



The Newsletter  
Volume 5 , Issue 1

"Yoga does not just  
change the way  
we see things,  
it transforms  
the person who sees."  
- B.K.S. Iyengar

| आ नो भद्राः क्रतवो यन्तु विश्वतः |

Let Noble Thoughts Come To Us From Every side- Rigveda 1-89-1  
**Quarterly Newsletter June 2017**  
of Bharatiya Vidya Bhavan's M P Birla Institute of Management

The secret of Change is to focus all  
of your energy not on fighting, but  
on building the new. - Socrates

### Inside this issue

- From Chairman's Desk
- Blood Donation Camp.
- Director's corner
- 'Saluting Woman'
- Events at BPBIM, Mysore
- Symposium on GST
- Techno Quiz 2K17
- Annual Convocation 2017
- Industry Visit 2017
- News in Pictures

### Yoga to foster your career



My young friends,

The world celebrated International Day of Yoga on 21<sup>st</sup> June 2017. It was a recognition of an ancient Indian practice now in vogue in as many as 172 countries. The focus of yoga is on enriching the life of people by integration of their physical, mental and spiritual faculties so that people can become healthier, saner and more integrated members of the society and of the Nation.

Yoga is much more than mere postures or Asanas. The definition of yoga is "the controlling of the mind". Yoga is mainly experience of elements which are focused on

the internal development. One can achieve control over body, speech, sensory organs, behavior and character with regular practice of yoga. With these controls the practitioner fosters a positive attitude. This helps one to carryout activities with wisdom and foresight.

Thus, yoga helps one make better decisions. As a manager, the more you empathize with your employees, the more they'll feel valued and less they're likely to seek fulfillment elsewhere. Of the various focus improvement options available today, Yoga and Pranayama are probably some of the oldest and time-tested methods that can take one closer to his goal. How does the practice of Yoga foster development of character? Maharshi Patanjali propounded Ash-tanga yoga which redefined Yoga

### From Chairman's Desk

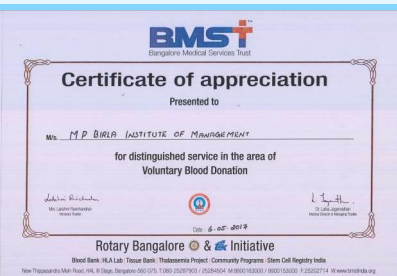
Shastra in 196 Aphorisms (sutras). According to Patanjali, the path of internal purification for realising Ultimate Self consists of the following eight spiritual practices- moral codes, self-purification and study, posture, breath control, sense control, concentration, meditation and finally unification into the ultimate.

Thus it is an overall development of Self. Through this practice, the practitioner develops feeling of being completely present in the moment and can focus his energy on one task at a time. He will realize that he is producing quality work, fostering better quality relationships with employees and attracting the right clients. We need to internalize this tradition for taking the country further in the path of progress.

N. Ramanuja



Sri. N Ramanuja, Chairman felicitates Dr. B G Sangameshwara, Vice Chancellor of JSS Science & Technology University, Mysore during the convocation at BPBIM, Mysore, on April 8, 2017.



Blood Donation Camp was held at the ESV Hall of MPBIM on 6th May 2017 jointly with Rotary-Bangalore Basaveshwaranagar and Rotary TTK Blood Bank. On behalf of Rotary Club-Basaveshwaranagar President Sri. Prakash, Sri. Sudhir Navale Coordinator of blood donation activities of Rotary-Basaveshwaranagar and other Rotarians participated enthusiastically. The event was coordinated by Rotarians Sri Pavan and Sri Narayan of Crystal Information Systems, associates of MPBIM. Dr. Hemanth Kumar, Associate Prof. and members of Student Council coordinated the arrangements. Prof. K L Ramadas, Jt. Director (HR) and Sri. Sudhindra Gargesa, Jt. Director (Admin), and many faculty members besides students participated in the event. Over 43 donors from MPBIM and from other institutions around the premises donated blood. Several Rotarians also donated blood at the event.

Dr. Vijaya Raju and other officials of Rotary TTK Blood Bank briefed the students on the importance of blood donation and helped in successful conduct of the event. Rotary Club, Basaveshwaranagar has been arranging such annual camps at MPBIM for the last seven years.



