves to any particular mindset as “Diversity is the key to Success”. While highlighting the second lesson, he insisted on taking ownership of learning new things and strengthening interpersonal, negotiation and analytical skills. Lastly, students must serve as responsible ambassadors of their college. Mr Trivedi shared some of his impressions of the corporate world with his enriching experience of 21 years.

He carried a very amiable aura throughout the session which made the interaction even more enthralling and free-flowing between the students and him. The webinar was replete with valuable information and career suggestions. We aspire to have more enriching sessions with him in the future.



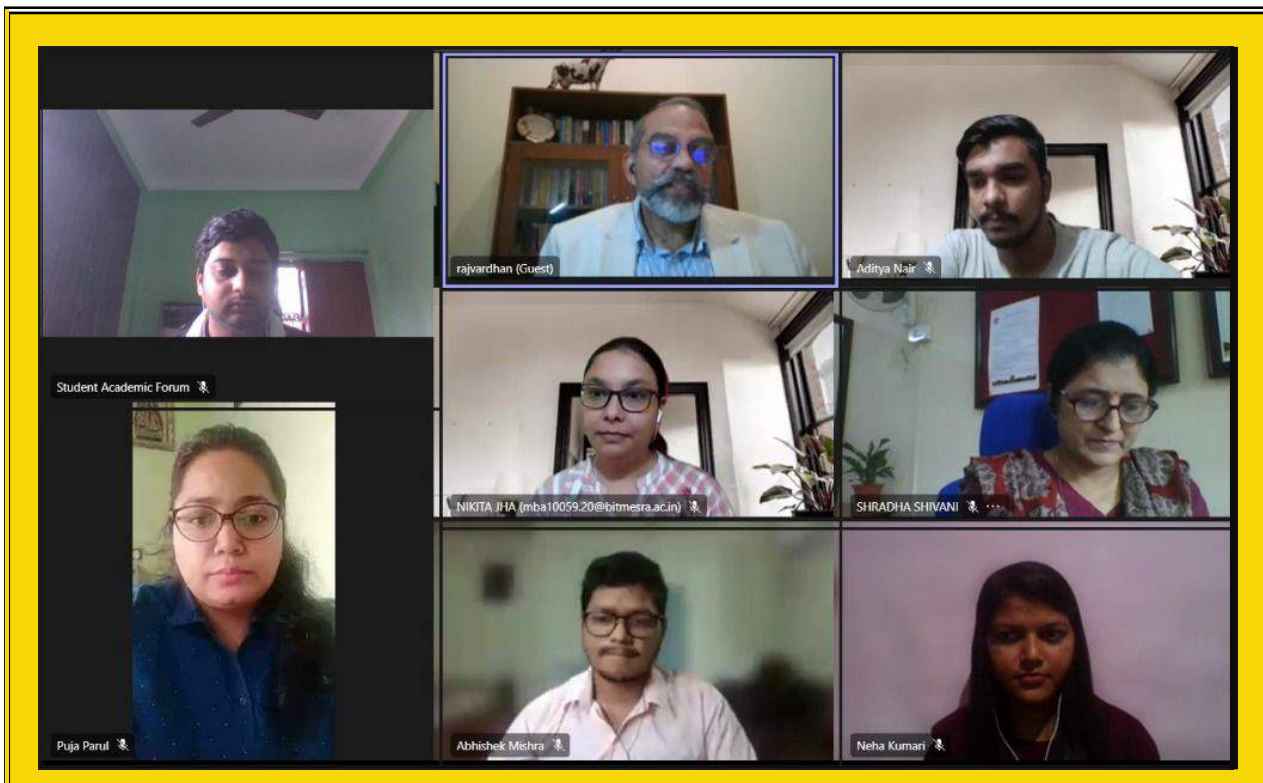
Mr. Raj Vardhan

Director, McLeod Russel Ltd & President of IFAMA

The morning of July 4th, 2021 for the incoming batch (2021-2023) of the Department of Management, Birla Institute of Technology, Mesra began with an invigorating speech of Mr. Raj Vardhan. He is an industry stalwart currently on the board of McLeod Russel Ltd, one of the world's largest tea producers and President of IFAMA (International Food and Agribusiness Management Association). Mr. Raj Vardhan commenced the session by welcoming the budding managers to the esteemed organization of BIT Mesra. He illustrated his journey through his life experiences and the choices he made.

He also motivated the students to stay focused and determined in their life to achieve greater heights in their careers. He also spoke about various industrial facts and challenges that he experienced during his career which was very informative for the students. During the webinar, he exhorted the students to work hard, enhance their soft skills, and focus on doing significant work.

