



Birlaites

The News Letter

| आ नो भद्राः क्रतवो यन्तु विश्वतः |

Newsletter February 2015

Volume 2 , Issue 3



WISH YOU ALL A VERY HAPPY NEW YEAR AND MAKARA SANKRANTI

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From Chairman's Desk



My young friends,

Cecil B DeMille, a well known Hollywood movie producer says "The person who makes a success for living is the one who sees his goal steadily and aims for it unswervingly". Every human being who gravitates to the earth has an intention, a purpose that makes him distinctive and significant to the history. With this certainty, one should light his/her objective and work hard for it every day thinking 'One day I shall yield my part of augmentation to the humankind'.

Setting Goals in life

The life without an aim is considered the life without a proper direction. It's like a ship floating aimlessly in the vast ocean. Have you, even once, ever thought of your objectives of life? How do you ignite your inner light everyday? In Thirukural there is saying 'Do what the task you undertake with conviction. After completing the task, do stand by it steadfastly'. It is not just enough if you have learned your academic lessons. As a manager who has to lead people, you need to introspect on what you have learned and how to apply it to the situations.

Some of you will be getting into the final lap of your MBA programme at the Institute. I pray that you will be adequately placed. You would have realized that whether it is negotia-

tion with a customer or dealing with a truant subordinate or a inflexible superior, you have to innovate in communication, so that your message goes straight despite your politeness, effectively. This you can do only if you have your goals in position. Your activities get shaped in line with the goals.

In my dealings with people during my career spanning four decades, I realized that application of what you have learnt innovatively is what is most important. It helps you clinch the deals and win over people. That is knowledge. The knowledge that leads to success of both yourself and the organization where you serve.

N. Ramanuja



Management Quote

You can't grow long-term if you can't eat short-term. Anybody can manage short. Anybody can manage long. Balancing those two things is what management is.

Jack Welch



Newsletter of November 2014 released by Chairman



NAAC Peer Team members talk to the parents

From Director's desk....

Don't be afraid to give your best to what seemingly are small jobs. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves.—Dale Carnegie



India Budget 2015

The new Government of India is going to present its first budget on 28.2.2015. Since last year, the Indian economy has experienced some resilience. The expectation of

people when they voted the present government to power for five years was very high. Now, the people are waiting for a budget which will give them not relief, not subsidies but of stability. Any government which declares high level of subsidies is only populist. It is not economics at all. The argument that good governance will lead to healthy scenario in the economy will be reflected in the value of economic parameters generated at the aggregate level.

The win-win created by good governance must also be reflected in good economics. The third dimension of a strong economy is

stable polity. The political surroundings are reflected in the quality of governance. The budget estimates must reflect is not polity of the government but of economic wealth in value terms. In a sense strong polity, quality governance and fair economics will hoist the path of growth to stability. The question at this point of time is the growth rate, that the budget as an instrument would realize in the next financial year. The sunrise hope that India will grow at a faster rate in economic terms of about 8% GDP is the critical expectation from the present government.

- Dr. N S Viswanath



NAAC Peer Team at MPBIM



ISO Surveillance audit at MPBIM



Chairman and faculty members welcoming New Year 2015 at American Corner on 1st January 2015

Papers presented at the conferences

Dr. Nagesh S. Malavalli Dean and Dr. S Sathyanarayana, presented a paper entitled: **The determinants of capital structure in Indian stock market with special reference to automobile, IT & hotel sector** " at the international conference organised by IIM-Kozhikode between 2 and 4.1.15

Dr. Sumithra Sreenath presented a research paper titled **Harnessing the employee potential through big data analytics-A desk study approach** at the international conference organised by SDMIM, Mysore on 5 & 6.12.14

Prof. Rohini G. Shetty presented a paper entitled **Paradoxes & challenges encountered by women leaders while navigating the women leadership dash board - strategies & best practices** at the international conference organised by SDMIM, Mysore on 5 & 6.12.14

She also presented another paper entitled **The reinvention of recruitment - A study on the impact of social media networks on the IT industry** in Bangalore city at the conference organised by Adarsh Institute of Management & IT, Bangalore on 15 and 16 .12.14

Prof. S. Vijayalakshmi attended an FDP on Research organised by NHRD, Bangalore Chapter on 23.12.14

Dr. Deepak.R and Prof. Bhavya N presented a research paper entitled: **"An event study analysis of Union Budget announcement on broad and sectoral indices of Indian stock market"** at the conference organised by IMT, Nagpur on 21.11.14

