



The Newsletter

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| आ नो भद्राः क्रतवो यन्तु विश्वतः |
 Let Noble Thoughts Comes To Us From Every side- Rig-Veda 1-89-1
Quarterly Newsletter October 2015
 of Bharatiya Vidya Bhavan's M P Birla Institute of Management

वैदिकेन्द्र दृष्टयुगेन happy बने
 परम्परया
वेदवारा

Dr. Abdul Kalam 'the Dreamer' - A Tribute to a Great Teacher



Bharatha Ratna Dr. APJ Abdul Kalam, former President of India, a technology enthusiast, a teacher par excellence, had a distinct vision for India.

He felt that in order to transform, Indian focus has to be in five areas, the where India has core competence' viz., Agriculture and food processing, Education and healthcare, Information and communication technology, Infrastructure development and Self-reliance in critical technologies.

Dr. Kalam was very clear that 'Vision 2020',

is a national vision and has to be discussed and debated, so that a national consensus emerges. India needs to transform its partially inclusive political institutions and extractive economic institutions into fully inclusive political and economic institutions. He felt that it is essential to develop sustainable system in every domain, so that fluctuations in the world economy do not have a direct impact on the Indian economy.

He opined It is time for the nation and its leaders to take up a review mission and suggest methods by which India can accelerate progress so that by 2020 India can become a developed country with zero poverty, 100 per cent literacy, quality healthcare for all, quality education embedded in a sound value system for all, and value-added employment for every citizen consistent with his education and professional skills. If we channelize our integrated efforts towards 'Vision 2020', the economic development of our nation is certain. Dr. Kalam says 'I strongly

believe that the youth of my nation, by entering politics, will build a brand of integrity, honesty, value system, courage, commitment and responsibility with accountability around them and practice developmental politics'.

'**Knowledge is strength**.....' were Dr. Kalam's last words to the youth. It is now for the youth to take up the challenge and become knowledgeable for a creating a developed India which would be a fitting tribute to this great son of India.

- Birlites family



Bharat Ratna C Subramaniam, Bharat Ratna Dr. Abdul Kalam, Sri. N Ramanuja, Padmashri Dr. Mathoorji and Padmabhushan Sri. Ramakrishnan ji

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My young friends,
 As you embark on your pursuit of management education, I urge you to introspect on why am I doing this programme? You will be business leaders in a few years in your chosen discipline. You should realise that Leadership is a potent combination of strategy and character. 'But if you must be without one, be without

the strategy' says General Norman Schwarzkopf Jr.
 Bharat Ratna Dr. Abdul Kalam emphasizes on development of the character and how it brings in world peace. He says '**Where there is righteousness in the heart, there is beauty in the character. When there is beauty in the character, there is harmony in the home. When there is harmony in the home, there is order in the nation. When there is order in the nation, there is peace in the world**'. This is about transformation through building and developing

From Chairman's Desk

character qualities. We have to nurture the "inherent tendency" with in us at conscious and sub-conscious levels which define the impressions of the individual and shape one's character. If a person is completely under the influence of the good tendencies one's character is said to good. Only persons with character can be good leaders.

I wish all the new students of 2015-17 batch all the best. I do hope all of you will emerge as good managers and progress in your life.

.N. Ramanuja

"Innovation distinguishes between a leader and a follower."
 - Steven Paul Jobs



Two entrepreneurial models in FMCG business are well known. First, is the **Darshini model** of self service restaurants. This began way back in 1970's in Shankarapuram in Bengaluru. The model works this way - A small retail space is enough to make arrangements of cooking four popular and health food items. These items are sold in the morning in the afternoon as breakfast and snack items. Self service is initiated to enable people buy, eat and go. The darshini model became popular in Bengaluru city in the 1980's. Now, Bengaluru has full of Darshini model restaurants which require minimum investment. The sales turnover per year is high with high profitability. The other model is **'Wow ! Momos'** which are becoming popular in Kolkata since last

five - six years. The North Eastern food item with its several variants are becoming popular among house hold. **'Wow! Momos'** began with an investment of Rs.10,000/- per unit and has over 32 outlets in Kolkata. The size of business is estimated at Rs.10 crore at this time point. Entrepreneurial ideas can be converted into consumer products delivery with a sure concern for quality, taste and hygiene. Such units will employ few people in each unit and yet would create a niche based on efforts of branding and delivery. Our MBA's should learn to click ideas to work!
The two models are popular, successful and are spreading across all cities in India. FMCG business can be accelerated by cooking ideas into products. Can we think of ideation process for FMCG products?

