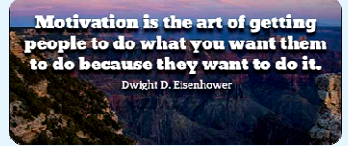




The Newsletter

Volume 4 , Issue 4



| आ नो भद्राः क्रतवो यन्तु विश्वतः |

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

Quarterly Newsletter March 2017

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

Inside this issue

- From Chairman's Desk
- Vanamahotsava 2016.
- Director's corner
- 'Vibha' Women's Day at MPBIM
- Events at BPBIM, Mysore
- Sports Week at MPBIM
- Alumni Meet 2017
- MPBIM Workshop at Bangarpet
- Marketing Exhibition 2K17
- Smt.Sandhya Rani awarded PhD



Sri. N Ramanuja presents his paper at 'International Conference on Lord Sri Rama in Art Literature & Religion' in Mysore on 23.2.2017

Motivate to succeed as a Team



Dear friends,

Self-motivation is, in its simplest definition, the inner force that drives one to do things. It is a key life skill and something that everybody interested in personal development should think carefully about. It is also a key part of emotional intelligence, one of the three areas of personal skills that are integral to the concept. Self Motivation is the one which pushes us to achieve our goals, feel more fulfilled and improve overall quality of life.

Daniel Goleman, a pioneer in the field of Emotional Intelligence, points out four elements that make

up motivation - Personal drive to achieve; Desire to improve or to meet certain standards; Commitment to personal or organizational goals; Initiative & Optimism and the ability to keep going and pursue goals in the face of setbacks.

Normally, the people who are self-motivated tend to be more organised, have good time management skills besides more self-esteem and confidence. In its simplest form, self motivation is the love for the job and the way it is done. Self Motivation is also the degree of readiness to act on opportunities, optimism and resilience

In Ramayana we see a beautiful example of motivation. In their pursuit of finding Sita, the group of Vanaras including Jambavan and Hanuman, went to the sea shore and looking at the sea, expansive and unapproachable, the monkeys

From Chairman's Desk

began to speak among themselves as to who has the ability to cross the sea. From among the monkeys, nobody had the ability to accomplish the task easily. Later, Jambavan goes to Hanuman and motivates him by telling him about his unmatched strength and goads him to accomplish the purpose of Rama. Motivated by the words of Jambavan, Hanuman grows in size and jumps from Mahendra Parvata taking off on his flight to the city of Lanka, abode of King Ravana.

My young friends, in an organization there are many who do not realize their strengths. As leaders, we need to continuously motivate them to ensure that the team achieves success.

Wish you all a very Happy New Year!!

N. Ramanuja



Vanamahotsava 2016

Vanamahotsava, a movement towards sustaining the environment by preserving greenery, was initiated in 1950 by Kulpati Dr. K.M.Munshi, the then Union Minister for Agriculture and Food to create enthusiasm among masses for forest conservation and planting trees. It was apt that Bharatiya Vidya Bhavan's MPBIM, celebrate this environmental visionary's birthday by symbolic Vanamahotsava '**Plant a Sapling, Save the Planet**' initiative on 30th December '16. Inaugurating the event Dr. B.N. Vishwanath, former Professor, at the University of Agricultural Sciences and now known as 'father of organic farming and terrace gardening in Karnataka', said that the objective of '**Plant a sapling**' is first for man's survival and later for saving the planet. Dr.Vishwanath gave up a lucrative career as Professor at University of Agricultural Sciences and plunged into the green area of promoting terrace gardening for the land-starved residents of Bangalore. His concept of '**Oota from Thota**' has been a resounding success. An authority in Organic farming he also lends service as a guide to many enthusiasts for such activities. Sri. H.N. Suresh, Director, Bhavan's Bangalore Kendra and Dr. G.S.D Babu, Director, M.P. Birla Institute for Fundamental Research were Guests of Honour at the event and spoke on need for planting trees. Prof. K.L. Ramadas presided over the event. The Chief Guest, Guests of Honour and Prof. K.L. Ramadas planted saplings in the premises. Dr.Hemanth Kumar, Associate Professor, with his team of volunteers and Student Council, ably coordinated the event.





The passing of The Constitution (One Hundred and First Amendment) Act, 2016 on August 8, 2016 marked an era of 'one tax' regime of indirect taxes in India.

