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Corporate Sustainability

**DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY
MESRA, RANCHI**



MANAGE-A-BIT
REDEFINING SPHERES OF MANAGEMENT

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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.

STUDENT BODIES

There are four different student bodies in the department to manage the various student activities:

- The Student Activity Forum (SAF) is responsible for organizing extracurricular events.
- The Academic Forum (TAF) looks after the academic activities and ensures smooth student-faculty relations.
- Team Sustainability coordinates the social and other extension activities of the department.
- Team Media & PR is responsible for bringing out the quarterly newsletter cum magazine, "MANAGE-A-BIT", managing alumni relations, and handling social media pages of the department.

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

From the Editor's Desk



Mahima Agarwal
Chief Editor

Wishful thinking does not create a difference. Companies should implement a strategy that emphasizes the ethical, social, environmental, and economic dimensions of doing business in order to produce long-term stakeholder value. The current edition of Manage-A-BIT delves into the concept and implications of "Corporate Sustainability."

The Department of Management, BIT Mesra, strongly believes in nurturing future managers in a way that they can view evolving environmental and social concerns not just as challenges but also as opportunities for growth and diversification. And we are proud of our mission of upholding the values of Personal Integrity and Social Responsibility in all our decisions.



CORPORATE SUSTAINABILITY

"When sustainability is viewed as being a matter of survival of your business, I believe you can create massive changes." - Cameron Sinclair

Sustainability was previously a responsibility but slowly it is turning to become the priority of individuals, organizations, and government. People are becoming aware of the positive aspects of sustainability on the environment which directly impacts their future. This has inspired them to tie their hands and collectively take a step towards a sustainable future which will ultimately lead to a huge change in the corporate structure.

Corporate sustainability is a strategy through which businesses and organizations provide their products and services in a way such that it delivers growth and profit to the organization as well as supports environmental sustainability.

In the past few years, there has been a large number of companies who have adopted the concept of sustainability and committed to better environmental conditions by formulating net-zero carbon goals, diversifying the workforce, and entering into better and cleaner lines of business.

Economic, social, and environmental are the three important pillars of sustainability that work together intending to help the corporations to seek more sustainable practices. The demand for corporate sustainability directs the businesses to change from the previous notion of making fast and high profits at the cost of the environment to a mutually interdependent and eco-friendly innovation. Going sustainable is not only beneficial to the environment but at the same time, it adds creative value to the product and reflects an improved brand image.

Thus, going sustainable with a well planned structure can help the organizations to make a wise decision for a better financial future and take a suitable response to the growing public demand for sustainability. The environment is our first home and we need to take utmost care of it and keep trying to make it a better and healthy place.

-The Editorial Team

HAPPENINGS

DIGITAL MARKETING

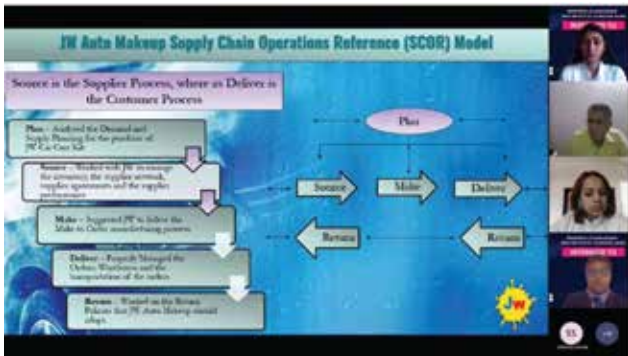
“Instead of one-way interruption, Web marketing is about delivering useful content at just the right moment that a buyer needs it.”– David Meerman Scott

The Department of Management, BIT Mesra, was delighted to host Mrs. Mridula Shekhar, she conducted a webinar on the concept of “Digital Marketing”. She is one of the most eminent alumnus (1999-2000) of the Department of Management BIT Mesra, Ranchi. Having 18 years of rich & insightful experience spread across the Insurance & Steel businesses of TATA group and currently working as a head of marketing at JCB India. She said “Digital Marketing, the figure of the Social Media manager is to take user’s data into account, with the purpose of making communication and marketing strategies in social networks.” By engaging customers in a digital landscape, we build brand awareness, set ourselves as an industry thought leader, and place our business at the forefront when the customer is ready to buy. Digital marketing can help us to get to know our audience, learn important data about them, and provide metrics that will give our marketing team credibility. Digital marketing spans a massive network of digital touchpoints that customers interact with many times a day. To properly utilize these channels, we need to have an understanding of each like Search Engine Optimization (SEO), Content Marketing, Social media Marketing, etc.

