



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

Quarterly Newsletter December 2023

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

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From Chairman's Desk



My young aspiring managers,

Having been a marketing manager in the capital goods industry all through my career, I realized that in whichever discipline of business one is into, customer focus is of prime concern. This necessitates retaining customer loyalty which is achieved by delivering more value for new customers thus ensuring no drop-offs; keeping customers updated with the latest information; product enhancements and updates and most importantly utilize user behaviour analytics to identify potential customer churn indicators early on.

How do we do this? We need to understand latest trends in customer service and that being Building customer loyalty and satisfaction. This may be achieved by building positive and lasting relationships between customers and the brand; keeping track of

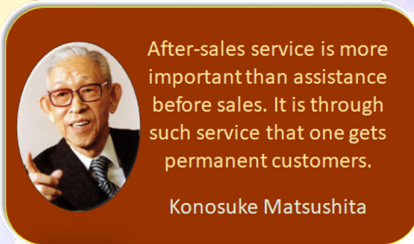
after-sales services through adequate customer support; quickly resolve issues that crop up; closely follow up on product performance; ensure timely replenishments and last but not the least, educate customers on product usage and sustenance.

Excellence in post-sales service is a cornerstone of customer relationship management, enhancing brand image and ensures repeat business. I always ensured providing superior after-sales services which guaranteed repeat business and also greater chances of attracting new customers and convincing existing ones to recommend our brand. Related to this, I would like to share an incident at HMT.

I had just then taken over as General Manager and was in charge of marketing Industrial Machinery at HMT, which covered printing machines. I was asked to handle an issue with our customer regarding a new model of printing machine. One of our reputed customer was facing problems with a latest model printing machine. The MD of the firm, who was always keen on promoting and supporting Indian products, was unhappy with the

machine supplied and wanted us to take back the machine as he felt that the machine did not serve the purpose it was intended to. With the help of the Product Manager and the General Manager of the unit we analysed and identified all the problems of the machine, and addressed each and every issue, through design, manufacture and quality control. The machine was made 100% trouble free. That machine was not only accepted, the firm placed more orders with HMT. This incident was a game changer as that machine became an ace product of HMT and were sold in hundreds all over the world. I find this quote "If the end result is customer satisfaction, your business will thrive" relevant in the present business environment too. Customer will remain the King. Best wishes for a happy and prosperous New Year 2024!

N. Ramanuja



After-sales service is more important than assistance before sales. It is through such service that one gets permanent customers.

Konosuke Matsushita



Prof. Manjunath S Menedhal was awarded Doctorate by Manipal Academy of Higher Education (MAHE) for his thesis 'Restructuring of Credit and Investment Portfolios of Banks - A Study on Temporal Impact in India during Post Liberalisation Period' under the guidance of Dr. N S Viswanath, Director General, MPBIM. Dr. Manjunath S Menedhal was felicitated by Sri V Muralidhar, Vice Chairman and Dr. S Sathyanarayana, Principal, MPBIM.

Teachers Day celebrations

"Teaching is more than imparting knowledge: It is inspiring change."-William Arthur Ward. Teacher's Day is celebrated to honour the memory of India's first Vice President and to commemorate the importance of teachers in our lives. Students at MPBIM organised Teachers' Day celebrations on 12.9.2023 as a mark of respect to all their gurus. The celebrations set off with dance performances by the students who swayed to famous Bollywood numbers. Chairman Sri N Ramanuja along with Mrs Pushpa Ramanuja graced the occasion and participated in the event along with Vice Chairman, Sri V Muralidhar, Principal Dr Satyanarayana, faculty and staff. Cake cutting followed by various activities kept all the faculty members immersed in the celebrations. The students performed a short skit, dance, dumb charades, and other fun filled events. Chairman wished the faculty and spoke about how they play an important role in the life of students. All the faculty members and staff enthusiastically participated in the events and appreciated the effort of the student executives for putting up a wonderful program.



Principal speaks...



Quantum AI refers to the rapidly evolving field at the intersection of quantum computing and artificial intelligence, aimed at harnessing the extraordinary computational potential of quantum mechanics to revolutionise AI. Quantum AI has the potential to significantly impact the education sector in various ways.

