



Respectful Remembrances
Smt. Priyamvada Devi Birla



18.10.1927-3.7.2004

Inside this issue

- * Chairman's Message
- * Technotron 2K18 - IT Quiz
- * Director's Corner
- * International Day of Yoga
- * Walkathon in Mysuru
- * News in Pics
- * MoU with CII-YI
- * BPBIM News in Pics.
- * Symposium on Cryptocurrency
- * Certification Programme-3
- * Industry Visit to AMS
- * Business Plan competition
- * Placement Corner
- * MPBIM at IDC Conference



Er. N Ramanuja Chairman, MPBIM inaugurates Symposium on Cryptocurrency at MPBIM on 3.8.2018



Inauguration of the symposium on Cryptocurrency

| आ नो भद्राः क्रतवो यन्तु विश्वतः |

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

Quarterly Newsletter September 2018

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

From Chairman's Desk



Er. N.Ramanuja with Priyamvada Devi Birla

My young friends,

This is the time when young graduates get into management education for embarking on a meaningful career seeking knowledge from your teachers, professional managers and activities. Knowledge acquisition activities opened up for you may be just as critical to individuals and to institutions for survival as pre-existing knowledge and experience. Knowledge acquisition activities enable the augmentation of your existing knowledge, exploration, knowledge acquired through planning and knowledge acquired through learning by doing and also in the pursuit of new strategic directions. Hence, besides academics one needs to learn by planning and

actual execution of various activities. It is in this context that I suggest that you young graduates need to involve in Institutional activities.

MPBIM has many avenues which would facilitate acquisition of knowledge, to help you learn. Besides classrooms, we have student activities, academic related activities and social activities in which you can partake. You will have fests, walkathon, quiz contests, marketing exhibition besides cultural fests, blood donation camps, etc. Your learning will be in planning, coordination and effective execution of these activities in perfect coordination with your friends and other resource providers. This experience will also take you forward when you are ready for placements.

While the institution will provide opportunities, it is up to you to use them effectively for advancement of your knowledge. You have just come out of graduate studies, now getting into post graduate realm. This entry into the world of man-

agement will mean changing your attitude. Success in management requires learning as fast as the world is changing.

Let your heart, mind, and soul engulf even your smallest of the acts. This is the secret of success. Work hard and remain positive. Be open to criticism and keep learning. There will be people who will criticize you, don't lose your balance. Keep learning. Your positive action combined with positive thinking is a sure mix for your success. To quote the great footballer of our times Pele - **Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love for what you are doing or learning to do.** Let your mind be only on achievement of your objective. Wish you all the very best.

- N. Ramanuja



Brigade Group officials with selected students

Technotron 2K18—MPBIM's annual IT Quiz

"Technotron 2018" MPBIM's annual exclusive IT Quiz contest was conducted on 6th June 2018 at KRG Hall. Six teams from 2nd Semester who qualified for the semi-finals were challenged with various rounds like "Brain Bazi", "Gami Go", "Buzz", "Rap Q", "Break it and Make it" and "Virusocious". In a closely contested finals, **Vaishaka Gowda, Chandana Shetty & Sandeep M, of team "E-Sala-Cup Namde"** bagged the first place while the runners up were team **"Alexious" with Laxmi, Ahishek B A and Rajith S Kulkarni**. The event was a grand success with students and faculty members participating in huge number. Student coordinators Meghana, Aanchal, Akash, and Vagdevi, under the guidance of Prof Hema Harsha and Prof Sudhakar Kulkarni, planned and conducted the event successfully. The event concluded with distribution of prizes and certificates to the winners and participants by Dr N S Viswanath Director and Principal and Prof K L Ramadas, Joint Director (HR & Placements).



The Newsletter
Volume 6, Issue 2

MPBIM expresses solidarity with flood victims in Kodagu, Kerala and other parts of India. We pray for the people who lost their lives and those who lost their livelihood in this calamity



Recent reports of Ministry of Statistics & Programme Implementation, Government of India, have come up with conflicting estimates of GDP that led to the straight conclusion that GDP grew better in the UPA regime as against NDA regime. There was a rejoinder later that the numbers are not official. As a sequel to it, the two major political parties began making conflicting claims. How can any one reject numbers that are claimed from a series generated on GDP from the concerned Ministry as non-official? While one can argue on the conflicting methodologies, on the base year, on generation of numbers, etc., that there is no confirmation on the ways the numbers are generated is not acceptable. Can we suppress truth on the basis of a method under question? It is obvious that such claims open up issues with political bases for yet another battle on the failure or success of the Government in power. Apart from

generating GDP numbers, numbers for GVA, per-capita estimates, constant Vs flexible base prices, quarterly estimations of numbers in the aggregate & sector wise will lead to further chaos & confusion among citizens who would naively conclude that 'it is statistics-after all it is'!

