



Ganesha Festival at MPBIM



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

Quarterly Newsletter December 2022

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

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From Chairman's Desk



My young friends,

At every workplace there are two eternal truths – constant change and people management. The economic, technological and demographic changes pose greater challenges in the **VUCA**(volatile, uncertain, complex, ambiguous) environment. As budding managers you need to identify, understand and address these criticalities in an efficient manner. That expedites the achievement of team and organization goals and will also instil a sense of confidence in you to face critical situations. People management in the present globalized economy poses multitude challenges to managers at all levels. There are certain fundamentals traits if developed will lead to a successful managerial journey. The core of every professional relationship is trust. Clear communication and honest interactions leads to building trust and thus helps resolve scepticism in most occasions. So, **Be honest**.

Challenges for New Managers

Absence of structure at work place is a huge stumble block, especially while overseeing a new team. Depending on the work environment, teams at different levels need different supervision in order to maintain productivity and that needs a mind-set of acceptance. **Be adaptable.** Effective communication is the key to collaborative functioning. Keeping the communication channel open, being transparent and ensuring two way communication fosters innovation and growth. **Learn the art of communication.** You must strive to build a team to meet responsibilities of your department and that can be done by accepting every team member's personality. This will nurture synergy amongst employees from diverse backgrounds. **Be a team player.** As a team worker you may have to collaborate with others and ensure accomplishment of tasks. You need to take time to acknowledge the team's efforts and clarify the purpose of their work to see increased levels of motivation. **Be a motivator.** Young managers feel that they are under pressure to achieve excellence from the very start of their profession. If you frequently feel stressed about your job, take time to revisit the reasons why you

were hired. Accept the fact that leaders learn from experience and mistakes. The way you resolve conflicts and respond to challenges reflects your ability to lead. **Be resilient.** Because managers are responsible for overseeing the members of their team and communicating with other department heads, they struggle with balancing their own tasks. So prioritize your own work and responsibilities by proper scheduling. **Prioritize your work.**

When you get promoted you will find yourself managing co-workers. You may feel a bit awkward at first, but with time and the right approach, it may become less of an issue. Reassure team members that you are there to support their efforts and ensure accomplishment of mutual goals. When you delegate tasks, explain why you assigned it and how it contributes to the overall objective.

Be a leader.

Addressing the challenges of a disruptive environment quickly and moving forward with a positive attitude is the key to success. **Be the change.**

Best Wishes for a Happy and Prosperous New Year 2023!

N Ramanuja



Chairman gives away prizes after the MPBIM Birla Cricket League 2022



Chairman felicitates umpires after the Birla Cricket League 2022



Karnataka Rajyotsava Celebrations ಸಿರಿಗನ್ನಡಂ ಗೆರೆ

The 67th Karnataka Rajyotsava was celebrated at M P Birla Institute of Management on 3rd November 2022 with great pomp and joy. The Chief guests of the event were Dr. S Balaji, Executive, Janapada Loka, Sri Shivakumar, Writer and Assistant Professor and Sri. H.N.Suresh, Director, BVB, Bengaluru. The function commenced with traditional lamp lighting and the students sang "Naada Geethe" to mark the beginning of the auspicious occasion. The Chief

Guest Dr.S. Balaji shared his view on the shift in awareness of Folk art in Karnataka and efforts to increase the reachability of folk art. He also shared his knowledge on a wide gamut of interesting facts about Kannada language in context of its origin, spread and uniqueness. Sri Shivakumar highlighted the importance of cultivating the habit of Kannada language usage in day to day life. The cultural program began with **Bharthanatyam** by Ms.Bindu followed by contemporary dance by Ms.Deepika, **Yakshagaana Pradarshana** by Ms. Sahanashree Hegde and Group song collection of '**Madhura Kannada Geethegalu**' by Mr. Rajeev and team. Sai Ganesh and team performed a humorous skit which enthralled the audience. The last performance of the cultural program was fashion show depicting the attires reflecting the diversity and rich culture of Karnataka. The event concluded with prize distribution by the dignitaries.





