

# BIMTECH LITERATURE FESTIVAL 2021

FEBRUARY 6, 2021

---



---

# BIMTECH LITERATURE FESTIVAL

## 2021

Several hundred books on business, entrepreneurship and management come out in India every year. Yet, literature festivals in India have been neglecting this genre. With the need for conversations that are focused on business books, and to celebrate and foster the culture of reading, writing and publishing of business literature in India, BIMTECH becomes the first business school to organise a **Business literature festival 2021** and I am happy to share that today's event has managed to create a huge audience base of its own. As the Head of the organising committee, it is my honour to share a small report of this one-day remarkable event.

### Session I

In all the festival hosted 25 authors and speakers. At 10.30 am we started our session which was inaugurated by our **Chairperson Mrs Jayashree Mohta**. We began our event with a welcome note by our Director Dr. Harivansh Chaturved which was followed by a keynote conversation with Mr Arun Maira, Former Member of Planning Commission of India. In his conversation with Mr Bharat Wakhlu he talked on his book "The Learning Factory: How the Leaders of Tata Became Nation Builders." He shared amazing stories about Tatas which gave a new insight into the group's leadership and strategy which may help better understand their value-driven business. The session offered different teachings and lessons for students, business professionals, as well as those curious about the Tata way of doing business. The session ended with the announcement of the names of the winners of the book review contest organized by the Editorial Conduit.

---

Next, two books

One-The New Normal: Challenges of Managing Business, Social, Ecological Systems in the Post Covid 19 Era

And second The New Normal: Reinventing Professional Life and Familial Bonding in the Post Covid 19 Era authored by Dr H Chaturvedi & Dr A K Dey, from BIMTECH were unveiled. On behalf of the authors, Dr Nimisha Singh presented a book preview and Dr Dey threw light on the content in these two books. These two books are evidence of the dauntless spirit of humans and their 'not giving up attitude' during the unprecedented crisis of COVID 19.

## **Session 2: Resilience Saga**

With business books underpinning the fest, meaningful conversations on every aspect of business and entrepreneurship are a natural outcome. Session 2- Resilience saga was all about that. Mr Ambi Parameswaran in conversation with Prof. Dhruva Chak talked on his book 'Spring: Bouncing Back from Rejection. Through a very interesting presentation Mr Parameswaran shared how he was rejected at his dream job interviews, was denied promotions and clients turned down his business pitches and how now he realises that he eventually succeeded because of these rejections and the way he handled them.

Packed with ideas and innovations, the next session titled 'Creating Unicorns' brought authors of three famous books on one platform. While talking on his book Dreamers and Unicorns: How Leadership, Talent and Culture are the New Growth Drivers Mr Abhijit Bhaduri explained why these are the new drivers of growth whether you are a Dreamer, a Unicorn, a Market Shaper or an Incumbent.

---

Mr. T N Hari lucidly and effortlessly narrated the fundamental principles behind scaling as depicted in his book titled 'From Pony to Unicorn' and Talking about his book titled Let's Build a Company: A Start-up Story Minus the Bullshit Mr Harpreet Grover shared an authentic account of an entrepreneurial journey with full honesty including very practical insights for the younger generation.

### **Session 3**

Session 3 witnessed 4 masterclasses which ran parallelly and were attended by 244 participants.

- **Master class 1- “Getting Published”** with Mr. Rohit Bhargava, Author of Non-Obvious Megatrends.
- **Master class 2-** titled **“Art of Crafting Successful Failure Stories”** was conducted by Sandeep Kochhar- Inspirational Speaker and Storyteller
- **Master class 3-** was on **"Ancient Indian literature and Leadership & Management"** with Mr Atul Satya Koushik, Dramatist and Trainer.
- **Master class 4-** was **"30 Second Thrillers”** Compelling Storytelling and Podcasting with Mr K V Sridhar aka KV Pops.

### **Session 4**

At a time when reading old literary masterpieces is a waning practice, several top B-schools, including the top three IIMs, are harking back to Shakespeare, Shaw and Gandhi to teach students how to lead in the challenging business environment of the modern business times. What are the strategies they use, what skills they hone and how students react, all these were discussed in the session titled: A Panel Talk on Literature in B- School

---

Classrooms. Moderated by Prof. Saloni Sinha from Business communication area. The session had:

- Prof Anup Singh, Director General, NIRMA University
- Dr. Neerja Pandey, Professor, IIM-Lucknow
- Mr Atul Satya Koushik, Dramatist & Trainer, Films and Television Society
- Prof Sanjiva Shankar Dubey, Professor, BIMTECH, Gr Noida
- Dr Archana Shrivastava, Associate Professor & Head-BC, BIMTECH, Gr Noida

## Session 5

Session 5 was a mixed bag as it witnessed a discussion based on books focusing on different verticals of business management. This session was moderated by Prof. K K Krishnan; the session had: Dr. Saral Mukherjee, Associate Professor at IIM, Ahmedabad who talked about his book Elephants and Cheetahs: The Beauty of Operations which is based on two important questions: Does the organization that I am managing have a soul, and if so, what are the strategic choices that enable its synthesis (external orientation)?

Mr Bharat Bambawale, Former Global Brand Director at Bharti Airtel talked about his book Nine Timeless Nuggets that provides a 2020 perspective on timeless marketing ideas.

Mr Akhil Gupta, Vice Chairman, Bharti Enterprises shared that his book titled Some Sizes Fit All was an attempt to explain the fundamental pillars for any kind of business. Based on tried and tested first hand experiences-the book seems to be a must-read for anyone trying to build a robust and financially sound business.

---

From the HR Domain Ms Ruchira Chaudhary, Leading Executive Coach and Academic, shared how her book Coaching: The Secret Code to Uncommon Leadership is a clear and crisp guide to a core element of strong leadership: helping others up their game. '

## Session 6

Next session titled POTPOURRI was powered by MBAUniverse.com and it was moderated by its founder and convener Mr Amit Agnihotri

In this session, Mr. Saurabh Mukherjea, and Mr. Anupam Gupta, authors of The Victory Project: Six Steps to Peak Potential, threw light on how the book attempts to answer the question related to the rising levels of stress and depression by using the principles of Simplicity, Specialization, Creativity and Collaboration, Mr Roop Sen and Ms Uma Chatterjee, on the other hand, informed how their book **Power, Sexuality and Gender Dynamics at Work** explores the friction between people with different gender and sexual identities in corporate organizations.

## Session 7

Last but not least, we had an amazing interaction in Global Authors' Lounge with Mr Ismail Amla who has Co-authored the book titled From Incremental to Exponential along with Mr Vivek Wadhwa and Alex Salkever.

Conversing with Prof. Sangra, Mr Amla delved into why the pace and dynamics of innovation have changed so dramatically in recent years and how companies can overcome obstacles like the Eight Deadly Sins of Stasis. Equally importantly, he shared that they provide a playbook on how to use their insights in your own

---

company, team, or career.

The event witnessed amazing participation and BIMTECH is indebted to each and every author, speaker and audience for making it a grand success.

