



The Newsletter  
Volume 8, Issue 4



Section of audience at the event

| आ नो भद्राः क्रतवो यन्तु विश्वतः |  
Let Noble Thoughts Come To Us From Every side - Rigveda 1-89-1

**Quarterly Newsletter March 2023**  
M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

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### From Chairman's Desk



My dear young friends,  
It was heartening to see so many young faces at the inauguration of 2022-24 batch, all looking forward to shaping their intellect for a fruitful life and career. I assure all of you that you have come to the right institution for the pursuit of the finishing phase of education before embarking on a career in the corporate arena or undertaking your chosen path of entrepreneurship.  
My friends, whatever be your decision you need to start your management education by developing inner discipline and right attitude. Self-discipline and self confidence constitute the magic power that makes you unstoppable. As Bhagavan Krishna says, 'only you can help yourself in your upliftment'. My

advice to you for the next two years would be to have unflinching faith in your capabilities, determination to succeed in whatever you want to do and focus on your goal without getting distracted. You will face a lot of challenges, but please remember perfection isn't a goal, it is only a path. Move ahead with faith in yourself and your capabilities. Swami Vivekananda defines education as a manifestation of perfection. Rest assured that the path you tread in the next two years will lay a strong foundation for your personal and professional life.  
I would like to remind you that even the greatest achievers were once beginners. Successful people are not gifted; with focus they work hard and succeed in achieving their goals. As a former Chairman of a large conglomerate I can tell you, it never gets easier. Tomorrow you would just get better. Don't be afraid to take that first step. There is a saying 'Do something now; your future self

will thank you for later.'  
MPBIM has remarkable faculty. It has many experienced teachers and industry experts. I can assure you that under the guidance of your able Principal and competent faculty, your aspiration for shaping yourself will be met. You can always look forward to guidance from faculty, be it academic related or even otherwise. Do participate in all institutional activities with full zest and zeal. They provide a platform for each one of you to hone your communication, coordinating and other management skills. Mahatma Gandhi said "You may never know what results come of your action, but if you do nothing there will be no result." Put your best foot forward always and goodness will follow. I wish you all success in your career and a fulfilling life. May God be with you!

N Ramanuja

**Education is the most powerful weapon which you can use to change the world."**  
-Nelson Mandela



Chairman pays respects to Sri. Jagajyothi Basaveshwara before inauguration of the batch 2022-24



Chairman addresses students



Dr. Sathyanarayana



Section of Audience



Ms. Suma Bhat

### Inauguration of 2022-24 batch

Formal inauguration of Batch 2022-24 was held at Basava Bhavan on 23<sup>rd</sup> February 2023. Sri Thomas Neeliyara, Chief Guest of the event stressed on the need for commitment in the chosen path and called upon students to prioritize activities so that right activity gets right attention. Guest of Honor, Ms. Preethi Vickram, Founder, Tapas, apprised the students of the rapid economic growth of India even during the pandemic. It is a matter of pride that India, surpassing many countries including UK, could overtake Germany to be in the 4<sup>th</sup> position by the beginning of the next financial year. An entrepreneur herself, she reminded students that they are in the start up capital of India with almost one unicorn being added every day. She called upon students to be part of this 'never before growth' with pride. She also stressed upon the need to keep abreast with the latest by practising continuous learning. Sri Vinay Srinivasan, recalling his association with MPBIM, advised students to explore all opportunities for one's growth. While highlighting India's position as a young nation and fastest developing economy, he insisted that students should explore the cultural diversity of India from the very beginning of their management education. Chairman Er N Ramanuja while welcoming the students, traced the growth of MPBIM over the years right from its inception in 1999. He recalled his association with AICTE as Vice Chairman of Industry Institution; cooperation and assistance of Smt. Priyamvada Birla, wife of Madhav Prasad Birla in building the infrastructure. He wished the new batch all the success and assured assistance in grooming them for corporate life. The event began with invocation by Ms. Suma Bhat followed by Bharatnatyam by Ms. Deepika. Dr. S. Sathyanarayana presented the annual report of the institution. The programme featured delightful dance performance by Ms. Bindu and a comic skit by Mr Sai Ganesh & group, all presented by student executives of MPBIM.



