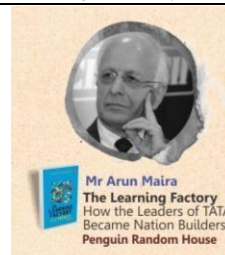
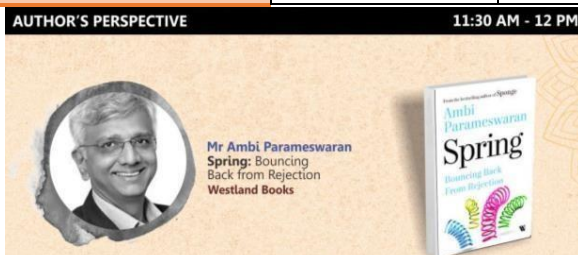


<p>Session I 10:30 AM-11:30 AM</p>	<p>Inaugural Session https://zoom.us/webinar/register/WN_WKDTTvYoQ-iSHun6v0WUfw</p>	
<p>10:30-10:40 AM</p>	<p>Formal Opening & Lamp lighting Festival Insights by Ms Saloni Sinha, Chief Coordinator, Festival Organising Team</p>	
<p>10:40-10:45 AM</p>	<p>Chairperson's Inaugural Address by Mrs Jayashree Mohta, Chairperson-BOG, BIMTECH, Gr Noida</p>	
<p>10:45-10:50 AM</p>	<p>Welcome Address by Dr H Chaturvedi, Director, BIMTECH</p>	
<p>10:50 AM-11:15 AM</p> <p>Book Discussion Powered by Penguin Random House India</p> <p>Book Unveiling 11:15 AM-11:25 AM</p> <p>Award Announcement 11:25 AM-11:30 AM</p>	<p>Keynote Conversation</p> <p>"The Learning Factory: How the Leaders of Tata Became Nation Builders" Mr Arun Maira Former Member, Planning Commission of India in conversation with Mr Bharat Wakhlu Ex-Resident Director, TATA</p> <p>Book Preview by Dr A K Dey The New Normal: Challenges of Managing Business, Social, Ecological Systems in the Post Covid 19 Era The New Normal: Reinventing Professional Life and Familial Bonding in the Post Covid 19 Era by Dr H Chaturvedi & Dr A K Dey, BIMTECH, Gr Noida Published by Bloomsbury India</p> <p>Book Review Contest on Mr Arun Maira's "The Learning Factory" Organised by Editorial Conduit, BIMTECH, Gr Noida</p>	
<p>Session II 11:30 AM-12:30 PM</p>	<p>The Resilience Sagas https://zoom.us/webinar/register/WN_WKDTTvYoQ-iSHun6v0WUfw</p>	
<p>11:30 AM-12:00 PM</p> <p>Author's Perspective</p>	<p>Spring: Bouncing Back from Rejection by Mr. Ambi Parameswaran, Published by Westland Books</p> <p>Moderator: Prof. Dhruva Chak, Faculty, BIMTECH Gr Noida</p>	
<p>12:00-12:30 PM</p> <p>Book Cafe</p> <p>Powered by Atal Incubation Centre, BIMTECH, Greater Noida</p> <p>Award Announcement</p>	<p>Creating Unicorns</p> <p>Moderator Dr Abha Rishi CEO, AIC</p>	<p>Dreamers and Unicorns: How Leadership, Talent and Culture are the New Growth Drivers by Mr. Abhijit Bhaduri, Published by Westland Books</p> <p>From Pony to Unicorn by Mr. Sanjeev Aggarwal and Mr. T N Hari, Published by Penguin Random House India</p> <p>Let's Build a Company: A Start-up Story Minus the Bullshit by Harpreet Grover and Vibhore Goyal, Published by Penguin Random House India</p> <p>"The 3 min Reco"-Video Book Review Contest on "Dreamers and Unicorns" organised by Media Conduit, BIMTECH, Gr Noida</p>