Mr Raj Vardhan concluded the session by saying, "Success is not a destination or the end of the journey". It lies along the pathway and is a function of how well one has travelled on that pathway". This was followed by a student interaction session where he answered all the doubts and queries.



Mr. Pranay Mital

-Chief Operating Officer Global Midmarket and
SME Business at SAP

The Alumni Communications Cell(ALCOM) never fails to bring relevant industry experts to the institute to enhance the holistic knowledge of future managers and entrepreneurs. The guest speaker for the webinar was Mr. Pranay Mital, currently serving as Chief Operating Officer, Global Mid-Market & SME Business at SAP.

With 25 years of rich experience and an energetic industry leader, he imparted his practical knowledge and principles during the session. He shared his expert experience, knowledge, and guidance with the students. He asked students to enjoy their studies, and build a strong base in whichever domain they chose.

Towards the end, he urged students to strive for betterment each day and be resilient to get up when they fail. During the Q&A session, he said, "For performers, job security is not an issue. They will excel in whichever field they step in." The webinar was very informative and interactive for the batch.



Miss Jayita Sarkar

Human Resource Director, PayPal U.S.A

Diligent, Exuberant and Persevering are all synonymous to Ms. Jayita Sarkar. She came down as a guiding light for all the newly admitted students of the Department of Management, Birla Institute of Technology, Mesra. She is presently working as a Director, HR Business Partner at PayPal, San Francisco Bay Area.

She expressed gratitude to the department for inviting her, as well as the teachers who played a significant role in her accomplishment. She apprised students on how to prepare themselves rigorously for the corporate world and what skills one must build while pursuing an MBA. She also briefed about PayPal, which is a digital payment platform that has close to 392 million customers and merchants. Later, she familiarised students with the secure encryption technology of PayPal. She also delivered to the students the importance of communication skills as a manager which she stated to be a life-long skill, and also guided the students to improve their verbal fluency.

Towards the end, she quoted "focus on building a career, and not just doing the job" with this she motivated the students to create their brand.

