



Walkathon 2018 held on 19th December 2018



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

Quarterly Newsletter March 2019

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan



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From Chairman's Desk



My young friends,
Bhavan's motto is the Rigvedic saying 'Let Knowledge Come to us from every side'. My endeavour has always been to collaborate for reinforcing knowledge. In this context, I am reminded of a saying of **Robert John Meehan American Educator**, recognized as 'Voice of American Teacher' who says - 'The most valuable resource that all teachers have is each other. Without collaboration our growth is limited to our own perspectives' and 'if real

learning is to take place, our classrooms must be dependent on the collaboration of its learners, not solely on the knowledge of its teachers'. My visit to Fargo in North Dakota was one such endeavour in this direction. Thanks to the efforts of my former young colleague at HMT Sri Saravana Rangaswamy, who after two decades of service at HMT left for greener pastures in the USA, few years ago, that I was able to establish contact with North Dakota State University (NDSU). NDSU had just then begun its quest for academic collaboration with various institutions in Bengaluru and Mysuru. It was during this time that Dr. Dean L Bresciani, President of NDSU, along with senior professors of NDSU, came to Mysuru and also visited Bhavan's Priyamvada Birla Institute of

Collaboration for learning

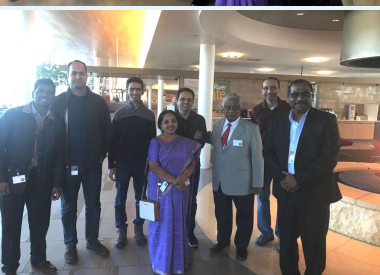
Management in Mysuru . Last year Prof. Gargesa Director MPBIM and Prof. Gayithri Regis-trar, BPBIM, visited NDSU and held discussions with Prof. William Nganje, Chair, School of Agri Business NDSU, Prof. Saleem Shaik and Prof. Kalidas Shetty, Chair-man of International Collaboration, Dr. Lisa Haucke, Deputy Dean International Association, NDSU and other officials. They were again ably supported by Sri Saravana, CEO InfoNero Services, Fargo, ND. An MOU was signed with NDSU during this visit of mine as the finale in cementing the relationship between the Institutions. I am hopeful that this collaboration will open up many opportunities for our faculty and also students in future.

- N. Ramanuja



MOU signed with NDSU

M.P. Birla Institute of Management, Associate Bharatiya Vidya Bhavan, Bengaluru has entered into the arena of International collaboration by signing an MOU with North Dakota State University, USA for academic collaboration in the areas of faculty exchange, management research and joint programmes for student and faculty progression. **The MOU was signed on 29th March 2019, by Dr. Dean L Bresciani, President of North Dakota State University and Sri. N Ramanuja Chairman M.P. Birla Institute of Management, at the ceremony held in the School of Business, North Dakota State University in Fargo, North Dakota State, USA.** The signing ceremony was attended by Prof. William Nganje Department Chair and Professor, Department of Agribusiness and Applied Economics, NDSU, Prof. Saleem Shaik Professor & Director, Center for Agricultural Policy & Trade Studies, Agribusiness & Applied Economics, NDSU, other senior professors of NDSU and Sri Sam Rangaswamy, CEO, InfoNero Inc, Fargo, North Dakota. It may be recalled that Dr. Dean Bresciani, President of NDSU had visited Bhavan's Priyamvada Birla Institute of Management, Mysuru and held discussions with Sri. N Ramanuja Chairman, M.P. Birla Institute of Management and Bhavan's Priyamvada Birla Institute of Management and Bhavan's Bengaluru Kendra. This was followed by the officials of MPBIM and BPBIM during May 2018 who held discussions with the officials of School of Agribusiness, NDSU. It may be noted that Agriculture is a vital economic force in North Dakota. About 90 percent of the state's land totaling to 40 million acres is used for agriculture and 24 percent of the state's population is employed in the agricultural sector alone. During his visit, Sri Ramanuja visited the Soya Bean council of North Dakota, who are very keen to explore Indian markets with Non GMO edible Soy which is a great source of Protein with hundreds of bi-products. This visit was coordinated by NDSU Agri Business school.