It is time that officials realize the importance of numbers they release for the general public. Numbers should emerge from strong bases of fundamentals in Economics. The sanctity of numbers should form foundations of debate for better understanding, planning & further use. The method, that is universally acceptable, must be source of generation rather than questionable ones. Can we not aim at a consensus on a method of determining these numbers?

- Dr. N S Viswanath



Respectful Homage



Prof. K.L. Ramadas
Joint Director (HR & Placements)
1942-2018
We will miss you Sir
MPBIM Family



MPBIM students at Ace Manufacturing Systems



Prof. Ramadas with participants on Yoga Day

International Day of Yoga at MPBIM

Heralding the practice of Yoga aimed at the welfare of the world, PM Modi spearheaded the move for observance of Yoga as International Day of Yoga in the year 2015. This year he briefed the benefits of yoga and said when forces defeat us and break us, Yoga does the work of joining these pieces. Celebrating this event, MPBIM, Bangalore organized '4th International Day of Yoga' for MPBIM faculty and staff on June 21, 2018 in its premises. Prof. K.L. Ramadas, a Yoga enthusiast and an avid practitioner, conducted Yoga session in line with Ayush guidelines circulated by the Government of India, explaining in detail the benefit of each posture. Dr. Sathyanarayana, Dean felicitated Prof. K. L. Ramadas and thanked him for taking a blissful Yoga session



Walkathon for Solidarity with Flood victims

Students & staff of Bhavan's School in Mysuru and students & faculty of BPBIM, Mysuru did a 'Walkathon' from Sri.Lakshmi Venkataramanaswamy Temple in Ontikoppal to Bhavan's premises on 28.8.2018 to express solidarity with flood victims in Kodagu & Kerala. Walkathon was flagged off by Dr. A V N Murthy Chairman and Sri. P S Ganapathy Hon. Secretary Mysuru Kendra.



'Dr. Sumithra Sreenath and Prof. Pushpa at AMS with the students



'Greenroom Galate' a drama authored by Er. Ramanuja released at BPBIM

News in Pictures

MPBIM signs MoU with CII-Yi

MPBIM signed an MoU with CII Young Indians for conducting various programmes for student progression. Under the MoU CII Yi will be conducting programmes like: Skill development by industry experts, Sheth Leadership Academy - free online access, Industry visit, Online presentations and links to talks by industry experts on latest topics and community/nation building activities outside campus. Besides these programmes, CII Yi will also partner MPBIM in conducting Business Leadership forum talks by suggesting appropriate speakers. CII also agreed to help in locating and coordinating Industry Visits during the third semester. CII Team comprised of Major Neil Castelino (Retd.) Director CII & State Head, Ms. Sangeetha CII-Yi Yuva Chair and Sri. Nigam Lama Executive Member CII-Yi.



News at Bhavan's Priyamvada Birla Institute of Management, Mysuru



Er. N Ramanuja and faculty of BPBIM during International Yoga Day at Garwale



BPBIM students visit to Honnalagere for study on rural marketing



Inauguration of Japanese language course at BPBIM



Students and faculty of BPBIM during walkathon in support of Kodagu & Kerala flood victims

Symposium on Cryptocurrency— A New Paradigm in Economics?

A symposium on 'Cryptocurrency – The New Paradigm of Economy?' was organised by MPBIM jointly with Southern Economist on 3.8.2018. Bitcoin, probably the first form of Cryptocurrency based on Block Chain Technology as floated by Satoshi Nakamoto in 2008 is the most popular Cryptocurrency followed by over 1600 Cryptocoins. The purpose of the symposium was to understand the structure and threats of Cryptocurrencies to the economy. The **symposium was inaugurated by Sri N Ramanuja** who felt that in our career, we witness many paradigms, and today there is hardly any field which internet has not influenced, naturally economy is not to be left behind. **Dr. N S Viswanath** in his keynote address raised pertinent questions like legality, how this could affect the formal markets, how to prevent this concept from triggering terror funding, trade in illegal ammunition & drugs, etc. He expressed concerns that when these currencies start gaining momentum, the governmental system crumbles. **CA Rudramurthy B.V, a well known investment guru** who features in business programmes on TV channels like Public TV, CNBC, Bloomberg, etc., advising the audience on the need to invest, felt that Cryptocurrency is here to stay and it would be wise to invest now as the value of cryptocurrency is sure to go up. He said ideally one could invest 5-10% of one's wealth in this. **Sri. B V Harisha, Manager Data Analytics at Infosys Technologies**, Bangalore gave a scholarly talk on Block Chain technology and Bitcoins. Elucidating through a live demo of transfers on block chain, he said that fund transfers on block chain are transparent, trustworthy and safe with total elimination of any agency in the middle. He cautioned that if the password is lost, the money could get lost. He added that block chain technology has many applications. **CA Vishal of Pricewaterhouse Cooper** explained various aspects of trade in Cryptocurrency like Mining, ICOs, Exchanges and Trading. He said that Cryptocurrency is an economic perspective. He explained both the positives and the drawbacks of Cryptocurrency. It is to be noted that even Cryptocurrencies could be stolen from the wallet by hackers, which happened in the recent past to the extent of USD 400 Million, which prompted many countries to give it a fresh look.