Sri Thomas Neeliyara



Ms. Preethi Vickram



Sri Vinay Srinivasan





Recession is a period of slow growth where a country's economy begins to shrink. It is defined as at least two consecutive quarters of negative economic growth. The world's leading economists spent most of 2022 convincing themselves that, if the global economy was not already in a recession, it was about to fall into one. There are no quantitative measurements of a recession, and sometimes it can be difficult to tell if you're in one. A few warning signs that we're in a recession are: (i) The decline in the gross domestic product (GDP); (ii) Unemployment increases significantly up to 6%-8%; (iii) A large number of people in poverty; (iv) The price of consumer goods and commodities such as food and energy increased significantly; (v) A steep drop in stock prices and (vi) Significant decrease in the amount of money we spend on large purchases, such as cars and homes.

But with the year's end, the global slump has been postponed to 2023. The main effects of the recession are wide-ranging and can have long-term implications for the economy, including (i) Reduced overall economic activity; (ii) Revenue shortfalls in local government budgets due to reduced tax revenue; (iii) Hiring freezes, layoffs, or other cutbacks by employers to reduce operating costs; (iv) Decreased consumer spending (people spend less money on luxury items or services. and (v) Rises in the unemployment rate. Therefore, what can start as a small decline in the economy, often referred to as a "recession", can snowball into an economic depression.

Three shocks have combined to cause this current global turmoil. The biggest is geopolitical which is by Russian intention of invasion, and most profoundly by the persistently worsening relationship between America and China. Moreover, many countries' current economic woes

are self-inflicted, owing to policy errors that have been as harmful as they were predictable. Between 2011 and 2021, for example, Europe needlessly deepened its dependence on Russian natural gas, leaving it exceedingly vulnerable when the Kremlin launched its war against Ukraine. Likewise, China's draconian zero-Covid policy came at a high economic cost, while the absence of a plan for how to ease pandemic restrictions meant its containment strategy merely postponed Covid mortalities. Since then, governments and central banks "solved (?) the problem by injecting trillions into financial markets with quantitative easing. Of course, it didn't do much to help the real economy and made the rich even richer. If we don't act now, there's a huge risk that the authorities will use the same recipes: they'll bail out the financial sector instead of the real economy. And we know that ordinary people will be the ones paying the price. So reduce expenses wherever possible to keep the income adequate for essentials even if there is a pay cut or job loss. This is a time to be conservative with the job, income & investments and to go on with life without too much speculation. Focus on survival, the time to rise and thrive will arrive soon after.

Dr. Sathyanarayana



Ms. R. Deepika performs at the inauguration



Ms. D. Bindu performs at the inauguration



### Dr. K V Prabhakar

MPBIM pays respectful homage to Dr. K V Prabhakar, Former Acting Vice Chancellor of Gulbarga University, Professor University of Mysore and Adjunct Professor, MPBIM. A highly respected Professor, he passed away on January 27th 2023. He was 85 yrs. A tireless learner, a teacher par excellence and an affectionate human, Dr. Prabhakar will be missed by everyone at MPBIM. He was the first Ph.D holder from the Commerce Department at University of Mysore. 'Birlites' pays homage to this teacher with deep respect & humility.

### Visit of Dr. William Nganje to MPBIM



MPBIM signed an MOU with Department of Agribusiness and Applied Economics, North Dakota State University (NDSU) during March 2019. As a mark of this cooperation Dr. William Nganje Department Chair, Agribusiness and Applied Economics attended National Conference at MPBIM and again visited MPBIM during December 2022, under faculty exchange programme. He held discussions with Dr. Sathyanarayana and other faculty members. Dr. Nganje is the Joint Chief Editor of Dharana, MPBIM's Management and Business



Journal. During discussions Dr. Nganje assured that NDSU would actively participate in the publication by contributing articles for the journal. Dr. Nganje was the Chief Guest at 'Vanamahotsava' celebrated at MPBIM to commemorate the birth anniversary of Kulpati Dr. K M Munshiji, founder of Bharatiya Vidya Bhavan. Munshiji is remembered for his concern for environment and for pioneering 'Vanamahotsava' movement in July 1950, celebrated every year in the country.



