



The Newsletter

Ranked 29th among the non IIM  
B schools in the country and 12th in  
South India in B School Survey 2016  
of Silicon India.

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Let Noble Thoughts Come to Us From Every Side Rigveda 1-89-1

## Quarterly Newsletter - June 2016

of Bharatiya Vidya Bhavan's M P Birla Institute of Management

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### Entrepreneurship and Business Alertness



My dear friends,

Generally an entrepreneur is creative and fundamental to any economy and indeed market cannot function without entrepreneurs. What defines entrepreneurship is alertness to situations where resources are under or over-valued and calls for agility. In business, agility is defined as an individual's ability to identify opportunities which are overlooked by others. It is composed of judgment which fo-

cuses on evaluating the new changes, shifts & information and deciding if they would reflect a business opportunity with profit potentials or not. It involves scanning the environment, searching for information and linking varied information after evaluating whether new information represents an opportunity for business. There has been tremendous growth of entrepreneurial activities globally and so has importance for market alertness.

There is a strong relationship between environmental munificence and agility especially when the entrepreneurs have high levels of self-efficacy in performing the roles and tasks of a new venture creation.

### From Chairman's Desk

In turn, entrepreneurial agility is related to continuance, behavioural and effective commitment of entrepreneurs.

Recent turns in business caused by turmoil in the European Union or economic upheavals in USA and China appear to have increased the need for understanding of the markets and new opportunities ushered in. As business managers and budding entrepreneurs, I urge you to keep abreast of market behaviour to be successful. My advice is specific to all the student-executives who are looking forward for setting up ventures & /or managing businesses.

Good Luck to all of you.

N. Ramanuja

### Seminar on National Integration

Towards empowering the youth with knowledge about the country and bring in National Pride in them, a series of programmes is being ushered in by **STEP (Social Transformation and Empowerment Programme)**. Under the aegis of STEP various symposiums are being planned at various colleges/universities in Bangalore. In this connection a symposium was held on 16.4.2016 at MPBIM. The symposium was inaugurated by **Sri. N Ramanuja Chairman of**

**MPBIM and Bhavan's Bangalore Kendra**. Delivering his talk, Sri Ramanuja reminisced the excitement at India getting its independence as a child of five years which feeling is necessary for building a strong country. **Prof. G.S.Murthy, Former Head Dept. of Chemistry, Andhra University**, who is a live wire in the STEP programme, stressed on the need for the youth in the society to usher in transformation in the society at every stage of existence to overcome

social injustice. **Sri. VVR Sastry former Chairman and Managing Director of Bharat Electronics** spoke on the usage of science and technology in addressing the security concerns like data collected on national security from various sources, effective data mining and data processing. **Dr. V.Gopala Krishna co-founder of Integra Micro Systems, Bangalore**, elaborated on the role of Universities in moulding the students and providing training in technology



Sri. N. Ramanuja inaugurating the Indo Canadian Symposium on Nano Science and Technology at NIE, Mysore



Sri. VVR Sastry lights the lamp. Sri. N Ramanuja, Dr. Gopala Krishna, Dr. N S Viswanath, Prof. Murthy and Sri. H N Suresh



Sri. Ramanuja delivers inaugural address



Release of Birlites Newsletter of March 2016



Dr. Gopalakrishna gives his talk



Three basic elements matter in driving growth: People, Institutions and Polity. Recent introduction of exit of UK from euro countries is a matter of concern and choice. It is a concern because people are not sure of what next although they are driven by political compulsions. The choice is always influenced by external forces which create optimism. The collective decision of people in voting to exit from European Union (EU) created many triggers. The first causality of BREXIT is reflected in continuous increase in price of gold. The investors are moving toward safer assets. The shift from stocks and securities to yellow metal is an indication of change in collective behaviour of investors. The increase in gold price at international and in domestic markets has led to decline in the import of gold since last several weeks. The pound-sterling, euro and dollar currencies are on the verge of pre-setting the equations at foreign exchange market. The central banks of respective countries have been working hard to restore equilibrium level.

