



BIMTECH, Gr NOIDA & PENGUIN RANDOM HOUSE INDIA
Presents the Second
BIMTECH BUSINESS LITERATURE FESTIVAL 2022

Online Edition

4 February 2022, Friday

https://zoom.us/webinar/register/WN_4fslGIUBTKOFE9ZHdeCrqg

Session 1

Inaugural Session (10:30 AM-11:20 AM)

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| 10:30 AM-10:40 AM | Welcome Note & Lamp lighting Glimpses of 2021 (Video) Festival Insights (2022) | |
| 10:40 AM-10:45 AM | Opening Address by Chief Patron Mrs. Jayashree Mohta, Chairperson-BOG, BIMTECH, Gr Noida | |
| 10:45 AM-10:50 AM | Welcome Address by Patron Dr. Harivansh Chaturvedi, Director, BIMTECH | |
| 10:50 AM-11:20 AM | Inaugural Address by the Chief Guest Prof. Debashis Chatterjee Director of Indian Institute of Management Kozhikode, Indian management professor, author, and columnist. Author of ' <i>Karma Sutras: Leadership and Wisdom in Uncertain Times</i> ' | |

Session 2

11:20 AM-12:00 PM

https://zoom.us/webinar/register/WN_4fslGIUBTKOFE9ZHdeCrqg

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| 11:20 AM-11:40 AM | BOOK CAFÉ | Mr. Samir Soni , Actor, Director and Author of ' <i>My Experiments with Silence: The Diary Of-An-Introvert</i> ' in conversation with Prof. Meera Kapoor. |
| 11:40 AM- 12:00 PM | AUTHOR SPEAK | Dr. Vivek Mansingh , Author, Global Leader, General Partner YourNest Partner VC Fund, listed in the "National Who's Who for the United States" |

Session 3

12:00 PM-1:00 PM

https://zoom.us/webinar/register/WN_4fslGIUBTKOFE9ZHdeCrqg

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| 12:00 PM -12:45 PM | PANEL DISCUSSION-I | Entrepreneurship & Innovation Moderator: Dr. Abha Rishi, CEO, Atal Incubation Centre <ul style="list-style-type: none"> Mr. Harish Damodaran, Author of '<i>Broke to Breakthrough: The Rise of India's Largest Private Dairy Company</i>' Authors of ' <i>The Art and Science of Frugal Innovation</i> ' releasing on 7 th February 2022: <ul style="list-style-type: none"> Dr. Malavika Dadlani, Scientist, Former Joint Director, Research, Indian Agricultural Research Institute Dr. Anil Wali, MD of Foundation for Innovation and Technology Transfer (FITT) Dr. Kaushik Mukerjee, Associate Dean, Training, National Institute of Bank Management (NIBM), Pune |
| 12:45 PM-1:00 PM | AUTHOR IN CONVERSATION | Ms. Sathya Saran , Consulting editor, HarperCollins Publishers India, and Executive Director, Encyclomedia, Author of ' <i>Being Ritu: The Unforgettable Story of Ritu Nanda</i> ' in conversation. |

1:15 PM - 2:00 PM
Masterclasses

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| MASTERCLASS 1 | Editorial Conduit, BIMTECH in collaboration with Penguin Random House Presents Masterclass on 'Brand Leadership and Beyond' With Ms. Trupti Bhandari & Mr. Arvind Bhandari, Authors of ' <i>Brandvantage</i> ' https://us06web.zoom.us/j/89508103328?pwd=VUJkRFJsYVRZdHhPUG4ycysycW1xdz09 |
| MASTERCLASS 2 | Media Conduit, BIMTECH and Majlis-Debating and Theater Society in collaboration with Bloggers Alliance presents Masterclass on 'Blog your way to author your own book one day' With Mr. Amit Nagpal, President, Bloggers Alliance, Storytelling & Personal Branding Coach. https://zoom.us/meeting/register/tjEkd-qrrj8oGdEE1yhacp5eXQv9jQSXTMYc |
| MASTERCLASS 3 | Majlis-Debating and Theater Society, BIMTECH presents Masterclass on 'Corporate Lessons from Gita' with Mr Atul Satya Koushik, Dramatist and Trainer https://zoom.us/meeting/register/tjAucOGgqzsjHtYFqnDOV3JOeou9xZx5yRdc |

