



Respectful Remembrances



Sri Madhav Prasad Birla
4.7.1918 to 30.7.1990

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Er. N. Ramanuja, Chairman with Dr. A. V. N. Murthy Resident Director, BPBIM, Dr. Dean Bersciani, President of North Dakota State University, USA and Prof. Kalidas Shetty.



| आ नो भद्राः क्रतवो यन्तु विश्वतः |

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

Quarterly Newsletter June 2018

of Bharatiya Vidya Bhavan's M P Birla Institute of Management

From Chairman's Desk



My friends,

We first came across this phrase in the early 1990s when India began globalizing its business environment. Though the first use of the phrase was in an environmental context, the term was increasingly applied to initiatives in international education and was advanced by **Stuart Grauer** in his 1989 University of San Diego publication, '**Think Globally, Act Locally: A Delphi Study of Educational Leadership Through the Development of International Resources in the Local Community**'. It is not only corporations that are acknowledging the importance of this as business environmental issue, but also the field of education which is a support

system. Educational institutions across the world are beginning to develop a new way of teaching. Globalization is now thought of as an important concept of understanding the world, not merely businesses. The need for students, who are our future, to understand the concept of "**Think globally, Act locally**" is fundamental to their careers, life and also to the society.

The collaboration between institutions globally would be wise investment in the future because of the strong need for more global-minded business leaders. The institutions need to become natural hubs for a wide range of activities, encompassing research, teaching, and community engagement that help instill global awareness as a key component of the managerial mindset among the students. Faculty need to collaborate with colleagues on & outside the campus, including engaging in multidisciplinary programs and research by

tackling issues such as poverty, health & education.

Such a system will provide a foundation for debate and create experiential programs that will facilitate students in getting Global Experience, besides curriculum, within the management programme. Though many of our alumni are working at multinationals, the understanding of global business & cultural environment is a must to work overseas. This thought has given impetus for collaborations not merely with industry but also with peer institutions in and outside the country. While institutions make attempts in this direction, I urge the students to acquire a mindset for such programmes for making them ready for global placements.

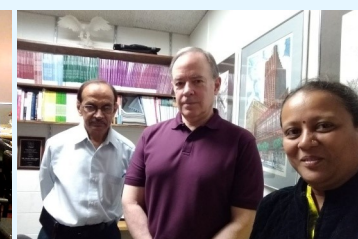
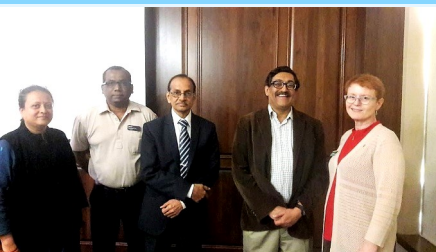
N. Ramanuja

**Coming together is a beginning;
keeping together is progress;
working together is success.**

Edward Everett Hale

MPBIM - search of international collaborations

Towards making the process of learning at MPBIM more global, it is essential to bring in new ideas in academics through collaborations with peer institutions across the globe. In one such effort, team of MPBIM & BPBIM visited two universities in the USA viz., Lewis School of Business, Marshall University, West Virginia and North Dakota State University. The team held detailed discussions at the universities on various levels of cooperation like faculty exchange, certification programmes and research activities. It is hoped that the collaboration will help the faculty and students in getting global exposure. Students in select areas would also be able to continue higher education and research at these universities. It was heartening to note that MPBIM faculty is known in US Universities also. Dr. Dean L Bersciani President of NDSU and few Professors of NDSU have earlier visited BPBIM, Mysuru. Sri. Sam Rangaswamy CEO of InfoNero coordinated and provided commendable support to the team at NDSU.



The Newsletter
Volume 6, Issue 1



We are not only celebrating
International Yoga Day, we are
training the human mind to
begin a new era of Peace,
Sadbhavana

Narendra Modi
Prime Minister of India

Director's Corner



The performance of the India's economy came in to scrutiny after 25th of May 2018 wherein comparisons were drawn between the governments of UPA & NDA from 2010-11 to 2017-18. As expected,

two extreme views got projected leaning towards either UPA or NDA governments. Such views are drawn to impress people in the wrong way & would serve limited purpose.

An analysis of twenty macro-economic indicators suggest something different & yet make an appeal on the way it could have been better or could have sustained wherein better performance has been experienced. In this context there is a need to keep in mind the two major decisions of the recent past - 1. Demonetization & 2. Goods & Services Tax (GST).

