



Thanks to all student executives of MPBIM for successful Paradigm. Great effort!!!



The Newsletter  
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Let Noble Thoughts Come To Us From Every side - Rigveda 1-89-1

## Quarterly Newsletter December 2019

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

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### From Chairman's Desk



Er. Ramanuja addresses gathering at CBSMS-MPBIM Faculty Development Programme

#### My young friends

Every year brings in new aspirations, hopes and resolutions. As managers how we orient our objectives to approach them depends on us. The only constant thing in this world is change. In the ever changing world, what is of utmost importance is the way we meet/achieve our objectives and the new skills that we learn to stay relevant in the market. Management has seen tremendous changes in the last decade. Advent of technology, especially Artificial Intelligence, has changed the way we look at

### Coping up with Technology Paradigms

situations.

From Internet to Digital world to Artificial Intelligence, the change has been happening rapidly and we need to equip ourselves appropriately. In my opinion, while companies around the world are racing to adopt and capitalise on this development, you as young managers cannot afford to lag behind because you will find acceptance only with your upgraded skills. In the last conference on Contemporary Trends in Management Research, keynote speakers touched upon technology as an important trend in management research.

I came across an article in 'Business Insider' - 'JP Morgan takes AI to the next level.' It detailed about J P Morgan being the first major financial institution to apply AI to real-time trade execution as well as client management.

Today even the legal field is booming with AI start-ups. Businesses can rely on dedicated AI solutions to take automation to the next level and solve complex practices that are often too complicated and costly to maintain. AI has also been transforming the insurance industry. It is said that the introduction of artificial intelligence into the insurance industry is going to revolutionise the sector, and change the customer experience forever. AI and machine learning can do what is impossible for a human being, like correlating, predicting, forecasting and gathering knowledge, to drive the business forward. Hence my advice is to keep yourself updated on technology in your sphere of activity.

I wish every one of you a very Happy and Prosperous New Year

- N. Ramanuja



Prof. Japhet, VC, BCU gives inaugural address at MPBIM-BCU FDP on 7.9.2019



Smt. & Er. Ramanuja with Prof. Japhet



### Inauguration of 2019-21 Batch

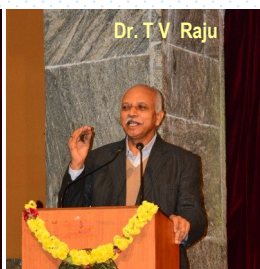
Alumni make ideal advisors to the students who begin their MBA journey. The inaugural function of MBA batch 2019-21 was held on Friday, 11<sup>th</sup> October 2019. Two former students of MPBIM both of 2009-11 batch - **Sri. Santhosh Krishnan** serving as Business & Integration Arch Team Lead at Accenture, Bengaluru & **Ms. Prerana Uday Garudachar**, Manager, Garuda Mall shared their experiences as students and also as professionals. They advised on the required academic attentions, facing interviews and failure in life with examples from Ramayana and Mahabharata. Dr. S. Sathyanarayana, Principal, MPBIM, read the Annual College report highlighting all activities conducted at MPBIM including the academic & research activities. The report also covered student progression activities like Business Leadership Forum talks, Paradigm Fest and Panache, Cultural Fest, Walkathon, etc., Chief guest of the function **Dr. T V Raju**, Director Planning at RV Group of Institutions, highlighted the importance of academic and para-academic activities at the institute. The other guests were **Sri. Prakash Urs**, an innovator and theatre enthusiast, who handles Drama Therapy during orientation, **Sri.Yoheshwaran Gnanavel**, Chair, CII-Yuva and **Sri H N Suresh**, Director, Bhavan's Bengaluru Kendra. Nandan Poojary rendered the invocation. Dr. Sumithra Sreenath Professor, MPBIM welcomed the gathering. The event was anchored by Dr. Rohini G Shetty, Associate Professor, MPBIM. A video presentation of the activities held at MPBIM during 2018-19 was shown at the event.