It was an insightful and engaging session. We thank her for giving us her valuable time and look forward to more of such enriching sessions with her in the future.



INTERNICO'21



An internship is like footprints in the sand as each step signifies the journey taken. Learning by doing is more valuable than learning through textbooks. This is the reason which motivates students in college to find an internship to expose the ups and downs of a profession. Propelling the students to get adverse exposure, The Department of Management, BIT Mesra organizes Internico- an annual Summer Internship Competition.

Internico is designed in an innovative, interactive program to facilitate a copious flow of knowledge and ideas. It provides a grandstand to the participants where they share the learnings in front of corporate geniuses. The latest edition of Internico invited students from all over B-Schools to share their internship learning.

Mr. Ripudaman Magon (Director of Natural Group and Conserve Infotech) and Ms. Tuhina Roy David (HR manager at Mahindra Finance) were the industry experts who spiced up the event through their question and answer round.

Participants gave neck to neck competition to each other, even our experts had a tough time in deciding over the winners. The first three post holders were Prachet Prakash from IIM Lucknow. He was appointed as an intern at ITC for the position of supply chain manager where he was into enhancing asset productivity by analyzing and improving the TAT of dedicated vehicles, his responsibilities were also inclined towards analyzing and maintaining causes of damage in Atta packets during transit.

The second position was snared by Aurnob Banerjee from SIOM Nashik, he was working as an intern at "JW Auto Makeup Pvt.ltd.", he shared his learnings related to dealing with B2B clients, making plans, sourcing, making orders, and returning policies.

Shreya Chawla secured the third position. She is a student of NMIMS Mumbai and has completed her internship at "Marsh India." Her project focused on providing parametric solutions and highlighting the role of technology for agriculture insurance in India. It was a spectacular event, which ended with feedback from the Corporate experts.





“ Learning is a continuous and never-ending process”

The Department of Management, BIT Mesra organized a five-day (29.11.2021 – 3.12.2021) online Faculty Development Program on " Design Thinking for Excellence in outcome-based Education & Digital Learning". FDP aimed to authorize faculty for achieving goals of Higher Education. Faculty Development Programme has designed to fulfil the need to train the young generation in the skill sector and have faculty & technicians to be trained in their respective disciplines. FDP witnessed about 200 faculty members of several departments.

The session started with Institutional prayer. Dr Shradha Shivani, HOD Department of Management, BIT Mesra extended a warm welcome to all the faculties. Mr Manu Vora, Chairman & President of Business Excellence, Inc USA & Member of AICTE NEP 2020, Implementation Plan Committee, joined the inaugural session as a peer reviewer. Dr Sudipto Bhattacharya, Professor, VIT Vellore and an expert in innovation and design thinking introduced the topic & stated various concepts of design thinking in an impactful manner. He shared his valuable insight on the topic. The session was concluded by Dr Ramakrishna R, Faculty School of design thinking, Chennai.

The day ended with a vote of thanks proposed by Dr Praveen Srivastava, Joint Co-ordinator of the FDP and Assistant Professor, Department of HMCT, BIT Mesra.



DAY 2

ATAL FDP

- On Designing Thinking

On November 30th, 2021, the second day of the AICTE ATAL, Faculty Development Programme at BIT Mesra commenced with a healthy discussion that took place among three resource persons. Dr. Ramakrishna, Dr. Ramnath Prabhu Faculty, School of Design Thinking, Chennai & Dr. Rohit Swarup, Founder Chairman of Innovation & Research Foundation and Director Explorra Education Pvt Ltd . Dr. Ramnath discussed CATWOE concept describing the Customer, Actors, Transformation, Worldview, Owners and Environmental concept. Dr. Ramnath gave insight on the importance of listening, dialogues & observation in the process of 360-degree design thinking. Further Dr. Rohit discussed how to design a framework and its various challenges.

