



The Newsletter
Volume 8, Issue 2



"What you do says what is most important to you. Action expresses priorities."

—Mahatma Gandhi

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Chairman with Sri. Rabin Pudasaini, CEO of Infomeric Credit Rating Nepal and an alumni of MPBIM



Ms. Ananya Biswas, Senior Manager HR & Admin, International Trimmings Pvt. Ltd., Bangladesh and an alumni at MPBIM

| आ नो भद्राः क्रतवो यन्तु विश्वतः |

Let Noble Thoughts Come To Us From Every side - Rigveda 1-89-1
Quarterly Newsletter September 2022
M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

From Chairman's Desk



My young friends.

While going through the previous newsletter and glancing through the placement corner, I was pondering over the role of this year's graduating students, a role which they can fulfill as the alumni of MPBIM and so I decided to dedicate this message to them.

My dear students, as alumni, you will definitely have a large responsibility in enhancing the opportunities for the students at our institution. Apart from being the role models to the juniors, alumni can be in touch with the alumnatus for personal development too. Sharing your experience at the work place or your effort in establishing & managing your own business will greatly help and motivate the students. In a way this act of yours will help in enhancing the quality of learning at the institute. Hence, I urge you to be a part of

Building a strong Alumni Connect

that ecosystem. We always look forward to continuous collaborations with our alumni.

Alumni of MPBIM come back to the campus to interact with their juniors, talk to them on various topics and keep the campus-corporate connect alive. Discussions on specialized areas of management, student-industry connect, preparation for interviews, projects and internships, job opportunities etc. can be held which will be a win-win for both. In this way, alumni can help build trust, improve motivation and develop the right culture which opens up greater opportunities for MPBIM students in the corporate world.

Recently, while on a private visit to Nepal, I met Mr Rabin Pudasaini, CEO of Infomeric Credit Rating, Nepal and was pleasantly surprised to know that he is an alumni of MPBIM from 2001-03 batch. After seeing his enthusiasm about MPBIM, I was moved. In this context I have to mention Ms. Ananya Biswas who is Senior Manager HR & Admin at International Trimmings Pvt. Ltd., Bangla-

desh, who addressed her juniors at MPBIM during her last visit to India. Besides these two, Sri. Sathish Stephen, Dr. Sumukh Hungund, Ms Pooja Kulkarni, Ms Sindhu Vaitheeswaran, and many more have made a name in their fields and are the pride of MPBIM. I urge you to form a dynamic alumni association and start building the connectivity with the alumni of the institution. Prime function of the association should be to bridge the gap not just between the institution and alumni but also between the present students and alumni. I have been witness to alumni in several institutions funding research works at their alma mater besides getting necessary projects and grants for faculty/student research. Hence, I am sure you will appreciate the need for a strong alumni association and build one at MPBIM. Principal, management, faculty and administration will support you in this endeavour. Best Wishes.

N. Ramanuja

Man is made by his belief.
As he believes, so he is.
Bhagavad Gita

Dr. Hema Harsha at NDSU

Dr Hema Harsha, Associate Professor, visited North Dakota State University, ND, Fargo on Faculty Exchange program between June 15th and July 15th 2022. During her stay, she conducted class observation/auditing of three courses: Business Law, Business Analytics, and Foundations of Retailing. She was engaged in continuous interaction with the concerned subject faculty to understand the pedagogy, observed and audited the classes, held discussion on student learning and outcome measures and gave feedback and suggestions.

Along with this, she got an opportunity to attend a niche conference on "Consumer Satisfaction and Dissatisfaction and Complaining Behaviour"

held between June 22 -25 at The Louise, Barry Hall, NDSU, North Dakota. She interacted with the editors of "Journal of Customer Satisfaction, Dissatisfaction and Complaining Behaviour" and was part of the discussions related to strategies to improve impact factor of a journal. She attended a conference on "Cybersecurity in Food and Ag Supply Chain" at Prairie Den Coworking, 118 Broadway, Fargo. The conference was about implementation of agtech (agriculture technology) and its challenges. MPBIM looks forward to many such faculty interactions with NDSU, North Dakota, USA



Principal speaks...

Moonlighting-a disruptive development?