Sri. H N Suresh



Sri. Gnanavel



Dr. T V Raju



Sri. Prakash Urs



Sri. Sathosh Krishnan



Ms. Prerana Uday



## Principal speaks...



The ideas of Sun Tzu, a successful Chinese army general who lived 2500 years ago was the theme of Paradigm 2019 Fest. Although Sun Tzu's book 'The Art of War' is fascinating as military history, the interest to manager is how the message converts into his world of constant struggle in managing business and use of right strategy to outsmart business competition. We have seen that many times people focus on tactics without having a proper overall strategy in place. In the present internet dominated industry, utilizing search engine, social media, etc., are all tools. These tools can be useful in the hands of the right craftsman, but not so effective without an overall strategy behind them. Hence Sun Tzu's advice on strategy and tactics become very relevant even today.

We all know that a fundamental foundation of strategy is research. After all, how can one form a strategy without being informed. Sun Tzu says "If you know the enemy and know yourself, you need not fear the result of a hundred battles". This lesson essentially focuses on understanding one's strengths and weaknesses through a well crafted SWOT analysis as well as those of competitors.



## Sun Tzu and Business strategies

Besides the above, one also needs to understand the pulse of business and the direction in which it is moving. Sun Tzu says understanding opponent's terrain is most essential for the warrior. This brings us to the changing paradigms of the rules of the game and technology. In this era of constantly emerging disruptive technologies it is essential that the businesses keep pace with technology paradigms and social changes. Those who are successful would have invested time in proper planning. In his analogy with music, Sun Tzu talks of bringing in synergy of various factors that constitute the strategy and the tactics. Manager needs to orchestrate various factors like marketing communications and advertisements.

A well founded strategy is only as viable as the ability for a firm to execute and see it through. Sun Tzu says that quality of decision to act will be successful if the action is appropriate for the situation presented. Having a quality strategy is very important, but being able to recognize the moment to strike and execute various aspects of the strategy is a very important skill as well. Hence, as a management teacher, learning from Sun Tzu was gratifying.

Dr. S. Sathyanarayana



Dr. Sathyanarayana, Ms. Saria Nazneen and students unveil Paradigm Trophies



Ms. Deeksha Bhat student executive performs inaugural dance at Paradigm 2019 fest

## Session on Innovation by CII Yi –Yuva

A session on Innovation was conducted on 18.11.2019 by CII- Yi 'YUVA' an integral part of CII, formed in 2002 as a PAN India platform for young Indians to realize the dream of a developed nation. Through its programs and initiatives, Yi reaches out to millions of youth across the country. Yi holds more than 2500 activities each year pilared by Youth Leadership, Nation Building and Thought Leadership, and connects with 14000+ students through its institutional network, named 'Yuva'. In connection with 'India Innovation day', CII Yi held a session for MPBIM students - "YUVA Innovation Dialogue" by Young entrepreneurs & professionals. There were three speakers for the session- **Mr Siddharth Krishnakumar**, Past Chair – Yi Bengaluru, Senior Manager at Renew Power and an Angel Investor, **Mr Vedanth Girish**, Founder, Extovate Venture LLP and Director, Version2 Healthcare India Pvt. Ltd., and **Mr Akash Agarwal**, Founder & CEO, Myresqr.life. All the speakers focused on Innovation in their talk and explained about their work and what exactly they do and how being innovative has got them a long way in their business.