Recent reports of Ministry of The parliamentary elections will set a trend after the results are declared on 23rd May, 2019. The psephological predictions of exit polls are exhibiting a pattern wherein it is clear that NDA is coming back. There is, however, a chance of UPA coming to power if one of exit poll results turns out to be true. The people always vote for good governance. The inner current is that political verdict must lead to the best of the leaders taking over power for prosperity. The government should ensure employ-

ment, food, shelter & clothing for all and ensure an inclusive growth. The last five years was a term of growth without necessary employment. It was an era of 'jobless growth'. The economy cannot sustain another five years of creating value without proper work value. Thus the priority of the next Government is to plan for investments in MSMEs & in Agriculture for more GDP & more jobs. The trust of people must convert into realizing quality life of Subhiksha- A Life of bountiful happiness!

- Dr. N S Viswanath



Student Executive Radhakrishna Nayak performs inaugural dance at Paradigm 2018

Money Mantra programme of BTVI at MPBIM



Business television India, one of the Leading English news channel organised 'Money Mantra' a nationwide event on 15th February, 2019 in association with CII and M P Birla Institute of Management in Khincha hall. Money Mantra is an effort to expand financial literacy to help people build their financial portfolio. It will bridge the gap between Fundamental and Technical experts and the viewers. **How to build a strong portfolio in the current market scenario?** In today's volatile environment and ever changing preferences of young population, financial literacy and building a strong portfolio has become critical. BTVI strives in empowering the viewers and citizens along with opinions that count, **"Save. Invest. Prosper"**. The panel of experts also shed light on the basics of personal finance management, current market trends and address the problems which individuals face while investing.



Student Executives Meghana, Shilpa and Sahana perform at Karnataka Rajyotsava Celebrations at MPBIM on 30.9.2018

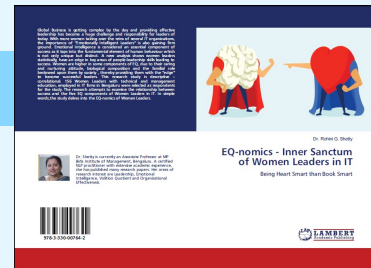
Omni Scriptum Publishing brings out two works of Dr. Rohini G Shetty



Omni Scriptum Publishing Group, LAP Latvia has published two monographs/books on Emotional Quotient and Self -Awareness of Women in IT authored by Dr. Rohini G Shetty - **EQ-nomics – Inner Sanctum of Women Leaders in IT. Being Heart smart than Book smart** and **Unleashing the Energy – An Insight into Self-awareness. A Study on Millennial Women Executives in IT.**

The former examines the relationship between Success and the five EQ components of Women Leaders in the IT sector while the latter delves into Self-Awareness of millennial women. Both Emotional Intelligence and Self-Awareness are key competencies and vital to create a positive emotional climate in organizations.

Dr. Rohini Shetty is a certified NLP practitioner with twenty three research papers published in National and International Journals. She has also done Book Reviews in Communication and Organizational Behaviour for Tata McGraw Hill Publications.



MPBIM & BIMSOL sign MOU to collaborate

In pursuance of the Rigvedic saying Let Noble Thoughts Come To Us From Every Side, MPBIM signed MOU with Bhavan's Institute for Management Studies, Kolkata (BIMSOL) on 30th January 2019. The MOU was signed by Dr. Subramaniam, Director of BIMSOL and Dr. N S Viswanath, Director General, MPBIM. The event was held during the visit of Sri. N Ramanuja Chairman MPBIM and Dr. Viswanath to BIMSOL, Kolkata in January/February 2019. The MOU envisages academic collaboration in the areas of faculty exchange, management research, joint programmes for student and faculty progression. Besides, Institutes will also collaborate on assisting each other in placement initiatives by referring the institutes' students, who are desirous of placement in either locations. The institutes will synergize strengths in placement training programmes for mutual benefit and will also collaborate on academic research leading to higher qualifications through their research Centres. The placement departments of the institutes will work closely in this direction.