The Act will be implemented by Goods & Services Council headed by the Union Finance Minister as its Chairman, ex-officio. The tax has subsumed many taxes such as excise duty, additional customs duty, services tax surcharge & state level value added tax. On March 29, 2017, four bills were passed as Acts to be in effect from July 1, 2017. The bills are: 1. Central Goods & Services Tax (GST); 2. Integrated Goods & Services Tax; 3. Goods & Services Tax (compensation to States) and 4. Union Territory Goods & Services Tax. The implementation of GST is aimed at rationalization of tax regime by avoiding duplication or overlapping of taxes which created burden directly on the manufacturer & indirectly on the consumer. At present, Petroleum & Petroleum Products are going to be affected. This will be followed by products of 'Business to Business' flow. The Union Government is aiming at better tax Governance both at the Centre and in the States. The question mur-

mured about is: How could a Government achieve its objective of welfare when corruption is at its zenith? How could a Government reach set targets when the budgeted amount is not fully utilized? Some skeptics argue on the funding to be received from the United Nations after implementation of the GST. No Government is obliged to set objectives drawn from outside its National Boundaries. However, it is imperative to consider new taxation system to enable the Government to perform for overall welfare. The quality of governance holds the key. Will our leadership rise to this occasion of reconstruction of India by effective governance of local institutions like Pani Samitis, Self Help Groups, Network Groups & such others? The skills in effective implementation will decide.

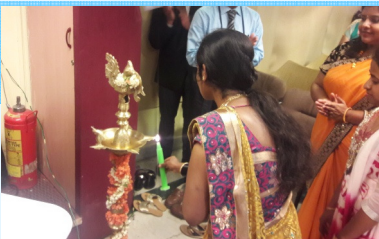
. Dr. N S Viswanath



Students of A-1 (Seniors) lift BPL 2017 trophy !!!!



Preethi Prasad (top), Amruta, Lahari, Revati, & Divyarani (bottom) perform at the Women's Day Celebrations on 23.3.2017



Women's Day celebrated at MPBIM

Vibha- International Women's Day 2017 was celebrated at MPBIM on 23rd March 2017. At this initiative of the women faculty and staff of MPBIM, two women achievers of the state **Ms. Deepa**, Station Controller, Rajajinagar and **Ms. Kalpashree**, Depot Controller, Byappanahalli, Namma Metro, BMRC who also served as Metro loco-pilots were felicitated by Dr. N S Viswanath, Director & Principal MPBIM and women faculty members. The Guests of Honour felt that while the job gives an adrenalin rush it is also very stressful. It was a pleasure to see these young women making a mark in hitherto Man's citadel!!!. The programme featured delectable Bharatanatyam performance by Preethi Prasad in which she invoked the blessings of Sringeri Sharadamba and a touching dance performance by Amruta, Lahari, Revati, & Divyarani which featured two beautiful Hindi film numbers. The event, which began with the invoking of the divine blessings by Radhika, also featured songs on women, mother & motherland by Shivendu, Ajay and Megha. The event was conducted by students under the stewardship of women faculty members.

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



Students of BPBIM at USHUS Fest in Jain University, Bangalore



Dr. Latha Rajashekhar with Sri. Ramanuja & Dr. A V N Murthy at the Flashmob in front of Palace



Students of BPBIM at Ace Manufacturing Systems, Bangalore



Sri Ramanuja speaks at the Inauguration of Sportale 2K17

Sports Week at MPBIM

MPBIM's Indoor Sports Meet was held on 14 & 15th March 2017. Several students and faculty members from the Institute competed for the events. The winners of various events were:

Carom Winners Saad + Vishal A-2 Junior; Runners Hitesh+Abhishek Das A-3 Senior
Winners Kalavathi & Runners Up Geetha Faculty

Chess Winners Arun M A-1 Senior; Runners Manikanta A-1 Junior

Winners Praveena V Savadi Faculty Runners- Muralidhar V Faculty

Table Tennis Men Winners-Sumukh, A-1 Junior; Runners- Sridhar, A-2 Senior

Table Tennis Women- Winners Mamatha C Pallagatte, A-1 Senior; Runners Mamatha R, A-2 Senior

Birlites Premier League, MPBIM's Cricket Tournament was held on 17th & 18th of March 2017. The event held at the Railways Grounds, Okalipuram, Bangalore City Railway Station saw a participation of nearly 12 teams- 8 from MPBIM, Faculty Team, Alumni Team and two teams from Mysore.

MPBIM's A-1 Seniors lifted the cup and A-1 Juniors were Runners Up. Among the Girls, MPBIM Seniors Lifted the cup while BPBIM, Mysore Girls were Runners Up. Well done Students!!!!. The prizes were distributed at the Alumni Meet held on 19th March 2017.



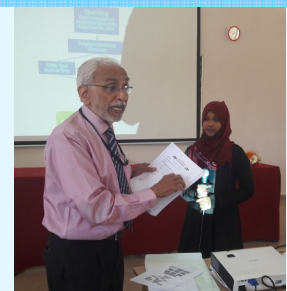
Alumni Meet at MPBIM

It was a walk down the memory lane for Jayadeep, Archana Muralidhar, Ramakrishna Bhat, Chandankumar Reddy, Saurabh Baid, Ranjana and many others from different batches who shared their experience and had a word of advice for the students. On 19th March 2017, the annual 'Alumni Meet' of the passed out students of MPBIM was held at Khincha Hall, Bharatiya Vidya Bhavan. The day began with a melodious invocation by Student Executive Radhika followed by lighting of the traditional lamp by the Director, Alumni, Students and faculty members. The event witnessed spectacular dance performances by group of Amruta, Lahari, Revati & Divyarani, Sunil Naik (A3 Junior) and Prakash Yadav (A2 Junior) besides soulful rendering of popular numbers by Shivendu Pawar and Radhika. Well done Student Council 2016-17! Your initiative was simply superb. Sagar Singh and Lekha Unnati compered the show admirably.