## Understanding rural entrepreneurship - Visit to Honnalagere



A visit to Honnalagere was organised on 16<sup>th</sup> November 2019, for understanding Rural Marketing initiatives and entrepreneurship in rural India. The purpose of visit was to know rural entrepreneurs, culture, practices and understanding on ways to establish a business in a rural setting. First place of visit was the house of **Sri. H. K. Subbanna**, a farmer and board member at cooperative society for more than two terms. The formal session began with a briefing about the village by Sri. Subbanna, the history, culture, community living, crops cultivated, a big tender coconut mandi, (primary market) information, trading etc. Two student teams were formed and assigned tasks for which they had



to meet with the residents of the village, discuss financing, technology, branding, marketing of agricultural produce, impact of digital marketing, etc. Students were briefed on how to collect data and also instructed on dos and don'ts. Post lunch, students were made to assemble and presentations were made team wise. Sri. Subbanna was also invited to listen to the data collected by students and give his views. There was also a Q and A session after the team presentations. The students had collected information beyond the themes, including the use of mobile phones and brand of mobile phones. The students noted that, the villagers were very cooperative when told about the purpose of visit and learning. Prof. Anusha and Dr. Sumithra Sreenath led the visit. Sri Govardhan of BPBIM coordinated the visit.

## News in pictures



MPBIM & BrandXpress sign MOU for student progression



Lathika Jain and Zuha Zubair at ABBS and Surana College after they won awards at these colleges



Societe Generale makes a pre-placement presentation at MPBIM



Dr. Sathyanarayana awarded the best paper prize at the recent international conference at Krupanidhi College of Management



Annual Dandiya at MPBIM held during Dasara Festival



## *FDP on Orientation for Projects jointly with BCU*

Canara Bank School of Management Studies (CBSMS), Bengaluru Central University's Management Department and MPBIM jointly conducted a faculty development program on project orientation. The main objective of the program was to enlighten the faculty of Management in BCU affiliated colleges, about industry internship program which MBA students undertake for 4 weeks immediately after completion of second semester examination. Faculty members were briefed on the contents that need to be included in the project and various guidelines that will help the students in completing the project without difficulty. At the end of the program faculty members were aware about the changes made by Bengaluru Central University's management presently. The program was conducted on 9<sup>th</sup> September 2019 in Khincha auditorium of MPBIM. Over 233 faculty members from all the affiliated colleges of Bengaluru Central University attended the programme. **Prof. S. Japhet, Vice chancellor, Bengaluru Central University** was the chief guest for the program and **Sri. Harisha B V, Manager at Infosys data science department** was the guest of honour. The inaugural session was presided over by **Er. N Ramanuja, Founder Chairman, MPBIM**. Stressing on need to adopt technology, Prof. Japhet observed that aspects like machine learning and the artificial intelligence will help the faculty and students in their research. Today, many jobs are being replaced by robots and hence there is a need for the students to utilize opportunities available by learning constantly and upgrading themselves. Sri. Harisha, Manager Data Sciences at Infosys Technologies, Bengaluru, gave the audience a corporate perspective of how the corporates look at the projects undertaken by the students.

The first session of the workshop was given by **Dr. M. Nirmala, Coordinator CBSMS**. She familiarized the audience on changes in the regulations initiated in internship project during the current year. She brought out the importance of the internship project which would usher in new knowledge and real time experience about the companies. **Sri. Natarajan, COO of Ardent group** highlighted the gap between the Academics and the industrial expectation from the students and the urgency in addressing them. **Dr. K. Ramachandra**, Coordinator in the **School of Commerce and Management of Maharani's Cluster University**, spoke about the management perspective of research and moral values. In his talk laced with humour, he provided various guidelines for research projects. **Dr. Rithika Sinha, Asst. Professor, CBSMS**, appraised the faculty on how the qualitative research can be undertaken using interviews with focus groups and understanding the response. She also elucidated on recommendations, conclusion, suggestions, and method of writing bibliography.



