













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.

Volume 3, Issue 5

Inside this issue

- Chairman's Desk
- Vriksharopan
- Director's corner
- Symposium on Global Ethics
- Workshop on Balance Sheet
- Workshop on Assessment of Learning
- Panel Discussion on Budget
- Marketing Exhibition
- Women's Day at MPBIM
- Prof. Hemanth gets PhD
- Other news & pictures



Chairman delivers convocation address at Gandhi Centre for Computer Education

Building an Ethical Enterprise

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



My young friends,

Integrating ethical framework into an enterprise has to be done with a great amount of care and We have seen that Tata be just this. ethical principle must be with a managed groups in the world. As

enterprises.

appreciation for others' view- Group has not merely reformupoints. In a globalised environ- lated many of the business prinment, the employees and cus- ciples one has learnt over gentomers come from various so- erations. They have built an ethicial, cultural and economic back- cal business organization, which grounds. Therefore any attempt has come to be known as one of fit them into a traditional, one the best-run and professionally-

From Chairman's Desk

sense of respect for all those you we have known, good ethical serve. I have always believed company's focus is on 3Ps that as a CEO, you have strive to Profit, People and Planet, symgo beyond the mandate you bolic of the fact that the man have set for yourself. At the re-belongs to the nature. cently held symposium on Hence ethical companies like 'Global Ethics and Business' at Tatas run their enterprises with our institute, many such issues the active mission of using it were deliberated including ethi- simply to make people's lives cal resilience to be built in the better. As managers and future entrepreneurs your focus has to

N. Ramanuja



Chairman at Dr. Tate's workshop at BPBIM

Vriksharopan – Plant a Sapling, Save the City

Hon'ble Mayor plants a sapling at the venue

> The event was celebrated at Indiranagar Metro station on CMH

Soon BBMP also got into the fray.

Vriksharopan – a CSR initiative of road. The Worshipful Mayor of Ban- for their environmental concern. the students of MPBIM was held on galore Sri. B N Manjunatha Reddy 9th January 2016 at 9.00 AM at was the Chief Guest of the event Indiranagar Metro Station. An initia- with Corporators of Ulsoor and tive which started off as a small Indiranagar - Smt Mamatha Saraevent to be held at MPBIM prem- vana and Sri Anand along with Sri ises went on to be celebrated on a M Saravana, former Corporator of bigger proportion when the stu-Ulsoor and Sri Vasantha Rao, dents and Dr. Hemanth Kumar got General Manager of BMRC, being Bangalore Metro Rail Corporation the Guests of Honour. Dr. N S (BMRC) on board besides the Cor- Viswanath, Director & Principal, porators of Ulsoor and Indiranagar. MPBIM presided over the event.

> The whole show was managed by the students of MPBIM on whom the dignitaries heaped appreciation

Over 3000 saplings were planted by the Dignitaries and students on a 1.5 KM stretch road divider near the station.

Before the event, there was a spectacular Bike Rally by the students where over 100 bikes and scooters roared their way from MPBIM premises to Indiranagar Metro Station, buzzing through major roads of the city waving the banners with 'Save Environment' messages.







Director's Corner

The annual budget for the State of Karnataka for 2016 is a clear testimony of development priorities outweighing political compulsions. While the State Government preferred more borrowings to highly taxing peo-

ple, the fact is, the base line which dictated the Government is the fiscal discipline to be adhered to. The back drop of the budget is further on the slow growth of GSDP experiences during 2014-15 at 7.8% while it was 6.2% in 2015-16. Given this decline, performance of was at 8 %(2015-16) in agriculture as against 12% in 2014-15. The contributions of services & manufacturing sectors have shown 64% & 15% of GSDP respectively. Bengaluru City is the hub of all services activity & has duly received the thrust it has to receive. The budget does not have any specific target oriented plans for agriculture sector although 18% of the budgeted outlay is for it. Can we not think of revival plans for agriculture, given that we have as many 13 universities of which six are

meant for agriculture & veterinary areas?