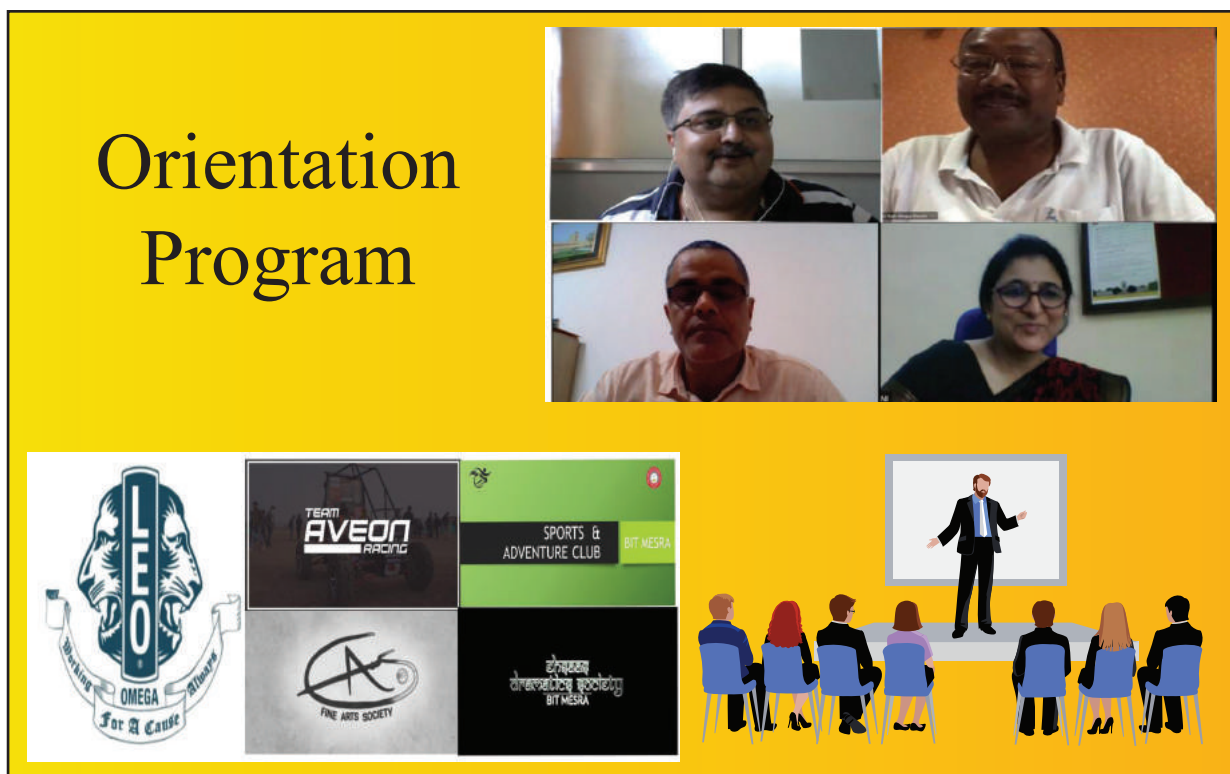


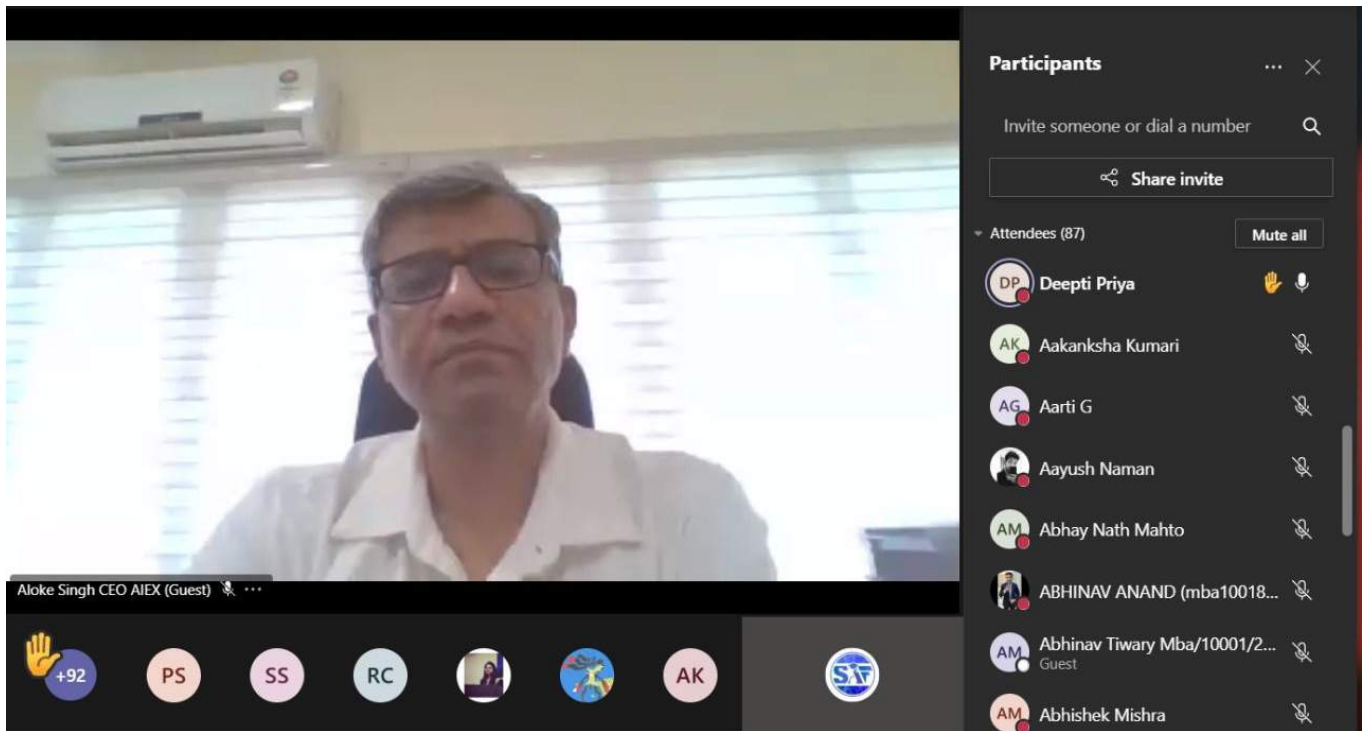
DAY 1 Orientation Program

Pages flipped, and finally, the days gave way to the inception of a new chapter. The Department of Management, Birla Institute of Technology, Mesra warmly welcomed its incoming batch of students on July 23rd, 2021.

The orientation program set forth with a quote by Michael Morforque; "It's the teacher that makes the difference and not the classroom."

The Head of the Department, Dr Shradha Shivani, addressed the new batch and motivated the students to see pandemic as a challenge and not as a problem as every challenge is a mask for an opportunity that pushes an individual to walk an extra mile to fulfil their goals. All the faculties of the department introduced themselves and motivated them to stay enthusiastic throughout the journey ahead. After the invigorating speech of the faculties, 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 day 1 of the orientation program





The fresh batch had the opportunity to interact with Mr Aloke Singh, CEO of Air India Express, on the second day of the orientation. Under his leadership, The Economic Times named Air India Express 'The Iconic Brand 2021'.