Out of twenty economic indicators eight have shown decline in 2017-18 as compared to 2014-15 suggesting that all is not well with the economy. Two economy reset decisions of demoneti-

People make growth happen

zation & GST have made adverse impact on value addition efforts. As such, the growth path of the economy is misnomer. However, increases have been noticed in per-capita net national income, production of food grains & EXIM sector. The country is on its way to export led growth. Money, credit & growth of sector are on a tighter control; thanks to Reserve Bank of India for its prudent policy rates-to hold on to firmer medium & long term growth rates of GDP. Fiscal measures are pegged continuously to ensure a healthy & secured growth in the medium term.

On the whole, the economy experienced tumult by two critical & risky decisions leading to little or no change between 2010-11 & 2017-18, including intermediary time 2010-17. People make the growth happen!

Dr. N

nath



Your passion should be the foundation for your giving. It is not how much you give, but how much love you put into giving
— Krishnakumar Natarajan

S
Viswa-



Congratulations!!!!

Prizes won by MPBIM Students

MPBIM's students participated **BNMIT management fest**. MPBIM's students (Abhishek) bagged first place in best entrepreneur. MPBIM students were invited by **RNSIT** for the Management fest "**GESTIONE 2K18**" conducted on 6th and 7th of this month. Student executives of MPBIM were invited by **SIT**, Tumkur, for the **Management Fest "ASHWAMEDHA 2K18"** conducted on 10th and 11th April. In HR(Milan & Charan) & Marketing events (Lidiya & Sriram) MPBIM students bagged 2nd place. In the cultural events -solo dance MPBIM students (Subramanian) won the first place. At **Sheshadripuram Institute of Management Studies (SMIS)** Swathi, Shiva, Soudha & Charan won first prize in Product launch, Bharath won Second place in Finance and Milan & Adarsh won first prize in HR. *Well Done!!!*

Blood Donation Camp 2018



Towards making the students aware of the need for donating blood - a divine social cause, a Blood Donation Camp was organised on 9th April, jointly with Jeevaraksha Voluntary Blood Bank, a wing of Jeevaraksha Social Service Trust and Lions Club of Bangalore Centennial Spandana. Dr. Subhakar a Cardiologist with an immense concern for social causes coordinated the camp. The participation of students and faculty in this annual event was very encouraging.



News in Pictures



Dr. N S Viswanath Director MPBIM with Sri Ranganath Chairman of Public TV



Ethnic day at MPBIM



MPBIM Students at ISKCON's Akshay Patra

Events at Bhavan's Priyamvada Birla Institute Of Management, Mysuru



Er. N Ramanuja Chairman BPBIM & Dr.AVN Murthy Resident Director with prize winners at Mannovex 2018 Fest , JSSCMS and Faculty



BPBIM students visit NIE-Crest - Volvo - Eicher Centre



BPBIM students at L & T, Mysuru

Sports - Birla Premier League and Indoor sports

Once again... the annual Birla Premier League Cricket tournament, held during April 2018, saw a very enthusiastic participation by the students of MPBIM, BPBIM along with the Alumni teams. The event was held in the Railway Grounds, Okalipuram. Alumni Team bagged the Boys Trophy with Junior A2 section being runners up. BPBIM girls won the Girls Trophy while MPBIM senior girls were runner up. BPBIM girls won the Trophy while MPBIM senior girls were runner up. Besides cricket, the indoor games viz., Carrom, Table Tennis and Chess were also conducted for students and faculty. Among the students and faculty the prize

Sport	Winner	Runner Up
Carrom Students Faculty Doubles Faculty	Sri. Pratap Juniors Sec. A3 Sri Srisailam Ms. Geetha & Ms. Ranjitha	Sri. Akshay Bhat Junior Sec. A1 Amreen Ismat Khan Sri. Srisailam & Sri Sadanand
Table Tennis	Sri. Bharat S Raikar Junior Sec. A1	Sri. Sunil G Senior Sec. A2
Chess Students Faculty	Sri. Inti Saicharan Junior Sec. A2 Praveena V Savadi	Sri. Ajay Hegde Senior Sec. A2 Prof. Santhanam



