



The Newsletter
Volume 9, Issue 2



Chairman addresses the gathering at the convocation

| ఆ నోరే భద్రా: కృతవోరే యంతు విశ్వతః |

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

Quarterly Newsletter September 2023

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

Inside this issue

- * Chairman's Message
- * Student Council Elections
- * Principal speaks
- * Programme on Competency Mapping
- * Behavioural Event Interview session
- * Webinar on IPR
- * Dr. Hema Harsha's workshop at SDMIMD
- * Talks under BLF
- * Convocation 2023
- * Placement Corner
- * News in Pictures

From Chairman's Desk



Chairman with statue of John C. Bogle at Vanguard Campus, Pennsylvania

My young friends,
We read about indexes every day and know that it reflects the strength of the economic activity in a country. An index measures the price performance of a basket of securities using a standardized metric and methodology. Indexes in financial markets are often used as benchmarks to evaluate an investment's performance against the bench mark. Indexes are also created to measure other financial or economic data such as interest rates, inflation, or manufacturing output. They often serve as benchmarks against which the performance of a portfolio's returns can be evaluated. I want to share about how this concept of Index came to be? John Bogle, also called father of Index Funds, was an investor and founder of the Vanguard Group, USA, one of the largest investment firms in the world.

John C Bogle, Father of Index Funds

John Bogle an investor, business magnate and a philanthropist died in 2019 at the age of 90. Bogle created index investing, which allows investors to buy mutual funds that track the broader market. Index Funds are mutual funds that invest in a specific index. In terms of portfolios, their primary goal is to replicate a stock market index. One of Bogle's pioneering achievements was low-cost investing in mutual funds by creating no-load funds. In 1976, Bogle introduced the Vanguard 500 fund, which tracks the returns of the S&P 500 and marked the first index fund marketed to retail investors. Bogle's unique structure for Vanguard also made it a natural fit for the provision of no-load mutual funds, which do not charge a commission on investment purchases. When the Vanguard 500 fund was launched in its initial iteration, it raised only \$11 million in its first underwriting in 1976. As of July 28, 2022, the fund manages more than \$709 billion in assets. Bogle retired as CEO & Chair of Vanguard in 1999 and has written best sellers in the arena of investments. John Bogle contributed significantly to the popularity of index investing, in

which a fund maintains a mix of investments that track a major market index. Bogle's philosophy that average investors would find it difficult or impossible to beat the market over time led him to prioritize ways to reduce expenses associated with investing in mutual funds. The philosophy behind passive investing generally rests upon the idea that the expenses associated with chasing high market returns cancel out most or all of the gains an investor would otherwise achieve with a passive strategy that relies upon funds with lower turnover, management fees, and expense ratios. Passive investing stands in contrast to active investing, which requires managers to take a more hands-on role with the intent of outperforming the market. Index funds fit this model nicely because they base their holdings on the securities listed on any given index. Bogle all along argued for an approach to investing defined by simplicity and common sense which helps small investors. I would advice you all to read about Bogle. I am sure it will enhance your knowledge about stock market.

N Ramanuja

Student Council elections at MPBIM

The Selection for Student council of MPBIM was conducted in three phases. In the first phase, two Class Representatives – one boy and one girl were selected by the students in the class. Further, two Student Council Members were selected by the I Semester students from each section, and three Student Council Members were selected from the III Semester students from each section. In the second phase, Faculty Nominations were conducted and two students from each section of I Semester and three students from each section of III Semester were selected. In the third phase, Office Bearers were selected by all the

Position	Name of Student	Semester	Section
CEO	Pramod R.	III Semester	A
CFO	Harshini M. C.	III Semester	B
COO	Darshan Prasad S.	III Semester	B
Secretary	Shashank K. G.	I Semester	C

Sreenath, Prof. Ravindra and Prof. Manjunath ceremony conducted for inducting the newly constituted Student Council Members. MPBIM wishes all the four office bearers success in all their endeavours in fulfilling their leadership role to the fullest of their capabilities.



Principal speaks...



Sustainable practices refer to actions and approaches aimed at meeting present needs without compromising the ability of future generations to meet their own needs. These practices are characterized by environmental responsibility, social equity, and economic viability. Sustainability encompasses a wide range of activities and strategies that can be practically applied across various sectors. Sustainable practices are crucial for the well-being of our planet and future generations. These practices encompass a wide range of actions and initiatives aimed at minimizing our environmental impact and preserving natural resources. They are integral to addressing pressing issues such as climate change, deforestation, and pollution. One key aspect of sustainability is the responsible use of resources. This involves reducing our consumption of finite resources like fossil fuels, minerals, and water, as well as promoting energy efficiency and renewable energy sources. By doing so, we can mitigate the depletion of these resources and lessen the negative effects of climate change. Another vital component of sustainability is waste reduction and management. This includes recycling, composting, and reducing single-use plastics to minimize the amount of waste that ends up in landfills and oceans. Sustainable practices also encompass eco-friendly transportation options, such as public transit, biking, and electric vehicles, which help reduce air pollution and greenhouse gas emissions. In agriculture, sustainable practices involve organic farming, crop rotation, and the use of natural pest control methods to minimize the use of harmful chemicals and promote soil health.