Sri N Ramanuja and Smt. Pushpa Ramanuja with Justice (Retd.) Chittatosh Mookerjee Former Chief Justice Calcutta High Court and Chairman Bhavan's Kolkata Kendra

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



'Rajamarga' authored by Sri K Jairaj IAS (Retd.) released by Sri Yaduveer Krishnadatta Chamaraja Wodeyar on 16.2.19



Students from BIMSOL, Kolkata at BPBIM for an exchange programme during February 2019



'Jeevanotsaha' Programme by Sri. Nagatihalli Jayaprakash for students of BIMSOL at BPBIM



Prof. Uday Tate, Director, EMBA programme Marshal University USA, conducts seminar on Service Learning at BPBIM on 19.12.2018



Walkathon 2019, an event to create social awareness among the students was held on 19th December 2018. Smt. Jyoti, a social activist from Hitnal village of Koppala district was the Chief Guest. In her talk, Smt. Jyoti outlined the problems women face due to various social practices and advised the women to assert themselves. **Sri. N Ramanuja presided over the event. Sri H N Suresh and Sri N S Sridhara Murthy were Guests of Honour.** Outlining how Walkathon took shape at MPBIM, Sri Ramanuja advised the students on the need for undertaking social activities like Walkathon to express solidarity with the under privileged class in the society. The children of Kalpa Raksha were the guests at the event. They also walked with the faculty and students of MPBIM. **The proceeds of Walkathon '19 was given to Kalpa Raksha, an orphanage Kalpa Raksha Educational And Charitable Trust in Nandini Layout, established in the year 2014.** Students led by Sri. N Ramanuja, Sri. H N Suresh, Dr. Sathyanarayana, Sri Gargesa walked from Institute premises to Vidhana Soudha and back, thanks to Karnataka Police who cleared the roads for the walk. Walk was followed by a Flash Mob in the premises of the Institute. **The event was covered by Digvijaya TV and also in Vijayavani Newspaper who were the media partners for WALKATHON & PARADIGM Fest .**



Paradigm 2018 Management Fest

Today, employers choose to recruit candidates with knowledge and expertise in their field and know how to communicate and interact with clientele. If the student has been an active participant in college fests, cultural activities, sports tournaments or anything outside of the classroom, it reflects one's initiative, talent and capabilities. It is an indicator of the soft skills in the students. The inauguration of **PARADIGM 2018 Management Fest** was held in the morning of 20th December 2018. **Sri. P.B. Kotur**, Head, Global Freshers Engagement Programme, Wipro Limited was the Chief Guest. The Guests of Honour were **Sri. Narayana Rao Karanam**, Regional Head, HDFC Realty, **Smt. Sindhu Vaitheeswaran**, Team Lead Merchandising, Hudson Bay Co. Bangalore and alumni of MPBIM and **Sri. H N Suresh**, Director, Bhavan's Bengaluru Kendra. **Dr. N S Viswanath**, Director General, MPBIM presided over the event. The inaugural dance performance of Radhakrishna Nayak was breathtaking. Shilpa P K rendered a soulful invocation. The highlight of the event was that there were **23 colleges and 258 participants**, which is highest for any Paradigm Fest. Paradigm 2018 had various competitions spread over two days as follows:

Event	No. of teams	Winners	Runner Up
Marketing	18	Titans (AIMS)	Kosmos (CMS)
HR	14	Titans (AIMS)	Argos (Christ DMS)
Finance	14	Homer (Al-Ameen)	Titans (AIMS)
Best Management Team	13	Argos Christ DMS	Basil (DSCASC)
Best Manager	13	Sri. Rohit Cherian Mathew (ABBS)	
Business Quiz	20	Argos(Christ DMS)	Enyo (Sheshadripuram College)



The team from AIMS bagged the Championship Trophy of the Paradigm 2018 Fest. The prizes were distributed at the valedictory function held on the evening of 21st December 2018. **Dr. Uday Tate**, Professor Marshall University, West Virginia, USA and **Sri Ram Samtani**, Director, Viman Apparels Pvt Ltd and Training Director Consultant, BNI were the guests of honour, besides **children & officials of Kalpa Raksha.** **Dr. N S Viswanath** presided over the valedictory event. Well done student executives!!!!