Federal banks of these countries are aiming to develop a scenario to visualize short and long term implications. BREXIT has created tremors in the process of wealth creation. Marketing institutions are gearing up for managing projected instability at the supply and the demand levels.

There is dichotomy in the polity of Britain on this issue. The political equation in Asia and in American countries are experiencing a change to counter BREXIT effect. The quality of governance in terms of taking right steps, movements at the right time matters the most! The best proxy for good governance is quality leadership. The political leaders in these respective countries are making positive, proactive and precautionary statements to enable people participate in exchange transactions. The symposium on the theme at MPBIM will attempt to answer several questions.

.Dr. N S Viswanath

**BUSINEZZ QUIZ** was conducted by **Business standard**, leading business daily, at MPBIM during the month of January 2016. The prize winners at the event were: 1<sup>st</sup> Prize: 1<sup>st</sup> Place – Girish Kumar 2<sup>nd</sup> place-Abhay Godse and 3<sup>rd</sup> place shared by Farhan Ahmed & Chandra Lokesh. **Hearty Congratulations** to all the winners!!!!.



Ms. Pooja Kulkarni (top) and Ms. Preethi Prasad (below) perform at the Alumni Meet on 1.5.2016



### Winners at the events in other colleges



As part of the celebration of **International Yoga Day**, MPBIM celebrated the event on 27<sup>th</sup> June 2016 in ESV Hall. During the inauguration of the event, Prof. K.L.Ramadas Jt. Director (HR) explained the importance of Yoga. Earlier, Yoga was practicing in the Gurukula Systems. An international day for yoga was declared by the United Nations General Assembly (UNGA) on December 11, 2014. Highlighting the observance of Yoga, **Prime Minister Narendra Modi** said in UN General Assembly 'Yoga is an invaluable gift of India's ancient tradition. This tradition is 5000 years old. It embodies unity of mind and body; thought and action; restraint and fulfilment; harmony between man and nature; a holistic approach to health and well-being'. It is understood that in India, 391 Universities, 16000 Colleges and 4000 schools have celebrated the event.. At MPBIM, **Sri. Kumar Reddy, a well-known Yoga expert who teaches Yoga at Bharatiya Vidya Bhavan** conducted a lecture demonstration of Yoga's therapeutic approach to chronic diseases like back ache, diabetes and hyper tension which haunt people across ages today and advised the practice. Sri. Kumar explained the nuances of yoga to the participants. This impressive programme was presided over by the Dr. N S Viswanath, Director and Principal.



Sri. Kumar Reddy gives his talk



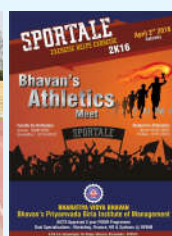
Prof. K L Ramadas gives introductory talk

### Events at Bhavan's Priyamvada Institute of Management, Mysore

Convocation at BPBIM



BPBIM conducts 'Sportale 2K16' Bhavan's Athletics Meet



BPBIM Faculty at IIMB for FDP





## INSPIRO 2K16– Intra Management Fest & Alumni Meet

MPBIM's Intra Management Fest **INSPIRO 2K16** was held on 30<sup>th</sup> April 2016. Seven Teams from the Institute competed for seven events. The winners of various events were:

Event	Winners	Runners	Event	Winners	Runners
Team Event	Valiants	Mavericks	Corporate Roadies	Valiants	Walking Warriors
Rural Le Carte	Mavericks	House of Starks	50 Ka Funda	Pawn Stars	Rhino Red Wings
Carpe Diem	Valiants	Pawn Stars	RJ Mania	Rhino Red Wings	Pawn Stars
Ad Mad	House of Starks	Mavericks	Championship	Valiants	Walking Warriors