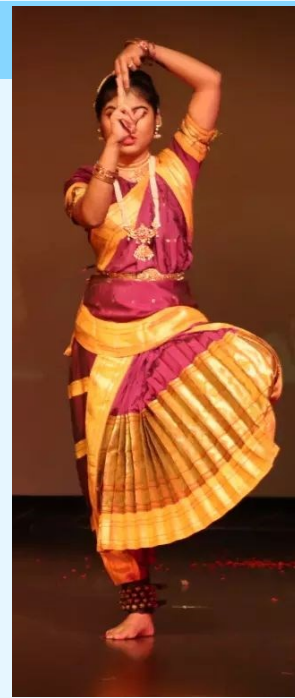
Moonlighting is one of the highly debated topic in the gig economy. It has seen a significant rise, especially amidst WFH model or remote working culture after the global pandemic. Moonlighting is having a second job in addition to the primary job without bringing it to the awareness of the primary employer. Why do some people choose to moonlight? Due to workweek restrictions, economic conditions or other institutional factors, the worker is unable to work (or earn) as much as he or she desires on the primary job and may thus consider taking a second job. Sometimes when one wants to change direction or move into a new industry, they opt for moonlighting. There is a lot of debate around the legitimacy of moonlighting in employment sectors. While some people show support for moonlighting, some really oppose it. Thus, there arises multiple questions such as: (i) is moonlighting ethical? (ii) can you be fired for moonlighting?, (iii) pros and cons of moonlighting, (iv) can employers prohibit moonlighting?, and many more!

There are a few schools of thought on this subject. Some people believe that moonlighting is ethical because it allows people to earn extra money to support themselves or their families. Others believe that moonlighting is unethical because it takes away from the time that people could be spending with their families or on leisure activities.

ties. Although there's no specific law that completely bans the moonlighting practice, the answer to the legality or illegality depends on multiple factors including employment agreements with the respective companies, work policies & laws, etc. The major advantages associated with moonlighting are: extra income; better exposure and learning opportunities; varied experiences on different jobs and opportunity to change jobs. However, on the flipside, it can be challenging to juggle two jobs, especially if they have conflicting schedules. One may end up working more hours than needed/possible in order to make ends meet. There is always a possibility of conflict between the primary and secondary employers and hence it becomes imperative to talk to both the employers and be aware of company policies regarding the same. Moonlighting may also lead to sacrificing some benefits (e.g., vacation days, health insurance) that one can receive on holding a single job.

Overall, moonlighting can be a great way to earn extra income and gain new skills and experiences. However, it is important to weigh the pros and cons carefully before deciding on it, keeping in mind the impact of it on the primary job. One should be prudent in deciding on moonlighting as it involves various challenges professionally as well as personally too.

Dr. S. Sathyanarayana



Ms. Deepika R. of 2022-24 batch performs at Panache 2022

"Leadership and learning are indispensable to each other."
-John F. Kennedy

Accolades

MPBIM 's students win accolades at other Fests



MPBIM student executives participated in the **Cranium fest** held at Jain CMS on May 13th and 14th. The students participated in various verticals at the Fest which had events in Marketing, Finance, Logistics & Supply Chain, Human Resource Management and also cultural. In the vertical Synergy, Sandhya and Syed bagged the first prize with cash prize of Rs.9000 and Annapurna Singh & Shruthy S won runner up with cash prize of Rs. 6000 in this event. MPBIM students had a great learning experience at the fest that was well organized. An important takeaway was that they realised their capabilities.

MPBIM student executives participated in **AAKRITI 2022** Fest held at Sheshadripuram College held on August 12, 2022. Student Executives Basavaraj and Sreekiran won **Business Quiz**. Chetana and Harshini won in **Finance Ledger Pros** event.

MPBIM student executives Annapurna Singh, Sandhya N, Ekeshwarya SK, Syed Afaq Rehman, Basavaraj and Nithin Rakesh bagged first prize in HR Events conducted in the **H R Enclave 2022** held at RV Institute of Management, Bangalore on 19th and 20th August 2022.

MPBIM's Student Executives Ms. Annapurna Singh bagged 1st place for **Best Manager - AADIKA**. Mr. Basavaraj & Sreekanth bagged 2nd place in Business Quiz & Mr. Pramod & team bagged 2nd place in Treasure Hunt at **Ojasvi 2022** Management Fest at Government RC College on 18th & 19th August 2022.



News in pictures



Chairman with Sri Randhir Thakur, Chief, Intel Foundry Services, St. Clara.



Chairman conversing with Mr. Pat Geisinger, Intel CEO at Denver. Smt. Ramanuja & Sri Narahari Ramanuja are also seen



Ms. Ananya Biswas of Bangladesh with Dr. Hema Harsha at MPBIM



MPBIM students listen to Ms. Ananya Biswas, an alumni of MPBIM 2010-12 batch

A webinar on **Cryptocurrency - A Paradigm Shift** was organized by the IQAC of MP Birla Institute of Management on Saturday, 14th May 2022 in association with Southern Economist Journal. The main objective of the webinar was to provide insight regarding the various crypto currencies and block chain technology. The questions addressed were: How can one make informed decision before investing in various digital currencies? ; How is the value of crypto currencies determined?. Dr. PushpaB.V. Assistant Professor, MPBIM welcomed the gathering. **Chairman Er. N Ramanuja**, while inaugurating the webinar gave a bird's eye-view of crypto currencies and underlying problems in today's context. He stressed on the need for adequate regulations. **Dr. S Sathyanarayana**, Principal, MPBIM, introduced the topic for the benefit of the participants.



