



The Newsletter
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Let Noble Thoughts Come To Us From Every side - Rigveda 1-89-1
Quarterly Newsletter June 2023
M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

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From Chairman's Desk



My young friends,
In this issue I would like to share some Vedic thoughts on aspects that form an essential part of a manager's personality. There are many great sayings on acceptance of noble thoughts which are relevant to today's managers as was during the time of Vedas. You are studying in a finishing school which intends to make you industry ready. When you begin your career in this globalised work environment, you will have to interact with people from all parts of the globe. You have to integrate the aspect of 'diversity and inclusiveness' in your psyche. Inclusive workforce can leverage the knowledge and experience of a wide section of people and that is the biggest advantage of such an environment.

Motto at MPBIM, 'Aa No Bhadrah Kratavo Yantu Vishvatah' meaning 'Let Noble Thoughts Come To Us From Every Side' is from Rigveda. This ancient text

gives us many lessons related to treating all human beings as equals. Let me quote some of them:

'Let our speech be one; United our voices! May our minds be in union with the thoughts of the Wise. Sharing a common purpose; we worship as one'. (Rigveda 10.191.3)

'Let our aim be one and single! Let our hearts be joined as one. United be our thoughts. At peace with all, may we be together in harmony'. (Rigveda 8.49.4)

This message in Atharvana Veda is from a teacher. He says - "Be the one who respects the opinions of the elders, contributes equally, fulfills one's duties diligently to the best of one's abilities, works together in a team and never goes against the team. Speak sweetly and courteously towards each other. I implore you to work together with a similar mindset". (Atharva Veda 03.30.05). This is all about developing the values of commitment, teamwork, communication and most importantly the attitude.

Let us see what Vedas say about earning wealth. In the definition of Purusharthas (goals or aims),

Wealth is very important, because for one to lead a peaceful and meaningful life besides serving others, it is a necessity. In Yajurveda there is a quote 'Vayam Syaama Patayo Rayeenaam' which means 'Let us be the Lords of wealth'. It further adds 'You with hundred hands earn well. You with thousand hands distribute liberally. Expand the expanse of your work'. When you hoard money it becomes a crime, but when you distribute and share this wealth with needy and poor it is a divine service. Vedic seers called the society as 'Samaja' meaning 'Sam Ajati iti Samajah' - Samaja or society is that which inspires people to progressively move forward.

Our Vedic texts have many such meaningful mantras which are storehouses of value system that are relevant for an individual, families, society, businesses, politics and to every other field. I wish that each one of you read and assimilate these values into your life. Best Wishes

N Ramanuja

Cultivation of mind should be the ultimate aim of human existence
- Dr. B R Ambedkar

'Right to Vote' Walkathon 2023 at MPBIM

The students of the M P Birla Institute of Management, Bengaluru conducted a walkathon on 05.05.2023 between 11:00 am and 12:00 Noon. The theme for the Walkathon was "Right to Vote" aimed at spreading awareness among public on the importance of election and power of exercising their franchise to choose the right people's representative. About 250 students from the I and III semesters took part in the event under the supervision of the Vice-Chairman and the Principal of MPBIM besides faculty and staff members. The event was inaugurated by the Vice-Chairman Mr. Muralidhar. He spoke about the purpose of the Walkathon and shared a few words about the importance of such a walk while iterating the need to create such awareness, especially amongst young voters. The walk began from the Bhartiya Vidya Bhavan Entrance, at 11 am and traversed through High grounds Police Station, Vidhana Soudha, Raj Bhavan, Planetarium and concluded at Bhartiya Vidya Bhavan Entrance. The enthusiastic students were holding banners, posters and placards and raised slogans throughout the walk making the public aware of the constitutional right to choose their representative and exercise their "Right to Vote." Chairman extended his warm greetings for this meaningful event.



Dr. S Sathyanarayana was accorded Best Faculty Paper award at 4th International Conference held on March 16-17, 2023 at Welingkar Institute of Management Development and Research

Dr. Hema Harsha at 'World IP Day' organised under the DPIIT Chair on 28.4.2023 at NLSIU, Bangalore with 'Women in IPR' theme



The Master of Business Administration (MBA) has long been regarded as a prestigious degree that opens doors to diverse career options in the business world. In India, the MBA course has experienced tremendous growth and popularity over the years. As we step into the future, it is essential to explore the evolving landscape of MBA education in India and the opportunities and future trends.