He started the session with a great thought by Charles Darwin, " It is not the strongest of species which survives, nor the most intelligent, it is the one most adaptable to change". Inspiring the young managers to embrace change and effectively learn from it, he urged the students to inculcate the feeling of professionalism as it fosters a respectful culture. Furthermore, his mantra "aviate, navigate and communicate" will surely turn out to be a great boon for all the budding managers of the MBA department

Following that, Mr. Praveen Shrivastava, Hostel and Mess in charge, introduced the new batch to the BIT Welfare Society; a student's society founded on October 23rd, 2017. Subsequently, the ex-core members of various student bodies addressed the new class and explained their roles and responsibilities.

The Department of Management, Birla Institute of Technology, Mesra takes care of keeping things feisty for the young budding managers as they believe the journey from campus to corporate is not a cakewalk

WEBINARS

The background features a central black area where the text is located. This black area is framed by large, overlapping geometric shapes in bright yellow and a muted brown color, creating a dynamic, abstract composition.

'Award-giving Ceremony' of Abhyudaya 2021

A NATIONAL LEVEL B-PLAN COMPETITION



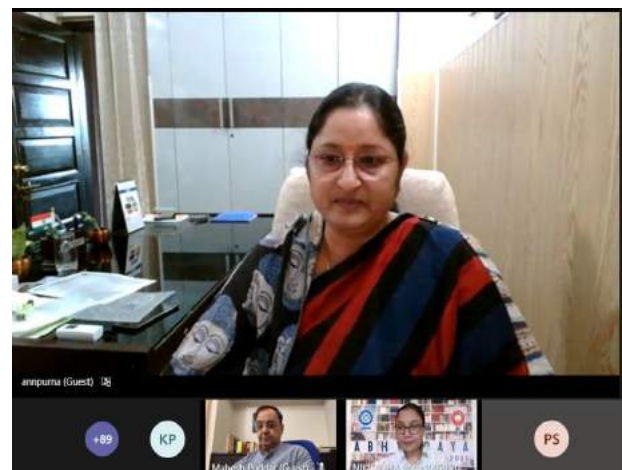
The Department of Management, BIT Mesra hosted the 'Award-giving Ceremony' of Abhyudaya 2021- A national-level B-Plan competition on the 1st of August, 2021.

The presence of the following noteworthy guests added to the event's ambience-

1. Smt. Annpurna Devi, the Honourable Minister of State for Education with the Government of India
2. Mr. Mahesh Poddar, Member of Parliament (Jharkhand, Rajya Sabha)
3. Mr. Philip Mathew, JSIA President
4. Mr. Kanishka Poddar, JSIA member.
5. Mr. R P Shahi, Former President and member of JSIA

Mr. Chinmaya Naik, a student from G. H. Raison College of Engineering for his start-up idea "BlisCare" was the winner of Abhyudaya'21. The first runner-up was Viresh Singh from IIM Kozhikode for his proposal "SAFARNAMA". The second runner-up of the event was Avishkar Gupta for his innovative idea "Avishkar Analytics," from IIM Calcutta.

The Department of management appreciated the unequivocal efforts of all the participants and extended heartfelt gratitude to the dignitaries for their incalculable contribution to accomplish this ceremony on high remarks.



No-Code Citizen Development

– An Awareness workshop



Quixy is a cloud-based user friendly digital transformation platform that empowers business users with no coding skills to build unlimited enterprise-grade applications, using simple drag and drop design, ten times faster compared to the traditional approach. The platform includes an integrated cloud database, a visual application builder, enterprise-grade security, regulatory compliance, and scalable global infrastructure. He apprised the students with pre-built solutions offered by Quixy for a variety of uses such as CRM, Project Management, HRMS, Travel and Expense Management, Service Request, Incident Management, and much more.

The Department of Management, BIT Mesra conducted a workshop on “No-Code Citizen Development on August 9th, 2021 in association with the Quixy team. The workshop was conducted by Mr. Vivek Goel, an esteemed alumnus of our college and Vice President (Marketing and Evangelism) at Quixy. He created awareness on how to use digital technologies to create a well-organised digital business model for the students.

"Technological advancements across the world have a significant impact on how businesses are run because of the benefits that they attain from using technology", he said. An enlightening question and answer session helped the students to gain a lot of insights about the No-code solutions

The screenshot displays the Quixy application interface. On the left is a green sidebar menu with categories like Appstore, Attendance Management, Customer Service, Employee Self Service, Help Desk Management, Library Management, Lists, Reports, and Sales. The main dashboard area includes a 'Dashboard' section with 'Employee Registration' and 'Employee Attendance' tiles, a 'month wise attendance' bar chart, and a 'Daily Attendance' table. The table shows records for August 6, 2021, with columns for Date, Department, First Name, Last Name, and gender.