Session One: Introduction to Crypto-currency(CC) and Crypto-currency as an investment avenue: by **CA. Vishal Krishnam, Director, PWC. LLP**: In a very interesting talk, first speaker of the day, Sri Vishal Krishnam, Director in the Deals – Tax practice of Price Waterhouse & Co. LLP, India, elaborated on the genesis and usage of Crypto currencies. He explained in detail the process of mining of currencies. Today CCs have moved from unclear position to regulated position in US and many European countries. Crypto currencies in India though unregulated crypto trading does continue to exist.



Session Two: Block Chain Technology and its applications by **Sri. B V Harisha Rao, Associate Principal at Infosys**. He touched upon the technical aspects of CCs, legal steps in block chain, developments, types and applications and its service in many areas. Today Block chains are used in many applications including land records because of its tamper proof nature. In this context, it may be noted that in a bid to foster Blockchain technology for providing various financial services, banks have put in place Indian Banks Blockchain Infrastructure Company Pvt. Ltd., (IBBIC). RBI has been proactive in providing guidance for development of Blockchain based application. Today Blockchain is applied in various fields like BFSI, Energy & Utilities, Government, healthcare and life sciences, manufacturing, telecom, media and entertainment, retails and consumer goods, travel and transportation, education, etc. The speaker highlighted the benefits of Blockchain-as-a-service(BaaS) which is a third party cloud based infrastructure to facilitate block chain application for companies.



Session three: Fundamentals and future opportunities in crypto currencies by **Sri. Sanjay S. Manohar, Business Head, CashTrillion.in**. Sri Sanjay Manohar, who is in the business of Crypto currencies, briefly touched upon CCs and Block chain Technology and elaborated on the functioning of exchanges, technology revolution /recession, and future of Crypto. Giving info on large CC exchanges he traced the advancement of CCs over the last few decades. Today, CCs are accepted as an asset class with bullion, stocks, commodities and Forex.

86 participants comprising of professors from various universities, practitioners, research scholars and administrators attended the webinar. Besides Bangalore, many of the participants were from other parts of Karnataka, Tamil Nadu, Andhra Pradesh and Kerala. The webinar was a great learning experience to the participants. Prof. Manjunath proposed vote of thanks.

Webinar on Transforming Higher Education in India

IQAC of M.P. Birla Institute of Management in association with Southern Economist had organized a webinar on **Transforming Higher Education in India: A Research Enabled Knowledge Ecology** on Saturday, July 2, 2022. The key speakers were - **Dr. Chetan Singhai, Chief Consultant, Technical Secretariat, National Curriculum Framework-2022, Min. of Education, Govt. of India & Deputy Director, Ramaiah Public Policy Centre** and **Dr. Latha K C, Education Officer, UGC, South western Regional office, Bangalore**.

Er. N Ramanuja, Chairman, MPBBIM, set the ground for the webinar by expressing the need for creating a positive research thrust under NEP and spoke about the advantage of undertaking research at an early age. He also spoke on creation of a research ecosystem under the stewardship of the National Research Fund (NRF) and iterated on a multidisciplinary approach in education leading to the development of creative minds. He concluded by highlighting the need to nurture young minds with an objective to develop analytical and critical thinking abilities at an early age. Dr. Sathyanarayana briefed on the agenda of the webinar clearly setting the pitch for the discussions to follow.



The first speaker Dr. Chetan Singhai emphasized the need to tap on the creative aspects of human being which plays a great role in conceptualizing innovations. For any research eco-system to thrive the catalysts are: institutional autonomy, technology integration and internationalization at home. He pointed out that education needs to be multi-disciplinary and holistic with greater emphasis on research and publications right from UG program. Research has to be the backbone of the teaching-learning system and students should be encouraged to undertake research internships. On the initiatives in Karnataka, he discussed about the autonomous verticals in the state, the proposed system of NEP oriented higher education regulations which would boost research and innovation.

Dr. Latha K C, presented a macro view of NEP giving an insight into the objectives of NEP and explained how NEP would positively impact learning process in the country bringing about transformation in the regulation system which further draws synergy in the education institutions of the country and institutions abroad.



She elaborated on restructuring the initiatives in Higher Education post NEP which would cover Higher Education qualification frame work, academic Bank of Credit with a freedom to learn at different institutions, standards for PhD programs, academic collaboration between higher education institutions (HEI) to offer twinning programs, joint degree programs, etc, apprenticeship/ internship embedded Degree programs. She explained the concept of four years graduate program under NEP, which will give an option for students to explore the opportunity to do research work as well.