ATAL FDP

- On Designing Thinking

DAY 3

On the third day of ATAL FDP, Dr. Rohit Swarup, Entrepreneur, Chairman and Founder Director of Innovation and Research Foundation, Explorra started the session by providing insights on various aspects of design thinking. The main focus was on how to frame a curriculum for design thinking. He stated how the stakeholder marked with various tools & techniques of design thinking and also explained the methods of achieving the design thinking. He also stated the importance of conducting workshops for getting a better outcome.

DAY 4 ATAL FDP

- On Designing Thinking

On the fourth day of the ATAL Faculty Development Program at BIT Mesra, Dr. Rohit Swarup, Entrepreneur Founder Chairman and Founder Director of Innovation and Research Foundation, Explora Education Private Limited, started the first session. He explained complicated concepts in a very unique technique so that it seems easy to everyone. He explained the importance of The Clinic Approach using Design thinking for Startup creation, hypothesis creation, and various tools and techniques. He said, “Empathy is a key i.e. understanding the thinking actions, attitude, aspiration and aptitude of students.” It will provide a better understanding among the students.

The second session was conducted by Dr. Manik Ghosh, Assistant Professor in the Department of Pharmaceutical Sciences & Technology, Birla Institute of Technology, Mesra, He explained Active learning and the use of active learning strategies which is one of the most effective ways to create a challenging learning environment where all students are motivated to do their best to succeed.

The session ended with a vote of appreciation by Dr. Shradha Shivani, Professor, and Head, Management, BIT Mesra.

ATAL FDP DAY 5

- On Designing Thinking

The last day of the ATAL Faculty Development Program at BIT Mesra, was addressed by Dr. Prasanna Kumar David, Senior faculty of the Art of Living and the Director for Government Executive Programs in Jharkhand, a renowned motivational speaker, and Dr. Juthika Banerjee David, Senior faculty of the Art of the Living, a Member of the Council for Government Executive Programs in Jharkhand, also a Leadership Coach.

The session was focused on the Stress factor. To identify our stress, effects of stress on our system and how can we eliminate stress and handle stress. They said, “We must understand that when there is sadness there is a joy because the main Sutra that we call it is Opposite values are complementary”. Later they discussed temporary and permanent solutions to handle stress. The most effective way to handle stress is Yoga, Meditation as meditation is the Art of doing nothing.

At the end of the session, the comparison was done between Outcome Based Education and Design Thinking followed by an informative Q&A session with enriching content.

The session ended with a vote of appreciation by Dr. Shradha Shivani, Professor, and Head, Management, BIT Mesra.

The Department of Management, BIT Mesra, organized a three-day Management Development Program that started on December 07th, 2021. The program mainly focused on providing petroleum dealers knowledge and skills required to cope with the business innovations that are taking place and help the management face, adapt, and thrive to these challenges. Dr. Shradha Shivani, HOD, Department of Management, started the event by addressing everyone and welcoming K. Mukhopadhyay, Dean.

The 1st day of the program was divided into three sessions which were attended by 14 petroleum dealers.

The first session of the day was addressed by Mr. Roshan Rana, Senior Manager- Sales, BPCL Ranchi, who has rich experience of 16 years in the supply chain, marketing, and sales of fuel and on-fuel propositions. He emphasized how Business Innovation can lead to change in the business and adapt to the changes. He introduced the concept of VUCA i.e., Volatility, Uncertainty, Complexity, and Ambiguity. He insisted on plugging the gap by service offerings to increase sales through a 5 level Marketing framework- Core, Generic, Expected, Augmented, and Potential.

The second session was conducted by Mr. Sanjay Singh, alumnus (Batch 1987) and Founder of Strategic Concepts (I) Pvt. Ltd. He is one of India's leading sales coaches with clients like ICICI Bank, LG Electronics, and many more. He briefly explained "Romancing with the Customer", which involved two levels and included the processes such as thinking, courting, developing relationships, and knowing about the needs, lifestyle, beliefs of customers.

