



The Newsletter
Volume 6, Issue 3



Happy
Makar Sankranti



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From Chairman's Desk



My young friends,

In this message I wish to share with you the 'service to society' which needs to get blended with your attitude. Mahatma Gandhi says 'The best way to find yourself is to lose yourself in the service of others'. To give real service to society you must add something in your work which cannot be bought or measured with money, and that is sincerity and integrity, besides supporting the teams to achieve their objectives, I have always believed that the first and most important decision a leader has to make is the choice to serve, without which, the capacity to lead gets severely restricted.

In fact all of us need to help others and give something back to the

society. While your service helps in improving the lives and the environment around you, it also provides the greatest satisfaction. Besides, in this process it will also bring in enrichment and a new meaning to your own life. I am sure you have heard of Sanskrit sayings 'Paropakaram Idam Shareeram' (This body is meant for the service of others) and 'Shareera Madhyam Khalu Dharma Sadhanam' (Physical body is the medium for the righteous action). These emphasize the need for service to society.

I take this opportunity to introduce you to the aspect of **Servant Leadership**. The idea of servant leadership is that the typical hierarchy where employees are supposed to serve their bosses reverse. Instead, leaders serve their people.

In his book, *The Culture Engine*, organizational consultant S. Chris Edmonds opines that servant leadership is the foundation for

leading others effectively. According to Edmonds, "servant leadership as a person's dedication to helping others be their best selves at home, work, and in their community. Anyone can serve-and-lead from any position or role in a family, workplace, or community."

I am glad that MPBIM has conducted a seminar on Service-learning, which is an approach to teaching and learning in which students use academic knowledge and skills to address genuine community needs through service. **Walkathon**, which is a part of Paradigm Fest also aims at creating awareness on individual social responsibility of serving the underprivileged amongst us.

Have a great future! I wish all of you a very happy and prosperous new year.

- N. Ramanuja

Inauguration of Orientation of 2018-20

'Your association determines your path and destiny' observed CA Rudramurthy BV a well known investment guru in Bangalore who features regularly on Bloomberg & other national business news channels, advising students on the need to focus. He said that the power of association is very important to achieve the objectives. Sri Rudramurthy was speaking at the inauguration of Orientation of 2018-20 Batch on 1st October 2018. The event began with invocation song by a P.K. Shilpa a student and dance by Ms. Preethi Prasad an alumna of MPBIM. Dr. N S Viswanath, Director General, MPBIM, welcomed the new batch with inaugural address. This was followed by a brilliant motivational talk by Sri Nagathihalli Jayaprakash, a well known motivational speaker and CEO of Transformations Unlimited. Dr. Swathi Bharath, Senior HR Official at Campus International and an alumna of MPBIM urged students to be happy and enjoy their stay at MPBIM. She shared few anecdotes of her stay at MPBIM. Maj. Neil Castelino (Retd.), Director & Head CII Karnataka, Chief Guest, spoke on need to hone skills and various government initiatives towards skilling India. His talk presented several economic indicators to support his views. He concluded with a impactful advice to the students for shaping their careers. Ms. Preethi Prasad & Ms. Priyanka Roy shared their experiences at MPBIM. The event was followed by ice breaking ceremony for building camaraderie among students and interact with senior batch.



Sri Nagathihalli Jayaprakash

CA Rudramurthy BV

Dr. Swathi Bharath

Maj Neil Castelino

Ms. Preethi Prasad

Ms. Priyanka Roy



The interim budget of the Government of India, scheduled on 1st of February 2019, is expected to create thrill in the minds of elite voters. This is the final budget of the present NDA Government which has successfully governed India for one full term. The period has had its own vicissitudes. Two major decisions were taken - Demonetization of Currency & Introduction of GST. Both these measures are historic & yet appear to have yielded in mixed results.

The worst effect of demonetization was the collapse of agricultural markets as indicated by depressed fall in wholesale prices of **most of the produce** (not all products) after the event. Farmer suicides was the response by several affected farmers across the country. Waiver of farm loans is deemed to be the magic solution. However, this cannot repetitively happen. This phenomenon of market collapse has been duly acknowledged by the Ministry of Agriculture, Government of India, after two years of demonetization. As such, the Government appears to be

serious in attempting at immediate and long term solutions. The present budget is going to be populist and less tax burdening. There are many sops to counter the moves of the State Governments. One such will be for farmers in terms of better **Minimum Support Prices (MSPs)** for select crops, boost in the income for **MUDRA** account holders & a possibility of introduction of **Universal Income Scheme** for unemployed in the urban & rural sectors. Employment generation oriented schemes are likely to be announced to polarize people by creating hopes of 'Acche Din'. Some more economic reforms are to be hinted at by the Government. Several schemes to boost savings and investments are likely to be announced. Will these measures lead to a come back for NDA? This is to be seen.