Embracing Technological Advancements: The future of MBA courses in India will undoubtedly be shaped by rapid advancements in technology such as artificial intelligence (AI), machine learning, big data analytics, and blockchain that are transforming the business landscape. MBA programs will increasingly integrate these technologies into their curricula, ensuring that graduates are equipped with the skills needed to survive in the digital age. Specializations in areas like data analytics, digital marketing, and technology management will gain prominence.

Focus on Innovation and Entrepreneurship: India has emerged as a vibrant hub for startups and entrepreneurial ventures. Recognizing this trend, MBA programs will have to create impetus for fostering innovation, creativity, and an entrepreneurial mindset. Institutions need to collaborate with incubators, accelerators, and industry leaders to provide students with experiential learning opportunities, mentorship, and funding to launch their own ventures. The future MBA graduate needs to be encouraged to think beyond traditional career paths and become a catalyst for innovation and economic growth.

Global Perspective and Cross-Cultural Experiences: With the world becoming increasingly interconnected, MBA programs will have to place greater emphasis on nurturing a global mindset. Collaborative partnerships with international universities, student exchange programs, and exposure to diverse cultures will become integral parts of curriculum. Institutions (will) should aim to develop graduates who can navigate in complex global business environments, cultural diversities, and leverage global opportunities.

Sustainability and Social Responsibility: In recent years, there has been a growing focus on sustainability and corporate social responsibility. This trend

will continue to shape the future of MBA education in India. Business schools will integrate courses and projects that emphasize ethical decision-making, sustainable business practices, and social impact. Graduates will be expected to balance profitability with environmental stewardship and social well-being.

Blending Online and On-Campus Learning: The COVID-19 pandemic accelerated the adoption of online learning in MBA programs. Even in the future, a blended approach to learning, combining online and on-campus experiences, will prevail. Online platforms will offer flexibility and accessibility, allowing students to learn at their own pace and from anywhere. However, the importance of in-person networking, team collaborations, and experiential learning will continue to be emphasized through on-campus components.

Industry-Academia Collaboration: To bridge the gap between theory and practice, MBA programs will forge stronger ties with the industry. Collaborative projects, internships, and guest lectures by industry experts will provide students with real-world exposure and practical skills. Business schools will need to strive to ensure that their curricula remain relevant to the evolving needs of businesses and industries.

Soft Skills and Leadership Development: In addition to technical expertise, MBA programs need to prioritize the enhancing soft skills and leadership capabilities. Effective communication, critical thinking, emotional intelligence, and adaptability need to be nurtured to produce well-rounded and socially conscious business leaders. Experiential learning activities, simulations, and leadership development programs will have to be integrated into the curriculum to cultivate these skills.

As the business landscape in India continues to evolve, so too will be expectations from MBA courses offered. The future of MBA education holds immense potential, driven by technological advancements, innovation, globalization, sustainability, and industry collaboration. By embracing these opportunities and trends, MBA programs in India can produce graduates who are equipped to tackle complex business challenges and lead.

Dr. Sathyaranyana

Accolades - MPBIM at other Fests

Congratulations!

Birlites heartily congratulates the winners of **ASPIRATIONS 2023 - Intercollegiate Fest** organised by MLA College, **Ms. Annapurna Singh** and **Ms. Shruthy S** in the **Crisis Management** event

Congratulations to the winners of **VISHESH-2023, Management Fest** organised by MS Ramaiah Institute of Technology. **Ms. Harshini** and **Chethan D** won Second place in **Daksha Finance** event. **Sreekaran** and **Basavaraj** won Second place in **Pratiyog Business Quiz**. **Annapurna** and **Syed Afaq Rehman** won Second place in HR event **Karmanishta**.

The students of MPBIM participated in a National Level Inter Collegiate Management, Technical and Cultural Fest **SUMMIT 2K23 Management Fest**, conducted by Community Institute of Management Studies conducted on 18th and 19th April 2023. Birlites heartily congratulates the winners, **Sushmita B N** of 1st Semester in Solo Singing and **Sreekaran** of 3rd Semester in Solo Instrumental. MPBIM Students also participated in Indus(HR) event and Brahmaputra (Marketing) event.



Annapurna & Syed Afaq Rehman



Expert talks - Session on TA and Johari Window

Sri. Vinay Srinivasan gave an insightful session on the topic -**Transactional Analysis and Johari window**. Mr Vinay Sreenivasan is Country HR Leader, Allegion besides being an alumni of MPBIM. Two sessions on the same topic were held on March 24th and March 28th for the students of I semester. The speaker, while talking about Transactional Analysis, gave inputs about the basis for understanding one's behaviour.