### Dr. Sathyanarayana at R.C. College of Commerce

Dr. Sathyanarayana, Principal, M P Birla Institute of Management delivered a session on 26th December 2022 at Govt. R.C. College, Bangalore on "Skills Enhancement through Industry Internship". This was a part of orientation programme for Third Semester MBA students and training for writing summer internship reports. In his talk Dr. Sathyanarayana highlighted the broad guidelines to be incorporated while preparing a summer internship report. He spoke on (i) Industry internship, (ii) Entrepreneurial research, (iii) Training Report, (iv)



Business immersion, and (v) Social immersion projects. In addition, he advised the students on how to prepare Business Model Canvas. The event was presided by Dr. B Chandrashekhar, Principal, R C College. Dr. Ajaz Ahmed Khan HOD, MBA Programme, felicitated Dr. Sathyanarayana and thanked him for the guidance.

### Inauguration in pictures—Honoring Dignitaries





Dr. Sudipta Mujumdar, Area coordinator – Marketing Management, ICFAI University, Jharkhand is an Applied digital skills Ambassador besides being a Mendeley Advisor. In his presentation Dr. Majumdar demonstrated on how Mendeley reference management software, a research management tool helps researchers. This webinar was jointly **organised by M.P. Birla Institute of Management and Southern Economist Journal**, on 28<sup>th</sup> January 2023 under the auspices of Madhav Prasad Birla Initiative for Higher Learning. In his opening



remarks, Er. N Ramanuja emphasized the history of citations and drew attention to the practice of citing sources in ancient India even during Vedic times.

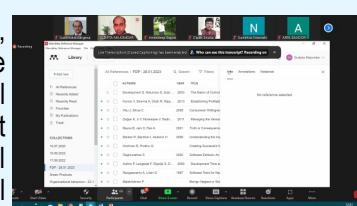
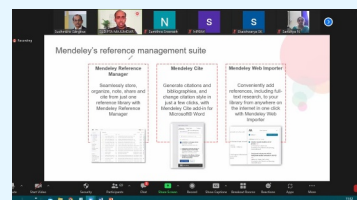
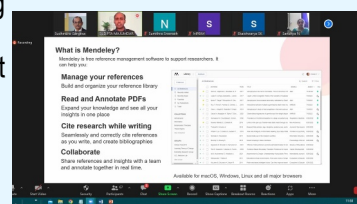
In his presentation Dr. Sudipta Majumdar outlined the usage of Mendeley Reference Management software. He explained that the software helps to:

- \* Collect references and organize citations. It also helps create bibliographies and create in text citations.
- \* Cite research while writing seamlessly
- \* Build and organize reference library
- \* Highlight and annotate papers and share with others
- \* Facilitate collaboration of scholars online through academic social network.

**Mendeley that works across platforms like Windows, Mac and Linux also helps:**

- \* **Collect references** from the Web and UCI databases.
- \* **Import papers** from other research software
- \* **Find relevant papers** based on what a researcher is reading
- \* **Access papers** from anywhere online and allows one to read papers on the go on an iPhone or iPad

With the help of examples Dr. Mujumdar explained how to use the software for the purpose of citing, referencing and bibliography. He elucidated the features of Mendeley's new reference management suite that consists of three integrated applications which together provides researcher with a single, powerful solution. He also demonstrated how one can open multiple PDFs while reading. Dr. Majumdar pointed out that Mendeley uses 'Citation Style Language', which offers over 7,000 free CSL citation styles. This will help scholars properly provide citations in line with requirements of various reputed international journals. This well attended webinar witnessed 160 participants- 58 from Karnataka, and the rest from other states covering Tamil Nadu, Andhra Pradesh, Telangana, Maharashtra, Uttar Pradesh, Gujarat, Orissa, and Bihar. There were three overseas participants one each from Iraq, Ethiopia, and Nigeria.