- Dr. N S Viswanath.

The biggest risk is not taking any risk.. In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks - Mark Zuckerberg

Guest Lecture on "Securitization process and NPA management"

Students of MBA third semester finance specialisation at MP Birla Institute of Management had a one day guest lecture session on the topic "**Securitization process and NPA management**" delivered by **Sri. Sandeep S, Manager Bank of Baroda**, Bangalore on 28th November 2018. The session was conducted as a part of the course on "Indian Financial System". The talk was coordinated by Prof Bhavya N.

Sri. Sandeep in his talk emphasised on the process of securitization, classification of assets being securitized, intermediaries involved in the process and significance of securitization in banks. He also detailed the NPA management and practices in several public and private sector banks in India. Sri. Sandeep explained the concepts in simple words and illustrated with examples for easy understanding by the students.

PMI conducts programme at MPBIM



Project Management Institute (PMI), Bangalore Chapter has been conducting an annual half day programme for post graduate students. The session gives the students an understanding of Project Management concepts, highlighting the knowledge areas identified under PMI's Project Management Body of

Knowledge (PMBOK). At MPBIM, the PMI Primer session was held on 27th of October 2018. The programme started at 9.45 in ESV hall. After a formal welcome, **Sri. Anand Lokhande, Quest Trainer at PMI** and a dynamic speaker who held the students attention all through the programme, began his captivating talk emphasizing upon the untapped opportunities, and major roles & responsibilities of a good project manager. He elaborated on the various challenges such as 'How to manage a project?', 'How to list and monitor the activities effectively?' with the help of real time illustrations of an infrastructure project viz., road construction.

Sri. Anand Lokhande was accompanied by **Sri. Sekar Parasuraman, VP Academic Relations, PMI Bangalore Chapter** and **Sri. John Peter an official of PMI Bangalore Chapter**. Sri John Peter gave the concluding remarks and thanked MPBIM for the opportunity given for conducting the event. This PMI Programme was spearheaded by Dr. Sumithra Sreenath Professor, Prof. Pushpa B V, Asst. Professor, ably supported by Sri Praveen Savadi, Librarian.

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



Dr. AVN Murthy felicitates Prof. P. Venkatarajah VC Kuvempu University at the inauguration of 2018-20 Batch of PGDM



Dr. Parasuraman Director SDMIMD, Mysuru gives the inaugural address at the Symposium on Cryptocurrency on 8.9.2018



Sri. K B Ganapathi, Vice Chairman, Mysuru Kendra inaugurates Symposium on Cryptocurrency on 8.9.2018



Dr. Uday Tate of Marshal University USA conducts Seminar on Service Learning at BPBIM on 19.12.2018



Ms. Preethi Prasad Alumna of MPBIM 2015-17 batch presented a delectable Bharatanatyam number at the inauguration of 2018-20 batch

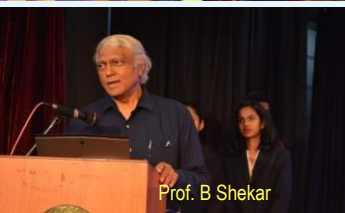


Sri. N. Ramanuja leads the Walkathon 2018 held on 19.12.2018 with the children of Kalpa Raksha Charitable Trust, beneficiaries of Walkathon 2018

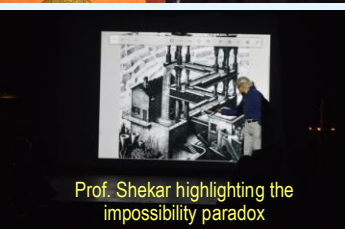




Prof. Rangaswamy lights the lamp



Prof. B Shekar



Prof. Shekar highlighting the impossibility paradox



Prof. Shekar and Prof. Rangaswamy with organizers & a few participants



Sh. Laeeq Ali

Talk on Metaphors: An Intuitive Understanding

MPBIM's Knowledge Forum and Madhav Prasad Birla Initiative for Higher Learning organized a talk titled **Metaphors: An Intuitive Understanding** on 25.10.2018. The talk was given by Prof. Balasubramaniam Shekar of Indian Institute of Management Bangalore. Prof. S.V.Rangaswamy of Indian Institute of Science (Prof. Shekar's teacher) was also present at the talk. Prof. Shekar teaches creativity at Indian Institute of Management Bangalore. We are aware that metaphor has its origins in language and is typically viewed as a characteristic of language alone. However it has come a long way from this view, and is now pervasive in daily life in the form of thought and action limited only by our imagination. Today metaphors are used in advertising as a way to enhance the perceived value of a product.

