



The Newsletter

Volume 4, Issue 3

wishing everyone happy and prosperous  
new year 2017

| आ नो भद्राः क्रतवो यन्तु विश्वतः |

Let Noble Thoughts Come To Us From Every side- Rig-Veda 1-89-1

## Quarterly Newsletter December 2016

of Bharatiya Vidya Bhavan's M P Birla Institute of Management

*Plant a sapling, Save the Planet*

*From Chairman's Desk*

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My young friends,

Kulpati Dr. K M Munshiji, founder of Bharatiya Vidya Bhavan was a multi faceted personality, an Indian independence movement activist, politician, writer and educationist from Gujarat State. He was versatile - "a philosopher in action", "a man of great ideas and great courage", "a multi-faceted genius"- these are the ways in which friends and admirers described him. Besides being a politician and educator, a very important facet of Munshiji was that he was also an environmentalist. He initiated the Vanmahotsav in 1950, when he was the Union Minister of Food and

Agriculture, to increase area under forest cover. Since then Van Mahotsav, a week-long festival of tree plantation, is organised every year in the month of July all across the country and lakhs of trees are planted.

India has, over several centuries, provided an ample opportunity for new ideas. Unique in their perspective of time and space, Vedas are joyous and spontaneous affirmation of life and nature. Like wise, Jain, Vedic and Buddhist traditions established the principles of ecological harmony centuries ago - not merely because of any perceived environmental disaster because of human greed, but purely as a quest for spiritual and physical integration as ethical awareness and moral responsibility. This is the reason why India has so many festivals related to forests and

trees. Aranyani Sukta and Oshadhi Sukta reflect the knowledge about origin and significance of plants. Infact, Rigveda instructs that forests should not be destroyed. There is an important quotation in puranas, which says one tree is equal to ten sons. Such was the respect our ancestors had for ecology.

Today, Vanamahotsav has to be celebrated with a lofty purpose of saving the Mother Earth. It is with this intention we at MPBIM desired to celebrate, Munshiji's birthday 30<sup>th</sup> December as Vanamahotsava Day every year. Let us join hands and save mother earth by making this small contribution. My best wishes to all of you for a Happy & Prosperous New Year.

**N. Ramanuja**



**Dr. B Shekar**, Professor IIMB gives keynote address at the inauguration of knowledge forum



As conducted every year, election for the student council 2016-17 was held on Wednesday 5th Oct, 2016. The results of this democratically conducted election was declared by the Director & Principal the same evening. The swearing in ceremony was held on 30th November 2016 and Dr. N.S Viswanath, Director & Principal administered the oath and distributed the badges to the elected members of the council. The election was coordinated by the Student Council committee chaired by Dr. Hemanth Kumar. Final list of student council members and class representatives is as follows:

**CEO :** Karthik Reddy J

**CFO :** Abhishek Das

**COO:** Vishnoi Rajesh Kishenram

**CSR:** Ananthapadmanabha Havanur

Monappa P N, Shanshank Patil

**Newsletter** Mamatha Pallagatte, Prayagini

**Adventure** Shivendu Pawar, Shreyas Hiremath

**Sports** Akshay Perabadi, Avinash Prasad & Ravishankar G R

**Cultural** Kiran Jyothi, Allan Varun

**Class representatives** Ashutosh Jha, G Swathi, Massi Ahmed, Sagar Singh, Mamatha Rao & Jagannath Reddy



## *Elections for Students' Council 2016-17*



## Demonetisation - Success or failure ?



November 8, 2016, the Government of India took a decision to demonetize Rs.500/- and Rs.1,000/- notes which accounted for 86% of the total currencies in the economy. The administrative machinery, the banking system and the trade at large had to make several adjustments and adapt to alternative measures for each of their day to day transactions. The nation debated continuously on whether Demonetization is going to benefit the economy or otherwise. Political debate led people to confusion and at one point in time, the Supreme Court of India warned of people's outrage if the grievances are not attended to. After completing 55 days, another scenario has emerged wherein it is stated 97% of the demonetized notes have been returned to the Central Bank. There are two claims, which are diametrically opposite, based on this statistic.

It is claimed that Demonetization has been successful in infusing new blood. Their opinion is

that this measure has not made the desired impact on black money. The intention was clear in the context of announcement of demonetized notes made on 8.11.2016. First, the aim of the Government was to block fake money in circulation by unfair means of terrorists outside National Boundaries. Secondly, the domestic splinter groups were to be de-financed. Thirdly, it was desired to liquidate black money in the process of fifty days duration. Has this brought the expected impact?

Secondly, it is claimed that demonetization is a 'monumental disaster'. How true is this statement? A detailed study on assessment of black money after demonetization is the need of the hour. The dramatically projected statements can only then be verified for their authenticity.

