

M.P. Birla Institute of Management conducts
Inter Collegiate Marketing Exhibition



India needs pursue innovation more strongly observed Sri Krishna Byre Gowda, Minister of State for Agriculture, the position of India on the innovation scale is 66, which calls for tremendous effort from young brains. Advocating the quest for innovation he said how well one does what he does everyday is a measure to life. He said what is existing today becomes irrelevant 20 years hence and quest for innovation should be noteworthy and not drift towards mediocrity. While the innovation in IT sector was notable, in other sectors country has to do more. Sri Krishna Byre Gowda, was speaking at the inauguration of Marketing Exhibition organised by Bharatiya Vidya Bhavan's M.P. Birla Institute of Management on 13th January 2017.



Sri Pranab Kishore Pani, Co-founder and Managing Director of MTMC Medi info (P) Ltd., advised the students on the need to have confidence in self, innovate self, to overcome weaknesses as a step to achieve success. In the externally connected world, one has to introspect on whether he is connected internally too.



Sri. Hitesh Kumar Bajpai, a multi faceted entrepreneur from Pune and an alumnus of MPBIM recalled his days at MPBIM. He said India has abundant talent which can fetch many patents. He said the entrepreneurs have to be aware of many facets of business but should have specialised talent in a few to identify and focus on his/her business potential.



The Inter-Collegiate Marketing Exhibition to showcase the innovative spirit of the students was organised at the Rangoli Metro Art Centre, Boulevard, MG Road, where 24 groups of students from different colleges exhibited innovative products in various sectors.



Sri. C N Ashok Kumar Deputy Director, Bharatiya Vidya Bhavan, Bangalore Kendra wished the students and the event all success. Prof. K L Ramadas welcomed the gathering, which saw a packed auditorium. Dr. N S Viswanath Director & Principal MPBIM presided over the event. The event was coordinated by Dr. Hemanth Kumar Associate Professor who was admirably supported by the group of students headed by the Student Council.

Banaglore Metro Rail Corporation Limited sponsored the venue and Crystal Information Services were the technology partners and sponsored the prizes. The best stalls were awarded cash prizes. Dr. Rajdeep Manwani, Sri. Hitesh Kumar Bajpai, Sri. Saurabh Baid and Ms. Sneha Muchandi judged the stalls.



Ayush 1st Prize Winners



Dolfi 2nd Prize Winners



Roadster 3rd Prize Winners



Aeroguard Consolation
Prize Winners



Taxi Ads- Consolation
Prize Winners



1st prize winners with the
Director & Principal