

# Coolstory

A Quarterly Newsletter of Centre for Online Studies, (COOLS), BIMTECH, Greater Noida  
Volume 1 | Issue 1 | April - June 2022

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## CENTRE FOR ONLINE STUDIES



### Accreditations & Recognitions



COOLS is a part of BIMTECH to promote higher education in and outside India through collective apparatus of On-line Teaching, Learning and Research. It also aims to impart best theoretical knowledge, analytical & technical skills to produce better future professionals.

## Academic Round up

### Industry Academia Council Meeting



—Dr. Harivansh Chaturvedi addressing the experts

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##### New Joinings

- Dr. Poonam Vyas
- Mr. Raj Kumar

The Centre for Online Studies (COOLS), BIMTECH organized Industry Academia Council Meeting on June 11, 2022 to seek opinion from the industry leaders and academicians on specifications which are more industry relevant. The programme started with a welcome address delivered by Chairperson, COOLS, Prof. S.S. Dubey. Thereafter, Prof. Manoj Pant introduced the industry participants and BIMTECH faculty. While giving an overview of COOLS, Prof. Pant highlighted the key features of online PGDM programme, its journey so far and pedagogy. While taking the discussion forward, Prof. Monika Mittal talked about the specializations being offered and solicited the opinion of experts on the same. The experts gave very valuable inputs to improve the visibility and credibility of the programme and stressed up on the dual specializations. They further emphasized on the skill development and insisted to revise the course structure according to the demand of the industry. The meeting came to an end with a vote of thanks proposed by Prof. Monika Mittal.



### Webinar Series

In order to keep our learners updated about latest industry trends, COOLS regularly organizes webinars. In this direction, COOLS organized a webinar 'Ask Me Anything' to clarify the learners queries on 19 May 2022. Similarly, COOLS organized a webinar 'Meet the BIMTECH Faculty' on 27 May 2022 where learners got a chance to interact with their faculty members.

The centre organizes open houses regularly, where learners get an opportunity to interact with the chairperson. The centre also completed a certificate course on 'Quantum Computing' with 20 learners.

## Panorama of Events

### Campus Immersion Programme

Centre for Online Studies (COOLS) organized a campus immersion programme for online PGDM students of C1 and C2 batch during 6-8 May 2022. The main purpose of this program was to groom the overall personality of students and make them familiar with the culture of the institution. On the first day of the programme students met with COOLS Team and Chairperson Prof. S.S. Dubey. Thereafter, management games which is a dynamic training exercise utilizing a model of organizations was organized for the students. The session was inaugurated in the post lunch session in the presence of honorable Director, Dr. Harivansh Chaturvedi, Dean Research, Dr. Arunaditya Sahay and the

Chairperson, Centre for Online Studies, Prof. S.S. Dubey. During the inaugural session the vision of the institute was shared with the students. After the welcome address a number of sessions were organized for the students. These sessions include CV writing, Dissertation Writing, SPSS workshop, Yoga session are to name a few. A session on case study was also organized where students presented their case studies in a group in front of the industry experts and got their valuable inputs. During the immersion students also got a chance to interact with their programme management team. Finally, winners were awarded for different activities during the closing ceremony.



—Dr. Harivansh Chaturvedi addressing the gathering



Learners interacting with the faculty members



Learners Participating in the Management Games



Learners Participating in the Management Games



Group Photograph of the Immersion Programme



—Chairperson COOLS Presenting Awards to the Toppers

# Students' Corner



**Winners Announcement**  
**Centre for Online Studies (COOLS),**  
**BIMTECH in collaboration with**  
**Media Conduit & Bloggers Alliance**

*Announces Winners of*  
**"BLOG YOUR WAY "**  
**Blogging Contest**  
**Organized On the occasion of**  
**World Environment Day**  
**Topic: "My Vision for Green Planet"**

**Winners in Category 1: Written Blog**

**Kishore Krishnan**  
1st

**Harsha Bali**  
2nd

**Winners in Category 2: Video Blog**

**Lakhi Kumari**  
1st

**Shubham Rajput**  
2nd

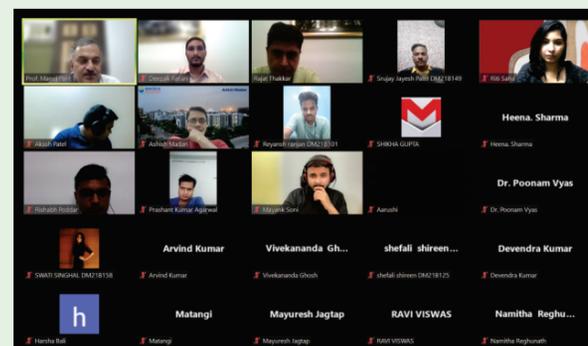
competition, etc. Similarly, marketing club was formed to make students abreast of the current scenario and the happenings around the world in the marketing space. Digital literacy is another skill which is required at workplace. Viewing this, Digital café was formed to empower learners with digital skills and innovation to lead their career and business prospects.