Dr. N S Viswanath



Dr. N S Viswanath speaks at the symposium



Ms. Meghana student of 1st Semester at MPBIM performs during Karnataka Rajyotsava celebrations on 16th November 2016



### Your Vibe Attracts Your Tribe

*Trying to break free from all the clutches  
Was only the struggle my mind and I  
were into.  
Not realizing that the time was slipping  
away  
Hadrn't kept a watch on the moon too.  
Day in and day out, my mind was over  
thinking,  
'Over thinker' as they called me,  
Humans need to stop judging and characterizing  
Shall we?  
It was "just me" things  
At times, felt like flying away  
Giving myself the wings.  
We sadly live in a society  
that criticizes every trivial and mighty  
But ought to face and fight through it  
'else, they will overpower every bit  
Stop and scorn those that spread the  
filthy vibes  
Be who you are, free your mind  
For Your Vibe Attracts Your Tribe.*

- Lavanya Bharadwaj

## MPBIM Students at PMI Primer



The 8th Annual PM Primer Session that was held on 19th October, 2016 at NIMHANS Convention Centre, Bangalore had an abundant amount of knowledge as a take away. The PM Primer program was launched by PMI (Project Management Institute), Bangalore Chapter with the objective of orienting student community towards project management concepts. The program covered various topics in Project Management (including project management context and life cycle stages of any project). About 16 student executives from MPBIM got an opportunity to be part of such a conference which provided tremendous learning for future Managers. The Primer kindled the young brains on the technicalities and challenges in project management. The highlight of the event was that MPBIM's Student Executives Ms. Mamatha Pallagatte and Sri Sagar Singh won both 1st and 2nd Prizes in Essay Competition at the PMI Primer Meet on 19th October 2016. The visit was coordinated by Prof. Anu Natraj and Ms. Manjula Rajan.

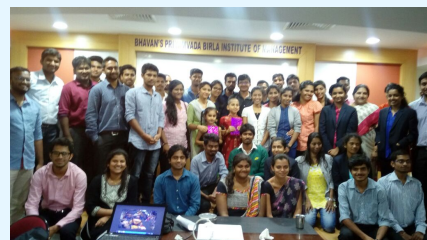
## Events at Bhavan's Priyamvada Birla Institute Of Management, Mysore



Dr. Shesha Iyer former Director SPJIMR at BPBIM



Dr. Chidananda gives a motivational talk to students



Child Prodigy Abhigya spoke on Banking Practices at BPBIM



Dr. Bhashyam at Demonetisation symposium at MPBIM



## Inauguration of Knowledge Forum

Research is a central part of the academic mission of many business schools and a collective endeavor of all management education institutions at large. Research shapes the thinking of professors and advances the public body of knowledge that is conveyed in the classroom. It is with this objective that MPBIM has set up a MPBIM Knowledge Forum which would create a platform for concerted management research being carried out in the B schools in Bangalore with the sole intention of sharing knowledge towards facing the challenges and opportunities in the rapidly changing business environment.

Knowledge Forum was inaugurated on 19<sup>th</sup> October 2016. At the event co-sponsored by Southern Economist, a book 'PUBLIC DEBT SUSTAINABILITY AND FISCAL RULES: SOME EXPERIENCES' authored by Dr.S.Sreekantaraadhy, Professor, Emeritus, University of Mysore was released. The Key Note address was delivered by Dr. B Shekar, Professor, Decision Science and Information Systems, IIM Bangalore who gave an absorbing talk on PERCEPTUAL INVESTIGATIONS IN ART with brilliant and captivating illustrations. An eminent speaker, Dr. Shekar's talk was received with rapt attention from the audience.

Dr. Abdul Aziz Professor Emeritus, ISEC Bangalore and National Law School University of India, Bangalore was the Chief Guest. Sri. Varaprasad Jayanthi, Zonal Manager SUD Life and Smt. Susheela Subrahmanya, Chief Editor, Southern Economist Journal were the Guests of Honour. Dr. N S Viswanath reviewed the Book.



Smt. Susheela Subrahmanya inaugurates the event by lighting the lamp



Dr. N S Viswanath



Dr. Abdul Aziz



Dr. Sreekantaraadhy



Sri. Varaprasad Jayanthi

## Symposium on Demonetization

"Demonetisation should be seen according to the effect on the economy," says Mr. Arun Jaitley, Union Finance Minister. He adds "...A decision of this kind carries the pain of transition...". "I think India is going to become a society in the long term with a certainly better GDP, cleaner ethics, a cleaner economy". In this context, Bharatiya Vidya Bhavan's M.P. Birla Institute of Management, Bangalore conducted a symposium on **'Demonetization and its Ramifications'** on Friday, 16<sup>th</sup> December 2016. Dr. M R Narayana, Professor of Economics at the Centre for Economic Studies and Policy, Institute for Social and Economic Change, Bengaluru, inaugurated the symposium and delivered the keynote address. The symposium was co-hosted by Sri Subrahmanya Foundation, publishers of 'Southern Economist' journal. Smt. Susheela Subrahmanya Chief Editor, Southern Economist was the Chief Guest of the event which was presided by Dr. N S Viswanath, Director & Principal, MPBIM.

