



The Newsletter
Volume 3, Issue 4



| आ नो भद्राः क्रतवो यन्तु विश्वतः |

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

Quarterly Newsletter December 2015
of Bharatiya Vidya Bhavan's M P Birla Institute of Management

From Chairman's Desk

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"Discovery consists of seeing what everybody has seen and thinking what nobody has thought."
- Albert von Szent-Gyorgy.



My young friends,

Few months ago I was reading a well known book '**Attackers Advantage**' of Ram Charan, a leading management consultant in the USA. It was then I reminisced my experiences as a CEO of a large public undertaking, the problems which we faced, overcame some, couldn't in some cases. Today environment throws more opportunities and uncertainties in the same proportion. But then, uncertainty has always been a challenge to business, but never before has it had the intensity and potential to change industries and

destroy companies as it does today. Business leaders can be on the defensive, or they can be on offense, prepared to lead decisively. **The ability to deal with uncertainty is perhaps the paramount skill, leaders must have, to be successful in this era.**

Businesses operate in an ever-dynamic environment. They need to adjust and adapt to environmental dynamism through a variety of strategic orientations. Strategies need to be formulated to adapt, respond to the environment. I know of several companies that closed their shops because of improper strategy in handling the businesses be it technology or adaptation.

In highly dynamic and complex environment, defending a position becomes difficult. Success de-

pends more and more on responding to and keeping a dynamic alignment with the changing environment, through, for instance, organizational innovation, which is found to be positively correlated with environmental uncertainty. In the end, you have to prepare for failure, success, and everything in between. But as long as others find you trustable, you'll have the support of the stake holders. Focus on doing the right thing, and your customers, employees, and other stakeholders will all have an interest in seeing your company weather whatever unpredictable storm that might come your way. Wish you a very Happy New Year and a Happy Makara Sankranti.

N. Ramanuja

Elections for Students' Council 2015-16

Student elections were held at MPBIM on 15th October 2015 and following members being elected:

CEO Manohar M **CFO** Phani Satish **COO** Sangamesh Ayyanna

Cultural Head Ranjana CR, Bharatesh Tatti, Farhan Ahmed

Sports Head Sagar Channabasappa, Luqman Shariff

Adventure Head Deepak T V, Parmeet Joshi

CSR Head Ajay P, Rakesh R

Newsletter Head Mamatha Channappa Pallaghatte, Masroor Ahmed, Sneha Muchandi

Class Representatives:

III Semester: Girish Chandra (A1), Divya K (A2), Giri Kumar G (A3)

I Semester Kaushik (A1), Shashank K N (A2), Latha L (A3)

The swearing in ceremony was held on 1st October 2015. Dr. N S Viswanath, Director MPBIM administered the oath of office to the elected representatives

Hearty

**Congratulations
to the Student
Council**



Student Council with Director and Prof. Hemanth Kumar after swearing in ceremony



Director's corner

Financial Literacy in India



India has made strides in literacy with 74% of her people counted as literates in 2011 decennial census.

The ability to read & write in language should reflect in their increased capability to make effective transactions. There is need to sharpen the intellect of people in enabling them perform day to day operations. The Reserve Bank of India (RBI) has launched a massive action of educating people by organizing training programmes in rural areas. In addition, the Government of India has been making efforts by **Jan-Dhan Yojana** (People-Money Plan) to ensure people participation in national economy. Despite these concerted efforts, **the financial literacy in India is a mere 35%**. People involvement in market operations will ensure growth with stability.

The time has now come for us to hasten up on awareness of functioning of Stock Markets to ensure that profitable returns are acquired by investing intelligently in portfolios. The time has

come to ensure that earnings of people are appropriately made to grow for a life time sustenance. People need prudent guidance on improving their size of savings. The whole range of activities of financial markets, trends, projections, policies, strategies & the ways to minimize losses are to be spread across to rejuvenate people for smooth financial profiling. Such an effort will make people masters of their money! There is another area of finance not thought of. This is on making long term savings in insurance related portfolios. Risk cover will ensure safety by mitigating anxiety. Public pension plans are on promotion at present. But there are not enough people responding to personal financial plans. There are private players both Indian & Global, taking on schemes/plans now in India. There are, however, no agencies to train people for effective financial literacy. It is right time to start a programme to make people financially literate across the country.

- Dr. N S Viswanath



Ms. Preethi Prasad student of 1st Semester at MPBIM and a Bharatanatyam Dancer performs at Seva Sadan, Malleswaram

Up Coming Event....
MPBIM and
Southern Economist
present

Symposium on
Global Ethics and
Business.

A Management Education perspective

Friday, March 4, 2016
10.00 AM – 4.00PM



Release of October 2015 Newsletter

MPBIM Students at PMI Primer



MPBIM faculty & Students at PMI Primer



Sneha receives the Prize at PMI Primer

PMI Bangalore, India conducted a workshop for under-graduate and post-graduate students. 49 students from MPBIM attended the workshop accompanied by **Prof. Hema Harsha** and **Dr. Deepak R.** The session began with a talk on Project Management Fundamental Concepts by **Ms. Chetana Kaolagi**, Group leader, Delivery Risk management followed by **Mr. Raj Nandyal**, Founder Director at Creative Prober who gave a deeper insight into project management Concepts. Post lunch, the sessions were handled by **Mr. Kiran Kashekar**, Product Leadership forum on applications of Project Management. **Ms Shilpa Pandeshwar** of DAAD, spoke about education opportunities in Germany. Young entrepreneurs - **Mr. Shrinidhi Pandeshwar** and **Mr. Thirukumaran Saravanan** interacted with the student delegates on the issue of entrepreneurship. The event concluded with prize distribution for the essay competition held for students to create awareness about Project Management Competencies. The first prize in the competition was won by **Ms Sneha Muchandi** of MPBIM.