## Blogging Contest

Kautilya Club of Centre for Online Studies (COOLS), BIMTECH in collaboration with Media Conduit and Bloggers Alliance organized Blogging Contest on the topic 'My Vision for Green Planet' on the occasion of World Environment Day. The contest was organized for its Online PGDM students in two different categories i.e. video and written blog. Two jury members, Dr. Amit Nagpal, President Bloggers Alliance and Prof. Saloni Sinha Faculty-Communication & Theatre, BIMTECH evaluated the blogs. The winners were awarded with attractive prizes and given the membership of bloggers alliance. The contest was coordinated by Dr. Poonam Vyas, Assistant Professor in Business Communication, BIMTECH.

## Mad for Marketing

Marketing club of Centre for Online Studies (COOLS), BIMTECH conducted an activity 'Mad for Marketing' on 16 June 2022. Learners have shown a lot of interest in the activity. The activity was started with the online Ice breaking session which was attended by learners of Cohort 1, 2 & 3. A quiz competition was organized for the learners and winner were awarded with attractive prizes.



## Club Activities

There are several conduits and clubs at BIMTECH, providing out-of-class experiential learning opportunities for the students. PGDM online learners are encouraged to participate in all the activities conducted by the clubs and conduits of offline PDGM at BIMTECH. PGDM online formed various clubs such as Kautilya club, marketing club and digital café to enhance students' participation in the extra-curriculum activities. Kautilya Club was formed to develop students' interpersonal skills by engaging them in various activities such as debate competition, blogging contest, storytelling

# Students' Voice

## Blogs

### THE WICKED GREEN



The word 'Green' evolved to be used in every eco-friendly initiative from the common notion of associating healthy earth with its rich flora and fauna which cannot be sustained under any other condition of the habitat than with a rich and diverse natural ecosystem, The thought about which paints our mind with a rich dense rainforest, birds chirping in the background. Post-Industrial era, the concerns regarding the over-exploitation of the planet led to the degradation of both the condition of the planet and the habitat of our existence has caused a lot of humanitarian interests toward regenerating the planet's inherent bio-intense wealth.

This initiative could be easily regarded as the major industrial approach shift in the last decade. The approach disregarding the industrial sector has been towards shifting the maximized consumption - maximized production to an Optimized Consumption - Sustainable production. This has led to a large-scale shift in operations of many of the corporates and institutions, Where the strategy of operations has been redesigned from the previous model treating Earth like the horn of Amalthea.

These same large-scale green initiatives are the very reason for a lot of recent developments where we have seen Energy sources, lots of workspaces, and public facilities like Airports which had previously been run largely on conservative fuel sources switched to green sources and even went to extent of acting as green energy mines.



Figure 1: CIAL Kochi 100% solar-powered AIRPORT



Figure 2: Apple CEO Tim cook revealing fully Green Apple HQ, California

The widely industrial practice currently to drive all the major projects towards a green project is the most welcomed common industrial practice irrespective of the involved entity. Be it shareholders, Employees, Consumers, or the government. This aggregated approach and interest involved have led to a humungous expansion in the size of the green energy and development business. A bigger business is bigger cash and is the easiest way to attract crooked interests, Same has been happening with the green initiative right now and has been a honey pot for wealth creation through manipulative tagging. The most appreciated equities globally and nationally for the last few years would be directly green or green derived like Tesla, Adani Green, Tata Power, etc. A lot of practices we witnessed in a few

years could be a direct observation of how green initiatives are being derailed from their initial objective.



**Figure 3: Adani Green stock price while Adani group is the largest coal importer**

Towards a green planet, just like the initiatives from the corporate and government, is equally necessary that consumers be aware of the green goals, realizing products which on a first order analysis might look green but may not be always the case, just like a high-grade paper packaging is highly inferior to a recycled plastic cover considering their lifecycle.