### Blood Donation Camp





Goods and Services Tax which comes into effect from July 1, 2017 will have ramifications in Indian economy. One of the institutions affected by GST is market. The two financial markets – product and services—are likely to show instability in the first year of implementation of GST. The prices of agricultural goods will, in all probability, show lot of variations. The food grain prices will slump at the whole-sale price level and the food product prices will show an upward trend. The general price level will decline at wholesale markets & the retail price level will not decline. Commodity markets such as cotton, jute and spices will show decline not because of taxation but due to compulsions of cash less economy. The prices of vegetables and fruits will move up at the retail level. The whole sale prices of fruits and vegetables will exhibit a sudden slump; while the consumers will experience the heat of higher prices. Financial markets are likely to show a mood of confusion by high variability. The stock and secu-

city prices may show a slow decline in the first six months. The prices at the international markets will have confounding effects on the Indian markets are likely to exhibit mixed trend. All the implications will show its imprint on the fiscal part of the budget. The Ministry of Finance and RBI will face its toughest time, in managing day-to-day movements in prices, during 2017-18. The moods of investors and traders become critical at this juncture. Marketing institutions project and experience the strengths and weaknesses. On the whole, 2017-18 is a critical reform period for the Indian economy. The time is the best answer and the healer too!

Dr. N S Viswanath



MPBIM cricket team led by Rajat Hanwadkar wins Inter Collegiate Cricket Tournament at Avega 2k17 Fest and Decathlon Utsava 2017 National Level Inter Collegiate tournament



Dedication is more important than Designation, Sincerity is more important than Seniority, Values are more important than Valuables and Mind Set is more important than Marks.

- Dr. C N Manjunath

## Hearty Congratulations!!!!



Dr. Rohini G Shetty (above) and Dr. S R Sandhya Rani (below) receive their PhD Degree Certificates from **Dr Joanna Flynn AM, MBBS, MPH, Hon D MedSc, FRACGP** Chair, Medical Board of Australia, Chief Guest at the Convocation of Manipal University held on 6.5.2017



From time immemorial woman has always been spoken of and revered as the source of infinite energy. Be it the Manusmriti or the great Chankya's Arthashastra, a woman is considered as the light of the family, who dons many roles and the family members remain gratified to her undemanding, irreplaceable and virtuous actions and deeds which moulds their lives. Having said that, the challenges that today's empowered women face is no different from Sita's predicament in yester years, who had to prove her chastity for the sake of the reputation of her "just" husband, at the provocation of a non-related entity. Be it the First Lady or the domestic maid, we still have a whole army of strong willed women who have faced the test of society, time and again, and proved their mettle.

With changing times and growing demands of family and society, a woman has added more feathers in her cap. On the professional front, she spearheads projects and organizations, manages a whole gamut of activities, while on the personal front she performs her duty as a diligent daughter, ever loving mother, dotting wife or every other possible role bestowed upon her.

Today's woman not only yearns to be a good mother and a devoted wife, but also be intellectually stimulated by a challenging career, and contributes financially towards the family. Juggling between a career and family, a herculean task, she ensures that both flourish, while she invigorates it constantly. Irrespective of the strata to which women belong to, their involvement and contribution has increased hundred folds.

Kudos to the woman, who has evolved and come a long way, been a protagonist and played all the roles as well. Salute to the woman, who nourishes and nurtures fellow human being to grow up as another responsible citizen in the society. Salute, to the woman, who gives up a career to take care of family and their well-being. Salute, to all the women who have made and who are making themselves proud by fulfilling their duties and dreams as well, to the best of their ability!

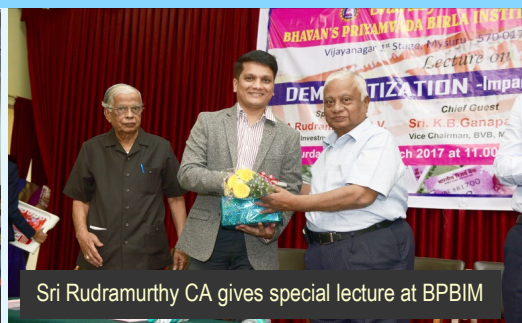
## Woman -Source of Energy

Prof. Hema Harsha

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



3rd Annual Convocation at BPBIM



Sri Rudramurthy CA gives special lecture at BPBIM



Sri. Ganesha Pooja at BPBIM



## Symposium on Goods & Services Tax



Sri. P R Chandrasekharan IRS (Retd.)