The Alumni Meet was held on 01.05.2016 in Kincha hall. The event started at 11.30 AM with the traditional invocation song and lighting of lamp by Director & Principal and the alumni. This was followed by classical dance by Preethi Prasad. Participation of alumnus like I.M.Nataraj, Sumuk Hungund, Nagasiddharath, Rajiv, Jayadeep and Mukesh of 2002-2004 Batch were highlights of the event. After the welcome address alumni report was presented by Prof.Vijayalakshmi. I.M.Nataraj, Sumuk Hungund, Nagasiddharath, Rajiv, Jayadeep, Mukesh Jain, Sourab Baid and other alumni of MPBIM shared their career perspectives. All alumni were presented memento by the Director & Principal. The cultural programmes featuring Radhika, Preethi Prasad, Pooja Kulkarni, Manikanta, Shivendu, Ajay, Swathi and Alumni -Swathi and Ashwin Goutham were performed with exhilarating zeal.

**Well done Student Council 2015-16 !!!! Your initiative was simply superb.** Miss. Sanjana and Miss. Madeeha Noorie of 2014-2016 Batch ably conducted the event.

## Business Quiz & IT Quiz 2016

"Taking a quiz identifies gaps in knowledge. Essentially quiz reduces forgetting and improves recall which makes the study more productive". With this objective **Business Quiz** is conducted every year at the institute for students in the area of business. In line with this practice, Business Quiz was conducted for the junior batch during December 2015 with finale being held on 21.12.2015 in the packed ESV Hall. Six shortlisted teams participated in the finale with **Sneha Muchandi**, Jeffin Jose, students of the senior batch and alumni **Mithun Venkat** as quiz masters. The prizes were awarded to the team of **Omkar Kulkarni, Darshan** and **Karthik Reddy** by **Dr. N S Viswanath Director and Principal**, MPBIM. Participation Certificates were distributed all the members of the finalist teams. The whole programme was conceived and spearheaded by Prof. Anu Natraj and Prof. Navya.

"**IT Quiz 2016**" was conducted for II semester MBA students on 30<sup>th</sup> April & 1<sup>st</sup> May 2016 in ESV Hall. **Enlighten, Engage, Elevate & Motivate** was the theme of this competition which was conducted in four rounds and aimed at developing knowledge & excellence base among the students. Team **WHITE WALKERS** bagged the first prize, while **SILICON SNAPSHOTS** stood second. The Competition was conceived and conducted by Prof. Hema Harsha and Prof. Ravindra.



Director with winners of IT Quiz and faculty members

## Blood Donation Camp held on 2nd April 2016

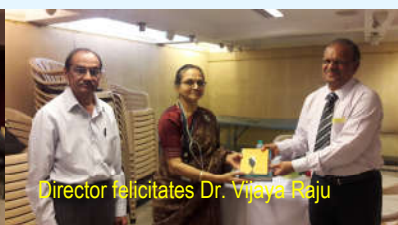
**Blood Donation Camp** was held at the ESV Hall of MPBIM on 2nd April 2016 jointly by **Rotary-Bangalore Basaveshwaranagar** and **Rotary TTK Blood Bank**, thanks to the initiative of **Sri Pavan** and **Sri Narayan** of Crystal Info Services and members of Rotary-Bangalore Basaveshwaranagar. On behalf of Rotary Club- Basaveshwaranagar **President Sri. Prakash**, **Sri. Sudhir Navale** Coordinator of blood donation activities of Rotary – Basaveshwaranagar and other Rotarians participated enthusiastically. **Dr. N S Viswanath Director & Principal MPBIM**, Joint Directors and many faculty members besides students participated in the event. Over 60 donors from MPBIM, other institutions around the Bhavan donated blood. Several Rotarians too 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- Basaveshwaranagar conducts such a camp every year at MPBIM.



