



Karnataka Rajyotsava Celebrations at MPBIM



The Newsletter

Volume 5, Issue 3



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

## Quarterly Newsletter December 2017

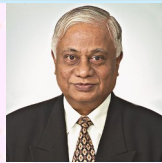
of Bharatiya Vidya Bhavan's M P Birla Institute of Management

### From Chairman's Desk

### Inspiration -Key to Entrepreneurship

#### Inside this issue

- Chairman's Desk
- Book Release function
- Director's corner
- 'Karnataka Rajyotsava Award' for Dr. Bisaliah
- Chairman at Entrepreneurship workshop at BCCM
- Business Leadership Forum
- Karnataka Rajyotsava celebrations at MPBIM
- Triple Bonanza for students from Flipkart
- News in Pictures



My young friends,

Recently I had the opportunity to meet young friends like you, at Bhavan's Centre for Communication and Management, Bhubaneswar where I inaugurated a workshop on '**Entrepreneurship and Idea Generation**'. Let me share some thoughts with you. Entrepreneurship is basically a journey into an uncharted territory. We believe in people who move into the uncharted path and succeed. Successful entrepreneurs possess certain competencies or traits and they are the underlying characteristics which result in superior performance and which differentiate successful entrepreneurs. A well-

known behavioural scientist David C. McClelland at Harvard University says that '**the need for achievement**' was the answer to this question. It was the need for achievement that motivates people to work hard. According to him, money-making is mere incidental. Idea generation methods encourage creative actions in a person concentrating on techniques for divergent thinking, a hallmark of an entrepreneur, ways of re-framing problems, etc., and these constitute the traits of an entrepreneur. Besides, it will be essential to note that to solve any business issue, one needs to have both **analytical and creative skills**. Creative thinking is a process of using one's imagination and ingenuity to generate a vast diversity of solutions. It is the ability to think out of box. However, what really creates new

ideas is inspiration. Idea generation techniques are important although without the initial inspiration, the ideation would not even begin. Inspiration is essential for any creative activity. It is the key to unlock new exciting concepts and the best part is that the sources of inspiration exist all around us. We only need to look for them.

I am reminded of a beautiful quote by Nolan Bushnell: "Everyone who's ever taken a shower has an idea. It's the person who gets out of the shower, dries off and does something about it who makes a difference". Whether you are an entrepreneur or intrapreneur, you will all need to be creative to excel in your chosen paths. I wish all of you a very Happy New Year and hope new year will usher prosperity in your chosen path of career.

N. Ramanuja

### VC, Bangalore Central University at Book Release Function

M.P. Birla Institute of Management and K. N. Subrahmanya Foundation's Southern Economist organized a book release function on 23.11.2017 at Bharatiya Vidya Bhavan's Khincha Hall, where two books viz., '**Leadership**' by Dr. V Vijayalakshmi, Joint Editor, Southern Economist and '**Geeta Sugesta**' by Dr. Usha Rao, Clinical Psychologist, published by Southern Economist, were released.

**Prof. Japhet, Vice Chancellor of Bangalore Central University**, the Chief Guest at the event, called for building the brand of Bangalore Central University which would reflect Bengaluru's position as a IT & BT hub and High Tech city in the country at both national and international levels as the **University of future**. Quoting statistics on poverty and lack of education across the society, which showed the country in poor light, Prof. Japhet opined that the students have to enrich their knowledge and lead the country by motivating themselves with the study of books like the ones released today. He lauded the contribution of Dr. K M Munshi founder of Bharatiya Vidya Bhavan and the institution in upholding Indian culture and its social ethos. Sri. N Ramanuja, Chairman Bharatiya Vidya Bhavan Bengaluru Kendra and MPBIM gave the presidential address. The books released were reviewed by Dr. N S Viswanath and Prof. Gargesa of MPBIM. Smt. Susheela Subrahmanya Editor, Southern Economist and Dr. Ramaswamy Iyengar Director, Chinmaya International Foundation, Kerala, were the Guests of Honour.