Sri Rma Nivas Bishnoi CA



Sri V Hanchinal Dy. Commissioner CT



Sri Nithin Mahadevappa CA



Ms. Lekha presents her paper



Team Assassins—Winners



Team HHM Fans Club—Runner Up



Winning Teams with the Director



Prof. Hema Harsha & Prof. Ravindra with Volunteers



Goods & Services Tax is a comprehensive, multi-stage, destination-based tax that will be levied on every value addition. The Goods and Services Tax or GST is scheduled to be launched on the 1st July 2017. This day long symposium on GST, jointly organised by MPBIM and Southern Economist, to address many issues on the structure and implementation of GST, was held at MPBIM premises on 16th June 2017. Smt. Susheela Subrahmanya, Chief Editor, Southern Economist, Sri. P R Chandrasekharan IRS, Dr. Viswanath, Director and Prof. Ramadas Jt. Director, lighted the lamp and inaugurated the symposium. The keynote address of this forerunner symposium was given by Sri P R Chandrasekharan IRS (Retd.) who is presently the Head of 'DoR (Department of Revenue) Chair at National Law School University of India, Bengaluru. In his keynote address Sri. P R Chandrasekharan, IRS (Retd) traced the evolution of GST cautioning against the pitfalls. He also touched upon the impact of GST and the mode of its implementation on the federal system in the country. In his presentation, Sri R N Bishnoi CA Tax, Consultant, outlined the implementation of proposed GST system in detail, clearly illustrating the steps involved in compliance. He detailed on various taxes which GST would subsume and the applicability of this tax. Sri. Veerabhadra Hanchinal, Deputy Commissioner, Department of Commercial Tax, made an erudite presentation on formulation and usage of GST to be implemented, highlighting in detail the advantages of this technology based tax system, which is easy to comply with. He gave examples of how the processes carried out at various locations/states are integrated and taxes arrived at. Goods and Services Tax will address the issue of multiple taxes after it is implemented. It has a system of Input Tax Credit which will allow sellers to claim the tax already paid, so that the ultimate liability on the consumer is decreased. Sri. Nithin Mahadevappa, Tax Consultant, said the finalizing of returns filed will take long time as the department has returns pending since 2011-12. He said the problems need to be looked at realistically without getting emotional. Ms. Lekha, Student Executive, MPBIM, presented a paper on 'Canteen Stores Department (CSD) in GST Era' jointly authored with Dr. Hemanth Kumar. The basis of Goods and Services Tax is the seamless flow of Input Tax Credit (ITC) along the entire value addition chain. At every step of the manufacturing process, businesses will have the option to claim the tax already paid in the previous transaction.

The symposium, aimed at introducing GST and its various facets to the faculty teaching taxation to MBA students, witnessed an overwhelming response with over 60 participants from various colleges and professionals, followed by lively discussions by the professionals, faculty, researchers & students from Management Institutes in Bengaluru. Dr. N S Viswanath, Director & Principal of MPBIM, thanked the speakers and the participants for an enthusiastic participation. The Symposium was an initiative of the Internal Quality Assurance Cell of MPBIM.

## 'Techno Quiz' MPBIM's IT Quiz

The semi finals & finals of Techno Quiz, one of the much awaited events in MPBIM, was held on 1st June 2017. The student executives participated in the Quiz with a great enthusiasm. Six teams were qualified for the semi-finals. There were 7 rounds in the quiz, namely 'Crossword round', 'Rapid Acronyms', 'Guess the IT Movie Name', 'Pics Art', 'X-Box Time', 'Rapid Question' Round & 'Voice Recognition' Round. Two teams were eliminated in the semi-finals, thus taking 4 teams to the final.

The competition was arduous and Team 'Assassins' with Avinash, Bharath Reddy, Hardik and Shrinidhi emerged as the Winners & Team 'HHM Fans Club' with Afnaz Begum, Vishal Agarwal, Premdutt and Avinash became the Runners of Techno Quiz 2k17.

The event, which saw a very zealous participation of students and faculty was spearheaded by Prof Hema Harsha and Prof B S Ravindra. It was coordinated by student executives Sunil, Lekha, Asha-jyothi, Shruthi, Ajith, Radhika, Meghana, Priyanka, Rohit, Siddharth, Tharun, Bhavani and Arpitha. Dr. N S Viswanath, Director & Principal and Prof K L Ramdas, Joint Director (HR), gave away the prizes.