Organizations are allowing access to a non-traditional workforce to deal with changing client expectations and unstable operational situations. The gig economy refers to an ecosystem where organizations contract temporary or contingent workers for short durations or specific projects. These 'gig' or contingent workers include freelancers, contractors, individual professionals, and consultants. As the gig economy gains prevalence across industries, the rise of this independent workforce is having an impact on the socio-cultural fabric of companies. Gig workers have an independent style of working that often does not comply with the norms of traditional organizations. Unlike the traditional workforce, they are not in the formal employment payroll of an organization. But the new labour codes has defined gig workers and brought them under the ambit of the code. This workforce comprises of people who are constantly looking for flexibility, inclusiveness, and a non-traditional working environment. The gig economy has been one of the most significant economic transformations in a long time. According to the latest survey conducted by Indeed, there will likely be 90-110 lakh new recruits to the gig labour by 2025 as more and more businesses choose to hire workers on a project basis. People pick gig jobs because it fits their lifestyle, they can select when and how much they work, or it allows them to make money in between employment, India's gig

workforce is likely to expand to 2.35 crore by 2029-30 from 77 lakh in 2020-21, according to NITI Aayog report. The NITI Aayog report claims that Indian firms have also begun to invest in platforms and procedures for gig labour, demonstrating how crucial they are to India's future job growth. However, in India the gig workforce is restricted to only app based companies including personal care services, cleaning services, household or vehicle repairs, food & other delivery, cab & two-wheeler-driving, HR consulting, retail, food & beverages, & home and office services. The million-dollar question here is why gig workforce at all? The answer is that cost reduction of labor plays a major role in the unprecedented rise of this workforce. Companies are increasingly understanding the need for cost reduction and skilled labor to achieve business objectives. There is no doubt that independent workers possess skills that can be leveraged to benefit the overall growth of an organization. Though attractive in many ways, gig workers too have certain impediments which includes lack of job security, uncertain nature of employment and lack of recognition of work. While organizations tap the talent of these independent workers, it is also vital that they invest suitably in internal capability development. This would ensure a balance between the external and internal talent flow and could vastly improve the overall workforce stability of an organization.

Dr. S. Sathyanarayana



ಕರ್ನಾಟಕ ರಾಜ್ಯೋತ್ಸವ

ನಮ್ಮ ನಾಡು ಬಾವುಟದ ಬಣ್ಣ ಕೆಂಪು ಹಳದಿ ಪ್ರಕೃತಿ ಸೊಬಗಿನ ಸಗ್ಗವಿದೆ ನಮ್ಮ ನಾಡು ನೆಲದಿ ನೋಡ ಬಣ್ಣ ಇಹುದಿಲ್ಲಿ ಶಿಲ್ಪ ಕಲೆಯ ತೇಜಸ್ಸು ಪ್ರತಿದಿನದಲಿ ಬೆಳೆಸೋಣ ಕನ್ನಡದ ವರ್ಚಸ್ಸು ಈ ವಿಶಿಷ್ಟತೆಯನ್ನು ಆಚರಿಸೋಣ ದಿನ ನಿತ್ಯ ಸಂಭ್ರಮಿಸೋಣ ರಾಜ್ಯೋತ್ಸವ ಕನ್ನಡವೇ ಸತ್ಯ ಬಾನಿನತ್ತರದಲ್ಲಿ ಹಾರಲಿ ನಮ್ಮ ನಾಡು ಬಾವುಟ ಮರಸೋಣ ನಿತ್ಯದಲಿ ಕಲೆಯ ಭಾವದನೋಟ ಮೃದುಂಬಿ ಹರಿಯುವ ವಿನಿಶು ಜಲಪಾತಗಳು ಮನಕೆ ಮುದ ಕೊಡುವ ವಿವಿಧ ಪ್ರಕೃತಿಗಳ ಆಟ ಈ ವಿಶಿಷ್ಟತೆಯನ್ನು ಆಚರಿಸೋಣ ದಿನ ನಿತ್ಯ ಸಂಭ್ರಮಿಸೋಣ ರಾಜ್ಯೋತ್ಸವ ಕನ್ನಡವೇ ಸತ್ಯ ಸೌಮ್ಯಶ್ರೀ ಜಿ.ಕೆ. ಮೊದಲ ವರ್ಷ ೨೦೨೧-೨೨ ಬ್ಯಾಚ್