Session 4

2:00 PM -2:40 PM

https://zoom.us/webinar/register/WN_4fslGIUBTKOFE9ZHdeCrgg

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| 2:00 PM-2:40 PM | Panel Discussion on 'RENAISSANCE OF LIBERAL ARTS EDUCATION IN INDIAN B-SCHOOLS' Moderator: Dr. Archana Shrivastava , Associate Professor & Area Head, BIMTECH <ul style="list-style-type: none"> • Dr. Geetawali Singh Chanda, Associate Professor, Ashoka University, Author of '<i>Indian Women in the House of Fiction</i>' • Dr. Deepa Sethi, Professor Humanities & Liberal Arts in Management, IIM Kozhikode • Dr. Amit Basole, Associate Professor, School of Liberal Arts, Azim Premji University & Co-Author of book '<i>Thinking with Ghalib</i>' |
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Session 5

2:40 PM-3:20PM

https://zoom.us/webinar/register/WN_4fslGIUBTKOFE9ZHdeCrgg

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| 2:40 PM - 3:20 PM Powered by MBAUniverse.com | 'MIXED BAG: Future of Work & Skills Managers Need to Excel' Moderator: Mr Amit Agnihotri , Founder MBAUniverse.com <ul style="list-style-type: none"> • Ms. Anjana Menon, Founder-CEO Content Pixies, Author of '<i>What's Your Story</i>' • Ms. Sagarika Verma, Author of '<i>Job Search Secrets: Master the Art of Getting a Job</i>' • Mr. Subir Verma, Author of '<i>Job Search Secrets: Master the Art of Getting a Job</i>' ranked No.1 among new releases on Amazon • Mr. Pradeep Chakravarthy, Author of '<i>Leadership Shastra: Lessons from Indian History</i>' |
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3:20 PM -3:30 PM

PARTNERS' SPACE

SESSION 6

PANEL DISCUSSION-III

https://zoom.us/webinar/register/WN_4fslGIUBTKOFE9ZHdeCrgg

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| 3:30 PM- 4:10 PM | Panel Discussion on 'Women Authorship' Moderator-Dr. Shradha Kabra , Faculty Business Communication, BIMTECH <ul style="list-style-type: none"> • Ms. Rajni Sekhri Sibal, Author of '<i>Women of Influence: Ten Extraordinary IAS Careers</i>' |
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- **Ms. Ruchira Chaudhary**, Author of '*Coaching: The Secret Code to Uncommon Leadership*'
- **Ms. Sudha Menon**, Author of '*Recipes for Life*', '*Devi, Diva or She-Devil: The Smart Career woman's survival guide*', '*Leading Ladies: Women Who Inspire India*'
- **Ms. Renu Mattoo**, Author of '*Power your Personality*'

SESSION 7

Global Authors' Lounge

https://zoom.us/webinar/register/WN_4fslGIUBTKOFE9ZHdeCrqg

4:10 PM - 4:30 PM

International Authors Space

Moderator-Prof. Pankaj Priya, Area Head- Marketing and Retail, BIMTECH

Mr. Sandeep Dayal, MD and EVP at Cerenti Marketing Group, LLC. Book-*Right between the Ears: How to Use Brain Science to Build Epic Brands*

SESSION 8

4:30 PM-5:30 PM

Valedictory Session

https://zoom.us/webinar/register/WN_4fslGIUBTKOFE9ZHdeCrqg

4:30 PM - 4:40 PM

Mentor's Festival Report by Dr. Archana Shrivastava, Area Head, Business Communication, BIMTECH

4:40 PM - 4:45 PM

Award Announcement (Festival Competitions)

4:45 PM- 5:15 PM

Valedictory Address by Mr. Prakash Iyer, Founder CEO of 'Leadership Works', Author of 'How Come No One Told Me That?'

5:15 PM- 5:25 PM

Vote of Thanks by Dr. Anupam Varma, Deputy Director, BIMTECH

CORE ORGANISING TEAM

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STUDENT TEAMS

MAJLIS-Debating and Theatre Society

MEDIA CONDUIT

EDITORIAL CONDUIT

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PARTNERS

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