N S Viswanath

Homage



Dr. Nagesh S Malavalli, Dean
1960-2015

Tearful tribute to a great friend, a teacher, motivator, colleague and above all a great human being loved by all.
- Chairman, Director & Principal, Faculty, Staff members and Students

Up Coming Event...

Faculty Development Programme

Workshop on Teaching Approaches as Part of Assurance of Learning for MBA Programs in India

by Dr. Uday Tate

Marshall University, USA.

19th December, 2015



Release of July Newsletter



Momo a type of dumpling native to Tibet, has become famous street food of north India serve with tangy sauces and soup it is filled with vegetables, Momos are now



getting popular in Bangalore as well. But what commerce graduates **Sagar Daryani and Binod Kumar Homagai** did with them is certainly very unique. After graduating from St. Xavier's College in 2008, the duo borrowed Rs 30,000 from their parents, and launched **Wow! Momo**, the first branded momo chain in the city. They launched their first outlet with a 36sq.ft. kiosk in Tollygunge and they had 10 Wow Momo outlets spread across Calcutta by end of 2010. The chain's monthly turnover touched modest Rs 15 lakh to 18 lakh. Winner of many awards of ET business person of the year since 2010, **Sagar Daryani received a citation as one of the Top 50 Most Professional Retail Individuals of India for 2014.**



If we believe we can not do something, it makes us incapable of doing it. But when we believe that we can, then we acquire the ability to do it even if we did not have it in the beginning.

- K V Prabhakar

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



International Workshop on Disaster Management



Dr. A V N Murthy felicitated with Puratatva award



Annual Convocation at BPBIM



Workshop on 'Innovation Management & Intellectual Property Rights'

Publications by faculty in International and National Journals

A study on Visual Auditory and Kinesthetic Impact in Brand Recall with special reference to Mobile Service Providers by Prof. Hemanth Kumar jointly with Dr. M Surat Kumari was published in Pezzottaite Journals- International Journal of Applied Services Marketing Perspectives (Refereed Quarterly Journal) January – March 2015 ISSN(P)2279-0977 ISSN(o)2279-0855. Besides following papers jointly with Dr. Surat Kumari were also published: **Impact of Prime Time Revolution on Radio Advertising in Bangalore City** published in International Journal of Marketing and Technology ISSN 22249-1058 Volume 5 issue 1 January 2015; **A study of customer switching behavior - factors affecting mobile users** published in St. Joseph's College of Commerce Management Research Review Vol 4 No. 2 December 2014 ISSN 2249-4359

"Succession & success for investors in open offers and secondary markets: Regulation, apprehension & motivation in case of Indian stock markets" by Dr. R Deepak jointly with Prof. Pushpa B V was published in IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Besides the this team also published following papers:

An Insight into Nsel Scam published in IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668 and **Global Integration and Rupee Depreciation: Are Times Good Forward** published in Ushus Journal of Business Management UJBM, 13(3), 2014, ISSN 0975-3311

Informational Assymetry between informed and retail investors while investing in the Indian IPO market was published by Dr. Deepak jointly with Swathi Gowda, a student in Indian Journal of Finance ISSN 0973-8711 September 2014.

Arbitrage opportunities around key monetary rate announcements – an event study methodology by Dr. Deepak jointly with Jai Krishna was published in International Journal of Innovative Research and Development ISSN 2278-0211 Vol 3 Issue 12 November 2014

"An event study analysis of Union Budget announcement on broad and sectoral indices of Indian stock market" by Dr. Deepak jointly with Prof. Bhavya N was published in International Journal of Innovative Research and Development ISSN 2278-0211 Vol. 3 Issue 12 November 2014.

Taxonomy of Leadership Theories and Models– An Introspection by Prof. Rohini G Shetty was published in Southern Economist Vol.54 May 15, 2015; ISSN 0038-4046.



Dr. Bisalaiah delivers keynote address at the Conference on Global Climate Change at Malur



Dr. Viswanath addresses the officers of District Statistics Office on the Statistics Day



Prof. Rohini G Shetty honoured by Lioness Club Bangalore North on Teachers Day

Conferences and Faculty Development Programmes attended

Prof. Rohini G Shetty attended a FDP on the theme **Human capital management for organizational Effectiveness** at R V Institute of Management, Bangalore on 8th April 2015.

Dr. S Satyanarayana Associate Professor presented a paper titled **"Efficient Market Hypothesis and Anomalies in Indian Stock Markets"** during the 4th International Conference on Emerging Trends in Finance & Accounting 2015 on the theme **"Global Recovery: India Story"** held at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore on August 21 & 22, 2015. He also had the honour of chairing the session.