Seminar on Service Learning

We have seen that Students tend to ignore social service as an aspect of learning & are interested in settling down in the corporates. Interestingly, many Indian corporates have envisaged plans for personality building of their employees and on short term & long term training to have a feel of critical problems of the society. In some corporates, employees are sent on sabbaticals for a minimum period of two full years. While, one has to find a job for survival, the central theme of service learning is that one derives happiness by service to society. A seminar on this interesting topic was conducted on 18.12.2018 by **Dr. Uday Tate**, Director of EMBA and Professor Management, Marketing, & MIS at Marshall University, West Virginia, USA, recognised as the R.G. Miller Jr. Distinguished Chair which recognizes excellence in teaching, research, and service. He was joined by **Dr. N S Viswanath**, Director General, MPBIM in conducting the programme which was attended by many students and faculty members of different colleges in Bangalore. The seminar was also conducted at BPBIM, Mysuru on Wednesday, 19.12.2018.





Panache'19

M P Birla Institute of Management's Cultural Fest – **PANACHE** was held from 25th March to 30th March with a grand finale held on 30th March 2019. This cultural extravaganza was held in commemoration of Dr. K.M. Munshi's 131st Birth Anniversary. **Dr. N S Viswanath** and **Dr. S. Sathyanarayana** inaugurated the event. The program started off with the auspicious lamp lighting ceremony to invoke the blessings of the Almighty to the event. A talented bunch of alumni, **Ms. Pooja Kulkarni**, **Ms. Chaithra Nagaraj**, **Mr. Shivendu Pawar**, and **Mr. Shreyas Kamath**, were invited to Judge the on-stage events during the finale. Various cultural activities held during 'Panache week' were **White Day (Peace)**, **Retro Day**, **Twins Day**, **Off Stage Events (Cooking without fire, Face Painting, Hair Styling)**, **Ethnic Day**, **On-stage events (Dance, Singing)** and **Fashion Show**. Large number of students, alumni and faculty participated in the event and cheered the participants. The Prizes were distributed by the dignitaries and members of cultural committee.



Karnataka Rajyotsava 2019

The **62nd Karnataka Rajyotsava** was celebrated at M P Birla Institute of Management on 30th November 2018 with great pomp and joy. Mrutunjay welcomed the gathering by remembering the stalwarts of Karnataka and Jnana Peetha Prashasthi winners. The Chief guests of the event were **Shri.H. N. Suresh**, Director Bhavan's Bengaluru Kendra, **Shri C.N Ashok Kumar** and **Shri N S Sridhar Murthy** Director, Madhyama Bharati. Dr. N S Viswanath presided over the event. The function started with traditional lamp lighting ceremony to invoke the blessings of Almighty and "**Nadageethe**" by students to mark beginning of the auspicious occasion, followed by dignitaries sharing their views on Karnataka and its rich cultural heritage. They also spoke about history and glorious tradition of Kannada language. The program also saw the distribution of the prizes for off stage events like poetry, essay, translation and debate held as part of the Fest. The event featured **Bharathanatyam** by **Meghana, Shilpa & Sahana** followed by a group song "**Nityotsava**" by **Aishwarya** and team. **Radhakrishna** and **Aanchal Pemmaiah** enacted a dance sequence of "**Jathre Sannivesha**".



News in Pictures



Dr. Sumithra Sreenath felicitated at Dayanandsagar College after chairing a conference session

Dr. Sathyanarayana gives Keynote address at G M Inst. Of Technology Davanagere. He also conducted a Programme

Akash & Charan receive Best Paper Prize at National Conference held in MLA College, Malleswaram

Lidiya Francis & Swathi receive Best Paper Prize at a National Conference held in MLA College, Malleswaram

Placement Corner Hearty Congratulations

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
Careemet 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



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