Author  
**Kishore Krishna**  
(Roll No DM21A041)  
Cohort -1



**Fig 4: Our Company Hover Gears have completely moved to biodegradable packaging as the green initiatives**

A green future is a collective vision for humanity, which would be the only gift that we can pass down to our future generations, hence more than just an industrial initiative, the green goals could be achieved only through the collective awareness and concise from the general consumers like us too. Cheers to a green tomorrow!



## My Vision for Green Planet

Earth is the only planet in the universe with life, we must appreciate and honour everything we receive from it. Simply put, a green planet is both sustainable and habitable. Humans have unrestricted access to all of the planet's resources. Nature has been gracious enough to give us with all of the resources we require, but humans are incapable of managing them in a balanced manner.

**One of the first conditions of happiness is that the link between man and nature shall not be broken.**  
—Leo Tolstoy

In recent years, people have wreaked havoc on the entire ecological system. It is past time for us to begin caring for 'MOTHER EARTH' and working to make her greener. However, the question remains as to how we will accomplish this.

**There are three keyways in which we might realise our vision of a green planet:**

- 1) **Becoming a more environmentally conscious individual-** It is every individual's first and foremost responsibility to adopt carbon-neutral steps, and the first step in doing so is to practise energy conservation. Solar panels can lower your utility bills, lessen your carbon footprint, and increase your home's value. The next step that we can take as individuals is to plant more trees every day to reduce dangerous gases in the environment and breathe better air. We should also make every effort to reduce food waste to the greatest extent possible.
- 2) **Creating environment-friendly community –** In order to build a sustainable community, we must now focus on how to enhance and accelerate the 5Rs principle. Here 5 R means Refuse, Reuse, Reduce, Repurpose and Recycle. Another step would be to implement biodiversity conservation programs. Biodiversity conservation is the preservation and management of biodiversity to gather resources for long-term development, primarily via preserving biological diversity. Sustainable consumption and production

should be fostered through better resource efficiency and lifestyle modifications. Using less fossil-fuel-based products may assist in lowering carbon emissions.

- 3) **Building environment-friendly Business-** To strengthen environmental governance by multiple authorities, risk assessments and improved execution of environmental legislation, are required. Leading international organisations such as the United Nations Environment Programme (UNEP) are advising countries on how to implement environmentally friendly regulations in their businesses. Countries must encourage enterprises to develop and achieve long-term goals to become more environmentally friendly.

In the current situation, much work is being done to heal the world by adopting environmentally friendly items such as electronic vehicles, biodegradable products, organic farming, and many others.

However, the rate of carbon emissions is increasing every year. It set a new high of 36.7 billion metric tonnes of CO2 in 2019. Regardless of these factors, we should strive to live in a sustainable manner because it is only then, that we will be able to attain net zero or positive carbon emissions.

**“It is our collective and individual responsibility to preserve and tend to the environment in which we all live.”**

— Dalai Lama



Author  
**Harsha Bali**  
Roll No DM22A042,  
Cohort -3

## Digitalization and Online Education: A Threat or an Opportunity for Indian B Schools

**M**any disruptive innovations have happened during a crisis. When the world was reeling under the severe pandemic in 2020-21 during COVID 19, a silent disruption was also happening in the education industry, albeit, reluctantly. For Indian B Schools Digitalization and Online education is our Nokia and Kodak moment. Ignoring a possibility may prove costly in the long run. It is up to us how do we respond as the future will not be very kind if we resist change and just maintain the status quo. The good news is that educational institutes the world over, B School included, did not declare gap years when the pandemic hit. They rose to the challenge and adopted online education. Indian B Schools showed exemplary speed to adopt technology that for decades has been waiting at their doors.

In a way, Indian B Schools changed in 3 months what other sectors have taken a decade in the past. As Indian B Schools are returning to the older format of classroom education, should we now forget what we all learnt? Do we discard our newfound wisdom just because the need of maintaining social distance has disappeared? Let us ponder for a moment. Covid pandemic was a wake-up call for B schools to adopt digitalization and Online education, and we all did respond to it wonderfully. We must not return partially to the old normal of paper, chalk & board, and classroom teaching. The ability our faculty acquired to painstakingly design content for self-paced courses, should be exploited further and monetized to the hilt! We should not ignore the gold mine of self-paced content which can be reused. Similarly, the novel way to engage students any time and place outside the classroom using chatroom features of online forums should become a habit.