Date	Department	First Name	Last Name	
▼ Month: August - 2 Records				
▼ Day: Friday - 3 Records				
06-Aug-2021	HR	Saumya	Sinha	Ms
06-Aug-2021	HR	Shasi	Uppu	Mr

Webinar on Digital Transformation

-Miss Adya Singh & Miss Shruti Shree



“Any deep crisis is an opportunity to make your life extraordinary in some way”.

The Department of Management, BIT Mesra hosted a webinar on “Turning crisis into opportunity: The Digital Transformation” on September 19th, 2021. The speaker for the webinar was Ms. Adya Singh, an Alumnus (2017- 2019) and a Research Analyst at Deloitte (US INDIA) and Ms. Shruti Shree an Alumnus (2018-2020) and a Business Analyst at Affine.

They talked about how the pandemic has given a digital push of 5 years to the whole world, which can serve us in the long run. They highlighted the industrial transition and significant boom in E-commerce, delivery-based business models, & other tech industries. They also discussed how to positively mobilise the negative energy of the workforce by acquiring a proper skill set. Furthermore, they elucidated how tech-enabled practises aim to intake students & nurture them to have a successful future ahead.

Towards the end, they encouraged students to enhance their technical skills along with knowledge. Overall, the session was very insightful. We thank them for giving us their valuable time and look forward to more informative sessions with them.

Role Of Management Accountant In Today's Corporate Sector



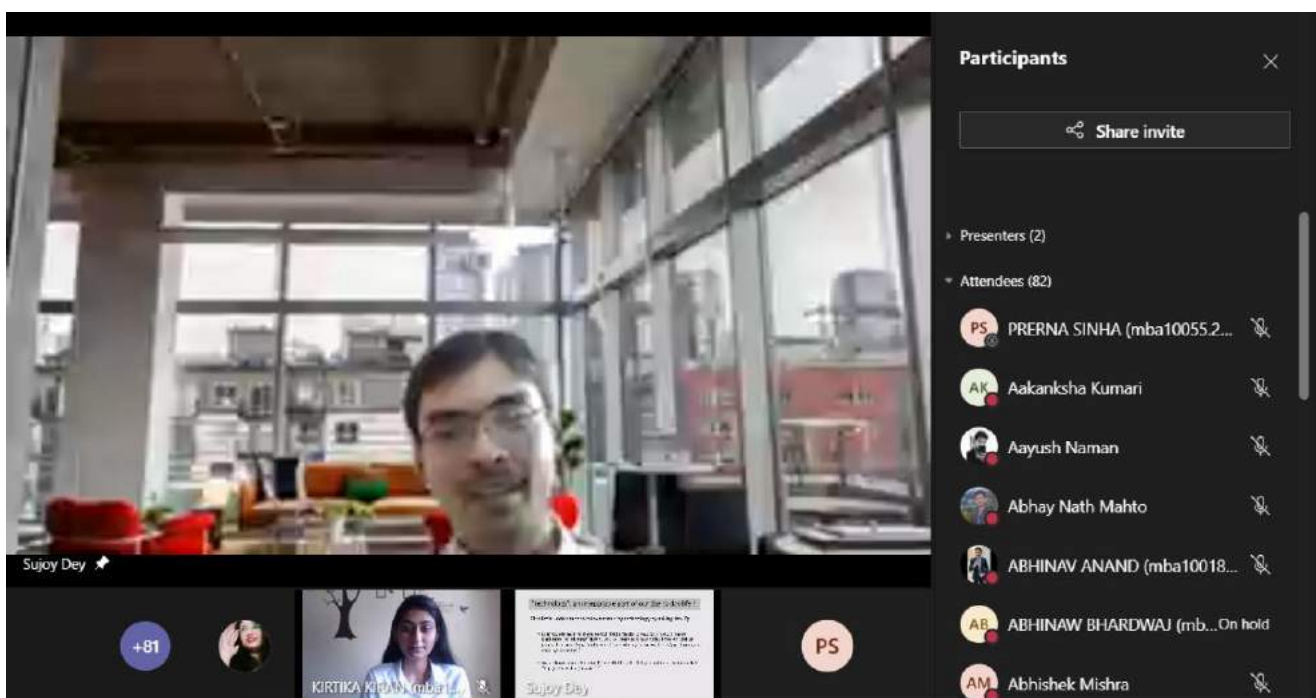
Management Accounting is the way towards getting ready for Corporate Finance. It recognizes, measures, translates, and conveys data to empower an association to seek after its objectives.