## *Orientation Programme for 2022-24 Batch*

MP Birla Institute of Management has a tradition of orienting the newly inducted batch of students every year to enhance, enrich, and empower the knowledge, skill, and abilities of budding management executives. The focus of the orientation sessions is to align the students to the process of management studies; make them aware of the expectation in the industry. The details of the sessions conducted under orientation programme for the batch 2022-24 are as mentioned below.

- \* **Prof. Sudhindra Gargesa** former Director, MPBIM in his talk on Spirituality in Management spoke on enhancing one's Spiritual quotient to be effective managers.
- \* **Sri. Mithun C Cotha**, a recipient of TITANS 40 UNDER 40 award and a Consultant by profession spoke on how SOCIAL INTELLIGENCE can help brands to tap into Consumer Insights and enhance branding on Social Media.
- \* **Mr Adarsh Basvaraj, Behavioural Coach and Management Development Consultant** emphasized the need to map expectations vs reality and gave an insight into career prospects and goals.
- \* **Mr Mohammed Younus**, Founder & Lead Trainer of **Leaders Ladder**, in his talk '**Success starts with you**' introduced the importance of decoding Success and threw light on setting individual goals, career aspirations, challenges and dreams, identifying blind spots, and techniques to increase self-awareness.
- \* **Ms. Lakshmi Bellave** Associate Manager - Talent Acquisition, alumna of MPBIM and XLRI spoke on Alumni Interaction.
- \* **Ms. Divya Bhatia**, Psychologist, spoke on **It is okay, not to be okay** - taking care of your mental health.
- \* **Mr. Brijesh Sancheti**, a Chartered Accountant spoke on **Importance of Self Learning**.
- \* **Mr. Narasimhan M V** Chairman & Founder of NHRWA Trust (National Human Resource Welfare Association) spoke on **Purpose of Life and Career Development**.
- \* **Mr. Navin Chandra** Senior DGM BHEL spoke on **Student Motivation and values in Life**
- \* **Mr. Murugesh Siva** ISO Lead Auditor, Principal Consultant at Dākṣyaṁ, Sustainability Specialist, Serial Entrepreneur and Business Coach spoke on **How to grow up the ladder?**
- \* **Mr. D S Ramaprasad** Co-Chairman & Founder of NHRWA Trust (National Human Resource Welfare Association) spoke on **Life Experiences and Opportunities in Life**.
- \* **Lt. Col. Swamy Rao** (retd.) & **Ms. Manjula** briefed students on University regulations and Library.