Prof. Shekar commenced the talk by showing a metaphor-based advertisement. Establishing a linkage between darkness and silence he metaphorically evolved an audio equivalent (aural-shadows) for shadows that exist in the visual domain. He then demonstrated how it gets embedded in music thus enhancing the effectiveness of music. After pointing out some limitations of silence, he showed how to overcome these limitations. This was done with the help of cues from common occurrences in daily life. This metaphor-based process resulted in subtle forms of silence. He exemplified their effectiveness in music. This process has relevance in the fields of advertising, communication, and marketing. After metaphorically arriving at aural equivalents of dots and dashes, Prof. Shekar made the talk more interesting and meaningful by introducing the audience to Escher and showed audio-visual metaphorical transformations. Dutch artist M.C. Escher belongs to the early part of twentieth century. Much of his work is primarily based on symmetry and concepts amenable to formal (mathematical) analysis. Prof. Shekar pointed out features leading to impossibility in an Escher's art titled 'Waterfall'. He built clarity in understanding of this paradox with the help of geometric interpretations, architecture and perspective. Finally he highlighted how this feature can be captured metaphorically in the audio domain. He concluded his talk by giving a live demonstration of this capture with the help of a popular music piece composed by late R D Burman, a well known music director of Bollywood. Student executives coordinated in conducting the event admirably.

Introduction Session for CII- Yi YUVA at MPBIM

CII Yi conducted a session for MPBIM students on 6th October 2018, to give them an **introduction about YUVA** – which is their student network. The introduction was given by YUVA vertical Co-Chair Mr. Salman Dawood, Executive Director Monarch Group, he explained how

the students can be associated and benefited from YUVA activities. The Introduction was followed by a Session on "Branding in competitive World" by Mr Laeeq Ali, Director (Global Services), Origami Creative, Co-founder, Flying Squirrel Artisan Coffee and Brand Architect & Director, Bloombox Brand Consulting. That the YUVA session was well received by the student community was proved by a massive number of around 113 students enrolling for the YUVA membership. CII Yi is further planning to conduct several skill development activities including knowledge enhancement through industrial visits to benefit the student community at large.



News in pictures



Best Paper award presented to Prof. Sathyanarayana and Ms. Lekha at the international conference at Krupanidhi Institute of Management



Lidiya and Swathi at the International Conference at Krupanidhi Inst. of Management after presentation of their paper



Dr. Sumithra Sreenath Chairing a session at an International Conference held at SDMIMD, Mysuru. She also presented a paper at this Conference



Saraswathi Pooje at MPBIM during Dasara festival

Certification Programme - Workshop on Business Valuation

As a part of certification Programmes for the year 2018-19, third certification program was conducted on the topic **"Business Valuation"** on 12th December 2018, at KRG Hall, M P Birla Institute of Management between 9.30 am and 2.30 pm. The session was conducted by **Ms. Rani Vergis, Executive Director, Finance, Bharat Electronics, Bangalore**. The session started at 9.30 am with registration from student executives of MPBIM and students of Economics, Bengaluru Central University. Ms. Rani Vergis, inaugurated the program by lighting the lamp along with Dr. N.S. Viswanath, Director General and Shri. Sudhindra Gargesa, Director (Academics Admin), MPBIM. The session covered various topics- Types of learning- Conceptual and Unitive, Approaches and Methods in Valuation, Bias and complexities in valuation, Enterprise valuation, Growth rate estimation, Intangible asset valuation etc. Dr. K V Prabhakar, Senior Professor, MPBIM initiated a discussion on interrelationship between Business Valuation, Corporate Valuation and Brand Valuation which was explained in detail by Ms. Rani Vergis through student volunteers simulating situations in business such as setting up of business. As many as 72 students of MPBIM and from Economics department, Bengaluru Central University attended this certification program. The program was organised by Prof. Pushpa B V supported by Dr. Sumithra Sreenath, Sri. Praveen Savadi, Ms. Geetha, Ms. Manjula and by student volunteers.



Ms. Rani Vergis



Professional Touchpoints of Prof. K L Ramadas - A Tribute



Prof. K L Ramadas was an embodiment of corporate etiquette and truly he was an 'Acharya' to me. He was an innovative, iconoclastic experimenter (He was a tool design engineer and later in-charge of Corporate Communications at HMT Ltd.,) who used to see more new things through those two 'I's (innovative and iconoclastic) than almost anyone else.