The third session was addressed by Dr. Hari Haran, Management Consultant, Trainer, and Former GM (HRD) of SAIL Management Training Institute. He has been associated with management programs of leading organizations. During his session, he discussed chain management and also threw light upon the changes that are taking place. He spoke about change management and its necessity that businesses need to adapt in order to survive the changing trends.

The day ended with a vote of thanks by Dr. Niraj Mishra, Assistant Prof. Birla Institute of Technology Mesra, and coordinator of MDP 2021.



The second day of the MDP was organized by the Department of Management, BIT Mesra on December 08th, 2021.

The first session was addressed by Prof. (Dr.) Taposh Ghoshal, Principal Mentor at Astra Knowledge. He has also served at senior levels in the corporate sector as a practicing marketing professional. Dr. Taposh emphasized mainly customer

orientation and CRM activities that would help the retailers to overcome the problems and help them to focus on the ways to deal with customers. In addition to that, he highlighted the "Q" factors in the viewpoint of customers, i.e. Quality, Quantity, and Quick Service.

Dr. Swati Dhir addressed the second session, Associate Professor in OB/HRM area with International Management Institute, New Delhi. She focused on the aspects of leadership quality that must be taken care of while doing business. She explained the framework to lead and manage in the corporate world and talked about the significance of teamwork and ways to create an effective team. At last, she described different factors promoting working relationships like staff meetings, job description review, and personnel evaluation.

The day ended with a vote of thanks by Dr. Niraj Mishra, Assistant Prof. Birla Institute of Technology Mesra, and coordinator of MDP 2021.





The third day of the Management Development Program was organized by the Department of Management, BIT Mesra, on December 09th, 2021. On the third day, Kousik Chatterjee, GM of Indian Oil Corporation, addressed the session. He focused on giving insights into the market environment so that the dealers can compete and cope with the

issues & challenges in the market. With the help of specific statistics, he explained how the transport and energy sector of the country is increasing, and the growth is taking place. He also threw light on specific problems such as shifting business from conventional to non-conventional models and suggested how to deal with them.

After his Valedictory speech, Mr. Kousik enthusiastically answered all the questions in the dealers' minds and helped them clear all their doubts. It was a very insightful session for everyone present there.

The three-day event ended with a vote of thanks by Dr. Niraj Mishra, Assistant Prof. Birla Institute of Technology.



PROJECT SANSHRAY

It's The Bright One; It's The Right One, That's Education. Education New and Improved.

Each community's social progress, order, security, and peace are necessarily connected with the social progress, order, safety, and ease of all other communities.

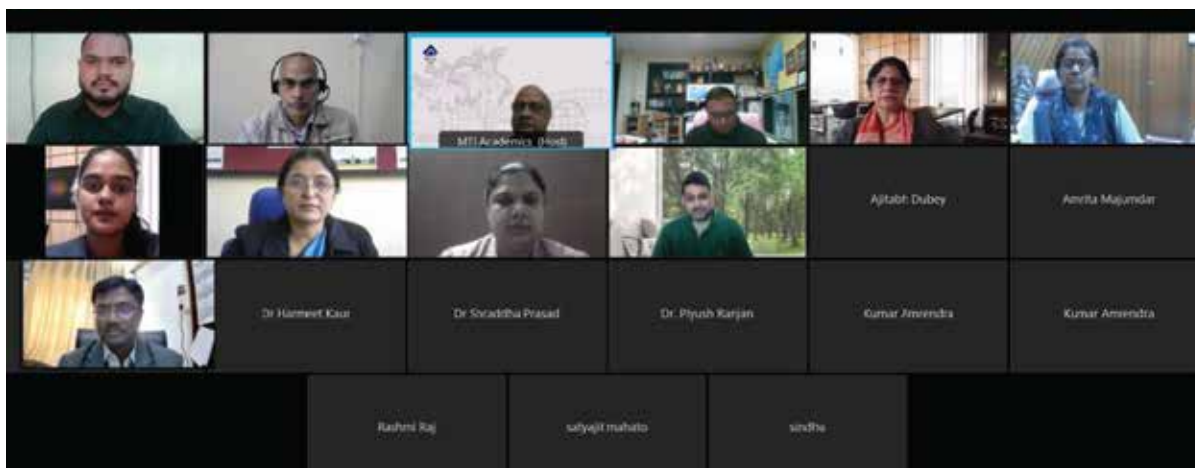
On January 16th, 2022, the Department of Management, BIT Mesra, virtually met with NHRDN Ranchi to discuss Project Sanshray, a project dealing with the young generation by providing them with the best possible employment advice available so that they can make better-educated career decisions.


