



The Newsletter
Volume 5, Issue 4

Success in management
requires learning as fast as
the world is changing.
Warren Bennis

BrainyQuote



आ नो भद्राः क्रतवो यन्तु विश्वतः।
Let Noble Thoughts Come To Us From Every side— Rigveda 1-89-1
Quarterly Newsletter March 2018
of Bharatiya Vidya Bhavan's M P Birla Institute of Management

From Chairman's Desk



My young friends,

During the inaugural session of the recently held conference '**Beliefs and Beyond**', at Bhavan, '**Sri M**' made an observation on **Bhagavadgita** which tells us that a belief system of a person influences his action and one must develop responsibility for his actions. As I pondered over, this advice of Krishna came to my mind: *Elevate yourself through the power of your mind, and not degrade yourself, for the mind can be the friend and also the enemy of the self.* Krishna tells Arjuna: If anybody can help you in your upliftment, it is just you. What does this mean for a manager? You as future manager should believe that you are the one who will

shape your future, your personality, your outlook et al. Understanding or awareness of your Personality and your Strengths will increase confidence, because you will know how they are applicable and beneficial to you in the real world. **Successful people are Self-aware and have Self Belief.** Self-Awareness is the underpinning skill for all the other emotional intelligence skills such as **empathy, relationship skills and managing emotions.** From this improved self-confidence comes an enhanced self-identity and strong self belief, which are extremely significant factors for success.

Devdutt Pattanaik who writes on relevance of mythology in the areas of management, says: My role is to draw attention to this invisible cultural lever that shapes our decision. Belief shapes behavior which shapes business. Devdutt was 'Chief Belief Officer' of Future Group, one of India's largest retailers. 'Belief officers' instill a mindset that there is an alternative way to

Believe in Self.....

do business and not just the standard concepts taught at management schools.

With an intention of putting employees on a diet of morality and ethics, organisations, today focus on "sticking to ethics in the workplace". Yoga lessons are organized for the staff to help them deal with stress and its after-effects. The organisations opine that 'Exercise in spirituality produces positive energy and team spirit among employees'.

My young friends, you should become extraordinary bosses who see work as something that should be inherently enjoyable and therefore believe that, the most important job of manager is, as far as possible, to put people in jobs that can and will make them truly happy and increase value.

My best wishes for a Happy and Prosperous Yugadi.

N. Ramanuja

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Sri. N Ramanuja, Smt. Pushpa Ramanuja, Dr. N S Viswanath, officials of MPBIM and students with Dharmadhikari Dr. Veerendra Heggade



Seminar on Digital Marketing

Digital marketing is the in-thing today in the arena of marketing and trends throw up many challenges to the companies, students and educators. It has become the focus of marketing organizations with priority for growth and revenue. Discussing the trends and future of Digital marketing, Dr. Tate of Marshall University started the day long seminar on 19.12.2017, with Amazon story which teaches the key components of digital marketing plan to take your business to the next level and connect with customers. Then the focus was shifted to Strategy with the ESP model (Environment Strategy and Performance) and e-business Strategies to capitalize on the advantages of digital medium. Dr. Tate focused on level of commitment of e-business from the companies' side for delivering success. Most of the channels today use different types of promotional methods like 'Buy One Get One Free' or 'Price Bundling' for buying products online. The presentation elaborated on Enterprise Level Business Model and Performance Metrics for understanding the success rate. The talk covered various social media usages by the companies like Twitter, LinkedIn, Facebook and blogs and how it helps in online retail sales. Dr. Tate opined that interactive media can pull large number of people who are online at that time and increase shopping behaviour. The presentation also covered concepts on web analytics that included click through rate, page review, number of comments, page tags and fans of Facebook.





The demonetization which was initiated on 8th November 2016 had clear aim of removing unaccounted money from circulation in the Indian economy. Consequential effects of it are being analyzed after eighteen months. First, as expected it dampened growth rate in the first six months by 2%. The economy showed signs of recovery thereafter. The Economy, since last four quarters, is on sure path of growth pedestal. This is further expected to generate employment. The studies done so far have not revealed growth in the number of jobs created. There appears to be some missing link between growth registered & number of jobs generated. This raises two questions: 1. Where have the jobs gone? and 2. Are we moving towards jobless growth?