Johari window is a technique designed to help people better understand their relationship with themselves and others. It was created by psychologists Joseph Luft and Harrington Ingham in 1955, and is used primarily in self-help groups and in corporate settings as a heuristic exercise. It is very important to know one's conscious and unconscious bias to develop good interpersonal relationships, and Mr Vinay explained this with Johari Window. The session was informative and interactive and the students felt that the session enabled them to get a better understanding of themselves (self-awareness). This programme was coordinated by **Prof. Vijayalakshmi.S.**



News in Pictures



Walkathon 2023

Visit to orphanage

Blood Donation Camp



Two sessions were conducted by **Sri. Akhilesh (CEO - AlpaGo & Puzzle Labs)** & **Ms. Apoorva Agarwal (Product Manager - Y Media Labs)** on Saturday, April 15th, on Product Development for Value creation & Product Management for students of 3rd Semester 2021-23 batch. Over 30 Students from Marketing participated in this insightful and interactive session. The students delved deep into the topics discussed to ask specific questions with respect to Development cycle of product, Challenges faced, Business Alignment, Career growth and immediate actions to take.

Product Development for Value Creation: In the session, the speakers touched upon How & Why MBAs should focus on becoming product developers instead of facilitators and also how it can impact the value chain of the economy. They also drew attention to the latest industry trends in Consumer markets, Creators economy, Automobiles and Retail and the latest strategies being adopted to evangelize and increase the market share of the respective product or service.

In addition to that, the speakers explained various career opportunities one can think after an MBA and gave real life examples including but not limited to industry Vertical alignment of Automobile Business and other entrepreneurial ways one has to think and how each vertical has its own benefits. Also, the speakers gave insights on various roles MBA's play and the importance of each in the ecosystem.

Product Management

In this session, the speakers provided the overview of products and how many of our day to day usable things revolve around products, and what Product Managers do to enhance the functionality as per the consumer needs. They iterated that it's important to first consider the consumer mind-set before looking into the technology for meeting customer expectations. The speakers also discussed consumer behaviour on products by taking relevant examples (Netflix). They discussed on what it takes to launch a successful product by explaining the product lifecycle at each stage and roadmap for sustaining & competing with the market highlighting what qualities make a product great. The programme was coordinated by **Prof. S N Karthik**.



BLF Sessions for 2022-24 Batch

MP Birla Institute of Management has a tradition of exposing student executives to the vagaries of the industry by organising talks on various aspects of managing an enterprise by business leaders and personnel, managing key portfolios in the industry. This enables in enhancing and enriching the knowledge & skills of the students thus making them industry ready. The details of the sessions conducted under Business Leadership forum for the batch 2022-24 are as mentioned below.

- * On 14th and 18th April 2023, **Sri Sunil Satyendra** spoke on 'Volunteering and Networking'. He highlighted that since volunteering is an act of freely giving time for community service, it can be on an as-needed basis. He encouraged students to volunteer as it helps in developing relationships with the community besides improving social skills and self-confidence and provides a sense of purpose in living.
- * **Sri. Paul Raj**, Founder, CEO CAP Skills, MD Yoncorp Innovation spoke on 'Learning Corporate Management' on 12th April 2023. In his talk he covered many points like governance, stakeholders, responsibility, accountability, duties, due diligence, culture, statute, delegation, and constitutional management.
- * **Ms. Uma Vemala**, Founder, Managing Director, Indus Biz International spoke on 'Leadership and Team Building' on 29.3.2023, 30.3.2023 & 31.3.2023. Elaborating on conceptual difference between leader and manager, she spoke on Harvard Leadership Principles like maximizing energies, achieving breakthroughs, multiplying productivity, thinking in a unique pattern, focusing on the essentials, having a strong state of mind, focusing on goals, and recharging oneself.
- * **Sri. Shivaram Ravindran** spoke on 'Innovation in Indian Markets' on 15th, 16th and 17th March 2023. He gave some ideas on where investments can be made and need to understand the nuances of stock market.
- * **Sri. N K Sundaram** spoke on 'Goal Setting for life and SWOT' on 9th and 10th March 2023. Explaining the objectives of long-term and short-term goals, he emphasized on having a goal which will give direction and focus to move progressively.
- * **Sri. Balaji G R** spoke on 'Productivity' on 23rd and 24th March 2023. Furthermore, in his motivating talk he explained how productivity is about doing effectively at the same time and efficiency is about doing the same with less resources.