The Department of Management's Team Sustainability has been working on the project with Pratigya and NHRDN, Ranchi, since June 2021,

In this meet, Sumeet Raj, Shivani Agarwal, and Riya Tiwari of Team Sustainability presented their work, which was accepted positively. They previewed their learning and fun which they had while completing the activity. The accepted profiles of 32 children who will be getting mentored were shared. They paired two students from the program implementation group with one mentor, considering various characteristics such as the student's goals, present educational status, mentor qualifications, and so on.

Students were then encouraged to express their opinions on their academic environment, curriculum, and progress. Mentors were instructed to collect and document any pertinent information about the student they came to know about during the session since this information would help update their profiles. The primary purpose of counselling was to make the students aware of their ability, potentiality, and personal prerequisites. They communicated with the team regularly and provided effective and optimal solutions to their problems. The team spent a significant amount of time exploring potential work opportunities for the children. They've created a Compendium with detailed courses on a variety of employment opportunities, including eligibility, curriculum, and age range. It includes jobs such as doctor, banker, tax collector, police officer, and army officer, among others. The compendium also contains a comprehensive list of courses that students can pursue after completing Standard 10th and 12th grades.

The Department of Management will continue to work with Project Sanshray and other social and CSR programs.





DISTINGUISHED

ALUMNI

Mr. Mukesh Katotra

Director of Wendy's India & Jamie Oliver Restaurant Group



Mr Mukesh Katotra is one of the eminent alumnus (2011-13) of the Department of Management, Birla Institute of Technology, Mesra. He started his career as Financial Analyst with Flour Daniel. He then went to join Amtek Auto Ltd as Associate Manager for nearly about 1.5 years.

After his stint as Associate Manager, he joined Wendy's India & Jamie Oliver Restaurant Group as Manager, then he got promoted as the Director. In this journey of 10+ years, he had diversified experience across sectors like automobile, steel, education & retail in Corporate Strategy & Finance ranging from Financial Planning and Analysis, etc. Mr Mukesh Katotra was awarded 'Young CFO of the year 2019' by ET Now and 'Business World Most Promising Future CFO Award 2017' by Business World Magazine for his unexceptional performance. Apart from this, he is currently the Board Trustee of Each Of Feed One & contributed towards the social cause. His journey is truly an inspiration for all MBA students. He climbed the ladder of success through his hard work and dedication.

The Department of Management congratulates him for his achievements and wishes him the best for his future

Mr. Arvin Sahaym

Professor of Strategy and Entrepreneurship &
Huber Dean's Fellow in Entrepreneurship at the Washington State University



Mr Arvin Sahaym is a distinguished alumnus (1991-93) of the Department of Management, Birla Institute of Technology, Mesra.

He had started his journey as an adjunct Professor, at Korea University where he worked for a while. In 2004, he joined Washington State University as Associate Professor. Mr Arvin has a keen interest in the research field & published many journals. He researches and teaches in various fields of Strategy, Entrepreneurship, and Innovation. Mr Arvin has earned numerous honours and awards such as the Distinguished Paper Award at the Academy of Management, FGF Germany Best Paper Award, Academy of Management Conferences' Best Reviewer Award, Carson College's Outstanding Faculty Research Award (2019 and 2012), Outstanding Faculty Teaching Award (2013), Outstanding Pullman MBA Faculty Award (2016), and multiple Deans' Excellence Awards over the years.

Mr Arvin Sahaym is currently a Professor in the Department of Information Systems & Entrepreneurship, Washington State University. He serves the university as an Entrepreneurial Faculty Ambassador.

The Department of Management, BIT Mesra is extremely proud of his achievement & wish him luck for future endeavours.

SUSTAINABILITY HAS

to be a way of life to be a way of
BUSINESS

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