State Budget 2016 & its effects

Populism is seen in the allocation of the funds made for solving problems of people in the lower strata of the society. This, however, has not been overall outlook. Orientation to development has preoccupied the minds of budget makers, thanks to the effect of central budget. Taxation is heavy on the middle class of society who will have to readjust their budgets for Ms. Preethi Prasad (below) perform at Women's maintaining standards of living. Assets creation may take a back seat in view of burdened taxes on diesel & petrol. The only solace is that education, energy, urban development & rural development have been given thrust. The impact is to be seen in the way these funds are deployed for boosting growth. Ultimately, scam free governance matters the most! Will that happen? Only the coming days will answer this question.

Dr. N S . Viswanath



Ms. Pooja Kulkarni & her team (top) and Day celebration held on March 9, 2016





Heartiest Congratulations to Dr. R. Deepak, whose doctoral thesis has been awarded second best thesis prize by the Prestige Institute of Management and Research, Indore. Dr. Deepak was awarded PhD by Manipal University during the vear 2014. Outstanding performance indeed!

Symposium on Global Ethics and Business







A symposium on Global Ethics and Business was held at MPBIM on 4th March 2016 jointly with Southern Economist. Sri. N Ramanuja Chairman Bhavan's Bangalore Kendra and MPBIM and former CMD of HMT Limited, delivering the keynote address, drew attention to many ethical dilemmas which a CEO under goes while taking corporate decisions. He recalled many ethical issues he faced during his tenure at HMT, a large public sector undertaking, which pioneered many firsts in the country. Sri. H N Suresh Director, Bharatiya Vidya Bhavan, Bangalore Kendra was the chief guest. Dr. K S Naik, Sri. Subhash Naik from the Industry, Dr. N S Viswanath, Director & Principal MPBIM, Prof. K L Ramadas and Prof. Hema Harsha presented their papers on various issues like ethical Issues in business, ethics in world literature, building ethical resilience and ethical issues in vigilance.

The valedictory address was delivered by **Sri Sridhar Venkat**, CEO of ISKCON's Akshaypatra foundation where he highlighted various ethical issues faced in managing a NGO. He presented mementos to all the scholars who presented their papers. Smt. Susheela Subrahmanya and Dr. Vijayalakshmi of Southern Economist were present. Prof. Hema Harsha was the master of ceremonies of this Symposium.







Events at Bhavan's Priyamvada Institute of Management, Mysore

Dr. Arun Hampapur Director IBM Watson Research at BPBIM-17.2.2016

International Women's Day at BPBIM on 8.3.2016

Panel Discussion Union Budget 2016 at BPBIM held on 1.3.2016

Dr. Uday Tate interacts with faculty during workshop at BPBIM







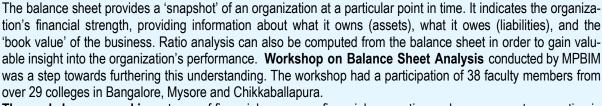




Workshop on Balance Sheet Analysis







The workshop covered importance of financial measures, financial accounting and management accounting in the first session. The second session covered the key components of the Balance Sheet, Fixed Assets, current assets - what they are, and how to improve, Current Liabilities - what they are, the vital importance of working capital management and also about gearing. Balance Sheet performance including calculating and interpreting key ratios under different business contexts with case studies were covered in the programme. This workshop, an initiative of MPBIM's IQAC was conducted by Dr. S Sathyanarayana Associate Professor, Finance and Dr. R. Deepak Asst. Professor both of MPBIM. The workshop was coordinated by Prof. Bhavya and her team of students.









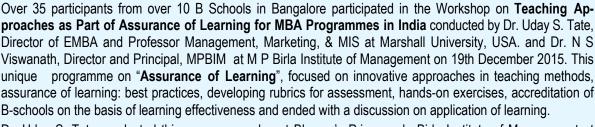
Workshop on Assessment of Learning











Dr. Uday S. Tate conducted this programme also at Bhavan's Priyamvada Birla Institute of Management at Mysore. Dr Uday Tate has been awarded R.G. Miller Jr. Distinguished Chair during 2015. This is one of the highest honours that can be bestowed on a faculty member in the College in the USA. This award recognizes excellence in teaching, research, and service. The event was coordinated by Dr. Hemanth Kumar & his team.