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

Dr. A T Bhashyam Director BPBIM felicitated by Nagamma Foundation

Dr. A T Bhashyam makes presentation at SEANDEE workshop in Germany

Celebrating Deepavali in Germany



Workshop on SEAN DEE Lab at University of Kassel, Germany

Sri. V Muralidhar Deputy Director (American Corner), Prof. Amreen Ismat Khan, Sri Praveen Savadi, Smt Manjula Rajan Librarians and Ms. Pooja Kulkarni student III semester attended a two week workshop on disaster management at University of Kassel, Germany held between 1st November to 14th December 2015. The workshop was conducted at SEAN-DEE Lab, University of Kassel, Germany sponsored by German Academic Exchange Service (DAAD), Germany. The two week workshop included an introduction to Disaster Management initiatives with case studies. There were many presentations and visits to labs at Kassel and Busum, Germany. The team accompanied a group of delegates from BPBIM and NIE, Mysore which are partner institutions of South East Asian Network for Disaster Environmental Engineering (SEAN DEE) initiative.



MPBIM team at University of Kassel, Germany



Participants with Prof. Uwe Dorka of University of Kassel, Germany



Publications by Faculty

- **"Greece Crisis and the risk of Conflagration on International Financial Markets"** by Prof. Deepak.R published in Southern Economist, Volume-54, Issue-9.
- **"Impact of Economic Reforms on Stock Market Behaviour: A short term perspective"** paper by Deepak.R and M. R. Sholapur (2015) published in Dharana-International Journal of Business, Volume-9, Issue-2, pp. 3-16
- Dr. R Deepak's article **"Security Returns Spectrum-An analysis of seasonality and sensitivity of Indian Stock Markets"** published in Dharana-International Journal of Business, Volume-9, Issue-1, pp. 56-71
- Dr. Sathyanarayana's Research paper entitled **"Beta stability in Indian stock market with special reference to CNS Nifty Fifty"** presented at the Conference organized by Acharya Bangalore Business School, Bangalore on 17/18.12.15
- Prof. G S Navya's article **India Budget 2015 Women Friendly or Women Oriented?** Published in Southern Economist April 2015 and another article **Agriculture in Karnataka: Need for special emphasis** was published in Southern Economist July 2015
- **Make in India- a Major Initiative of Indian Government: Is the timing Right?** authored by Prof. G S Navya & Prof. Ramgopal published in Southern Economist October 2015 ISSN 0038-4046

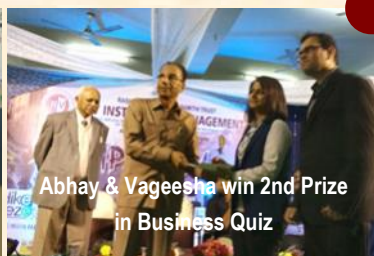
Conferences, Workshops and FDPs attended by Faculty

- Dr. Sathyanarayana, Dr. Deepak and Prof. Vijayalakshmi attended Two-day Management Development Programme on **"Data Analysis using "R" Statistical Software**, held at Christ University, Bengaluru on 23rd & 24th November, 2015.
- Dr. Deepak.R attended 7th Annual program of PM Primer (Bangalore Chapter) held at Nimhans Convention center, Bangalore on 4th November, 2015.
- Dr. Deepak. R and Prof. Pushpa. B.V attended one day Faculty Development Workshop on **"Corporate Valuation and Restructuring"**, held at R.V. Institute of Management, Bangalore on September 4th, 2015.
- Prof. Ramaswamy attended a workshop on **Research Methodology in Social Sciences** at RVIM, held on 17.10.15
- Anu & Navya Skill Development Programme for B-School faculty on **Neuro Linguistic Programming** at Sheshadripuram Institute of Business Management, Yelahanka on 4.11.15.
- Prof. Bhavya & Prof. Anu Natraj attended a FDP on **"Digital Marketing"** held on 19.11.15 at Sheshadripuram College of Management, Yelahanka.

Prize Winners at IMPERIUM Fest at RVIM



Director with Jyothi & Ranjana winners at Calypso Fest at PESIT



Abhay & Vageesha win 2nd Prize in Business Quiz



Hitesh & Luqman win 1st Prize in Amazing Race Treasure Hunt



Farhan & Hafiz win 3rd Prize in Business Quiz



Saraswathi and Ganesha Pooje October 2015



'Dandiya' Evening October 2015



Suggestion of Ms. Sumayya implemented at Bigbazar



Abhay & Farhan win 1st Prize in Business Quiz at Vishesh 2015 at MSRIT



Jyothi & Ranjana win 2nd Prize in Finance event at Vishesh 2015 at MSRIT

The greatest challenge faced by the consumer is to identify which product is good. To facilitate this research project of **Ms. Sumayya Tabassum** (2012-14 Batch), guided by **Prof. Hemanth Kumar**, was aimed at educating the customers about the age of the pulses, origin, cooking process etc thereby influencing the purchasing pattern through visual merchandising. This idea was greatly accepted by customers and Big Bazaar opted for the same and changed their visual display methodology. Picture of display at Big Bazaar can be seen here.



Editorial Panel

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