



Birlaites

The News Letter

Volume 2 Edition 1

Aa No Bhadrah Kratavo Yantu Vishvatah
Let Noble Thoughts Comes To Us From Every side – Rig Veda 1-89-1

Newsletter May 2014

Chairman's Message

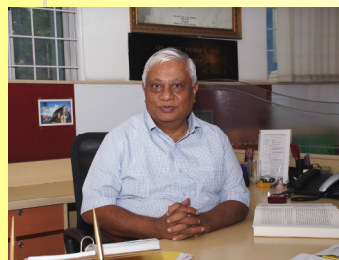


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MPBIM's Student Council

CEO	Abhinaya Shankar
COO	Sourabh Baid
CFO	Apoorva J A
Sports	Abhishek Shamanur
Culture	Bhumika Raj
News letter	Mitali Muralidharan
Adventure	Nandan Kumar M N
CSR	Bharat GP
Members nominated by Faculty	Indrani Banerjee Venishya Castelino Shubank Shekar Yogita Manjunath Suhas Pandit



My young friends,

Every organization looks for growth like all individuals do. Some companies are successful while some lag behind. In a competitive business environment, where technology and business practices are seeing paradigm shifts, the survival is purely dependent on growth. Hence, the question of adaptability to changing environment normally haunt the mind of any manager. This growth has to be not only good but also substan-

tial. The main factor for achieving this transition is focusing of the company's resources on its field of competence.

As managers you have to constantly update your knowledge and competencies to remain relevant in your sphere of work. You should remember that keeping abreast of the industry requirement and technology trends will strengthen the competency level.

Many of you will be starting your professional life in a few months. What you have learnt till now will remain in good stead, but you must be capable of functioning effectively both as team members and as team leaders. Productivity and effectiveness can be greatly en-

hanced when you work together toward common goals.

In the changing environment, you have to become **change makers**. Managers must be capable of adapting to change when appropriate and creating change when necessary. Effective managers must embrace change and desire to influence its course.

That will be the challenge of the future. In fact, managers must be proactive to environmental trends, look for new ways to meet to serve your customers, and explore methods of increasing the efficiency and effectiveness of their area.

N. Ramanuja
Chairman

"We are responsible for what we are, and whatever we wish ourselves to be, we have the power to make ourselves. If what we are now has been the result of our own past actions, it certainly follows that whatever we wish to be in future can be produced by our present actions; so we have to know how to act."- Swami Vivekananda

WELCOME
TO PARADIGM 2014



Principal's message

"Management is doing things right; leadership is doing the right things" - Peter F Drucker



It gives me immense pleasure to note that our academia is bringing out second edition of M.P Birla institute of Manage-

ment Students' News letter during May, 2014.

We are on a progressive mission. There are many accomplishments which have brought laurels to us. During 2013, MPBIM has been continuously adding value to the university curriculum. These efforts have led to successes in placing our students in branded domestic as well as multinational corporations (MNCs).

Our students have submitted various research papers and have won top positions in prestigious management schools such as MDI, IIM-A, IIM-B & IIM-K. We are sure that this serves as a source of inspiration to all MPBIMians.

My best wishes to the entire editorial team.

Dr. N S Viswanath
Director and Principal

Dean's message

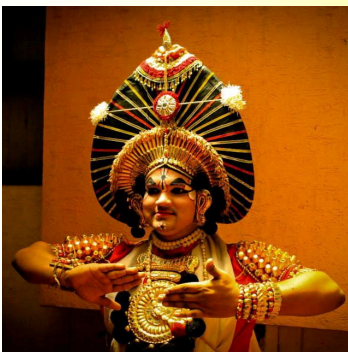


On this occasion of newsletter launch of M.P Birla institute of

Management, I congratulate the ever energetic student body in bringing out the newsletter which documents all the vibrant activities of MPBIM. I wish them all the best.

- Dr. Nagesh Malavalli, Dean

Students' Achievements



Pictures taken at Birla Fest 2013

"Once you start a working on something, don't be afraid of failure and don't abandon it. People who work sincerely are the happiest." - Chanakya

Nagarjun Adiga and Akash Ballal win first prize at the fest at RVIM in crisis management

Charanraj Poojary and Mohammed Suhaib win 1st prize at Verbalize event at IIM Bangalore

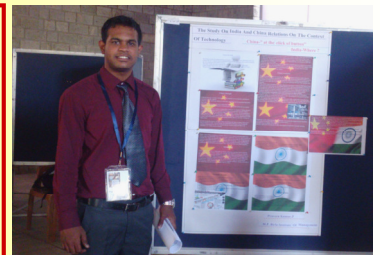
Charanraj Poojary and Mohammed Suhaib win first prize at Crypto Creative event at IIM Kozhikode

Mariya Samreen Raje, Riccha Kapoor, Indrani Banerjee win prizes at three events at the fest held in IIM Ahmedabad.