Mr. Sujoy Kumar Dey was invited as the guest speaker by the Department of Management to take the session on “Role of Management Accountant in today’s

corporate sector”. He is an Associate Finance Manager at Walmart Labs in various roles, one of which is controlling the costs of Walmart Labs (R&D Division of Walmart Inc.)

Mr. Sujoy divided the entire session into four broad categories- Management accountant's role, Importance of technology in finance world, Challenges faced in the corporate sector, and lastly Tips and tricks of trading.

The session focused on Cloud B Accounting, Techno-functional role in Job Market, and several important concepts. Traditionally, the role of accounting manager was limited to reporting but with paradigm shift- giving recommendations to management. Understanding the organisation's reporting structure, developing a close relationship with other departments, prioritising learning in the early stages of one's career and so on are some of the valuable tips he provided to succeed as an accounting manager. It was phenomenal listening to him and we look forward to such insightful sessions.



Quizzard'21

-Hark, Think & Crack

Quizzard'21-Hark, Think & Crack was organised by The Department of Management, BIT Mesra on the 26th and 27th of September. The students tested their insight on the most recent business news, advertising campaign, marketing facts and logos etc.

The event consisted of two rounds; the Prelims and the Finale, which covered interesting questions from various areas of Entrepreneurship, Innovation, Management, and General Awareness. The students enthusiastically participated and showcased their brilliance by rapidly answering the questions. Best five teams who performed diligently well got an opportunity to compete in the final round. The event saw an excellent zeal for participation from the students. The prelims comprised enthralling rounds like Guess the Brand, Onomatopoeia and Pehchan Kon?

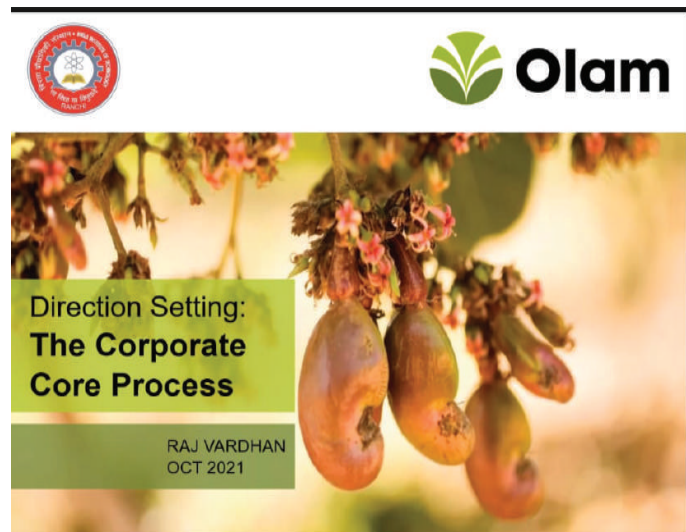
After a brisk and highbrow contest, 'Team Karma' was declared the winner, 'Team Amigos' was the first runner-up, followed by 'The Losing Team' as the second runner-up.



Webinar on Direction Setting

-The Corporate Core Process

The Department of Management, BIT Mesra, organised an online session on “Direction Setting: The Corporate Core Process” on October 18th, 2021. The speaker for the session was Mr. Raj Vardhan, presently the Director of Mcleod Russel India and Ex-Senior Vice President of OLAM, having more than 25 years of rich experience working in multiple emerging markets.



Mr. Vardhan unfolded the session by enlightening the corporate framework to the budding managers. He threw light on ‘The Olam Way’, a leading food and agribusiness company operating in 70 countries with its headquarter in Singapore. Olam is amongst the largest suppliers of cocoa beans. He shared his diverse life experience and motivated the students to take up challenges throughout their life. He urged the budding managers to build a feeling of entrepreneurship and to be proactive.


He concluded the session by stating, “You must know how to pitch yourself and, you have a wide canvas, so do your best”. This was followed by a student interaction session where he answered and clarified all the queries asked by the students. The session enhanced the knowledge of the students and gave deep insights into the corporate framework. We are obliged to him for his time and look forward to more enriching sessions in the future

Core Process

Why is it critical?