India is now a service sector led economy. Growth means, in such a scenario, good number of jobs waiting to receive the new teens irrespective of gender. National Skills Development Corporation (NSDC) has been established in 2013 to enable as a finishing school for job readiness, like the way polytechnics in the country did in the formative years after Indian independence. There are no such tangible evidences so far on definite creation of jobs. Inflation appears to be in control mainly because of fall in agricultural prices of commodities. This phenomenon has contributed to fall in employment generation. The scenario clear that agricultural sector has not contributed to employment generation. We cannot expect manufacturing sector to reflect positively given that stagnancy is at the global level.

India has to wait for services sector to respond positively. There are, however, no such startling indications. One point is clear that demonetization is forgotten and its effect is beyond economics .

- Dr. N S Viswanath



The annual Panel Discussion on Union Budget 2018 was held on 8.2.2018 at MPBIM. Dr. S. Bisaliah, Senior Professor, MPBIM, in his presentation focused on the macro economic environment and concerns during 2017-18, raised the issues of the expectations of different stake holders, reliefs they expected and finally whether the expectations were met. Analyzing the growth in various sectors, he observed that the GDP growth rate had slowed down, farmer's income had come down in comparison to the last five year period due to various reasons including climate change. Despite increase in the wealth, the country has been seeing stark income inequalities. While observing the encouraging developments, he suggested that major drive is required to boost private investment, speedy disposal of tax

cases, privatization of Air India, focus on job creation, focus on education and skilling for creating better work force, movement towards single GST regime, expansion of disinvestments for boosting efficiency and more vigilance in dealing with macro economic threats, etc.

Dr. K Sathyanarayana, Former Commissioner of Income Tax, noted that India is a resilient economy. Among various changes in the economic scenario, he noted that despite world wide financial crisis during 2017, Demonetization and GST interruption, Indian economy, had the ability to bounce back. After demonetization and GST, recovery of Indian economy has been encouraging. He observed that there has been a shift in the policy with State governments having a larger role to play in framing fiscal policy and execution of projects.

Dr. Deepak, Associate Professor, Dayanandsagar College of Engineering, in his presentation focused on the impact of budget announcement on Stock market. Broadly he dwelt on impact of Long Term Capital Gain tax and Dividend tax, Reduction in Corporate tax for small companies, effect on Crypto Currencies, etc. He concluded that the volatility on stock markets seen on the day of budget was not account of budget, but the outcome of the developments in the international stock markets. Dr. N S Viswanath Director & Principal gave the concluding remarks.



Sri. N Ramanuja with delegates at the Conference on 'Beliefs & Beyond' held in Bhavan



With Dr. D R Karthikeyan, IPS and Justice Dr. M N Venkatachaliah

With delegates from overseas

With Dr. Andrew Ross of USA and Sri M

With Mr. Salaton Ole Ntutu, Chief of Masai Tribe, Africa

With Sri. Ananda Krishna Swamy from Indonesia

News in Pictures



Dr. Sathyanarayana wins Best Paper award at Int'l Conference at Christ University