Firstly, it can revolutionise educational content delivery and customisation. Quantum algorithms can enhance adaptive learning systems, tailoring educational materials to individual student needs based on their learning patterns and abilities. Moreover, quantum computing's immense processing power can facilitate complex simulations and modelling in fields like physics, chemistry and biology, offering interactive and immersive learning experiences. Quantum AI could also contribute to advancing data analysis in education, enabling better understanding of student performance trends, optimising resource allocation, and developing more accurate predictive models for student outcomes. Additionally, the study and understanding of quantum principles themselves can become a part of the curriculum, fostering a deeper understanding of cutting-edge technologies and encouraging students to pursue careers in STEM fields related to quantum computing and AI. The potential integration of Quantum AI in the education sector offers a promising outlook for transformative advancements. By harnessing

Why Quantum AI?

the power of quantum computing and artificial intelligence, educational systems can become more personalised, adaptive, and efficient in catering to diverse learning needs. The utilisation of quantum algorithms can lead to adaptive learning platforms that dynamically adjust content delivery, optimising the learning experience for individual students. Additionally, the computational capabilities of quantum AI can facilitate advanced simulations and modelling, fostering hands-on, interactive learning across various scientific disciplines. Moreover, the implementation of Quantum AI can enhance data analysis in education, enabling educators to make data-driven decisions, predict student outcomes more accurately and allocate resources effectively. As students engage with the concepts of quantum principles, it not only enriches their understanding of emerging technologies but also inspires interest in STEM fields, potentially shaping the future workforce in quantum computing and AI-related domains. Overall, the incorporation of Quantum AI in education holds the promise of revolutionising teaching methodologies, student engagement, and the development of future-ready skills.

Dr. Sathyanarayana



Karnataka Rajyotsava celebrations at MPBIM

Business Plan Competition



The Business plan competition 2023 was held on 20th November 2023, as an initiative of innovative teaching pedagogy for Entrepreneurship and Start up Management, in order to provide management student executives with Real World Skills related to launching and running a business venture. The event was organised by Prof. Anu Natraj. Sri. Sandesh Kanagod and Ms. Geetha Prabhu (Founders of workflexi), who have immense experience in the field of business, were invited to judge the event. The winners team comprised of Bharath M, Shamanth N S, Deekshith H M, Tejas VM, Chandrakanth Dinesh, Vageesh Bhat Saranga, Parva E and Shwetha R. The Runners Up team comprised of Anusha M, Ashwath Bhatt, Shashak G, Prasanna N, Matada Anand, Chirantana A, Preeti and Yogeesh Hegde. Hearty Congratulations to the winners!



Ayudha pooja and Saraswathi Pooja



The Ayudha Pooja and Saraswathi Pooja event held on October 20th marked a significant moment in the institution's cultural and academic tradition. Saraswathi Pooja, dedicated to the goddess of learning and wisdom Saraswathi, was observed with deep reverence and devotion. Students and faculty gathered to seek the blessings of the goddess for academic success, creativity, and intellectual growth. The divine ambiance resonated with the chanting of hymns and veda ghoshas by the students. The event witnessed active participation of students, faculty, and staff who were dressed traditionally creating an atmosphere of reverence and celebration. The occasion was also marked by the distribution of prasadam to all attendees. The sense of community and shared spiritual experience created an atmosphere of joy and unity among the college fraternity.



Karnataka Rajyotsava Celebrations



The 68th Karnataka Rajyotsava was celebrated at NGO Hall, Cubbon Park on 7th November 2023 with great pomp and joy. Ms. Harshini MC and Mr. Rajeev B R welcomed the gathering by reminiscing the stalwarts of Karnataka and Gnanapeeta Prashasthi awardees. The Chief guest of the event was Dr. S Balaji, Chairman, Karnataka Janapada Loka. Dr. S S Sundersh, Professor, and Mr. Ashwin Gautham, TV Journalist who is also an alumni of MPBIM were the Guests of Honour. Sri. V.Muralidhar Vice Chairman, MPBIM presided over the function. The event commenced with traditional lamp lighting ceremony and the students sang "Naada geethe" which reverberated a sense of pride amongst all. Speaking on the occasion, the dignitaries shared their views on Karnataka and its rich tapestry. The Chief Guest Dr. S Balaji, shared his views on 'Shift in the awareness of Folk art in Karnataka' and efforts to create the awareness about the same. Prizes were distributed by the dignitaries, Sri. V Muralidhar and Dr. Sathyanarayana, to the winners of the Quiz Competition held on 4th Nov 2023. The festivities continued with cultural programs that showcased the diversity and richness of Kannada traditions. Students took center stage, presenting a kaleidoscope of performances including folk dances, classical music renditions, and skits that celebrated the ethos of Karnataka. Ms Sushmitha and Mr Sudharshan were the MCs of the programme.

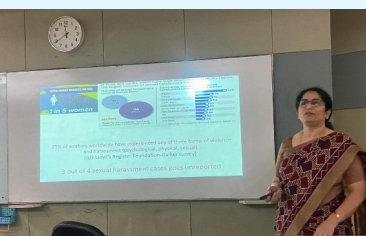
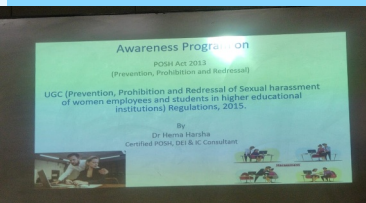




On 26th Sep, 2023, **Dr. William N Nganje**, Professor and Chairman, North Dakota State University, North Dakota, USA, addressed all MPBIM students online and gave his insights on "Exploring opportunities at NDSU, North Dakota, USA." This expert talk was conducted as part of academic association between MPBIM and NDSU under the MOU for Faculty exchange programme, Research programmes for faculty and student progression. Dr. Nganje provided valuable insights into the wide range of academic, financial, and career-related benefits available to students. He highlighted the university's commitment to providing a holistic educational experience ensuring that students have the right tools and support they need to excel in their chosen field. The session covered various aspects including course selection, fee waivers, stipends, and available facilities.