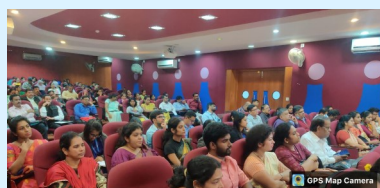
## Batch 2020-22

Luminary Edu	BZLOG
Prithvi B	Shriya R S
Harshitha R N	Nattam Sai Dinesh
Riya Sen	Harshitha R N
Data Logistics	Harsh Gupta
Saham Nagaraj	Prithvi B
Midhun Gopinath M	Reul D souza
Skill Vertex	E & Y
Kruthika Savanth	S. Gopalakrishna Hegde
Prajwal H M	Morgan Stanley
Jyotsana Challagulla	Sharvi Wadkar
Sibyala Krishna Spoorthy	Code Young
Midhun Gopinath	Sibyala Krishna Murthy
Siddesh Hulikantimath	HDFC
Karthik S	Chaitra A
Sneha A O	Pooja D S
Growth Arrow	Ceptes Software
Nattam Sai Dinesh	Priyanka Mishra
Rohidas C Nayak	Sharan Nagaraj
Samudrala Karthik	Jyotsana Challagulla
Chaitra A	Nimra Shariff
Prajwal HM	Prithvi B
Kruthika Savanth	INFELEARN
Harshitha RN	Anusha V Nayak
Nirma Shariff	Rohith Kulkarni
RKV	Vijay Kumar K V
Sushanti K S	Bandhan Bank
Anusha V NAYAK	Submanya Hegde
Submanya Hegde	Mounica D R
TekArch Technology	Soumya Rao
Soumya Rao	Sachdeva K R
Chandana M reddy	Aseel Hassan
Soumyashree Patil	Akancha Kumari
Akancha Kumari	Harshitha
Harshitha R N.	Samrudh
Fidelitus	Madhu S V
Sibyala Krishna	Vijay Kumar K V
Spoorthy	Virendra N V
Divya Gujarri	Joules to Watts
Vijay	Soumyashree

Dr. Sathyanarayana, Principal, MPBIM was invited by Bengaluru City University (BCU) as an expert to frame new internship guidelines for MBA students w.e.f. July 2022. Principal, MPBIM along with four other resource persons framed new project guidelines. The following are the broad areas chosen by the committee to be incorporated by the respective affiliated colleges to offer internship courses: Industry internship, Entrepreneurial research, Training Report, Business immersion and Social immersion

Further, Dr. Sathyanarayana was invited to an FDP conducted jointly by CBCSM, BCU and Community Institute of Management Studies (CIMS) as an expert to train the Bengaluru City University (BCU) faculty members on internships. Over two hundred BCU faculty members present at the FDP held at CIMS premises held on 9th December 2022, were apprised on various issues such as (i) the Objectives of Internships; (ii) Options in Internships (iii) the format of the internship report to be submitted to the BCU. Further, he highlighted the various issues to be covered under the internship report including Business Model Canvas. The introduction of Business Model Canvas into the internship report is a revolutionary and welcoming initiative taken up by the Bengaluru City University (BCU). In his presentation, Dr. Sathyanarayana

highlighted the trending topics in various specialization, like in **Marketing**: (Green Marketing, Online reviews, Company reputation management research, Corporate Social Responsibility, Ethical issues in marketing, Online media strategies, Online Shopping, Social Media Marketing, etc.), **Finance**: (Fraud Analytics, The Corporate Gini Index (CGI), Algo trading, Cryptocurrency, Risk Management, Derivatives, etc.), **Human Resources Management** (Moonlighting, HR Audit, HR analytics, Talent acquisitions by using AI, Work-life integration, Transformational leadership, Gig workforce, Work diversity management, etc.), **IT and IT enabled** (Block Chain, Artificial intelligence, application of artificial intelligence in various fields), and **Business Analytics** (Big data, Cohort analysis, Creation of Dashboard, Power BI - dashboard, & Open-source data analysis, Search engine optimization, etc.).



## Orientation programme for MPBIM students on Internship

On 27th December 2022. the Principal of MP Birla Institute of Management conducted a session on the preparation of an internship report for the student executives of MP Birla Institute of Management. He elucidated the broad guidelines to be incorporated while preparing a summer internship report in five areas: (i) Industry internship, (ii) Entrepreneurial research, (iii) Training Report, (iv) Business immersion, and (v) Social immersion. In addition, he advised the students about preparing Business Model Canvas that covers the aspects of Key partners, activities, resources, value proposition, customer segments, customer relationships channels, cost structure and revenue streams.



## Inauguration in Pictures



## Editorial Panel

Er. N. Ramanuja Chairman } Patrons  
V. Muralidhar, Director }

## Members

Dr. S. Sathyanarayana, Principal  
Dr. Hema Harsha, Associate Professor  
Prof. Manjunath S. M. Asst. Professor

## Student Coordinators

Pramod, Ronald and Sandeep

## Guest Member

Sri. S. Gargesa, Former Director, MPBIM



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