Students who donated blood with their certificates



Director felicitates Rotary Bangalore Basaveshwaranagar members



Director felicitates Dr. Vijaya Raju







Ms. Sangeetha gets her award



Ms. Mithali Muraledharan gets her award



Dr. Aatre felicitated by Chairman



Dr. Hemant Kumar felicitated



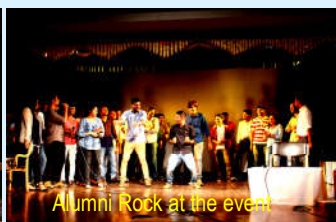
Dr. Aatre delivering convocation address



More Pictures of Alumni Meet



Ashwin Gautam and Tripti perform at the Meet



Alumni Rock at the event



Manikantha performs



## Editorial Panel

Dr. N S Viswanath  
Director & Principal  
Sudhindra Gargesa  
Joint Director (Admin)  
Prof. Rohini G Shetty  
Faculty Editor  
Student Newsletter Team  
Sneha, Mamatha & Masroor

'Have the courage to follow your heart and intentions' advised **Padma Vibhushan Dr. Vasudev K Aatre** delivering the convocation address of batch 2013-15 at MPBIM On 7th May 2016. He said that along the way the student executives need to remember three intrinsic elements to one's motivation and success – purpose, passion and perseverance. **Dr. V K Aatre was former Defence Research and Development Organisation (DRDO), India's premier Defence research and development organization and served as Secretary Ministry of Defence and Scientific Advisor to the Defence Minister (Raksha Mantri).** He has received several national awards including Padma Bhushan in January 2000 and Padma Vibhushan in 2016. Sri. N Ramanuja presided over the event for which Sri H N Suresh, Director, Bhavan's Bangalore Kendra was the Guest of Honour. Dr. N S Viswanath Director & Principal administered the Oath.

The following students received various awards:

**Teekays Award for Best Outgoing Student of the Year - Male:** Mr. Sreekanth L

**Teekays Award for Best Outgoing Student of the Year - Female:** Ms. Achanala Swathi

**Smt. Priyamvada Devi, M P Birla (Badima) Award for Academic Excellence – I Prize:** Ms. Sangeetha S

**Sri. R. Thothadri Award for Academic Excellence – II Prize:** Ms. Mitali Muraledharan

**Smt. Jayalakshmi Santhanam Medal for Statistics** Ms. Amruta Arun Sannake & Mr. Dipinder Singh

**Smt. Jayalakshmi Santhanam Medal for Operations Research:** Ms. Poojitha Anand and Ms. Shivani V

**Sri. Kasi Visweswara Prabhu Medal for Human Resource Management:** Ms. Achanala Swathi

**Prof. K.L. Ramadas Medal for Marketing:** Ms. Sangeetha S

**Late T V Parthasarathi Memorial Medal for Finance:** Ms. Mitali Muraledharan

**Dr. S. Bisaliah Endowment Award for Managerial Economics and Research Methodology & Technical Writing:** Ms. Mitali Muraledharan

**Smt. Susheela Bisaliah Award for Best Female Student in Academics:** Ms. Sangeetha S

**Smt. Shantha Ramachandra Rao Award for Outstanding Female Student of the Batch:** Ms. Sangeetha

**Sri. S. Ramachandra Rao Award for Outstanding Male Student of the Batch** :Mr. Sreekanth L

**Dr. Nagesh Malavalli Memorial Award for Best Finance Student:** Ms. Mitali Muraledharan

**Dr. Nagesh Malavalli Award for Highest Aggregate Marks in Finance in III & IV Sem:** Ms. Mitali Muraledharan

**Sri. Srivasta V Endowment Award for Highest Marks in Technology Management:** Mr. Ashwini Anand

**Principal's Medal of Appreciation:** Mr. Prabhu Pravesh Prabhakar, Mr. Mithun V, Ms. Arpitha K H, Ms. Yogeetha Manjunath, Ms. Arpitha N, Ms. Meghana R Koushik, Mr. Bharath G P, Mr. Shivajit Pande, Mr. Akash B N and Ms. Mitali Muraledharan



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