



BIMTECH, Gr NOIDA & PENGUIN RANDOM HOUSE INDIA

Present the Third

BIMTECH BUSINESS LITERATURE FESTIVAL 2023

Offline Edition

10-11 February 2023

Venue: Central Lawn, BIMTECH

10 February

Session 1

Inaugural Session (9:30 AM-12:00 PM)

9:30 AM-9:35 AM	Welcome Note & Lamp lighting Festival Insights	
9:35 AM-9:40 AM	Welcome Address by Patron Dr. Harivansh Chaturvedi, Director, BIMTECH	
9:40 AM-10:00 AM	Inaugural Address by the Chief Guest- Shri Bhupender Yadav , author of <i>The Rise of BJP</i> , Honourable Union Minister of Labour and Employment and Minister of Environment, Forest and Climate Change.	
10:00 AM- 11:00 AM	MASTERCLASS 1 Media Conduit, BIMTECH in collaboration with Penguin Random House presents Masterclass on 'Write that book! A masterclass on writing and publishing' With Ms. Radhika Marwah , Executive Editor, Penguin	
11:00 AM- 11:30 AM	BOOK CAFÉ-Book Unveiling	<i>You, Too, can be a Brand</i> by Mr. PKD Nambiar, MD &CEO, Flags Communications, Chairman, B-Square Group of Companies
11:30 AM -12:00 PM		<i>The Most Negative Book of Positivity</i> by Mr. Ankit Jhamb <i>Envisioning Our Environmental Future</i> by Dr. Bharat H. Desai

Session 2

12:00 PM-12:50 PM

12:00 PM -12:50 PM Powered by MBAuniverse.com	PANEL DISCUSSION-I	Technology and its impact on Society & Business Moderator: Mr. Amit Agnihotri, Founder MBAuniverse.com <ul style="list-style-type: none"> • Dr. P. R. Biju, author of <i>WE ARE PRODUCTS: How AI Invades our Life</i> • Mr. V. Pattabhi Ram, author of <i>The Tech Phoenix, Satyam's 100-Day Turnaround</i> • Dr. Bharat H. Desai, author of <i>Envisioning Our Environmental Future</i>
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1:00 PM -2:00 PM

BOOK FAIR & FESTIVAL FIESTA

2:00 PM - 2:45 PM

Masterclasses

MASTERCLASS 2	Media Conduit, BIMTECH in collaboration with Harper Collins presents
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Masterclass on 'Happily Insured: Guide to Understanding Insurance and Leading a Stress-free Life'

With **Mr. Kapil Mehta**, author & Co-Founder at SecureNow Insurance Broker

Venue: BIMTECH Central lawn

Session 3

3:00 PM -3:40 PM

3:00 PM-3:40 PM

Panel Discussion on: Entrepreneurship & Innovation

Moderator: Ms. Suruchi Maitra, Co-Founder of Artha School of Entrepreneurship, Former CHRO, Lenskart

- **Mr. Neeraj Kapoor**, author of *Stuck-up to Startup*
- **Mr. Ujwal Kalra**, author of *Startup Compass*
- **Ms. Rupangi Sharma**, author of *Young Indian Innovators, Entrepreneurs and Change-makers*

Session 4

3:40 PM-4:30 PM

3:40 PM - 4:30 PM
Powered by Rainbow Centre, BIMTECH

Panel Discussion on: Diversity, Equity and Inclusion (DEI) in the Indian Workplace

Moderator: Dr. Himanshi Tiwari, Head: RAINBOW Centre, BIMTECH

- **Mr. Parmesh Shahani**, author of *Queeristan: LGBTQ Inclusion in the Indian Workplace*, Founder of Godrej India Culture Lab, LGBTQ Inclusion consultant
- **Mr. Sharif D. Rangnekar**, author of *Queersapien*, Director of Rainbow Lit festival
- **Dr. Vikram Dutt**, Expert, Core Committee, Rehabilitation Council of India, GOI, Cross disability and inclusion expert.