Design of the organisation to create & capture value

- A** Knowing who Olam is & what they stand for
- B** Setting the direction
- C** Defining where to play & how to win (Strategy)
- D** Aligning the organization (Delivering the Strategy)



GUEST --- **LECTURES**

Mr. Trinanjan Chakraborty

Co-Founder at Citius Altius Fortius (CAF) Marketing Solutions



Mr. Trinanjan is the well-known author of “The Forgotten Sons” - Untold Stories of Indian Cricket and Co-Founder at Citius Altius Fortius (CAF) Marketing Solutions. He has gained experience as a Marketing Trainee in JK Tyres, Associate Research Director at Hansa Research Group, and Consumer Research at The Nielsen Company where he was responsible for handling the non-FMCG clients of the Nielsen Consumer Research division in Kolkata. The major clients handled by Mr. Trinanjan are TATA Steel, Lafarge Cement - India and Global, Ananda Bazar Patrika Group, ZEE Akash News (24 Ghanta), ZEE Bangla, Ideal Real Estates, etc.

The Department of Management, BIT Mesra organized a guest lecture on “Marketing Analytics” to provide in-depth knowledge of customer preferences and trends to the students specialising in Business Analytics. The lectures mainly focused on the use of fundamental web analytics principles and tools to monitor and improve digital and social media marketing campaigns. He also discussed the techniques of customer relationship management. Through his lectures he highlighted the two main purposes of marketing analytics that are measuring the effectiveness of marketing activity and determining what one can do differently to get better results across the marketing channels. Mr. Trinanjan also stated that “marketing analytics is one of the best ways to understand the customer journey”. He advised the students to follow analytics practises like specifying the questions that need answers, gathering high-quality data, and picking out the information that matters.

It was a great initiative taken by the department to hold such an enlightening session of information sharing and virtual learning, especially during this pandemic

Dr. Kripa Shankar

-Adjunct Professor at Mechanical Engineering IIT BHU Varanasi



The Department of Management, BIT Mesra organised a guest lecture on “Management of Manufacturing System”. The objective of the guest lecture was to provide students insights on developing a plant layout, handling the inventory, and new techniques of inventory management. The speaker of the session was Dr. Kripa Shanker, Former Vice-Chancellor, Uttar Pradesh Technical University (later redesignated as Gautam Buddha Technical University) Lucknow and Former Deputy Director, IIT Kanpur. He obtained his M. Tech. in Mechanical Engineering from IIT Kanpur, and M.S. and PhD. in Operations Research and Industrial Engineering from Cornell University, USA.

During his lectures, the main areas of teaching were Logistics Management, EOQ Models and control charts. Mr. Shankar illustrated how layout analysis dramatically increases material flow. The lectures helped the students to develop an understanding of manufacturing organisations, including job shops, flow lines, assembly lines etc. It was an interesting and enlightening session that undoubtedly infused zeal and enthusiasm in students.

Dr. Purushottam Sen

Professor of Finance & Control, IIM Calcutta



Dr. Purushottam Sen has been a renowned professor of Finance & Control at the Indian Institute of Management, Calcutta. His professional experiences do not just entail academics but also research and consulting for large-scale corporations. He has taught and advised postgraduate and doctoral students at reputed institutes in India, Armenia, Dubai, and Singapore for over 20 years.

He also has more than seven years of experience in academic administration and extensive professional experience in the industries, namely technology, power utilities, textiles, cement, beverage, and storage battery industries. Mr. Sen is an esteemed member of various boards like - The Cost Accounting Standards Board (CASB) of Institute of Cost Accountants of India, National Institute of Financial Management, and has been a Professional Development trainer to members of Chartered Institute of Management Accountant of London (CIMA) in India and Bangladesh.

He equipped students of the finance department at BIT Mesra, with his knowledge in Corporate Finance. He has also gained recognition for his competencies in corporate finance, strategic cost management, management accounting, business planning and control systems, and management control systems. Sharing his experiences and insights along with his deep understanding of the subject, he has provided the students with learnings that can be easily applied in real-life scenarios. The Department sincerely thanks him for his valuable teachings and wishes him the best for all his future endeavours.

Mr. Rahul Kashyap

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



Mr. Rahul Kashyap, regional head HRBP, L&D in Arvind lifestyle was invited by the Department of Management, BIT, Mesra, to hold marketing sessions on Retail Management for the MBA Batch (2020-22). He has more than 15 years of extensive industry experience in Operations and L&D in the retail sector of companies such as Aditya Birla Fashion and retail and Arvind Lifestyle Brands Limited.

He addressed the students and began by sharing his 15-year journey in the retail industry.

The objective of the guest lecture was to illuminate students about the significance and scope of retailing in global and domestic scenarios. During his lecture, Mr. Kashyap discussed various aspects of store management such as formats and division of stores, consumer purchasing behaviour, functions, roles and responsibilities of retailers, section management and store structure and store planning.

Apart from the commercial topics discussed, the biggest takeaway was that one should focus on data interpretation and not just data presentation. Overall, the sessions were highly productive and interactive. It served as a good insight into the evolving corporate world for all Marketing enthusiasts.