While answering to the queries of the students, Dr. William emphasized the research-centric environment at NDSU and discussed the provision of stipends for graduate students involved in research projects. He shed light on the state-of-the-art facilities and resources available to students at NDSU. That includes well-equipped laboratories, modern libraries, recreational facilities, and dedicated study/research spaces. Dr. William emphasized that under the MOU between MPBIM and NDSU, the university is committed to providing a conducive learning environment that fosters academic excellence. Overall, the talk served as an informative and motivating session for prospective students considering NDSU as their academic destination to pursue research activities and professional learning.

Dr. Hema Harsha Conducts a Workshop on Awareness on POSH



In a proactive effort to cultivate a safe and respectful working environment, the faculty and staff of MPBIM underwent a training program on "Awareness on POSH 2013" and related guidelines under UGC (University Grants Commission) and AICTE (All India Council for Technical Education). The training, held on 4th Oct was facilitated by Dr. Hema Harsha, a certified POSH, DEI and IC consultant. The objective of the training was to create awareness about the Prevention of Sexual Harassment (POSH) Act of 2013 and its implications. Dr. Hema, with her extensive experience in the field, guided the participants through a comprehensive understanding of the legal framework, key provisions, and the significance of compliance with POSH regulations. Participants gained insights into recognizing, reporting, and effectively dealing with such incidents, fostering a culture of accountability and support within the institution. Furthermore, the training shed light on the specific guidelines outlined by UGC and AICTE, underscoring their importance in shaping a secure and inclusive academic community. The facilitator shared practical insights and case studies, providing a real-world perspective to help participants navigate the complexities of implementing and adhering to these guidelines.

The interactive nature of the training allowed participants to engage in meaningful discussions, ask questions, and share their experiences. The session was informative and encouraging, motivating the faculty and staff to actively contribute in discussions related to creating a safer and more respectful workplace. The participants emerged with a heightened awareness of their roles in fostering a culture of dignity and respect, aligning with MPBIM's commitment to providing a secure and conducive learning and working environment for all.



BLF Sessions for 2022-24 Batch

Mr Adithya R A, Sr. Analyst, Cyber Security at Unisys who is also a Management Coach and mentor for students in many Management Schools in Bangalore, spoke on Assertive Communication and Body Language on 1st Sept 2023. He emphasized the importance of expressing thoughts, feelings, and needs with clarity and respect, fostering an environment of mutual understanding and collaboration.

Ms. Shraddha Majali, an alumni of MPBIM is a Solutions Consultant and Business Development Specialist for Digital Solutions at Schneider Electric. She addressed the students on 8th Sep 2023 on the topic Consultative selling. The speaker suggested that students should not just

excel in the art of sales but should cultivate relationships that stand the test of time in the dynamic landscape of modern business.



Sports Events at MPBIM

Birla Premier League Cricket Tournament was held on 22nd & 23rd September 2023, at Railway Grounds, Okalipuram, Bangalore. The sprawling cricket field became the battleground for an exhilarating cricket match that had students donning their cricketing attire and showcasing their prowess on the pitch. Boys Junior Batch 2022-24- Section A lifted the Championship Cup and Senior Section B emerged as Runners-up. Girls Seniors Batch 2021-23 lifted the Championship Cup and Juniors were the Runners-up. Congratulating all the winners and the participants, Er. N Ramanuja, Chairman MPBIM, Sri. V Muralidhar, Vice Chairman and Dr. S. Sathyanarayana, Principal, distributed the prizes. The umpires for the match were Sri K S Samarth Ramdas and Sri Varun Krishna B K from Karnataka State Cricket Association.

MPBIM's Sports Committee and Student Council Members organised **Indoor Tournament of Chess and Carom** on 8th & 9th Sept 2023. The chess and carom arena witnessed intense battles of wits as participants engaged in thought-provoking moves to outsmart their opponents. The winners of the tournament were: Chess-winner: Mr. Gaurav Kote SR (Batch 2022-24) Runner-up : Mr. Ajay L Kulkarni (Batch 2021-23); Carom- winner : Mr. T Vishnu Gupta and Mr. Arun TS (Batch 2021-23) and Runner-up : Mr. Bharat V Biyani and Mr. Pavan Kumar R Natikar (Batch 2022-21).