Sri Shivahari Shankar Product Manager, Spring roles, personnel verification platform on block chain technology, said that Bitcoin was a very genuine attempt at bringing out a system which is independent of trust and is totally transparent. **Sri Subrat Kumar General Manager and Chief Risk Officer of Vijaya Bank** said that Banks cannot have any association with Cryptocurrency as the same is not a legal tender and is not recognized by Government. Besides, the Cryptocurrencies do not leave a trail. He said that, though there is reluctance to acceptance of Bitcoin or any other Cryptocurrency, Block Chain Technology is good and Government is examining the possibility of banks using block chain technology. During the next session four papers were presented as to various aspects of Cryptocurrencies. They were: **Cryptocurrency Pros & Cons** by **Dr. A T Bhashyam** and **Prof. Arpitha** of BPBIM, Mysuru; **Modeling of Cryptocurrencies – GARCH, EGARCH and Co-integration with Five Top traded Currencies** by **Dr. Sathyanarayana**, **Prof. Gargesa** and **Ms. Lahari Bhat**, Student Executive MPBIM; **Dynamics of Cryptocurrency - A review** by **Dr. Sumithra Sreenath** and **Dr. Rohini G Shetty**; **Comparison of Cryptocurrency with existing Asset Avenues** by **Sri. Mruthyunjaya H B**, student executive of MPBIM.

Prof. Sudhindra Gargesa Joint Director gave the concluding remarks. **Prof. Anu Natraj** proposed the vote of thanks. Participation Certificates were issued to the participants after the valedictory. The event was spearheaded by **Dr. Sathyanarayana** Professor & Dean, MPBIM. MPBIM students coordinated admirably this symposium held under the aegis of **Sri. Madhav Prasad Birla Initiative for Higher Learning**.

Certification Programme 3 - Workshop on Stock Market

Certification Programme on 'Stock market Trading' for II semester students was conducted by **Mr. Mohan Rao, Branch Manager and his team from Geojit Financial Services** on Friday, 4th May 2018. Geojit Financial Services is an investment services company in India headquartered in Kerala. It operates a network of offices across India and the Middle East. Geojit was founded by Sri. C. J. George in 1987 and the major stakeholders of the company include Sri. George MD of Geojit, global banking major BNP Paribas, Kerala State Industrial Development Corporation and Sri. Rakesh Jhunjhunwala an Indian Billionaire Investor and a Chartered Accountant. The students and faculty members were given hands-on experience in this important financial activity. The daylong, well attended, programme was coordinated by **Dr. Sumithra Sreenath** and attended by large number of students & faculty members.

'Visit to Ace Manufacturing Systems

MPBIM students visited Ace Manufacturing Systems, Peenya as a part of industry visit during July/August 2018. Ace Manufacturing Systems is one of the largest CNC machine tool builders in India today. After a small introduction on safety rules to be followed during the visit, the students were taken to the most modern shop floor, assembly line, stores and inventory departments. Students were briefed about movement of materials and components to the main assembly line, finished product and its operations (machines) and HR policies, work culture, safety policies, welfare measures etc. besides stores— arrangement and maintenance of inventory, inventory records, FIFO method of inventory issue. **Dr. S Sathyanarayana**, **Dr. Sumithra Sreenath**, **Prof. Pushpa B V** and **Prof. Anu Natraj** accompanied the students during the visit to AMS.