He also presented a paper entitled **"Succession & success for investors in open offers and secondary markets: Regulation, apprehension & motivation in case of Indian stock markets** " organised by IES Management College, Mumbai on 4 and 5.2.15 jointly with Prof. B V Pushpa

Dr. Basanna S. Patagundi presented a paper entitled: **Effects of Intl. study rous on attitude toward doing business globally: assurance of learning in Executive MBA Programme** in New Delhi between 3 and 5.1.15

Prof. Bhavya.N presented a research paper entitled: **Parametric analysis of financial inclusion with respect to SBI & ICICI** organised by KSOU on 6 & 7.12.14. Prof. Bhavya N and Prof. Anu Natraj presented a paper titled **Higher education and sustainable development. - a case study on Modi** at the conference organised by Manipal University on 30 and 31.1.15

Prof. Pushpa. B.V presented a research paper entitled: **Impact of value based metrics on stock returns - a case study of automobile sector in India** at a conference organised by Christ University Bangalore on 11 and 12.12.14

Prof. Navya. G.S. presented a research paper on **Economic evaluation of public goods programme - A case study of Sakala in Karnataka** at a conference organised by Christ University Bangalore on 11 and 12.12.14. She also presented a research paper on **Challenges & opportunities in healthcare service delivery - a study of selected Sakala products in Karnataka** at the conference organised by Manipal University on 30 and 31.1.15.

Book Release function



At another landmark event on December 5th 2014, Southern Economist had a function where two books viz., Handbook of Research Methodology by Dr. V Vijayalakshmi and 'ರಾಗದಿಂದ ಮೃಡಾನ ಕರೆಯುತಿವೆ' (**Calling Shiva with Melody**) a collection of rare old songs sung by housewives in Karnataka compiled by Smt. Susheela Subrahmanya, Chief Editor of 'Southern Economist' journal were released. Sri N Ramanuja Chairman, MPBIM and Dr. Ravi M Tir-lapur KAS, Asst. Commissioner, Government of Karnataka. Dr. N S Viswanath shared his thoughts on the Handbook of Research Methodology by Dr. V Vijayalakshmi and Smt Kamala Balu former official of All India Radio spoke about 'ರಾಗದಿಂದ ಮೃಡಾನ ಕರೆಯುತಿವೆ'. Sri. Ramanuja who presided over the function and Dr. Ravi Tir-lapur was the Chief Guest shared their thoughts. Sri. G M Shirahatti former official of All India Radio shared his thoughts on the book and lauded the efforts of Smt. Susheela Subrahmanya in bringing out the journal. Dr. Nagesh Malavalli Dean MPBIM proposed vote of thanks. Sri Rakesh and Ms. Meghana students of MPBIM made a delectable rendering of few songs from the book at this event which was compered by Prof. G S Navya. This well attended programme was held in the ESV hall of Bharatiya Vidya Bhavan.



Free Eye Camp at MPBIM

In pursuance of its endeavour for creating awareness on social and health issues among its faculty and students, M P Birla Institute of Management and American Corners held a "Free Eye testing camp" as a part of welfare activity this year.

All faculty and staff members of the Institute besides personnel from Bharatiya Vidya Bhavan and few from R C College of Commerce participated in the camp. This camp helped in getting awareness about their condition of eye and many showed enthusiastic participation for the same. The Camp started at 10.30 a.m. and went up to 2:00 p.m. in the afternoon. This event was coordinated by Dr.Sumithra Sreenath. The free Eye camp was conducted by Sudharshana Nethralaya, Malleshwaram, Bangalore, a Super Speciality day-care eye hospital.



MPBIM faculty members receive their PhDs

Dr. Sumithra Sreenath



Dr. Basanna Patagundi



Dr. Deepak R

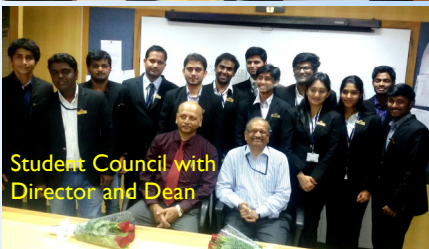


Events in Pictures

Student Council Elections



Swearing in Ceremony



Birla Cricket League Tournament



Editorial Panel

Dr. N S Viswanath
Director & Principal
Dr. Nagesh Malavalli, Dean
Sudhindra Gargesa
Deputy Director
Prof. Rohini G Shetty



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