New Year welcomed at MPBIM



Dance performance by Student Executives during Women's Day at MPBIM



Sri. N Ramanuja honours Sri Narayana Murthy, Chief Mentor, Infosys at MPBIM



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



Dr. K V Prabhakar Senior Professor MPBIM speaks to students at BPBIM



Dr. D R Karthikeyan IPS Director General NHRC speaks at BLF at BPBIM



Dr. G V. Subramanian Director, Bharatiya Vidya Bhavan, Kolkata at BPBIM



Ms. Meghana Kashyap of BPBIM won award at Naissance 2018 Photography contest



The M P Birla Institute of Management's Cultural Fest – PANACHE was spread through 20th to 31st December 2017, 5th and 6th of January 2018 held to commemorate Kulkpati Dr. K.M .Munshiji's 130th Birth Anniversary. Munshiji founded Bharatiya Vidya Bhavan in 1938. The enthusiasm of the students who took active part in various activities conducted in the cultural fest was noteworthy. Dr. N S Viswanath, Director & Principal was joined by teaching fraternity at the inauguration. The program started off with the auspicious lamp lighting ceremony to invoke the blessings of the God Vigneshwara to the event. Talented bunch of our alumni Ms. Pooja Kulkarni, Mr. Sreemanth, Ms. Yogeetha, Mr. Ajay, and Ms. Sumayya Tabassum, were called in to Judge the on-stage events on January 6th 2018. The PANACHE Fest covered Dandiya, Christmas and New Year celebrations, Fireless cooking, Mehendi, Face painting, T-Shirt painting, Dance Solo, Group Dance, Singing (Individual), Singing (Group) and Fashion show. Over One Hundred Thirty students participated in the event ably assisted by the rest in organizing the event. **"Er. N. Ramanuja Class championship Trophy" was won by A3 Senior batch.**

The Prizes and Class championship trophy was presented by members of MPBIM's cultural committee- Prof Bhavya, Ms. Manjula & Prof Anu Natraj and Prof Sudhakar Kulkarni of BPBIM gave away the prizes.



'Yuva' and MPBIM Students visit Kuduregere School



MPBIM Student Executives with Children at the Govt. School, Kuduregere

At the Government school, Kuduregere, Bangalore West, poor rural children study from 1st standard to 10th standard facing all the difficulties in life striving for getting proper education. The team of 'YUVA' an NGO, led by Manikanta of MPBIM and the other students visited the school on 8.1.2018 and interacted with the children to promote their education by undertaking various activities like taking classes, making them play games, introducing some skills in technology and gave motivational talks that would inspire them to study well. The students of MPBIM also distributed books, pens, pencils, chocolates and snacks to the children. It was so nice to see the smile on the young faces at the school. **Well Done 'Yuva' and students of MPBIM!!!**



Business Leadership Forum Talks 2017-19 batch



Sri.Karthik Mulakaluri 'Personal Branding', Session 5, 17.11.2017: Mr.Karthik Mulakaluri, GM HR in ACCENTURE and an avid photographer, began his talk with a brilliant observation that only if a person loves himself, he can love others, which gave a great insight for building personal brand. He then started classifying our lifestyle based on three worlds: **work place, value systems and family values**. He emphasized that we need to brand ourselves in all the three aspects in order to sustain our personal branding. The speaker also introduced students to a new global scenario of Individualism v/s Collectivism and Corporate integration v/s Business fragmentation. Finally he said we must never neglect our passion as it is another thing which balances the work life stress. He quoted his own example of photography being his passion and HR being his profession

Smt. Annapurna Session 6; 'Futuristic trends and preparedness of B-School talents' on 24.11.2017: Ms. A Annapurna, HR Director Inspirage, a strategist and execution oriented with over 20 years of experience, stressed on constant upgradation of skill set for sticking for a long duration in the corporate. She also shed light on the trends which have challenged the current employment, the list which goes as - Globalization, Mobilization, Millennial, New Behaviors' and Technology. She opined that 'VUCA-Volatility, Uncertainty, Complexity, and Ambiguity' would be affecting the future jobs. She observed that while we would have to embrace the e-wave as it is going to control most of the connecting medium, the human relationships will not extinguish due to any automation. She said that India is the youngest start up nation in the world



Sri. Prabhas Nirbhay, Chief Epiphany Officer of Flipcarbon on Branding and Reputation Management ; Session 7; 01.12. 2017: Beginning his talk with the difference between a front bencher and a back bencher, he shared on how his shift from back bench to front bench changed his life. He effectively motivated the students by emphasizing on the need to continuously evaluate oneself to develop confidence and truthfulness in day-to- day activities. He said it is necessary to be fair to oneself and in the actions to reach the personal goals. Personal branding can be built only with proper value system in life. He felt that failures are acceptable but not arrogance. He said that being positively proud of oneself will definitely lead one to right path to achieve success in life

'Vibha' 2018 -Women's Day Celebrations



This year's Women's Day, celebrated on 24.3.2018, was with a difference. One of the guests was a veteran Paralympics athlete, Ms. Malathi Krishnamurthy Holla an International Para athlete from Karnataka who has been awarded Arjuna award and Padma Shri for her achievements. Ms. Holla has won 389 Golds, 27 Silvers and 5 Bronzes at National and International events, most of them on a rented wheelchair. At present she

is the fastest female Indian athlete on a wheelchair. Ms. Malathi works as a Manager in Syndicate Bank and shelters 16 children with various disabilities at Mathru Foundation - a charitable trust formed along with her friends.