<p>Session III</p>	<p>Masterclass 1:30 PM-2:30 PM</p>
<p>MASTERCLASS 1</p> <p>Student Incharge Nancy -6394588952 Aishwarya -9166719688</p> 	<p>Media Conduit, BIMTECH & Penguin Random House India present Masterclass on</p> <p>“Getting Published”</p> <p>with Mr. Rohit Bhargava, Author of Non-Obvious Megatrends</p> <p>In conversation with Ms Meera Kapoor, Faculty-Business Communication, BIMTECH</p> <p>https://zoom.us/meeting/register/tJAtd-Gqgz4jH9KNT-bpGoOElyb5iTNGc9uO</p>
<p>MASTERCLASS 2</p> <p>Student Incharge</p> <p>Anukriti -8800758226 Paridhi - 9911889639</p> 	<p>Media Conduit, BIMTECH & BlewMinds present Masterclass on</p> <p>“Art of Crafting Successful Failure Stories”</p> <p>with Sandeep Kochhar aka “Failure Ant”-Inspirational Speaker and Storyteller</p> <p>Facilitator Dr Shradha Kabra, Faculty-Business Communication, BIMTECH</p> <p>https://zoom.us/meeting/register/tJAtcOChrjwpHdloqc81EyOXhMiuxRVWzVHC</p>
<p>MASTERCLASS 3</p> <p>Student Incharge Kanika -9024281370 Gourangi-8318096016</p> 	<p>Majlis-Debating and Theatre Society, BIMTECH presents Masterclass on</p> <p>"Ancient Indian literature and Leadership & Management" with Mr Atul Satya Koushik Dramatist and Trainer</p> <p>Facilitator Ms Saloni Sinha, Faculty-Business Communication & Theatre, BIMTECH Mentor-MAJLIS</p> <p>https://mmc.zoom.us/j/93839118526?pwd=ZTJRc3BvYmFwSU85b0IHh3ZGYVlaUT09 Id: 93839118526 Pwd: ask</p> 
<p>MASTERCLASS 4</p> <p>Student Incharge Karan Tyagi -8851248414 Nisha Pandey-8448610086</p> 	<p>Majlis & Media Conduit, BIMTECH present Masterclass on</p> <p>"30 Second Thrillers” Compelling Storytelling and Podcasting with Mr K V Sridhar aka KV Pops Chief Creative Officer Global, Nihilent Limited Former National Creative Director. Leo Burnett India</p> <p>Facilitator Dr Archana Shrivastava, Area Head & Faculty, Business Communication BIMTECH</p> <p>https://us02web.zoom.us/meeting/register/tZwpd-gpz4oHNyL47qyo2S65ucx8k3h3sWn</p>

Potpourri

Panelists



Mr. Saurabh Mukherjee
Co-Author, The Victory Project
Six Steps to Peak Potential
by Penguin Random House India



Mr. Anupam Gupta
Co-Author, The Victory Project
Six Steps to Peak Potential
by Penguin Random House India



Mr. Ravi Sin
Co-Author, Sexuality and Gender
Dynamics at Work by Sage Publications

03:45 pm - 04:05 pm



Ms. Uma Chatterjee
Co-Author, Sexuality and Gender Dynamics
at Work by Sage Publications

The Specialists' Zone


Panelists



Prof. Saral Mukherjee
Associate Professor, IIM Ahmedabad
Author - Diaphanis and Chaitika:
The Beauty of Operations



Mr. Bharat Bambawale
Former Global Brand Director,
Bharti Airtel
Author - Nine Timeless Nuggets



Mr. Akhil Gupta
Vice-Chairman, Bharati Enterprises
Author - Seven Steps For AI

03:00 pm - 03:45 pm



Ms. Ruchira Chaudhary
Author - Coaching: The Secret Code to
Exceptional Leadership

Literature in B-School Classrooms

Esteemed Panelists



Prof. Anup Singh
Director General,
WEMA University



Prof. Neerja Pandey
Professor,
IIM Lucknow



Prof. Sanjiva Shankar Dubey
Professor, BIMTECH, Gr Noida




Mr. Atul Satya Koushik
Dramatist & Trainer
The Film and Television Society




Dr. Archana Shrivastava
Associate Professor & Head-BC,
BIMTECH, Gr Noida

MASTER CLASS


"Getting Published"




with
Mr. Rohit Bhargava
Author of Non-Obvious:
How to Think Different, Curate Ideas &
Predict the Future