MPBIM faculty Conduct Workshop at GFGC, Bangarpet

Prof. K L Ramadas, Joint Director (HR & Placement) and Prof. Sudhindra Gargesa, Joint Director (Admin) conducted a Personality Development and Placement Skills workshop at the Government First Grade College, Bangarpet, Kolar on 22nd March 2017, for final year students of BA, BCom and BBA. This one day programme was conducted for over 75 students. The event featured motivational talk, preparation for interviews and introduction to group discussions. Dr. Munivenkatappa, HOD, History Department, inaugurated the event. The workshop was coordinated by Prof. Kavita, IQAC Coordinator & Smt. S S Usha, Librarian. The enthusiasm displayed by the students, during the workshop, was overwhelming.



Inter-Collegiate Marketing Exhibition 2K17

Imagine replacing water bottles with pills for trekkers and soldiers who have to find ways to survive without water supply for days. Or converting large, heavy washing machines into miniature and portable ones which would help wash clothes even while travelling. Think about a helmet with GPRS, audio navigator, front and back camera, to make rides fun and safe. These were some of the innovative products displayed by 24 groups of students at 'Inter Collegiate Marketing Exhibition, 2017' organized by MP Birla Institute of Management (MPBIM) at Rangoli Metro Art Centre on Friday 13th January 2017.

With the theme '**India Vision 2030 Digitally Enabled**', the exhibition showcased an array of innovative products and services envisioning the country in 2030. Students from colleges like Acharya B-School, M S Ramaiah Institute of Management and BPBIM besides MPBIM put up their innovative stalls. The most innovative products/stalls were given cash prizes.

'While the innovation in IT sector was notable, in other sectors country has to do more' opined **Sri Krishna Byre Gowda**, Hon'ble Minister for Agriculture, Karnataka, speaking at the inauguration of Marketing Exhibition. Sri Pranab Kishore Pani, Co-founder and Managing Director of MTMC Medi info (P) Ltd., advised the students on the need to have confidence in self, innovate self, to overcome weaknesses as a step to achieve success. He advised that in the externally connected world, one has to introspect on whether he is connected internally too. Sri. Hitesh Kumar Bajpai, a multi-faceted entrepreneur from Pune and an alumnus of MPBIM recalled his days at MPBIM. He said India has abundant talent which can fetch many patents. He said the entrepreneurs have to be aware of many facets of business, but should have specialized talent in a few to be able to identify his/her business potential.

Bangalore Metro Rail Corporation Limited sponsored the venue and **Crystal Information Services** were the technology partners and sponsored the prizes. Dr. Rajdeep Manwani, Sri. Hitesh Kumar Bajpai, Sri. Saurabh Baid and Ms. Sneha Muchandi judged the stalls. **Team "Ayush"** bagged the first prize for their concept of a 'Water Pill'. **Team "Dolfin"** stood second for a miniature portable washing machine. **Team "Roadster Helmet"**, a helmet with accessories such as the GPRS was awarded the third prize. **Teams "Aeroguard"** and **"Taxi Ads"** were awarded consolation prizes. The prizes were given away by the Director and Principal, Dr. N.S. Viswanath and Joint Director K. L. Ramadas at the valedictory function.



Smt. Sandhya Rani awarded PhD



Smt. Sandhya Rani

Smt. S.R. Sandhya Rani, Senior DGM, Bharat Electronics Ltd., Bangalore and scholar at MPBIM's Research Centre was awarded Doctorate for her thesis "**The Application of Total Quality Management (TQM) in 'Not for Profit' Organisations with Special Reference to Akshaya Patra Foundation in India**" by Manipal University, Manipal. An engineering graduate from Bangalore University and an alumnus of UVCE, Bangalore Smt. Sandhya Rani did her MBA at IGNOU and M.Phil at Alagappa University. Dr. T V Raju, Director, RV Institute of Management was the guide for Smt. Sandhya Rani, whose PhD viva voce examination was held on 8.3. 2017.

Editorial Panel

Dr. N S Viswanath
Director & Principal
Sudhindra Gargesa
Joint Director (Admin)
Dr. Rohini G Shetty
Faculty Editor
Student Newsletter Team
Mamatha Pallagatte and Prayagini



BHARATIYA VIDYA BHAVAN'S
M.P. Birla Institute of Management

43, Race Course Road, Bangalore 560040

Ph: # 91 80 42772000,

Email: contact@mpbim.com, Website: www.mpbim.com

For Private Circulation only