Certification Programme 1 - Digital Marketing

"A Good marketing makes company look smart, but great marketing makes customers feel smart" felt every student executive of M P Birla Institute Of Management on 13th of April 2018 after attending the Digital Marketing programme conducted by Zikrabyte at the institute. The programme was conducted by the team from Zikrabyte Solutions, a Digital Marketing Company, headed by Mr. Tejaswi Pavate and other three members, who conducted the sessions. The team also included Ms. Priyanka Kamat an alumni of MPBIM. The session was divided into two segments where in the first segment they focussed on the importance and process of creating advertising content and the second session was ongoing live marketing with hands on experience. The students were divided into groups and were given a task of creating a Facebook page with advertisements using pen, bag and cap as chosen products. The students participated by creating advertisements, by uploading the product picture with description and price, which the other competitors had to purchase by liking the proposed advertisement. This gave students an effective exposure of live marketing. The daylong session concluded in the evening with the distribution of the certificates by Dr. N.S. Viswanath, Director and Principal. Dr. Viswanath thanked and felicitated the Zikrabyte Team for conducting the programme. The programme was coordinated by Dr. Sumithra Sreenath, Professor, MPBIM.



Certification Programme 2 - Workshop on Advanced Excel

Advanced Excel Workshop, conducted by Dr. Lalith Achoth was held at MPBIM on 20.4.2018. Over 65 students had registered for the programme. The session started with a brief note of what is MS Excel and covered other usage of advanced commands of finance and statistics. ADVANCE EXCEL is widely used by the corporates and educational institutions. Former Professor and Head, Department of Dairy Economics and Business Management, Dr. Lalith Achoth has over three decades of teaching and research experience. He has over 115 scientific publications and has completed many research projects funded by both domestic and overseas agencies like the ICAR, State Government, World Bank, McKnight foundation, IFPRI, etc. Dr. Achoth gave students an insight on basics of excel commands such as What-if, VLOOKUP, HLOOKUP, Macros, LOGEST, date and year functions which enriched the knowledge. In this daylong session students were practically trained "to use MS Excel through Live data, cases and assignments. Dr. N S Viswanath, Director & Principal briefed on the importance of Advanced Excel during the inaugural and thanked Dr. Achoth for the initiative. The programme was coordinated by Dr. Sumithra Sreenath, Professor, MPBIM.



During May/June student executives visited Akshaya patra as a part of Industry visit. Akshaya Patra, an ISKCON initiative is world's largest NGO-run mid-day meal programme serving wholesome school lunch to over 1.7 million children in 14,173 Schools Across 36 locations of 12 states of India. The Foundation follows both centralised and decentralised kitchen formats to implement the programme. Akshaya Patra has a vision to feed 5 million children by 2020. ISKON arranged Special Darshan for students. During the visit, the students were given an interesting talk on focus and development of inner strength followed by Meditation and briefing on Ashaya patra. Students were apprised of the efforts to maintain the standards. Prof. B S Ravindra, Sri. Muralidhar, Prof. Anu Natraj & Prof. Bhavya accompanied the students.

'Visit to Akshaya Patra





Convocation 2018 for 2015-17 batch

'Make what change you are able to make now, and let the 'giving spirit' spread like a virus, infinitely touching the lives of people you may never meet' noted Sri Krishnakumar Natarajan, addressing the students, on the power of giving at the convocation held at MPBIM on 9.6.2018 for 2015-17 batch.

Sri Krishnakumar intertwined the attitude one needs to develop as a good compassionate human being which is essential for managers, calling upon the students to choose right role models in life. Sri. Krishnakumar Natarajan, the Co-founder and Executive Chairman of Mindtree Ltd., is an alumnus of the College of Engineering, Madras, India and a Master of Business Administration degree in Marketing and Systems from the Xavier Institute in Jamshedpur. He has served as Chairman of the Executive Council at National Association of Software and Service Companies. Sri Krishnakumar also served as the Chairman of Aztecsoft Ltd. He has contributed towards strengthening India's position in IT through key strategic global initiatives. He is a regular speaker/faculty at reputed Conferences and Management Schools worldwide. He serves as the Chairman of the Board of Emerging Companies Forum. He was ranked amongst the most valuable CEOs in India by Business World & Forbes in 2016. Er. N Ramanuja presided over the convocation and Sri H N Suresh, Director, Bhavan's Bangalore Kendra was the Guest of Honour. Dr. N S Viswanath, Director administered the Oath. The following students received various awards:

Teekays Award for Best Outgoing Student of the Year – Male: **PAVAN KULKARNI**

Teekays Award for Best Outgoing Student of the Year – Female: **SADHANA HEGDE**

Smt. Priyamvada Devi, M P Birla Award for Academic Excellence – I Prize: **SADHANA HEGDE**

Sri. R. Thothadri Award for Academic Excellence – II Prize: **MADHURI GOPALAKRISHNA HEGDE**

Smt. Jayalakshmi Santhanam Medal for Statistics: **PAVAN KULKARNI**

Smt. Jayalakshmi Santhanam Medal for Operations Research: **KARTHIK BAYAR R**

Sri. Kasi Visweswara Prabhu Medal for Human Resource Management: **LAKSHMI N BELLAVE**

Prof. K.L. Ramadas Medal for Marketing: **SACHIN S**

Late T V Parthasarathi Memorial Medal for Finance: **SADHANA HEGDE**

Dr. S. Bisaliah Endowment Award for Managerial Economics and Research Methodology & Technical Writing **VARUN K R**

Smt. Susheela Bisaliah Award for Best Female Student in Academics: **SADHANA HEGDE**

Smt. Shantha Ramachandra Rao Award for Outstanding Female Student of the Batch:

- **MEGHA BHARADWAJ**

Sri. S. Ramachandra Rao Award for Outstanding Male Student of the Batch: **PAVAN KULKARNI**

Dr. Nagesh Malavalli Memorial Award for Best Finance Student: **SADHANA HEGDE**

Dr. Nagesh Malavalli Memorial Award for Highest Aggregate Marks in Finance in III & IV Sem:

- **SADHANA HEGDE**

Sri. Srivathsa V Endowment Award for Highest Marks in Technology Management: **PRIYANKA S R**

Principal's Medals of Appreciation: **MAMATHA C PALLAGATTE, LAKSHMI BELLAVE, KARTHIK REDDY, OMKAR KULKARNI, ABHISHEK DAS, PREETHI PRASAD, SHIVENDU RAMESH PAWAR, AJAY PYATISHETAR, SAGAR SINGH and KIRAN JYOTHI**



Sri. Krishnakumar delivering convocation address



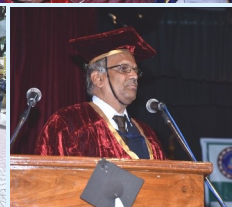
Er. Ramanuja, Chairman addresses the students



Pavan Kulkarni gets his medals



Sadhana Hegde gets her medals



Placement Corner Hearty Congratulations

Societe Generale	Future Generali India
Yoshitha Taank	Allan Varun
SimpliLearn Solutions	Md Saad Ansari
Hemapriya C	Mukaram P A
Vinaya R	N Divya Ravali
Yash Laddha Sanjay	Pattipati Rangappa Naidu
Srinidhi S	Prathik Savanth
FlipKart.com	Rudresh M
Asif Ahmed	Tikona Infinet
Naseer	Ashutosh Jha
Siddarth V	Sagar P
Elroy Maria Crasta	Putnanja
Bharath S	Basavraj Naik
Prakash Yadav M	HDFC Realty
Monappa P N	Aaqib Hussain
Afnaz Begum	Sunil G
Bhavyashree	City Union Bank (CUB)
Jaro Education Pvt Ltd	Lavanya G
Mitesh Supekar	Manikanta R
Md. Junaid Khan	Nithin K R
Vishal V Dhanakar	Swati Hegde
Berger Paints	Revathi GVS
Sumukh H	Harish N Alur
Himalaya Wellness	Archit Galagali
Gouthami S Ekbote	Peepal Consulting
Careernet Consulting	Amrutha S
Lekha V	Fab Hotels
Supriya N	Vaibhav G
HFFC	Aditya Birla
Kiran N S	Md. Kafeel Akhtar
Prayagini P	Blue Ocean Ventures
Nagaharitha	Prashanth Nalawade
HDFC AMC	Cognizant
Soumya R	Ashajyothi
Pradeep Ganapati Hegde	Future Generali & CUB
Greycaps	Aaditya Iyer K
Saikrishna	Abhishek Kashyap G
Edelweiss Broking	Nakoda Dairy Pvt Ltd.
Navdeep Singh Negi	Vishal Agarwal

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