Prof. Hemanth Kumar attended a Faculty Development Programme on **"The Art of Case writing & Teaching in the field of Management"** held on 20th, 21st & 22nd August, 2015 at Department of Management Studies & Research Centre at BMS College of Engineering (Affiliated to VTU).

Dr. Satyanarayana and Dr. Sumitra Sreenath attended a National Conference on **"Quality Initiatives & Bench Marking in Higher Education Institutions"** by Surana College, Bangalore on 3rd and 4th September 2015.

Sri. Sadanand Dy. Registrar and Ms. Pooja Kulkarni Student 2nd Sem. attended a **International symposium on Microgrid (ISMG-2015)** at NIE-CREST, on 15-16 May 2015.

Dr. Sumithra Sreenath and Prof. Rohini G Shetty presented a paper **'Impact of Talent Magnet on Recruitment and Retention** at Christ University on 6th and 7th March 2015



Dr. N S Viswanath addresses the new students at the inauguration at MPBIM



Sri. Dharaneesh outgoing student shares his learning experience at MPBIM



Ms. Arpita Nagaraj an outgoing student shares her learning experiences at MPBIM

Inauguration of Batch 2015-17 in pictures



Prof. B. Thimme Gowda, Vice-Chancellor of Bangalore University inaugurated the 17th batch of MBA at Bharatiya Vidya Bhavan's M.P. Birla Institute of Management. One of the eminent scientists in the country in the field of structural and physical organic chemistry, he called upon the students to **hybridize the knowledge by incorporating the Indian values besides latest technology.** 'It is necessary to inconvenience one self if one has to acquire knowledge'-he said. Quoting extensively from Swami Vivekananda and Mahatma Gandhi, he complemented the students for joining MPBIM and said it is necessary to leave inhibitions and learn from elders, teachers and senior students.

'**Learning at management schools is essentially collaborative and comes from practical experience communicated through case studies**'- observed **Sri Dinesh Kumar, Executive Vice President of 99acres.com**, who was a guest of honour at the function. He opined management education, unlike other disciplines, is an intense 24X7 learning. **Sri H N Suresh, Director Bharatiya Vidya Bhavan** was another Guest of Honour at the event presided over by Dr. N S Viswanath Director and Principal of the Institute. Dr. N S Viswanath also read out the message of welcome to the fresh students from Sri N Ramanuja.

The event which began with invocation by Rakesh Kashyap was totally managed by the senior students, began with presentations on the **Life at MPBIM**, introduction of faculty members & non-teaching staff and a welcome dance by Ms. Soujanya and Ms. Ranjana, senior students.

Symposium on Greece Crisis and the Lessons to be learnt

Greece Crisis has made considerable impact on the economic and social sector in Greece besides affecting the European economy as a whole. In a global business environment such crisis impact other countries as well. Towards understanding such an impact, Bharatiya Vidya Bhavan's M P Birla Institute of Management (MPBIM), Bengaluru, organised a day long symposium on '**Greece Crisis and the Lessons to be learnt**' on 27th July 2015, for the faculty members of Bangalore based management institutes jointly with Southern Economist Publications, which publishes a fortnightly journal on economics.

The inaugural ceremony was presided over by **Dr. K V Mahabala Giri Bhat, Chief General Manager of Karnataka State Agricultural Marketing Board**, Bangalore. **Sri H N Suresh, Director Bharatiya Vidya Bhavan's Bangalore Kendra** was the chief guest. During the inaugural ceremony,

MPBIM's quarterly newsletter of July 2015 was released. A book on '**Disinvestment in Public Sector**' by Dr. K P Suresh was also released at the event. Over 10 scholarly papers were presented at the symposium. **Dr. Bisalaiah former Vice Chancellor, University of Agricultural Sciences**, Bangalore and Prof. Emeritus at MPBIM, **Sri. Bharath Lokkur, MD Lokkur Investment Advisors & Former Chair CII-Yi** and **Sri. Nithin Mahadevappa Chartered Accountant of NNR & Co.**, spoke on various aspects of the financial Crisis. The symposium was attended 37 faculty members from over 20 management institutes in Bangalore. The event was graced by **Smt. Susheela Subrahmanya** Chief Editor of Southern Economist. The July issue of the MPBIM's newsletter **Birlites** was released during the event.



Editorial Panel

Dr. N S Viswanath
Director & Principal
Sudhindra Gargesa
Deputy Director
Prof. Rohini G Shetty
Faculty Editor



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