As part of Navaratri celebrations, the cultural committee of MPBIM and student council conducted Dandiya Evening on 15th October 2022 at KRG Hall. The evening commenced with dance competitions. Two couple dances and four group dances were performed by senior

and junior batch students. Dandiya evening culminated in a colourful affair with all the students coming together dressed in ethnic attire and tapping their feet to various tunes of Dandiya songs.

The Judges of the competition were Mr. Muralidhar, Dr. Pushpa, Prof. Manjunath, Prof. Anu, Mrs. Kalavathi, Mrs. Manjula. They judged the dances based on three parameters (costume, choreography and synchronization) and declared the winners. Other winners of the evening were: Winners' (Couple dance) First Year – Batch 2021-2023 Annapurna Singh and Shruthy S G; Runner's (couple) Second Year – Batch 2020-2022 Shreya and Harshitha. Winners of group dance were Batch 2021-2023 and Runners were Batch 2021-2023 ,



Dandiya Evening

Industry Visit—Visit to URSC, ISRO



A one day industrial visit to Dr. U.R. Rao Satellite Centre (URSC) formerly known as ISRO Satellite Centre (ISAC) was arranged for second semester students. The centre is responsible for design, development, assembly & integration of communication, navigation, remote sensing, and scientific & small satellite missions. Indian Space Research Organization (ISRO) has an exhibition centre for the benefit of students and other visitors. The students escorted by Mr. Livin, Assistant Project Manager of the Exhibition Hall ,saw all the

models of satellites launched from India. A detailed explanation of the models was given by the staff of the centre. Also, the images of different parts of the world taken from the Moon from a distance of 400 km were shown. The students watched videos about ISRO and the launching of the satellites. Senior scientist Mr. H L Srinivasa gave a detailed explanation about every display unit which included the models of the first Indian satellite Aryabhata, APPLE, INSAT series etc. Satellites are basically of two types- Indian Remote Sensing (IRS) satellites and communication satellites. IRS satellites are earth-observation satellites which are built, launched and maintained by ISRO and provide many services. IRS-1A was the first remote sensing mission undertaken by the centre.



Dandiya in pictures





Dr. Prathima Jagadeesh, a HR Strategist, Professional Life & Business Coach, Speaker, Counsellor and founder of Crecers Academy held a session on **Career visioning** under the auspices of BLF on 29.07.2022. Stressing upon the importance of having a career vision, she discussed five important mantras of career vision. She delved upon the need for a) understanding individual capability, b) goal orientation, c) involvement etc and discussed the efforts one needs to put in towards building personal mastery & professional capability.

Ms. Upasana Agarwal spoke on 'What to look for in a job' in her talk on 04.08.2022. Ms Upasana, Sr. HR Business Partner at Ajo.com Bangalore is a passionate HR professional who believes in making a difference. Her session mainly focused on guiding students about what to find out when looking for a job. She emphasized that students should gather information about organization leaders, culture, learning opportunities and job security before applying to any company.

Ms Madhu Bhushan, an experienced activist rooted in the women's movement and other related activities for social justice, peace, human rights and dignity, spoke on **Activism at NGOs** on 11th Aug 2022. Ms. Bhushan gave students an insight into how NGO operates. Her session mainly focused on functioning of NGOs, their history and the structure of NGOs at the national and international levels. She also discussed the movies created by her NGO team to spread awareness on various socially relevant incidents involving the life and living of tribal women.