## Nudge - Need to listen to New Ideas



Economics was considered a science of assumptions. One such assumption is that all human beings think rationally. Under rationality, it is relatively easy to make predictions. Well-structured inherited social values will make group behaviour visible. However, limited rationality will facilitate change in society. The fact is people are **'predictively irrational'**. Under such a scenario, how to make incentives work? Nudge! By making choice easy, people may respond more than expected. 'If you want to get people to do some thing, make it easy. Remove obstacles'. This is mantra behind nudge. Richard Thaler documented this by manifestation of his ideas to understand 'why people behave the way they are?'. The elements of human behaviour at the individual & at the group level will change the equations of choice. However, by establishing clarity on a product of choice, people will decide & will enable others to accept his/her decision. The best contribution of Thaler is on nudging to make things happen. Nothing can be straightened in this world. Some framework would provide vision. Scenarios of several situations will lead us to pattern of be-

## Director's Corner

haviour for better understanding. History may not repeat always! However, trends set forth will beacon us for what it is! Modeling irrational behaviour of groups of people could be a forerunner for overall welfare. Thaler intends to use the Nobel Prize money as irrationally as possible!!

Dr. N S Viswanath



**Richard H. Thaler**, Professor at University of Chicago, Chicago, IL, USA is the recipient of the recent Nobel Memorial Prize in Economic Sciences for his contributions to behavioral economics. Dr. Thaler studies behavioral economics and finance as well as the psychology of decision-making which lies in the gap between economics and psychology. Thaler is the director of the Center for Decision Research, and is the co-director (with Robert Shiller) of the Behavioral Economics Project at the National Bureau of Economic Research. Thaler is the co-author of the global best seller **Nudge** (2008) in which the concepts of behavioral economics are used to tackle many of the society's major problems.



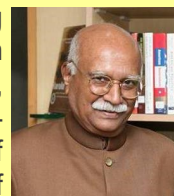
Meghana (above) and Radhakrishna Nayak and his Group (below) perform at the Rajyotsava celebrations of MPBIM



## Dr. Bisaliah honoured with Karnataka Rajyotsava Award.



Dr. Bisaliah Senior Professor at MPBIM, Vice Chancellor, UAS and well known economist of Karnataka was honoured by Karnataka Government at the recent Karnataka Rajyotsava Celebrations held on 1st November 2017. Born in Maddur Village, Chamarajnagar District, Karnataka, India on February 15, 1938, Dr. Bisaliah obtained his Master's degree in Economics, University of Mysore, 1961. He went on to get his Ph.D., University of Minnesota, 1975. Starting his career as Lecturer in Chamarajnagar, he was selected as Assistant Professor at the University of Agricultural Sciences (UAS), Bengaluru and became Associate Professor and Professor. He was made Registrar of UAS and subsequently became Vice-Chancellor, UAS. He was Coordinator, Project Planning and Monitoring Cell, UAS, Bengaluru; Visiting Professor, Planning Commission Chair, University of Mysore; Member, Chairman, Karnataka Agriculture Price Commission; Chairman, B.M.S. College of Engineering and B.M.S. College for Women. An avid researcher, Dr. Bisaliah attained positions such as Monitoring and Evaluation Expert, World Bank Forestry Project, Nigeria; Consultant to F.A.O. (Rome), U.N. Social Commission for Asia and Pacific, Bangkok; Consultant to World Bank, and F.A.O. and Consultant to Asian Development Bank. He is presently Senior Scientific Councilor at Dr. Premnath Agricultural Science Foundation, Bengaluru and Member of Academic Advisory Board of Bengaluru Dr. Ambedkar School of Economics, Karnataka. MPBIM feels privileged to have this well known economist of Karnataka as its Senior Professor. MPBIM bows in reverence to this Professor, an epitome of humility.



## News in Pictures



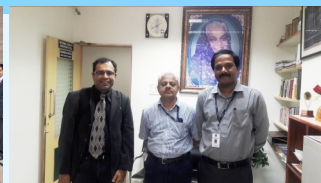
Dr. Sathyanarayana awarded Best Paper award at Int'l Conference at SFGC



Dr. Viswanath at the Expert Meet on the topic "E – Banking and E - Finance" held on 30.11.2017 in RVIM



Rahul Dhawan with Prof. Ravindra and Dr. Sathyanarayana



MPBIM Staff Faculty honour Dr. Bisaliah



## Events at Bhavan's Priyamvada Birla Institute Of Management, Mysuru



Release of Neel Kulkarni's book 'Patanjali Code' at BPBIM



Nagatihalli Jayaprakash conducts Jeevamotsaha programme at BPBIM



Sti. T S Chayapathi well known publisher honoured at Karnataka Rajyotsava at BPBIM. Students perform during Cultural Programme





