

### **BIMTECH Business Literature Festival 2021**

Birla Institute of Management Technology, Greater Noida (BIMTECH), organized its first Business Literature Festival on 6th February 2021. The objective of the festival was to foster the habit of reading business literature amongst students and professionals. The festival was curated by the business communication area of BIMTECH. It was one of the first literature festivals organized by a B-school in the country to encourage ideation through book launches, panel discussions, and conversations with renowned authors.

The one-day long virtual event hosted 22 authors. Mrs. Jayashree Mohta, Chairperson, Board of Governors, BIMTECH gave the inaugural address followed by the welcome address by Dr. Harivansh Chaturvedi, Director, BIMTECH. The event proceeded with the keynote conversation of Mr. Arun Maira, Former Member of Planning Commission of India with Mr. Bharat Wakhlu, Ex-Resident Director, Tata Group on the former's book '*The Learning Factory: How the Leaders of Tata Became Nation Builders*' which was powered by Penguin Random House India. Mr. Maira interestingly shared a few anecdotes from his time at the Tata Group as he mentioned, "living is about learning and when you stop learning, you stop living." The Resilience Sagas - the second session of the day began with the brand coach and strategist Mr. Ambi Parameswaran, who threw light on his book '*Spring: Bouncing back from Rejection*'. Giving a message to bounce back from the dark times in our lives, he reiterated, "with every rejection, you learn something better." The event continued with various acclaimed authors like Mr Abhijit Bhaduri, Mr Ismail Amla, and Mr Akhil Gupta, among others. The highlight of the day was also its four masterclasses on 'Digital Storytelling' by Sandeep Kochhar, 'Online Podcasting' by K V Sridhar aka KV Pops, 'Ancient Indian Literature and its Impact on Management' by Atul Satya Koushik, and 'How to Get Published' by Rohit Bhargava which attracted a huge number of participants. The valedictory address was delivered by Mr. D Shivakumar, Group Executive President, Corporate Strategy & Business Development, Aditya Birla Group who is also the author of *The Right Choice: Resolving 10 Career Dilemmas for Extraordinary Success*. He reemphasized that "a successful career is not a straight line, ... [but] where one is often faced with difficult choices that one must overcome." He concluded by giving excellent career advice to the students of the institute. The event concluded at 5:30 PM with a vote of thanks by Dr. Anupam Verma, Deputy Dean, BIMTECH.