Ms Sandhya Vinay Global Talent Management, Diversity & Inclusion, Robotics & Discrete Automation business at ABB spoke to the students on 18th Aug 2022 on **Employer's Expectation** and the preparation one needs to make before joining the corporate. She emphasized on the need to know employer's expectation in order to plan a successful career path in the corporate. Introducing students to the challenges of today through the acronym BANI (Brittle, Anxious, Non-linear, Incomprehensible) she iterated the need for developing right skills to excel professionally. Ms. Sandhya highlighted on developing positive qualities as tools for a successful career.

Dr. Padmakshi Lokesh, a renowned speaker on **Emotional Wellness** addressed the students on 25th Aug 2022. She elaborated on the reason behind one's mental instability and the challenges because of it. Speaking about having a purpose in life, she stressed upon the importance of parents and support system in today's chaotic world. While majority of the population suffer due to work pressure, relationship issues, etc, it is necessary for every being to look after their "Emotional Wellness" from young age. Dr Padmakshi cited many examples during her talk covering topics which were thought provoking.

Mr. Raghu Chandrashekaiah and **Mr. Sheshadri Srinivas**, Directors at Canary Automation spoke on **Leadership in Digitalized world** on 01st Sep 2022. Mr Raghu Chandrashekaraiah shared about the journey of establishing the company Canarys. Mr Sheshadri Srinivas elaborated on what leadership is all about in an organization like Canarys. He discussed leadership practice models and gave tips on developing leadership skills.

Ms. Soma Mukherjee spoke on 'Career and Being Professional' on 16th Sep 2022. She stressed that soft skills are the essential tools required to survive in today's corporate world. Pointing out on how life at college is totally different from corporate life through innovative and informative simple drawings, Ms Soma brought out the nuances of professional behaviour and adaptation to new environment.

Mr Shivaram Ravindran Senior Consultant- Business Development/Relationships at Finmark Trainers spoke to students on **Opportunities and challenges in Indian capital market** on 22nd Sep 2022. Mr Ravindran gave a detailed picture about the Indian capital market and stock market. He also introduced students to mutual funds and crypto currencies like bitcoin. Finmark is into relationship building with edu-

cational institutions in South India by creating demand for financial literacy and financial market education. The session enhanced the levels of financial literacy amongst the students.

Webinar on Writing Winning Research Projects for Funding



MPBIM in association with Southern Economist had organised a webinar on 23rd July 2022 on writing winning research projects for funding. Prof. Bhavya N welcomed all the dignitaries and the participants. **Er. N Ramanuja, Chairman MPBIM**, setting the platform for the webinar, stated that researchers in the present day are not content with mere publication of papers and are looking at bagging real life projects that lead to meaningful outcomes and help end users. **Dr. S Sathyanarayana, Principal, MPBIM**, in his opening remarks emphasised the need for undertaking research in a competitive environment and iterated the need for writing good projects proposals. This, he said, would address the gap between concepts and application thus bridging the gap. A veteran researcher with vast experience in undertaking funded projects **Dr. Lalith Achoth**, Professor at Karnataka Veterinary Animal and Fisheries Sciences University (KVAFSU) and Adjunct Professor at MPBIM, in his presentation stressed the need for starting research work right from under graduation level. He opined that the researchers are custodians of the society as they address various societal issues and help institutions like the government, industries, banks, etc in making decisions. He strongly advocated that every academicians should involve in research and not merely confine to teaching. He illustrated the methodology of writing



effective project proposals and explained how research is imperative in academic institutions for their sustenance and development. The quality of research has a positive impact on the quality of teaching. Promoting research will help India in emerging as knowledge reservoir of the world. He felt that unfavourable academic environment, fund deficit and faculty crunch are some factors contributing for dismal status of research in academic institutions in the country. He called for creating right ecosystem for conducting research in academic institutions. The speaker gave insight into the research funding programmes of UGC & ICSSR which is open to both academicians in service as well as retired professionals. In this context, it can be seen that BSE Investor Protection Fund (IPF) has introduced its Sponsored Research Initiative to address the needs of its listed companies and their investors. Prof. Anu Natraj gave vote of thanks. This informative webinar, well coordinated and executed by Student Executives, had 209 participants- 111 from Karnataka, 95 from other states and there were three overseas participants one each from Kenya, Kuwait and Muscat.