## Chairman inaugurates Entrepreneurship Event at BCCM



Sri. Ramanuja at the Entrepreneurship Idea Generation workshop at BCCM, Bhubaneswar



Sri. Ramanuja with Chairman, Vice Chairman and Hon. Secretary & Treasurer of Bhubaneswar Kendra

With the intention of synergizing the collaboration in both academic and industry interaction leading to placements, Sri. N Ramanuja, Chairman, MPBIM visited Management Institutes at both Kolkata and Bhubaneswar. At Bhavan Center for Communication and Management (BCCM) Bhubaneswar, discussions were held with the Chairman Major General Basant Kumar Mahapatra AVSM (Retd.), Dr. S K Tamotia, Vice Chairman & Director General, Lt. Col. P K Sahu VSM (Retd), Hon. Secretary & Treasurer and other officials on collaboration in the areas of academics, research, placement, faculty development and seminars/symposia by giving students and faculty members a better perspective and increased exposure in the area of management education. Sri. Ramanuja also inaugurated **Entrepreneurship & Idea Generation workshop** at BCCM, sponsored by Magma Foods Pvt. Ltd., Cuttack, held on 07.11.2017. In his address, Sri. Ramanuja said that the '**Inspiration**' is the key to unlock new exciting concepts and the best part is that the sources of inspiration exist all around us. One cannot teach the other to get inspired. Inspiration is mind's frame of reference. Method and technique will help develop on one's idea, but it seldom sparks the inspiration process. Inspiration has to sprout within. The workshop was organized in collaboration with National Entrepreneurship Network, Wadhvani Foundation.



Sri. Ramanuja flanked by Sri. Pawan Agarwal, Director, Magma Foods and Lt. Col. P K Sahu at the workshop



Sri. N Ramanuja, Chairman MPBIM giving inaugural address at the workshop

## Business Leadership Forum Talks 2017-19 batch



**Dr. S N Omkar - 'Yoga for Youth'- Session 1 on 27.10.2017:** The first BLF session for the 2017-19 batch was addressed by Dr. S.N.Omkar, the yoga guru of Indian cricket team and recipient of Karnataka state Rajyotsava award, Kempegowda award and Yogaratna award. He emphasized on the importance of yoga in the real world and to manage oneself appropriately. He advised the students that they are in right age to mould themselves and have tremendous energy to emerge as good leaders. He added that youth need to develop the habit of identifying and appreciating good in others. He advised on how to maintain health and the importance of physical fitness. He enlightened the students on the eight fold path-Ashtanga Yoga, which was pioneered by Sage Patanjali.



**Dr. Shubha Madhusudhan - 'Emotional Intelligence for Management Students' Session 2 on 3.11.2017:** Dr. Shubha Madhusudhan emphasised on the importance of the stress management, as it is the major health issue in today's world. She elaborated on the need for professionalism and the ways to handle it in order to be successful. She also communicated that only when a person assumes responsibility for his work, he will achieve success. Insisting that time management is very important for managers as time is a precious resource, Dr. Shubha explained the need to do justice to the assigned task and achieve the targets. The students need to have a very clear vision of the work being done and what one wants to be in next 20 or 30 years.



**Dr. Pavan Soni - 'Work & Innovation' Session 3 on 9.11.2017:** Dr. Pavan Soni alumnus of IIMB and a innovator & motivational speaker explained the major difference between career and job, identification of real focus and the need to plan for it. He focused on the importance of the life time 'learner attitude' that helps in the growth of a career. It is not merely hard work that pushes people to greater



heights in career but the right mind set and willingness to use the opportunity which come accidentally by the way. Dr. Soni also highlighted that Courage is more important than idea because in any start up it is all about the courage to face the market and ensure acceptance of your passion. He stressed that before starting any work understanding of 'Why that?' makes a greater impact on the growth and stability. The event saw a very lively and meaningful interaction between Dr.Soni and the student executives.



**Mr. Chakradhari Rowe - 'Required competencies to become Entrepreneurs' - Session 4 on 16.11.2017:** Mr. Chakradhari Rowe, is an expert in counterterrorism, security services, security studies and Prevention Of Sexual Harassment (POSH). He is the first Indian to be trained and certified in Israel-ISA. In his inimitable manner, he entertained and motivated the students with his own journey to be in the



field of security which was his dream from his childhood. He stressed that it is important to listen to oneself. He put forward a question - "why do you feel you are not worthy enough to listen to yourself?" Most of the time it is important to listen to inner self since we know ourselves better than what others perceive us to be. He also stressed on the importance of attitude in life as it is the key to success. He also pointed out that our attitude is not merely ours, it is greatly influenced by different people around us.