SESSION 5

GLOBAL AUTHORS' LOUNGE

4:30 PM-5:15 PM

4:30 PM- 5:15 PM

International Authors' Space

Moderator: Mimi Nicklin, Author of *Softening the Edge*

- **Ms. Nandini Vijayaraghvan**, author of *Unfinished Business*
- **Ms. Christine Amour-Levar**, author of *Wild Wisdom*
- **Mr. John Aguilar**, author of *Methods to Greatness: Unlocking and Testing the Secrets of Asia's Billionaires, Legends, and Icons*

SESSION 6

OPEN MIC

BOOK REVIEW COMPETITION

5:15 PM-6:00 PM

5:15 PM - 6:00 PM
Powered by FROB Friends of Books (City Book Leaders)

BOOK REVIEW COMPETITION & AWARD ANNOUNCEMENT OF BUSI-CON & OPEN MIC

6:00 PM - 8:00 PM

MINI BOOK FAIR & FOOD FIESTA

**11 FEBRUARY
SESSION 7
AUTHOR SPEAK
11:00 AM-12:20 PM**

11:00 AM-11:20 AM	<ul style="list-style-type: none"> • Mr. R. N. Bhaskar, author of <i>Gautam Adani: Reimagining Business in India and the World</i>
11:20 AM- 11:40 AM	<ul style="list-style-type: none"> • Mr. Harish Bhat, Brand Custodian-Tatasons, author of <i>#TataStories and TataLog</i>
11:40 AM - 12:20 PM	<p>Fireside Chat- India: The Road Ahead Interlocutor: Mr. Mohit Gupta, Co-Founder - Frob(City Book Leaders)</p> <ul style="list-style-type: none"> • Mr. Kiran Karnik, author of <i>Decisive Decade</i> • Mr. Hardayal Singh, author of <i>The Moral Compass: Finding Balance and Purpose in an Imperfect World</i>
	<p>SESSION 8 VALEDICTORY SESSION 12:20 PM-1:00 PM</p>
12:20 PM - 12:25 PM	Mentor's Festival Report by Dr. Archana Shrivastava, Area Head, Business Communication, BIMTECH
12:25 PM - 12:45 PM	Valedictory Address by Mr. Bharat Wakhlu , Founder, The Wakhlu Advisory TWA/Co-Founder, Resilient Leadership & Change Masters/Ex-Tata Administrative Services/Bestselling author
12:45 PM- 12:50 PM	Award Announcement (Festival Competitions)
12:50 PM – 12:55 PM	Partners' Felicitation
12:55 PM – 1:00 PM	Vote of Thanks by Dr. Anupam Varma, Deputy Director, BIMTECH
	<p>COMPETITIONS</p> <ol style="list-style-type: none"> 1. HAIKU COMPETITION: Short Poetry Workshop & Contest 2. OPEN MIC: Pitch a 3-minute Book Review 3. BUSI-CON: Business Icon Avatar
	CORE ORGANISING TEAM
	<p>BIMTECH, GREATER NOIDA BUSINESS COMMUNICATION AREA Dr. Archana Shrivastava archana.shrivastava@bimtech.ac.in Dr. Meera Kapoor meera.kapoor@bimtech.ac.in Prof. Saloni Sinha saloni.sinha@bimtech.ac.in Dr. Poonam Vyas poonam.vyas@bimtech.ac.in Ms. Maya Pandey maya.pandey_fpm20@bimtech.ac.in</p> <p>STUDENT TEAMS MAJLIS-Debating and Theatre Society MEDIA CONDUIT EDITORIAL CONDUIT</p>
	<p>Contact number: 9582233537, 7838742414 Contact Id: Media@bimtech.ac.in Website: http://businessliteraturefestival.bimtech.ac.in/</p>
	<p>PARTNERS Penguin Random House, Rupa Publications, Harper-Collins, FROB Social MBAUniverse.com, Kunzum Café, FMA Digital, Design Mantra</p>