First of all, our most important stakeholders our students have already embraced digitalization and online learning very well. Even those who are going to join in years to come have already had a taste and proficiency in attending online classes. Students are going to demand it if they have not started doing it already! The reasons for having a hybrid alternative could be many-sickness, travel, faculty availability,

etc. These Generation Z students would demand flexibility and engagement levels that of the e-commerce site they visit 30 times a week. If they start demanding Chabot's assistance to tell assignments schedules or mess menu then don't be surprised. Secondly the massive problem staring in our face is of learning divide in India. NEP 2020 aims at increasing the Gross Enrolment Ratio (GER) from 26.3 percent to 50 percent by 2035. How can we meet these numbers without quality faculty or without huge infrastructure if we do not adopt Digitalization and Online education!

Years ago Late CK Prahlad talked about fortune at the bottom of the pyramid. He quoted India's example where the shampoo sachet of leading brands reached out to the masses and explored an underserved market. This is our time to adopt such models to reach out to the masses. Granted that as B School our role is to provide degrees to the fortunate few who can get through the stringent selection hurdle, and afford dedicated time and money but as an institution of nation-building, we must provide a low-cost alternative to the masses. It is our social responsibility to provide a learning opportunity to the underserved and people living in small towns and cities. It also makes good business sense to B Schools to take lessons from Hindustan lever who launched Wheel detergent to counter Nirma or Intel who launched Celeron processor by providing quality with affordability. They adopted the long tail strategy to reach out to the masses, shall we not do the same?

BIMTECH in a modest way has tested the newfound outreach initiative to provide Online PGDM education to an underserved segment of society. In the first year of the launch of an AICTE-approved Online PGDM, we have 500 students. Incidentally, this extrapolation did not burden neither our infrastructure nor cause faculty fatigue as we used an innovative hybrid model with an ed-tech partner. This is the third opportunity for Digitalization and Online Education. Most disruptions unearth an unsatiated appetite of hidden needs of the society. The short commute has been made easy by Uber and

Ola, empty guest rooms have found occupants through Airbnb and many more such examples are coming up every day. These platforms have not only shown the new path of human endeavor but created a billion-dollar unicorn in the process. It is time for B Schools in India to adopt some of the platform-based models of delivery by sharing resources with each other and in the process gain economy of scale and spread collective quality. This is the fourth opportunity for Digitalization and online Education.

Digitalization and online education support at least 4 of the UN SDGs of 2030 namely 4, 9, 10, and 11. Tomorrow when you go back to your institute just get some statistics on the amount of paper consumed in pre covid years and during two years of lock down! You will be in for a surprise. Millions of pages must have been saved when class handouts were shared in soft copy or online exams were conducted obviating the need for hardcopy answer sheets. We should not go back to hurting the environment. This leads me to the fifth opportunity of saving the environment and promoting sustainability.

Technology is a one-way street where the return is not possible. Don't be slow to change as any slow vehicle in the fast lane highway always runs a risk of running over. Similarly, slow to change B schools have a real possibility of endangering themselves. Take the case of school education in India. The last 30 years of change-averse approach has made them slowly vacate space for mushrooming prep industry. Parents look for the Kota model to ensure admission to premier institutes like IITs and NITs. The money and glory the Kota guys get are just incidental.

If we as B Schools, don't change to meet the cutting edge needs of the industry by collectively digitalizing, adapting online education, and pooling our efforts, non-academic institutions will rush to fill the gap. Finally, I would say that just treat Digitalization as an opportunity to reorient our content, delivery, and engagement, reach new students segments, launch new courses, and meet stakeholders' aspirations. Pandemic just gave us a booster dosage that we were looking for. For those who consider Digitalization and Online as a threat, I would end by just quoting 15th century saint and poet KabirDas who said.

**“जिन खोजा तिन पाइयां गहरे पानी पैठ, जो बौरा डूबन डरा रहा किनारे बैठ।**

**Adopted from the speech of Dr. H Chaturvedi at EPSI Conference, May 2022  
Prof. Sanjiva Shankar Dubey, Chairperson, COOLS, BIMTECH**



• Chatbot Competition : 15 September 2022



**Dr. Poonam Vyas, Assistant Professor**  
**Mr. Raj Kumar, Manager Admission**