The other guest of honour was Dr. Uma Chandrasekaran, Associate Professor in the Department of Management Studies at School of Management, Pondicherry University. She is a Gold Medalist in MBA from Mysore University and obtained her PhD from Pondicherry University where she teaches Marketing Management and allied subjects. The event was presided over by Dr. N S Viswanath Director & Principal who honoured the two invitees along with Sri. H N Suresh, Director, BVB. Girl Student Executives conducted the programme admirably. The event compered by Lekha, featured dance performances by Radhakrishna Naik and team of Shilpa P K, Lavanya Moger, & Meghana S H. The event was put together by Dr. Rohini G Shetty, Prof. Pushpa, Prof. Anu Natraj, Sri. Sadanand, Ms. Kalavathi and Ms. Sharada Kumari.



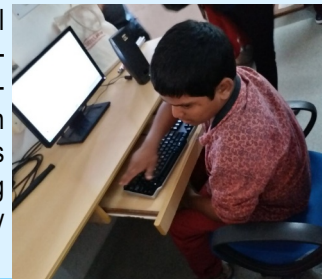
Placement Corner Hearty Congratulations !!

Societe Generale	Careernet Consulting
Yoshiitha Taank	Lekha V
SimpliLearn Solutions	Supriya N
Hemapriya C	HFFC
Vinaya R	Kiran N S
Yash Laddha Sanjay	Prayagini P
Srinidhi S	Nagaharitha
FlipKart.com	HDFC AMC
Asif Ahmed	Soumya R
Naseer	Pradeep Ganapati
Siddarth V	Hegde
Elroy Maria Crasta	Future Generali India
Bharath S	Aaditya Iyer K
Prakash Yadav M	Abhishek Kashyap G
Monappa P N	Allan Varun
Afnaz Begum	Mohammad Saad An-
Bhavyashree	sari
Jaro Education Pvt Ltd	Mukaram P A
Mitesh Rupekar	Divya Ravali N
Vishal V Dhanakar	Pattipati Rangappa
Mohammed Junaid Khan	Naidu
Berger Paints	Prathik Savanth
Sumukh H	Rudresh M
HDFC Realty	Tikona Infinet
Aaqib Hussain	Ashutosh Jha
Sunil G	Sagar P
	Putnanja B S
	Himalaya Wellness
	Gouthami S Ekbote

MPBIM students at NAB



On 13th of November 2017, HR student executives of MPBIM visited the National Association for the Blind (NAB), Karnataka Branch a private not-for-profit organization that provides services and solutions to visually impaired individuals without regard to social status, race, religion, gender, or age. NAB's mission is to champion the cause of the visually challenged in Karnataka and enable them to live their lives confidently and independently with dignity through economic rehabilitation. Keeping this goal in mind, the Association positions itself as a trainer and generates visually challenged citizens who are ready to take up a host of jobs in different industries.



Business Quiz 2017

The annual Business Quiz 2017 was held on 26th December, 2017 for the 2017-19 batch. The Quiz had 5 Rounds namely General business questions Round, Logo Round, Tagline Round, The Advertisement Round and Puzzle Round. The preliminary rounds of the quiz were conducted on 27th November 2017 in all the three sections of 2017-19 Batches, out of which six Teams qualified for the finals. The team of Radhakrishna Nayak, Shilpa K and Akshay Bhatt won the first prize and the second prize winning team was Jhanvi, Ashish Kumar Sarda and Anusha. Prof. K L Ramadas and Prof. Ravindra gave away the prizes to the winners. The quiz was initiative of Dr. Rohini G Shetty and Prof. Anu Natraj.



Editorial Panel

Dr. N S Viswanath
Director & Principal
Sudhindra Gargesa
Joint Director (Admin)

Faculty Editor

Dr. Rohini G Shetty

Student /Alumni Team

Lekha V, Prayagini P
and Mamatha Pallagatte



M.P. Birla Institute of Management

Associate Bharatiya Vidya Bhavan
43, Race Course Road, Bangalore 560040
Ph: # 91 80 42772000,
Email: contact@mpbim.com, Website: www.mpbim.com

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