## *Orientation programme of 2019-21 batch*

The orientation programme gives the students an overall picture of how the learning will be structured during their two year MBA programme. The programme consists of sessions from the faculty of MPBIM and also external experts and covered subjects like personality development, soft skills, motivational talks, self management, drama therapy, career prospects and yoga, to mention a few, besides sessions by internal faculty. Topics covered were – (a) **Success Starts with you** by **Mr. Mohammed Younus**, Founder / Lead Trainer of Leaders Ladder and also chief enrichment officer at institute of skills, Mr. Younus introduced to the students, the importance of decoding the success and through an activity attempt was made to identify their strongest fear in life and taught techniques to overcome the same. (b). **Emotional Management** by **Dr. Rajdeep Manwani**, an academican, trainer, motivational speaker. Dr. Manwani focused on the areas of eliminating one's strongest fear, 'how to believe in one self', how to build confidence which are essential for budding managers. (c). **Drama Therapy** by **Sri Prakash Urs** provided a platform for participants to tell their stories, set goals and solve problems, express feelings and achieve catharsis. Through drama, the depth and breadth of inner experience was actively explored towards enhancing interpersonal relationship skills. (d). **Body Language and Interview Skills** by **Ms. Nivedita Gowda**, founder of **BE BOLD**, an Image and Personality Coaching Consultancy, highlighted the importance of body language during the interview which makes or breaks one's career. The way one presents oneself leaves a significant impact on the interviewer. (e). **Change Management in Students** by **Sri Arjun Vellal**, an award winning coach, trainer, and leadership expert, focused on communication skills. He emphasized on how effective communication is significant for budding managers in the organizations, so as to perform the basic functions of management. (f). **Journey toward success** by **Ms. Suma Chandrashekar** dealt on how the transition happens from being a student to employee /entrepreneur? the key elements for success is to keep the focus on the goals and few ingredients to be a better leader. (g). **Career Prospects and Goals** by **Sri. Adarsh Basavaraj** addressed issues like why MBA?, what makes a student to choose MBA?, etc., The session was interactive with preview of academic background mapping of students. The programme also had talks by former students, **Ms Lakshmi Bellave** ( 2015-17), **Sri. Girish** (2015-17) presently with Accenture and **Ms. Lekha V** (2016-18). **Ms Bhavya Shetty- Alumni** (2017-19) explained importance of yoga in managerial functioning.





## MPBIM's Management Fest - PARADIGM 2019

**PARADIGM 2019** based on the theme of **SunTzu's** strategies brought out in his book '**The Art of War**' as applied in the world of business was held on 18th and 19th December 2019. The Fest had Seven Competitions – Marketing, Finance, HR, Entrepreneurship, Best Manager, Business Quiz and PUBG. The event had 487 participants from 28 Management Institutes in Bangalore.

At the inauguration ceremony, **Sri. Venkatesh Kumaran**, President & Partner, AxlerateNow was the Chief Guest. In his inaugural address, Sri Venkatesh Kumaran called upon students to equip themselves for being entrepreneurs. The guests of honour were **Ms. Archana S**, General Manager, **Abhaya Services**, **Mr. Harisha B.V**, Manager, Data Science, Infosys, **Ms. Saria Nazneen Iqbal**, Talent Acquisition Consultant, Philips Innovation Services. Ms. Archana, in her talk, outlined on how Abhaya Services was conceived as an enterprise providing various services and said that one does not have to look for high investments for becoming an entrepreneur. What is required is a passion for service. It may be noted that Abhaya Services is the main sponsor for Paradigm 2019. Sri. Harisha spoke about the importance of management fest for the overall development of the student and shared his fest participation experience with the students. Ms. Saria Nazneen Iqbal, an alumna of MPBIM from 2012-14 batch, recalled her experience as a part of Paradigm during 2013. The event began with a delectable inaugural Bharatanatyam dance by Ms. Deeksha Bhat, a student executive of 2019-21 batch. This was followed by a breath taking video on the concept of the present fest and '**Making of Paradigm 2019**' followed by lighting of ceremonial lamp. The events were conducted in Khincha Hall, KRG Hall & Classrooms. The finals of Business Quiz event was held in Khincha Hall which witnessed a packed auditorium. The final round of Best Manager, which was stress round, was also conducted in Khincha Hall and judged by team of **Dr. Rajdeep Manwani**, **Sri Adarsh Basavaraj**, and **Sri. Sahil. Sri Kumaran M Pethi**, Owner of Sankalp Builders, Former Dist. Governor of Toastmasters International, a guest of honour at valedictory gave an impressive motivational talk with a video presentation. This was followed by dances by student executives of MPBIM and a fashion show based on ancient Chinese fashion.