Blood Donation Camp

MPBIM in association with **Sanjeevini Blood Centre** (Rotary Club, Bangalore) had organised a Blood Donation Camp on 24th May, 2023. The camp was inaugurated by **Sri. V Muralidhar**, Vice-Chairman, & **Dr. S Sathyanarayana**, Principal, MPBIM. A total of 61 units of blood was mobilised and handed over by **Er. N Ramanuja**, Chairman, MPBIM to Dr. Subhakar, Director Health Programme Sanjeevini Blood Centre. Further, a Dental Check-up and Eye Check-up was also organised for all the students of MPBIM. **Prof. Manjunath S Mende** was the faculty coordinator.



Training Session by Senior Students for Freshers



A training session was conducted by the III Semester students of HR specialization Learning & Development as a learning experience designed to help the juniors acquire knowledge & skills on topics of general interest in Management. The purpose of the training session was to help create awareness for professional development besides building confidence, fostering collaboration & teamwork and promoting creative problem solving amongst students. The training session was held on 2nd, 3rd & 4th May for all the 3 sections - A, B & C of I Semester. Some of the topics of the training session held were - **Time Management; Business Etiquette, Six Thinking Hats; Stephen Covey's Seven Habits of Highly Effective People & Body Language.**



The Training Session was conducted with great enthusiasm by the teams and well received by the junior students. Practical activities like Situation Analysis, Etiquette Scenario, Quiz, Role-Play, Dumb Charades etc. was done along with power point presentations on the topics for better understanding. Interactive sessions with all activities designed to **"Practice & Apply"** in real-life situations resulted in students actively participating & learning. The training session coordinated by **Dr. Rohini G Shetty** was successful in achieving its objective of learning for all the students both seniors & juniors.



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Social Activity -Visit to Orphanage



The social marketing event aimed at advocating the fundamental rights of orphans and other vulnerable sections of society with specific emphasis on Right to Education and Right against exploitation. This was held on 27th May 2023 with a visit to **Gurukula Vidya Peetha Orphanage** in Kengeri, Bangalore. The event which was a half day programme featured various games and activities designed to engage the children. Student executives were actively involved and they performed dance, drama and other engaging activities which entertained the children. The event concluded with lunch along with the children at the orphanage. The day served as a platform to highlight the importance of fundamental rights, particularly the right to education and protection from exploitation. **Prof. Karthik** coordinated the visit and accompanied the student executives.

Placement Training Session



It is a dream of every final year student to get placed in a reputed organisation during Campus Placements. Placement training sessions would be essential for students to sharpen their skills and secure placement in the best of the industries. In line with this MPBIM conducted the In house Placement Training. The first session of the training programme was conducted on 16th May 2023 by **Sri. BHARGAVAPRATIM PHUKEN** who is a lead Trainer at **JVGlobal Services LLP(Naxeve Group)**. In continuation, the second session was conducted on 26th May 2023. The facilitators were **Sri. SHAH HIMISH BHARATH, Senior Manager – Business Analytics, Digital & Technology** and **Sri. RAVIKUMAR L R, Senior Manager - IT Policy and Governance, both from United Breweries Ltd., Heineken, Bangalore**. The programme covered issues and challenges of Business Intelligence; Business role of BI; Data governance and Data security in BI; Roadmap of BI and Modern Business Intelligence. The training was well received by the students. This programme was the initiative of MPBIM's Placement Department.

Editorial Panel

Er. N. Ramanuja Chairman (Patron)
V. Muralidhar, Vice Chairman (Patron)

Members

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

Student Coordinators

Pramod, Ronald & Sandeep

Guest Member

Sri. S. Gargesa, Former Director, MPBIM



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Placement Corner Hearty Congratulations

Position of placement of Internships

Company	Stipend Rs.	No. of Students
Agile Capital Services	14000*	12
Insplore	14000	9
AIM GROUP	4000 to 14000	6
MOZO HUNT	5000*	28
JIYONWALL	15000*	23
Reader's Club	7000+5000 *	17
Shriram Life Insurance	-	9
KPCL	-	9
BEML	-	2
MICROLABS	-	1
BluChisel Business Solutions	-	1

*Amount of stipend linked to performance

In House Training Sessions at MPBIM