It is puzzling for me even today to find a person like Prof. K L Ramadas, KLR to his friends, who could think beyond human emotions like anger, depression, jealousy, irrelevant discrimination, megalomania, egotism and hostility. Perhaps the secret lies in the way he dealt with people with his positive and spiritual thoughts. He was the man who taught me the most important task of converting the negative feelings into positive feelings. He was very close to my heart.

His success mantra was (ringing in my ear often) **'a good soul is the right chip, a healthy body is the well-configured hardware, contemporary knowledge is versatile software. Together they make an effective system'**. He used to tell me, 'Whenever I was required to do marketing simulations in teams, all that I needed was to build a lean and clean team fuelled by missionary zeal'.

Let me describe his corporate and academic lives (strange as it may seem that he was one of the few who combined both corporate and academics). He took both the lives like - as a challenge and he met it; as a gift and he accepted it; as a sorrow and he overcame it; as a duty and he performed it; as an adventure and he encountered it successfully.

I learnt from him that 'there is no true happiness in having or getting but only in giving; reach out share, smile and hug. Happiness is perfume you cannot pour on others without getting a few drops on yourself. This is the transformative thought which influenced me in my teaching, and other academic endeavours. The pleasure Prof. KLR got from doing research shines through some of his write-ups (in Machine Tool Engineer Journal) which are, even today, very clever, playful, humorous, hard-hitting, insightful and uniformly exciting to read. Self-awareness is creating skilfulness in embracing change in the management field.

I used to differ with him on many issues and Prof KLR used to convince the efficacy of these issues with a straight-jacket explanation. I used to admire his subtle and convincing way in dealing with the key people at MPBIM. His amazing style of functioning impressed me. He had the wisdom of Solomon and tact of Machiavelli. We will all truly miss him and his wisdom.

- Prof. K V Prabhakar

* Prof. Ramadas, Jt. Director (HR), MPBIM attained the lotus feet of the Lord on 1.9.2018



Recruitment Skills Training Programme

The training programme on 'Recruitment Skills' was conducted on 27th November 2018 for HR Students of MPBIM by Sri N K Sundaram former HR Manager at Larsen & Toubro and a HR consultant.

Attracting the right talent to the right positions is today one of the top challenges. Today hiring is on the rise and competition for skilled employees is steeper than ever. Beyond filling positions, companies are under a multitude of pressures to effectively manage and retain their talent. This calls for an agile approach for attracting, developing, and engaging critical talent to meet the demands of changing needs. Sri Sundaram pointed out that there is a need for HR Managers to be innovative in approaching problems and find multiple solutions backed up by rationale and thus create a differentiated outcomes. He said that the task will have to be defined very clearly so that solutions could be appropriate, clearly addressing the issues. He further provided some insights on the importance of resume preparation which is very critical in making an impression with the hiring agencies about one's capabilities. He elaborated on the steps in a recruitment process. The programme was coordinated by Dr. Sumithra Sreenath.

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Placement Corner Hearty Congratulations

2016-18 Batch

2017-19 Batch

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Vishal V Dhanakar	Revathi GVS	Ranjit Kumar SG
Berger Paints	Harish N Alur	Jaro Education
Sumukh H	Archit Galagali	Shivani Nibargikar
Himalaya Wellness	Peepal Consulting	Careernet Consul.
Gouthami S Ekbote	Amrutha S	Mythri M M
Careernet Cons.	Fab Hotels	Anusha
Lekha V	Vaibhav G	Sonal Kanakagiri
Supriya N	Aditya Birla	Flipkart (EKart)
HFFC	Md. Kafeel Akhtar	Gokul D R
Kiran N S	Blue Ocean	Sanjay L
Prayagini P	Prashanth Nalawade	Earnst & Young
Nagaharitha	Cognizant	Keerthana G G
HDFC AMC	Ashajyothi	Meghana S H
Soumya R	Nakoda Dairy P. Ltd	Square Yards
Pradeep Hegde	Vishal Agarwal	Manasa Basavaraj
Greycaps	Northern Trust	Shrithes Darak
Saikrishna	Tharun S Kumar	Rachapalli Nikitha
Edelweiss Broking	Supriya N S	Gowtham K C
Navdeep Singh	Putnanja B S	Abhijith Somani
Future Generali CUB	Venkatesh Honakeri	Sriramakrishna C H
Aaditya Iyer K	Hewlett Packard	Shreedhar A G
Abhishek Kashyap	Dhanush Shetty	Abhishek Aibadi
Brigade Group	Urban Ladder	
Hardik Jogia	Ingle Bhagyashree	



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