Vishnu. D, Shruthi.P.S and Vasu were awarded second place at the 7th International Business Research Conference on Emerging Marketing Practices: Differentiation and Value creation, organized by Indian Education Society's Management College and Research Centre (IESMCRC), Mumbai on February 21st and 22nd, 2014.

MPBIM cricket team won first prize at IBS college on 26th January Riccha Kapoor won first prize in face painting and team of Riccha and Suhaib won 1st prize in collage work at RJS Institute of Management on 26th April 2014

Ankith and Subhash won first prize in theme event of Christ college fest USHUS'13 held on 22nd & 23rd of Nov 2013



Praveen Kumar at IIMB



MPBIM students at GOAL, Garwale



Convocation 2012 batch



International Women's Day 2013

Editorial Panel

Student Editors

- Indrani Banerjee
- Mohamed Suhaib

Editorial Guidance

- Dr. N S Viswanath Director & Principal
- Dr. Nagesh Malavalli, Dean
- Sudhindra Gargesa Deputy Director



"The thing always happens that you really believe in; and the belief in a thing makes it happen" - Frank Lloyd Wright

This line assumes greater significance to me as we write the edi-

torial for M.P Birla Institute of Management.

The ground work for this newsletter began few months ago and even at that stage we were aware that this project would have its share of challenges, but the sheer thought of having our very own News Letter inspired us to put efforts to make it a reality.

We would like to show our gratitude to Director and Principal, Dr N.S Viswanath and the faculty

members for giving us the opportunity to be a part of this initiative. We have tried to put our best foot forward in order to ensure that this newsletter is a success. We would also take this opportunity to thank all our team members for without their able support and tireless efforts this newsletter wouldn't have been possible.

Indrani Banerjee
Mohammed Suhaib

From the Editorial Desk

MPBIM students at IIM Bangalore Inspire Aspire and Achieve



Life is all about a combination of success and failure. Every individual has their own ups and downs and they emerge victorious and look for opportunities to inspire and motivate others to move to their path of success. Most of the successful people in the field of management like Mark Zukenburg and Steve Jobs have gone through lot of failure at some point of time either in their career or personal life. They realized that every failure is a stepping stone to success. These people are famous personalities and they have inspired all those who look towards the field of management as their career in life. There are also some people who look forward to

achieve and inspire millions of people. These people have physical disabilities and are mentally challenged.

Eminent personalities like Galileo Galilee, Helen Keller and Stephen William Hawking despite having challenges, because of their will power and their determination to achieve something in life, they have emerged victorious. With their stamina these individuals have also been successful in finding a suitable career for themselves and their achievements need to be recognized and applauded by every body in this world. These people have become famous because of their contribution against all odds. Thus, any human being who is born in this world would like to achieve, aspire and inspire as many people as they can to make this world a better place to live in.

- This write up by Mohammed Suhaib and Charanraj A Poojary under the guidance of MPBIM faculty won the first prize in Verbalize event at IIM B Vista international summit 2013 ,conducted on 27th 28th and 29th of September 2013 at IIM B campus.

The Study on India and China Relations on the Context of Technology-

Paper presented by Praveen Kumar P at IIM Bangalore 17th April 2014

Abstract

The study was confined to two fastest growing economies of the world that is China and India .China and India are going to be the economic superpower of future. Global integration of China and India has had quite different effects on the structural pattern of their economic growth. Manufacturing became the engine of economic growth in China whereas India thrived due to the rapid growth of the services sector. The study revealed that China currently has a definite edge over India in Technology. Moreover, China is found to be having better plans for future in the area of R&D as compared to India. The governance of the countries, to a great extent, is found to be responsible for the same .The study also reveals the growth prospects of China and India .

Dr. Maulana Abul Kalam Azad—Thoughts on Education

***"The wealth of a nation is not the country's banks but its primary schools."* - Dr.Maulana Abul Kalam Azad**

- Prize winning write up by Ritu Dudhoria



Dr.Maulana Abul Kalam Azad (1888-1958) was a prominent leader of Pre and Post independence India. True to his name "Abdul Kalam" (Lord of Dialogue), Dr. Maulana Abul Kalam Azad was a brilliant debater, an outstanding scholar and a visionary educationist. An important issue close to his heart was the democratization of education in India. He advocated universal compulsory primary education, free and without any qualifications for all children up to the age of 14.The Right to Education Act is a fitting tribute to Dr.Maulana Abul Kalam Azad who took up this task almost 60 years ago.

He stressed upon the impartation of education in provincial languages up to matriculation standard. However he stood for the retention of English language as a medium of instruction, especially at secondary and higher levels of education as this would help serve international needs.

The education of women was a cause that he supported to the fullest. He emphasized on the importance of setting up of village schools. He proposed that training in crafts and arts should be provided to villagers in these village schools, as this would facilitate the economic development of villagers.