Dr. M R Narayana in his keynote address touched upon various aspects of demonetization illustrating clearly the advantages and pitfalls of the move. Dr. Bisaliah in his talk questioned the timing of the move and felt that India was still not ready for demonetization because of the digital divide. CA Sri. Nithin Mahadevappa pondered on the difficulties of common people and rural folk who are still not in tune with modern technology and use of cards. The speakers felt that an honest criticism would help in taking appropriate corrective measures. CA Sri. Rudramurthy supported the Demonetization move and said that such bold initiatives need to be taken to ensure country's progress. He opined that the cash crunch would slowdown the growth in the coming three quarters. The hardships would have to be endured for a short duration for the country's long term gains. He pointed out that as a result of Demonetization, terrorism from across the borders and within the country has remarkably come down.

Seven papers were presented at the symposium. Four other papers were submitted by faculty from other colleges. Dr. A.T. Bhashyam, Director, BPBIM, Mysore, gave the concluding remarks. Dr. Rohini G Shetty was the Master of Ceremonies. The student council lent admirable support in conducting the event.



Dr. M R Narayana



Dr. S Bisaliah



CA Sri Nithin Mahadevappa



CA Sri. Rudramurthy B V



Dr. Hemanth Kumar



Dr. Sathyanarayana S



Prof Pushpa B V



## Karnataka Rajyotsava and Euphoria 2K16



Inaugurating the Karnataka Rajyotsava Celebrations at MPBIM, Dr. Shankar Bidri IPS (Retd.) former Director General of Police advised the students to uphold the culture of Karnataka and requested each student to teach Kannada to at least one non-Kannadiga person. Dr. G Krishnappa litterateur and well known writer on the works of Dr. D R Bendre a Jnana Peetha award winner for his famous work 'Naku Tanti', was the Chief Guest. He spoke on the works of Dr. Bendre and their relevance to all generations - past, present and future. Dr. Shankar Bidri IPS (Retd.) former Director General of Police Karnataka, Sri Sangamesh Badavadagi General Secretary Kannada Sahitya Parishat, Sri. Ajit Hanamakannavar, Chief Editor, Suvarna TV and Dr. Subhakar were the Guests of Honour besides Sri. H N Suresh Director BVB Bangalore Kendra who is also an eminent artist in his own right.

The event also marked the conclusion of **Euphoria 2016**, Intra College Cultural Fest which was held between 9<sup>th</sup> November 2016 to 16<sup>th</sup> November 2016 with the last day viz., 16<sup>th</sup> November 2016 being celebrated as Karnataka Rajyotsava Day, at the Khincha Hall. The Cultural Fest featured 14 events like Dandiya, Freshers' Day, Ethnic Week, Debates, Essay writing, Singing, Dancing, Face painting, etc. The competitions were held during afternoon session without disturbing academic sessions in the morning. Dr. N S Viswanath presided over the event which began with a lilting rendering by Ms. Radhika followed by a scintillating dance by Ms. Meghana. Prize winners of the events held during the Euphoria 2016, Cultural Fest were given prizes by the guests at the event. Kudos to Dr. Hemanth Kumar and the new Student Council for putting up a good show.



## Prof. Rohini G Shetty awarded PhD by Manipal University



Prof. Rohini G Shetty, faculty member of MPBIM was awarded PhD by Manipal University for her thesis on 'Women Leadership- A study of select women leaders in the IT sector in Bangalore City'. The thesis attempts to capture the essence of success of women leaders in a highly globalized economy and considers all the critical aspects associated with Women Leadership....be it Intelligence Quotient (IQ), Emotional Quotient (EQ) or Volition Quotient (VQ). In simple words, the study unzips the "success imperatives" of Women Leadership in the IT sector of Bangalore City. The thesis is unique as it delves into the subject of VQ of women leaders for the first time. She was guided by Dr. N S Viswanath Director Bhavan's Management Research Centre and Dr. T V Raju, Director RV Institute of Management. She will receive her award at the ensuing Convocation of Manipal University.

## News in pictures.....



Shivendu gets his prize for solo singing at CRANIUM Fest

Shivendu, Vaishnavi & Vishal winners at the CRANIUM Fest with Dr. N S Viswanath, Director & Principal Dr. B Shekhar Professor IIMB & Dr. Sumitra Sreenath Associate Professor

Director & the faculty team at Saraswathi Pooje at MPBIM during Dasara

## Editorial Panel

**Dr. N S Viswanath**  
Director & Principal  
**Sudhindra Gargesa**  
Joint Director  
**Prof. Rohini G Shetty**  
Faculty Editor  
**Mamatha Pallagatte**  
**Prayagini**  
Student Editors



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