She presented a road map planned for bringing in the transformation where HEIs would be totally multidisciplinary institutions with over 3000 enrolments with a target of exposing 50% of learners to vocational courses. This would however mean appraising the students of the advantages of proposed system so that they get the planned benefits.

The learning outcomes of the webinar was a good take away for the participants since NEP is under implementation in Karnataka.

Dr. Sathyanarayana summed up and gave the concluding remarks while thanking all the 62 participants from different parts of the country for their active participation. Ms. Ranjitha, student executive proposed vote of thanks. Dr. Sumitra Sreenath coordinated the webinar.

MPBIM's Cultural Fest – **PANACHE** spread over 5 days from 23rd to 27th May 2022 was held to commemorate 134th Birth Anniversary of Dr. K. M. Munshiji founder Bharatiya Vidya Bhavan. The program began with the auspicious lamp lighting ceremony to invoke the blessings of God. The chief guest of the event was Ms. Kalyani A N, a Social Volunteer in mitigating problems of the COVID pandemic. Details of various events held and prizewinners are as given below:

Date	Event	Winners	Runners up
23 rd May	Fireless Cooking	Manhita and Manasa	Divya Gujjari and Pooja MS
	Blue Green Day	Section B Juniors	
	Mehendi	Manasa	Pooja S
24 th May	Twins Day	Divya Gujjari and Pooja	Ronald Castalino & Deepika
25 th May	Pencil Sketch	Mansi Raj Jr. Sec A	Vinay Sr. Sec A
	T Shirt Painting	Sharath Jr. Sec B	
	Photography	Siddesh Hulikantimath	Pramod Reddy Jr. Sec A
26 th May	Ethnic Day Seniors	Samudradla Karthik and Sangamma	
	Ethnic Day Juniors	Mohammed Shahid and Harshini	
27 th May	Dance Solo	Bindu Gowda	Manasi Raj
	Dance Group	Harshini & Team	Anupama Singh & Team
	Singing Solo	Suma Bhatt Sec A Jr.	Rajiv B R Sec A Jr.
	Fashion Show	Sec B Jr.	Section B Sr.

Batch 2020-22

Growth Agro	Skill Vertex
Nattam Sai Dinesh	Prajwal H M
Rohidas C Nayak	Jyotsna Challagulla
Samudrala Karthik	Sibyala Krishna Spoorthy
Chaitra A	Midhun Gopinath
Prajwal H M	Siddesh Hulikantimath
Kruthika Savanth	Karthik S
Nimra Shariff	Sneha A O
Ceptes Software Pvt Ltd	Kruthika Savanth
Priyanka Mishra	New Wave Computing
Sharan Nagaraj	S P Pooja
Jyotsna Challagulla	Pooja S
Nimra Shariff	Societe Generale
Prithvi B	Akshay Sarda
HDFC	Codeyoung
Chaitra A	Sibyala Krishna Spoorthy
Pooja D S	Tekarch Technology Pvt Ltd
Data Logistics	Soumya Rao
Sharan Nagaraj	Chandana M Reddy
Midhun Gopinath	Soumyashree Patil
Bandhan Bank	Akancha Kumari
Subrahmanya Hegde	Harshita R N
Mounica D R	KPMG
Soumya Rao	Akshay Sarda
Sachdeva K R	Infelearn
Aseel Hassan	Anusha V Nayak
Akancha Kumari	Rohit Kulkarni
Harshita	Vijaykumar K V
Samrudh	Joules to Watts
Madhu S V	Soumyashree
Vijay Kumar K V	RKV
Virendra N V	Sushanti K S
	Anusha V Nayak
	Subrahmany Hegde

Sessions on Digital Marketing and Product Development

Ms. Meenal Kumari and Ms. Apoorva Agarwal, alumni of MPBIM conducted two interactive sessions on 6th Aug on Digital Marketing & Product Management. Ms. Meenal Kumari deliberated on **Digital Marketing** and its impact on the growth of business. She touched upon the latest industry trends in digital marketing and the strategies being adopted. Ms. Apoorva Agarwal highlighted **Product Management** techniques and gave an overview of how product managers enhance the functionality of many day-to-day products. Further, she emphasized the influence of consumer behavior on products by taking relevant examples and discussed the nuances of launching of a successful product.

News in Pictures



MPBIM Students at AAKRITI Management Fest held at Sheshadripuram Institute of Management Studies



Digital Marketing Session



Product Management Session



View of Conference at NDSU

Editorial Panel

Er. N. Ramanuja Chairman } Patrons
V. Muralidhar, Director }

Members

Dr. S. Sathyanarayana, Principal
Dr. Hema Harsha, Associate Professor
Prof. Bhavya Naidu, Asst. Professor
Prof. Manjunath S. M Asst. Professor

Student Coordinators

Pramod, Ronald and Sandeep

Guest Member

Sri. S. Gargesa, Former Director, MPBIM



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