During his tenure as the Minister of Education he was committed to the improvement of facilities of secondary and higher technical education in the country, as he believed that this would pave the way for a self reliant nation. He strengthened the All Indian Council for Technical Education. The Indian Institute of Technology, Kharagpur was established in 1951 followed by a chain of IITs at Bombay, Madras and Kanpur and Delhi. School of Planning and Architecture was established in 1955 at Delhi. He established the University Grants Commission (UGC) in 1956 by an Act of Parliament.

In order to bridge the socio-religious and cultural gaps and to enrich Indian culture and heritage, he established prominent cultural and literary academies such as the Lalit Kala Academy, Sangeet Natak Academy and Sahitya Academy, Indian Council for Cultural Relations

Dr.Maulana Abul Kalam Azad was an institution in himself. He was posthumously awarded the Bharat Ratna in 1992. To commemorate his unique contribution to the field of Indian education, **National Education Day** is celebrated on November 11 of every year.

‘Crypt O creative’– Marketing Event at IIM Kozhikode



Marketing event to create aspiration value for the product. This involved creation of strategy for marketing involving creation of a bill board to help marketing the product. MPBIM team chose ‘Note Book’ titled **Amaranthine**— a thing that does not fade. The Billboard created by our students adequately expresses the spirit of **Amaranthine**. The billboard proposed to be large enough to catch the attention of the passers-by and is also physically positioned for better visibility. The idea used in bill board is— on one side it showed the effect of water on fading of note book and on other side the notebook which won't fade reflecting the concept of **Amaranthine**.

This concept of Mohammed Suhaib and Charanraj Poojary of MPBIM secured 1st Prize in "Crypt O Creative" (Bill Board Making) event conducted by Indian Institute of Management, Kozhikode held on Oct 27th, 2013

At IMPERIUM Fest held at MDI, Gurgaon, MPBIM team entered the final round which was ‘on-campus’ round. For the final round the participants were asked to make a complete business plan, which focused on creating a feasibility plan for practical implications of our product in the market. The team of Mohammed Suhaib, Charanraj and Ankit Jain had a brilliant exposure to all the innovative ideas presented by other competing teams as well.

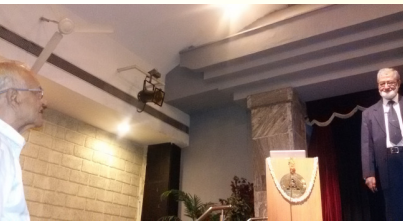
An Impact of US Debt Crisis on Low Risk Portfolios during Oct, 2013

Vishnu D, Shruthi.P.S,Vasu Pradeep D. IV Sem and Prof. Deepak.R

Award winning research paper at the 7th International Business Research Conference on Emerging Marketing Practices, organized by IESMCRC, Mumbai

Indian markets are integrated with the global markets and this integration is more so in the current period compared to previous years. US is considered to be risk free country for investing and the recent US debt crisis has created pessimistic views among the global investors. Oct 17th was considered to be a major day for the US government with no consensus being reached between Democrats and Republicans on increasing the debt borrowing limit. After economic reforms of 1990s, several positive changes have taken place in the Indian stock markets and thus considered to be more integrated with global markets ever before. Thus to understand the integration and to test whether the markets are semi-strong efficient or not, a study was conducted on the risky portfolio investments. For the study, a sample of 25 low risk mutual funds during the period of October, 2013 was considered. Summary statistics and t-test were used in the study. It can be concluded that the news definitely had a lot of impact on volatile stocks and thus our portfolios. Out of 24 portfolios, around twenty three portfolios were found to have been significantly impacted in a negative way and rest one showed significant upward trend. Thus the net asset values were found to be affected by the global news. Thus the study concludes overall that the Indian markets are semi-form efficient in nature.

Moid Siddiqui's Workshop on Leadership through Trust and Empowerment on 28th April 2014



Sri. Moid Siddiqui is the Managing Director of Intellects Biz, which is highly regarded for its innovative training workshops on management themes. He is popularly known as Management Monk. He has served Corporate India in senior- and board-level positions with premier public sector and private sector organizations. Mr. Siddiqui is one of the rare Indian authors whose spiritual work has found place in the famous ‘Chicken Soup’ series. The one-day workshop focused on two major aspects: Trust and Empowerment. Trust begets Trust and mistrusts in breeds mistrust. Trust is the foundation of Empowerment. How to build trust and empower your people is the central tenet.

MPBIM at IIM Ahmedabad

Visit to Akshayapatra of ISKCON

Marketing Fest 2013 at MPBIM

Blood Donation Camp



Teachers' Day



MPBIM Students win award at IESMCRC



Vishnu. D
Shruthi. P. S
Vasu Pradeep. T
Runners up @ IES Management Research



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