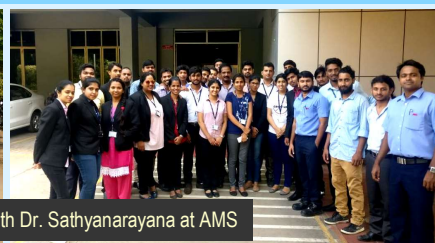
## Annual Convocation 2K17 for Batch 2014-16

"Patience, Silence and Smiling" should be a part of your professional life because "patience can solve problems", "Silence can avoid problems" and "Smile connects with everybody around" said Padma Shri Dr. C N Manjunath delivering his meaningful & inspirational convocation address at MPBIM on 24<sup>th</sup> June 2017. Dr. C N Manjunath is the Professor & HOD of Cardiology and Director of Sri Jayadeva Institute of Cardiovascular sciences & Research, the largest Heart Care Hospital in South East Asia. It is worthwhile noting here that Dr. Manjunath has created history by restoring the prime and pride position of Government Hospitals, once a monopoly of Victoria, Vanivilas and Minto hospitals of pre Corporate era, by offering world class services and his mantra of 'Treatment first, Payment Next' in emergencies is worthy of emulation by any healthcare set up be it Public or Private. Sri. N Ramanuja presided over the convocation and Sri H N Suresh, Director, Bhavan's Bangalore Kendra was the Guest of Honour. Dr. N S Viswanath, Director administered the Oath. During the convocation, Dr. Rohini G Shetty was felicitated on her being awarded Doctorate. The following students received various awards:

Teekays Award for Best Outgoing Student of the Year - Male: **SHAIK NAVEED**  
 Teekays Award for Best Outgoing Student of the Year - Female: **SPOORTHIS**  
 Smt. Priyamvada Devi, M P Birla (Badima) Award for Academic Excellence – I Prize: **SHAIK NAVEED**  
 Sri. R. Thothadri Award for Academic Excellence – II Prize: **SPOORTHIS**  
 Smt. Jayalakshmi Santhanam Medal for Statistics: **SHAIK NAVEED**  
 Smt. Jayalakshmi Santhanam Medal for Operations Research: **SPOORTHIS**  
 Sri. Kasi Visweswara Prabhu Medal for Human Resource Management : **JEFIN JOSE**  
 Prof. K.L. Ramadas Medal for Marketing: **ABHAY GODSE**  
 Late T V Parthasarathi Memorial Medal for Finance: **MAHESH.S**  
 Dr. S. Bisaliah Award for Managerial Economics and Research Methodology : **DIVYA.K**  
 Smt. Susheela Bisaliah Award for Best Female Student in Academics: **SPOORTHIS**  
 Smt. Shantha Ramachandra Rao Award for Outstanding Female Student of the Batch: **RANJANA C.R.**  
 Sri. S. Ramachandra Rao Award for Outstanding Male Student of the Batch: **MAHESH.S**  
 Dr. Nagesh Malavalli Memorial Award for Best Finance Student : **MAHESH.S**  
 Dr. Nagesh Malavalli Award for Highest Aggregate Marks in Finance in III & IV Sem: **MAHESH.S**  
 Sri. Srivathsa V Endowment Award for Highest Marks in Technology Management: **MAHESH.S**  
 Principal's Medal of Appreciation : **SNEHA MUCHANDI, SANGAMESH AYYANNA, GIRISH KUMAR R, MANOHAR M, SWATI SATISH SHANBHAG, PHANI SATISH, JEFIN JOSE, POOJA KULKARNI, HEMANTH KAMAT & RAKESH KASHYAP.**



## Industry Visit to M/s. Ace Manufacturing Systems



Student Executives with Dr. Sathyanarayana at AMS

Student Executives with Prof. Anu Natraj at AMS

### Editorial Panel

**Dr. N S Viswanath**

Director & Principal

**Sudhindra Gargesa**

Joint Director (Admin)

**Dr. Rohini G Shetty**

Faculty Editor

Student Newsletter Team

**Mamatha Pallagatte and Prayagini**



BHARATIYA VIDYA BHAVAN'S

**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

For Private Circulation only