"To ensure development of agricultural sector, there is a need to increase research and innovation in agriculture' opined Dr. Bisaliah Former Vice Chancellor, University of Agricultural Sciences, Bangalore and senior professor, MPBIM, commenting on the Union Budget 2016. He was speaking at the Panel Discussion on Union Budget 2016 held at Bhavan's MPBIM, Bangalore on 3rd March 2016. Besides Dr. Bisalaiah, the panel consisted of Dr. K. Sathyanarayana Former Commissioner, Income Tax, Dr. N S Viswanath Director & Principal, Dr. S. Sathyanarayana, Prof. Ramagopal and Dr. R. Deepak from Bhavan's MPBIM. Dr. K Sathyanarayana felt that increasing subsidies in budget is likely to impact the growth. He also felt that the develop-

The panel discussion was attended by faculty of several management institutions in Bangalore and representatives from the Industry. MPBIM conducts panel discussion on Union Budget every year. The event was

ment does not happen overnight, it takes sincere effort, hard work and time.



Panel Discussion on Union Budget 2016















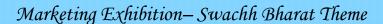












The annual Marketing Exhibition of various products and services enabling a 'Swachh Bharath' initiative of the Government of India was held at the premises of MPBIM on 8th January 2016. The event was inaugurated in the morning at Khincha Hall by Sri S Suresh Kumar, a well known Member of Legislative Assembly, Karnataka and former Cabinet Minister. He lauded efforts of the students of MPBIM in coming up with ideas which could provide inspiration to the society at large. Smt. Mamatha Saravana, Corporator, Ulsoor Ward, Sri. M Saravana, former Corporator, Ulsoor Ward, BBMP, Sri H N Suresh Director Bharatiya Vidya Bhavan, Bangalore Kendra and Dr. K V Prabhakar, Senior Professor, MPBIM were the Guests of Honour. Also present were Sri. Ram Samtani, Sri Dinesh Kumble and Sri B V Harish, young entrepreneurs who judged the stalls at the exhibition. The dignitaries went round the stalls and applauded ideas.

The three judges studied the products and services exhibited by the student groups and recommended the four teams for the three prizes. Swachh Stop Team won the first prize while the Carbon Collector team won the second. Third Prize was shared by the Feed Me² team & CRETECH Cement Team. The prize distribution was held later during the evening with the Director giving away the prizes. This theme based annual event was totally managed by the students under the stewardship of Dr. Hemanth Kumar.







vibha-2016 - International Women's Day Celebration

Vibha 2016, International Women's Day 2016 was celebrated at MPBIM on 9th March 2016. At this initiative of the women faculty and staff of MPBIM, five women achievers of the state - Prof. Rameshwari Varma, Former Director, Women Studies, University of Mysore; Dr. Kalpana Gopalan, IAS, Principal Secretary, Government of Karnataka; Ms. Revathy Ashok, CEO, Bangalore Political Action Committee; Ms. Indira Sharma, Strategic Marketing Consultant; Major Ms. Bhavana Chiranjay (Retd.), Indian Army (Corps of Engineers) were felicitated.

The programme featured Bharatanatyam performance by Ms. Preethi Prasad in which she invoked the blessings of Sringeri Sharadamba and a touching dance performance by Ms. Pooja Kulkarni and her group which featured two beautiful Hindi film numbers. The programme was conducted by the students under the stewardship of the women faculty members of MPBIM.







Prof. Hemanth Kumar conferred PhD by Gulbarga University

Prof. Hemanth Kumar was awarded doctorate for his thesis on Impact of Visual, Auditory and Kinesthetic Advertisement Appeals on Brand Identity, Recognition and Recall – A Diagnostic Study by the Gulbarga University at the convocation ceremony held on 3rd March 2016. Dr S Ayyappan, Secretary (DARE) & DG (ICAR), New Delhi, handed over the degree certificate to Prof. Hemanth Kumar. Prof. S. R. Niranjana, Vice Chancellor Gulbarga University is also seen in the picture. Prof. Hemanth Kumar was guided by Dr. M. Surat Kumari Professor, Department of Post-Graduate Studies and Research in Commerce, Gulbarga University, Gulbarga, for his doctoral thesis.

Editorial Panel

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Director & Principal
Sudhindra Gargesa
Joint Director (Admin)
Prof. Rohini G Shetty
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