Er. N Ramanuja Inaugurates

Dr. Viswanath delivers Keynote address

CA Rudramurthy BV investment Guru

Sri. B V Harisha, Infosys Technologies

CA Vishal Pricewaterhouse Cooper

Sri. Shivahari Shankar, Spring Role

Sri. Subrat Kumar GM Vijaya Bank

Dr. A T Bhashyam & Prof. Arpitha

Dr. Sathyanarayana with students at AMS

Ms. Lahari and Dr. Sathyanarayana

Dr. Sumithra presents her paper

Sri. Mruthyunjaya H B, MPBIM



Business Plan Competition

Business Plan Competition 2018 was held as an initiative of Entrepreneurship and Ethics course in order to provide management student executives, of 2017-19 batch, "real world" skills "related to launching and running a business venture". The entire activity spread through three months

where students came up with innovative ideas and went to the market to research the viability of their idea. Post market research, teams zeroed on ideas which were found to be feasible and developed a crisp business plan around it for the next three months. There were 20 teams in total, out of which six Teams were selected for final round held on 7th June 2018. A young entrepreneur, **Sri. Sandesh Kanagod**, a co-founder of **Work Flexi**, Bangalore, India's only platform which empowers people to work on contract, was invited to judge the finale event. All the six teams presented and defended their business plans. Sri. Kanagod gave his insights about their business plan before announcing the winners.

'**Vending Daddy Pvt Ltd.**' a T-shirt Kiosk Vending machine which can Customize T-shirts and dispense at any vending centre won the first place. The team came up with the animated design of vending machine and developed a prototype website for the same. The team also developed an advertising video on the vending machine and it's working. Second Prize was won by Team '**Automata Manufacturers Pvt. Ltd.**' Their product was built on cutting edge technology with innovative technique to save water, designed with the help of IOT Technology to control water in overhead tank. The Team had built a prototype to showcase their idea. Both the teams had strategically crafted their marketing and promotional strategies for their products. The teams were scored for their content, presentation and question & answers.

The Winner's team included **Mr Abhishek SA, Akshata Hegde, Lavanya, Sai Tharun, Siddhesh and Devraj Naik** and the Runners up team included **Akash M, Adithibhai S.K, G.Nikilesh, Inti Sai Charan, Komal G Naik, Mukhim Ahmed, Swathi S and Subramanian S**. The Winners team was awarded a Cash Prize of Rs 5,000/- with certificates while the Runner Up team was given mementos with certificates. This innovative teaching practice & event was conceived and coordinated by Prof. Bhavya N and Prof. Anu A Natraj.



Prof. Pushpa at IDC held at BIMTECH

The **International Doctoral Consortium 2018** had been organized in association with St. Mary's University Sobey School of Business, Halifax and the Birla Institute of Management Technology, Greater Noida between 6-8, June 2018. Prof. B.V. Pushpa of MPBIM presented a paper on her PhD research proposal "**Pension with Parity- A Meta Analysis of Pension Schemes In India**" at this prestigious conference. There were eight research themes-proposals presented at the conference. Prof. Pushpa's presentation was highly appreciated by Mr. Cristian Villaneva from Mexico who chaired the session and other chairs present there from Canada & Finland, opined that this would be a fruitful research. *Hearty Congratulations Prof. Pushpa, Well done !!*

Placement Corner Hearty Congratulations

Societe Generale	Future Generali India
Yoshitha Taank	Allan Varun
SimpliLearn Solutions	Md Saad Ansari
Hemapriya C	Mukaram P A
Vinaya R	N Divya Ravali
Yash Laddha Sanjay	Pattipati Rangappa Naidu
Srinidhi S	Prathik Savanth
FlipKart.com	Rudresh M
Asif Ahmed	Tikona Infinet
Naseer	Ashutosh Jha
Siddarth V	Sagar P
Elroy Maria Crasta	Basavraj Naik
Bharath S	HDFC Realty
Prakash Yadav M	Aaqib Hussain
Monappa P N	Sunil G
Afnaz Begum	City Union Bank (CUB)
Bhavyashree	Lavanya G
Jaro Education Pvt Ltd	Manikanta R
Mitesh Supekar	Nithin K R
Md. Junaid Khan	Swati Hegde
Vishal V Dhanakar	Revathi GVS
Berger Paints	Harish N Alur
Sumukh H	Archit Galagali
Himalaya Wellness	Peepal Consulting
Gouthami S Ekbote	Amrutha S
Careernet Consulting	Fab Hotels
Lekha V	Vaibhav G
Supriya N	Aditya Birla
HFFC	Md. Kafeel Akhtar
Kiran N S	Blue Ocean Ventures
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Nagaharitha	Cognizant
HDFC AMC	Ashajyothi
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Pradeep Ganapati Hegde	Vishal Agarwal
Greycaps	Northern Trust
Saikrishna	Tharun S Kumar
Edelweiss Broking	Supriya N S
Navdeep Singh Negi	Putnanja B S
Future Generali & CUB	Venkatesh Honakeri
Aaditya Iyer K	Hewlett Packard
Abhishek Kashyap G	Dhanush Shetty
Brigade Group	Urban Ladder
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