VALEDICTORY SESSION



Mr Shiv Shivakumar
Group Executive President,
Corporate Strategy at
Aditya Birla Group



The Right Choice:
Resolving 10 Career
Dilemmas for Extraordinary
Success
Penguin Random House



Session IV 2:30 PM -3:00 PM	Panel Talk on Literature in B- School Classrooms https://zoom.us/webinar/register/WN_WKDTTvYoQ-iSHun6v0WUfw
2:30-3:00 PM Lead by Example	Moderator: Ms Saloni Sinha, Faculty, BIMTECH, Gr Noida Panellists <ul style="list-style-type: none"> • Prof Anup Singh, Director General, NIRMA University • Prof Neerja Pandey, Professor, IIM-Lucknow • Prof Sanjiva Shankar Dubey, Professor, BIMTECH, Gr Noida • Mr Atul Satya Koushik, Dramatist & Trainer, Films and Television Society • Dr Archana Shrivastava, Associate Professor & Head-BC, BIMTECH, Gr Noida
Session V 3:00 PM-4:05 PM	Book Discussion https://zoom.us/webinar/register/WN_WKDTTvYoQ-iSHun6v0WUfw
3:00-3:45 PM MIXED BAG Powered by Penguin Random House India	Moderator: Prof K K Krishnan, Ex Chairperson, Corporate Relations, BIMTECH Featured Books <i>Elephants and Cheetahs: The Beauty of Operations</i> Prof. Saral Mukherjee , Associate Professor at IIM, Ahmedabad <i>Nine Timeless Nuggets</i> Mr Bharat Bambawale , Former Global Brand Director at Bharti Airtel <i>Some Sizes Fit All</i> Mr Akhil Gupta , Vice Chairman, Bharti Enterprises <i>Coaching: The Secret Code to Uncommon Leadership</i> Ms Ruchira Chaudhary , Leading Executive Coach and Academic.
3:45 -4:05 PM	Moderator: Mr Amit Agnihotri, Founder MBAuniverse.com https://zoom.us/webinar/register/WN_WKDTTvYoQ-iSHun6v0WUfw
POTPOURRI Powered by MBAUniverse.com	Featured Authors Mr. Saurabh Mukherjea Mr. Anupam Gupta authors of <i>The Victory Project: Six Steps to Peak Potential</i> , by Penguin Random House India Mr Roop Sen and Ms Uma Chatterjee authors of <i>Power, Sexuality and Gender Dynamics at Work</i> , by Sage Publication
Session VI 4:05 PM-4:20 PM	Sponsor s Gallery https://zoom.us/webinar/register/WN_WKDTTvYoQ-iSHun6v0WUfw
4:05-4:20 PM	Virtual Book Festival by Penguin Random House, India Award Announcements Literary and Business Quiz organised by Quizzing Club of BIMTECH Creatives Contest organised by Majlis-Debating and Theatre Society, BIMTECH
Session VII 4:20 PM -4:40 PM	Global Authors' Lounge https://zoom.us/webinar/register/WN_WKDTTvYoQ-iSHun6v0WUfw
4:20-4:40 PM	<i>From Incremental to Exponential</i> by Vivek Wadhwa and Ismail Amla with Alex Salkever Mr. Ismail Amla in conversation with Prof Sunil Sangra, Faculty, BIMTECH, Gr Noida
Session VII 4:40 PM-5:30 PM	Valedictory https://zoom.us/webinar/register/WN_WKDTTvYoQ-iSHun6v0WUfw
	Festival Report Dr Archana Shrivastava , Area Head, Business Communication, BIMTECH Valedictory Address “The Right Choice: Resolving 10 Career Dilemmas for Extraordinary Success” by Mr D Shivakumar , Group Executive President, Corporate Strategy & Business Development, Aditya Birla Group Vote of Thanks by Dr. Anupam Varma, Deputy Director, BIMTECH
Festival Coordinator: Saloni Sinha, Faculty, BIMTECH Contact: - 9582233537 Email: media@bimtech.ac.in	Facebook Page: https://fb.me/e/1mIXirIbJ Website: http://businessliteraturefestival.bimtech.ac.in/ #BIMTECHBizLitFest2021

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