**"Work is my lifeline"** said Dr. S Bisaliah, a recipient of Karnataka Rajyotsava Award 2017 from Government of Karnataka. **He advised the students that there is no alternative to hard work in achieving ones goals.** He added **'Every person is his own master. He has to strive for achieving excellence and not depend on others'**. Former Vice Chancellor of University of Agricultural Sciences and a well known Economist of the state, Dr. Bisaliah was speaking after the felicitation at the Karnataka Rajyotsava celebrations held at M.P. Birla Institute of Management, on 2<sup>nd</sup> December 2017 in Khincha Hall of Bharatiya Vidya Bhavan. Sri. H N Suresh Director Bharatiya Vidya Bhavan, Bengaluru Kendra and a well known artist felt sad that there were no adequate efforts on follow up action on Kannada attaining classical language status. Sri Suresh was also felicitated by the institution at the event.

**'Kannadigas need to develop the pride for Kannada language and Karnataka's culture'** felt Dr. G Krishnappa, a well known Kannada litterateur who has researched extensively on Dr. Da Ra Bendre, a celebrated Kannada poet and Jnana Peetha awardee. Ms. Preethi Vickram founder of Leadership Initiative for Educators, an NGO and an alumnus of MPBIM was the guest of honour. The event was presided over by Karnataka Rajyotsava Awardee (2010) Sri. N Ramanuja, Chairman Bharatiya Vidya Bhavan, Bengaluru Kendra and MPBIM. The cultural programme by the students which featured a delectable Bharatanatyam by Meghana and breathtaking dance on the **'Glory of Karnataka'** choreographed and brilliantly performed by by Radhakrishna Nayak's group, students of MPBIM, followed by a fast number by Sunil and his group. Students conducted the event admirably.



*Triple Bonanza exclusively from Flipkart  
Certification Programme, Internship, Placement*



Flipkart recently approached MPBIM with a proposal to offer a Certification programme in Supply Chain Management for select students of B Schools in Bengaluru. MPBIM was among the six top B Schools chosen by them. This was an opportunity for the students, as a Certification Programme would enhance their knowledge. The modules of this programme of Flipkart were designed by IIMB and all the costs of training were borne by Flipkart. The certification program was spread over approximately eight weeks duration, held at Flipkart during weekends so as to not disrupt the academic programme and consisted of four weeks each of classroom sessions and practical exposure. The programme will lead to internship (to coincide with the internship as per university norms) and finally to placement. 14 students from MPBIM & BPBIM were selected, by a rigorous selection procedure by Flipkart, for this Flip Camp programme which is highest number selected from any campus. The program started from 3<sup>rd</sup> November 2016 and went on till the mid December 2017. It is noteworthy that the first session of this Flip Camp was handled exclusively by MPBIM faculty viz., Prof. S Ramgopal, Prof B S Ravindra and Prof Bhavya Naidu. Flipkart has offered placement for seven student executives of MPBIM which is highest for any B School at this Flip camp programme.

## News in Pictures



Sri. N Ramanuja, felicitates Sri Nagathalli Jayaprakash at BPBIM, Mysore



Sri. N Ramanuja, Chairman MPBIM in Bhavan Kolkata Kendra



Ms. Preethi Vickram, alumnus of MPBIM honoured at Rajyotsava



Sri Ramanuja speaks at Nagamma Foundation event in khincha Hall, Bhavan's Bengaluru Kendra



Sri. Pranav Dweras, VP Operations & HR, Spoothi Spanadana gives pre-placement talk at MPBIM

### Editorial Panel

Dr. N S Viswanath  
Director & Principal  
Sudhindra Gargesa  
Joint Director (Admin)

### Faculty Editor

Dr. Rohini G Shetty  
Student /Alumni Team  
Lekha V, Prayagini P  
and Mamatha Pallagatte



## M.P. Birla Institute of Management

Associate Bharatiya Vidya Bhavan  
# 43, Race Course Road, Bangalore 560040

Ph: # 91 80 42772000,

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

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