Panache 2023, Cultural Festival of MPBIM

The cultural committee and student council of MPBIM hosted the much-awaited "Panache 2023" an exuberant celebration of art, culture and creativity. The cultural week in August marked the celebration of Dr. K M Munshiji's birth anniversary. The fest has always been a platform for students to showcase their talent. This year's theme for the fest was 'Save water. Save life'. The week long fest kick started with events like competitions in Fireless cooking, Twins day, Hawaii day, followed by Dance, Music, Ethnic day, Retro style, colour day and Mehendi competition. Students enthusiastically participated in "Bollywood Extravaganza: A Celebration of Indian Cinema". To judge the events, MPBIM had invited talented alumni like Ms. Pooja Kulkarni, (Batch 2014-16), Ms. Yogeetha (Batch 2013-15) and Ms. Trupti Lathur (Batch 2011-13). Ms. Pooja (Theatre Artist) and Mr. Vishnu (Singer) were invited to judge the on-stage events. On stage events consisted of Dance Solo, Group Dance, Singing Solo and Group Singing besides Fashion show. Around 150 students participated in the event and the students who could not participate put their earnest effort into organizing and cheering for the event. Kudos to all student executives!

Panache 2023 Grand Finale was held on 23rd August 2023 at Bharat Scouts & Guides State Headquarters auditorium. Er. N Ramanuja, Chairman was the Guest of Honour and actor Mukesh Kumar Singh, and actor Chethan Kumar were Chief Guests. Sri V Muralidhar, Vice Chairman and Dr. S Sathyanarayana Principal graced the occasion. The winners in various competitions during the fest received the prizes from the dignitaries and members of cultural committee. The event culminated with extravagant cultural programme by the students.



Industry Visit to BHEL & URSC

As part of industrial exposure program, students visited **Bharat Heavy Electricals Ltd, Mysore Road**. This educational endeavour aimed at providing an understanding about the operations, technologies, and contributions of the Public sector manufacturing giant. Ninety students along with Prof. S. G. Rajalakshmi, Deputy Director Placement & Admissions visited BHEL on 10th and 11th Oct. Mr Navin, Senior DGM, Mr Solanki HRD, Mr Jagadish and Mr Ravi, provided an insightful overview of the company's history, key milestones, and its significant contributions to India's infrastructure sectors. A presentation shed light on BHEL's diverse product portfolio,

emphasizing its commitment to innovation, sustainability and quality. The industrial visit to BHEL was an enriching and enlightening experience that provided a holistic understanding of the company's technological prowess, and its pivotal role in India's industrial growth.

177 students and three faculty members Prof Rajalakshmi, Prof Swathi and Prof Dhanush visited the **U R Rao Satellite Centre, (URSC)** Bengaluru on 14th Sep. The visit was a once in a life time opportunity to witness the cutting-edge technology, innovation, and dedication that goes into India's space exploration endeavours. URSC personnel guided the students and faculty to various facilities where the students were walked through live demos and given first hand experience to interact with satellite models, control panels, and simulated rocket launchers. MPBIM is thankful to Mrs Malathi for the warm welcome and for the opportunity to witness the achievements of URSC.

Placement Corner

Hearty Congratulations

Placements Batch 2021-23

HPE	City Union Bank
Annapurna Singh	Manhita G
S Sreekaran	Sagar Shetkar
Harshini M C	Gajula Hanumantha Reddy
i4 Consulting	Avinash Kerali
Sunil Tauro	Kiran C K
Anand Rathi Global Finance	Sandeep Kumar B
Rajeev B R	Raghuv eer K R
Giridhar D	Sowmya Shri
Sahana Ashok Hegde	Sarpabhusanaradhya
Poojith N	AXA
Nikhil Prakash Bhat	Vinayak Pawar
Intelli Paat Software Solutions Pvt. Ltd.,	Muthoot Finance
Bindu D	Veerabhadra Swamy
Corizo	Vishnugupta
Nikitha .SS	Sahana Ashok Hegde
Syed Nehal	Sandeep Kumar
Naveen Krishna	Pramod R
Sandhya N	Deloitte
Sahanashree J	Bharath A
Manasa Sapare N	Harshini MC
Darshan Prasad S	Codeyoung
Sumanth A	Ronal Castalino
Chethan A R	Nithin Rakesh
Mohammed Shahid	KPMG
Tekarch	Sandhya N
Shrusti S G	Ramya
Apama G H	J W Mariott
Sharath Kumar	Akash Jayath
Fact set	
Bharath A	



News in Pictures

Visit to Vatsalyapuram NGO

Ganesha Fest at MPBIM



Editorial Panel

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

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

Student Coordinators
Pramod, Ronald & Sandeep

Guest Member
Sri. S. Gargesa, Former Director, MPBIM



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