At the valedictory, **Sri. Prathap V G**, CEO, **Abhaya Services**, the main sponsor for Paradigm 2019, was the Chief Guest. The guests of honour were Sri. Kumaran M. Pethi, **Dr. B A Vasu**, Director, Jain Group of Institutions and **Sri. Rajath Karthik**, Assistant Manager, HSBC, Asset Management Group, alumnus of MPBIM's 2012-14 batch. The dignitaries and faculty members distributed prizes to the winners of various events and champions. The team from **Jain College, Jayanagar**, won the **Championship trophy**. The '**runners up**' was the team from **Kristu Jayanti college**. Leadership exhibited by the office bearers of the student council and student executives in charge of various events was exemplary. The winners of various events were:

Event	Winners	Runners up
Marketing	Acharya B School	Kristu Jayanti
Finance	RVIM	Christ University
HR	St. Joseph's	Jain College
Entrepreneurship	Kristu Jayanti	Adarsh Institute
Best Manager	BMS College	
Business Quiz	Jain CMS	Jain College
PUBG	Adarsh College	Kristu Jayanti

Over all Champions of Paradigm 2019 from Jain College, Jayanagar

### Editorial Panel

Er. N Ramanuja

Chairman

Sudhindra Gargesa

Director (Academic Admin)

Dr. S. Sathyanarayana

Principal

Faculty Editor

Dr. Rohini G Shetty

Associate Professor

Alumni Team

Lekha V, Mamatha C Pallagatte

## Placement Corner Hearty Congratulations

### Batch 2017-19

KPMG	Property Pistol
Ashish Kumar Sarda	Rakesh R Wani
Bharat S Raikar	Mrutyunjay H B
Archana M N	G. Niklesh
Nisha Raichur	Mansi
Swathi S	Syed Salman Ahmed
Shiva Subramanian	Harshith Reddy
Bandhan Bank	Kishore R
Shilpa P K	Siddhant Namot
Lidiya Francis	Aaditya Vatsa
Akshay Bhat	Square Yards
Byju's Learning	Basavraj Naik
Akash M	Manasa B
Radhakrishna Nayak	Shrithesh P Darak
Brigade Enterprises	Rachapalli Nikitha
Chandana Shetty V.M	Gowtham KC
Akash M	Abhijith S Somani
Shilpa B.S	Sriramakrishna C H
Shobha Developers	Shreedhar A Girennavar
Rajashekhar Sheelavant	Abhishek Alibadi
Careem Consulting	Vishal R Sulakhe
Mythri MM	Sanjhana M
Anusha H	Shrinath Parik
Sonal Kanakagiri	Nishanth P
Flipkart	Prabhushankar Hiremath
Gokul D R	Akshay S Ganji
Sanjay L	Rajendra Kemappa
Earnst & Young	Vishal Dilip Patil
Keerthana G.G	Aditya Birla Capital
Meghana S.H	Lakshmi B Bhangi
City Union Bank	India Infoline (IIFL)
Hari Prasad M L	Harish Manuvachari
Pani Krishna P	HDB Financial Services
Bhavya K Shetty	Amit Salunke
Shivakumar M S	Kotak Mahindra Bank
Smruti Chandrashekar	Rakshith B Y
Deepti J Manneri	HFFC
Institute Of Directors	Tejus P.M
Vaishaka C Gowda	Ranjith Kumar S.G

### Batch 2018-20

Bandhan Bank
Madhu M N
HDFC Life
Prateeksha S

### Batch 2018-20

Earnst & Young	Societe Generale
Nikethan Joshi	Mohammed Imtiaz
Raithvik Srivastava	Apoorva Hegde
Syeda Sarah	
Vennela K	



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