Birla Premier League Cricket Tournament



An annual event, MPBIM's – **Birla Premier League Cricket Tournament** was held on 5th Sep 2022 at Railway Grounds, Okalipuram, Bengaluru. The tournament was organised by MPBIM's Sports Group with the help of student council. Student executives of Batch 2020-22 and Batch 2021-23 participated enthusiastically in the tournament. Junior Batch 2021-23, Sec A emerged as the winners of the **Birla Cup** while Sec B were Runners up. In the girls match between Junior sec A and B, sec B emerged as the winners of the cup.

The Umpires for all the matches were: Mr. Rohith & Mr. Manjunath from KSCA. The prizes were distributed by Er. N Ramanuja, Chairman MPBIM and Mrs. Pushpa Ramanuja.



Yoga for Management Professionals

An engineering graduate from IITK, Dr. Neel Kulkarni worked in the US as a computer technology consultant before embarking upon his unique Yoga System, '**Adhiyoga - Authentic Yoga System**' during 1998 and later published the same in his book "**Adhiyoga**". He has received honorary doctorate for his work on "Adhiyoga". Adhiyoga integrates traditional Yoga science with modern health sciences, psychology, art, music, and educational sciences. He has trained thousands of students and teachers of Health & Yoga since 1976 in the form of classes, workshops, counselling, speeches and teacher training. Dr. Kulkarni conducted a programme at MPBIM on Yoga for Management Professionals on 13th September 2022. He was supported by Dr. Durgalakshmi, a yoga teacher and Sanskrit scholar who spoke about the impact of yoga on the life of working professionals.

Placement Corner

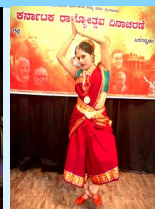
Hearty Congratulations

Batch 2020-22

Luminary Edu	BZLOG
Prithvi B	Shriya R S
Harshitha R N	Nattam Sai Dinesh
Riya Sen	Harshitha R N
Data Logistics	Harsh Gupta
Saham Nagaraj	Prithvi B
Midhun Gopinath M	Reul D souza
Skill Vertex	E & Y
Kruthika Savanth	S. Gopalakrishna Hegde
Prajwal H M	Morgan Stanley
Jyotsana Challagulla	Sharvi Wadkar
Sibyala Krishna Spoorthy	Code Young
Midhun Gopinath	Sibyala Krishna Murthy
Siddesh Hulikantimath	HDFC
Karthik S	Chaitra A
Sneha A O	Pooja D S
Growth Arrow	Ceptes Software
Nattam Sai Dinesh	Priyanka Mishra
Rohidas C Nayak	Sharan Nagaraj
Samudrala Karthik	Jyotsana Challagulla
Chaitra A	Nimra Shariff
Prajwal HM	Prithvi B
Kruthika Savanth	INFELEARN
Harshitha RN	Anusha V Nayak
Nirma Shariff	Rohith Kulkarni
RKV	Vijay Kumar K V
Sushanti K S	Bandhan Bank
Anusha V NAYAK	Subrmanya Hegde
Subrmanya Hegde	Mounica D R
TekArch Technology	Soumya Rao
Soumya Rao	Sachdeva K R
Chandana M reddy	Aseel Hassan
Soumyashree Patil	Akancha Kumari
Akancha Kumari	Harshitha
Harshitha R N.	Samrudh
Fidelitus	Madhu S V
Sibyala Krishna	Vijay Kumar K V
Spoorthy	Virendra N V
Divya Gujarri	Joules to Watts
Vijay	Soumyashree



Rajyotsava in Pictures



Editorial Panel

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V. Muralidhar, Director }

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Prof. Manjunath S. M Asst. Professor

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Pramod, Ronald and Sandeep

Guest Member

Sri. S. Gargesa, Former Director, MPBIM



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