Dr. Prabhat Mittal

Professor at Satyawati College, University of Delhi

Having just raw data is useless if not put to good use. And to analyse data we need the right tools & knowledge. The Department of Management, BIT Mesra, organised a series of guest lectures on R programming with Prabhat Mittal, Professor at Satyawati College, University of Delhi.

He taught the students the basics of R, and how it is used for data analysis through live lectures and assignments. Through his lectures, he emphasised the need of learning a coding language in the current corporate scenario, as well as the accessibility it provides in analysing enormous chunks of datasets to generate relevant insights. He taught students how to break down data, hunt for insights, and make them easier to understand for stakeholders.

His sessions were insightful for the students and gave a view of how data is used in business for decision making.



Dr. Manish Kumar

Asst. Professor in Dept. of IT, IIIT-Allahabad



Dr. Manish Kumar is one of the distinguished alumni of the Birla Institute of Technology, Mesra. Presently he is working as an Associate Professor in the Department of IT, IIIT-Allahabad. His experience of 16 years as a profound faculty makes him the best suitable mentor in the subject of Business Analytics. He also holds the position of Coordinator in the Data Analytics Lab and is the Associate Dean (S &P) in IIIT Allahabad.

His areas of interest includes Wireless Sensor Networks, Data Management in WSN (Aggregation, Query Processing, Compressed Sensing, Routing), Data Engineering, Big Data Analytics, Parallel and Distributive Approach, Transactional data mining, Data Management in Mobile Computing and several other areas.

His lectures focused on Data Mining as part of the Business Analytics Specialization. As a guest faculty, he dealt with the topics of Business Analytics, which involves finding anomalies, patterns and correlations within large data sets to predict outcomes. The principal component analysis is detecting relationships between variables. Single link clustering, Association rule, Decision Tree were among a few of the topics dealt with by him.



DISTINGUISHED

ALUMNI

Mr. Rahul Bhattacharya

Sr. Vice President Operations at Analytix Solutions

Alumnus (1992-1994)



Mr. Rahul Bhattacharya is the Senior Vice President of Operations at Analytix Solutions. He joined the Department of Management, BIT Mesra in 1992 for his MBA and specialised in Marketing & Finance. He is an innovative and result-driven professional with diverse experience and specialisation in Operations Management in Back Office processes.

He is extensively recognised for creating highly resilient back-office operations in India from scratch for Royal Bank of Scotland and XL Capital groups. In addition, he is strategically involved in setting up key people and operational strategies, policies and practices.

Mr. Bhattacharya was also the head of P&C Insurance BPS Operations at Tata Consultancy Services for 5 years, where he looked after Delivery Operations, provided Sales and Solutioning Support and was responsible for Robotic Process Automation implementation. Before joining TCS he has also worked as Vice President Operations at XL Catlin for about 6 years.

The Department of Management, BIT Mesra, is proud of his accomplishments and wishes him good luck for all his future endeavours.

Mr. Sanjay Singh

Founder at Strategic Concepts (I) Pvt.Ltd.Freelance

Alumnus (1987-1989)



Mr. Sanjay Singh is one of the most illustrious alumni (Batch 1987-89) of the Department of Management, BIT Mesra. He started his corporate journey as SE at Eureka Forbes Limited in 1985, where he was a member of the first direct selling team of Eureka Forbes. He then moved on to Hindustan Office Products Limited as an Area Manager and subsequently, joined PH Management Consultants Plc as a Senior Business Consultant in Lagos, Nigeria.

He is India's leading Sales Coach with clients like ICICI Bank, LG Electronics, Airtel, SBM Bank, Godrej & Boyce, Nestle and many more. He also shared his knowledge as an MDP Faculty at IIM Calcutta that he achieved from his enriching career. In the past, Mr. Singh has handled L&D Programs for HPCL and BPCL Gas. His renowned publications include "Beg, Borrow or Sell", "The Grass is Always Green" and "The Silos of Customer Relationship Management".

He is the proponent for introducing the format of "Nukkad Natak" for conducting Management Programs in Corporates. His leading show "Kissa Kursi Ka" is based on challenges of Succession Planning in Family Managed Businesses. He has also conducted theatre in 38 cities of emerging markets of India. Mr.Sanjay is also a keen blogger, an active Rotarian, and an enthusiastic golfer. He is based out of Nagpur as a Founder of Strategic Concepts (I) Pvt Ltd which focuses on Growth Consulting for SMEs and MSMEs.


The Department of Management, BIT Mesra is extremely proud of his achievements and wishes him luck for all his future endeavours.

"The key is not to prioritize what's on your schedule, but to schedule your priorities."

– Stephen Covey, Author



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