Sustainable practices for future Generations

Sustainable forestry practices focus on responsible logging and reforestation to combat deforestation and protect biodiversity. Businesses and industries are increasingly adopting sustainable practices as part of their corporate social responsibility efforts. This includes adopting eco-friendly manufacturing processes, reducing emissions, and implementing fair labour practices. Moreover, sustainable building design and construction techniques aim to create energy-efficient and environmentally friendly structures. On a personal level, individuals can contribute to sustainability by reducing their carbon footprint through actions like conserving water, reducing energy consumption, and supporting sustainable products and brands. It is also important to advocate for policies and initiatives that promote sustainability at the local, national, and global levels. In conclusion, sustainable practices are the linchpin of our collective efforts to protect the Earth and secure a prosperous future. They touch every aspect of our lives, from the energy we use to the food we eat, and even the products we buy. Embracing sustainability is not only a moral imperative but a practical necessity if we aim to leave a habitable planet for generations to come.

Dr. Sathyanarayana



Message for Convocation



Professor William Nganje, Chair for Agribusiness and Applied Economics, NDSU, USA

This is Professor Nganje, chair for Agribusiness and Applied Economics. I want to start by congratulating you all on your graduation today and more importantly challenge you to attain greater heights.

My journey has been challenging but rewarding. Nothing good comes without hard work, a strong belief in yourself and your creator.

When I finished graduate school in Cameroon, West Africa in 1990, my mind was set to continue my PhD to learn skills that will enable me to make an impact on food security and hunger; especially for poorer communities and countries. Your greatness in life will only come from a strong desire to help others. Dream big for others and in the process you will be well served and taken care of.

Another challenge for you is to never settle for the biggest enemy of excellence, "Mr. Very Good." With your God you have the ability to achieve excellence at any level. You have accomplished a big milestone by graduating today, congratulations and embrace bigger and greater opportunities in life.

Certification Programme on Competency Mapping

A one day Certification Programme on Competency Mapping for HR Excellence was held on August 29th, 2023. The programme provided a comprehensive understanding of competency mapping, its significance in human resource management, and hands-on experience in creating an effective competency framework. The session, conducted by Mr. Rajeev. G.P. Chief Consultant, Trainersedge consultants, aimed to equip participants with practical insights on the topic which would give them an overview of industry standards and requirements. The session provided an insightful and practical learning experience and gave the students extensive knowledge on what are competencies, and the significance of competency mapping in HR. To make the session even more participative and interactive, real-world examples were used showcasing the impact of effective competency mapping along with a small brainstorming activity. Sri. Rajeev presented four major competencies which are creativity, critical thinking, cooperation, and communication. He narrated the role of sales manager and linked the competency and job role performed. He gave examples of technical competency, behavioral competency, and leadership competency. At the end of the program, all the participants were assessed and provided with certificates. Dr. Sumitra Sreenath coordinated the programme.

Expert talks—Session on Behavioural event interview

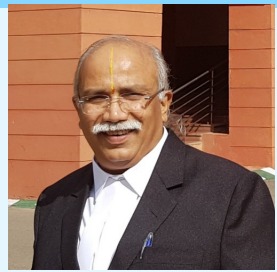
Dr. Nag S. Siddharth speaking on Behaviour event interview, as a part of Industry Academia Interface, stressed on the fact that performance is an observed behaviour which is the key for improvement in any field. Knowledge about the subject, conduct, punctuality, communication skills, technical skills, personality and our attitude are few of the traits that are looked in an MBA graduate. Dr. Siddharth induced trigger points that helped students to introspect and acknowledge that they all have their own comfort areas some of which are

controllable and some uncontrollable. These must be accepted and it is with their willpower that they have to improve these areas. A persistent effort in this direction leads to increased performance. **Behaviour event interview** is one such tool through which a person's capabilities are analysed. One such mock interview was conducted with one of the student executives and this activity helped students to broaden their thinking horizon. Dr. Nag S. Siddharth, alumni of MPBIM has two decades of experience and has worked with civil aviation, IT Services, IT Product, Retail, Real Estate and startups. Siddharth was Hon. Gen. Secretary of NHRD Bangalore and member of the Executive Committee for over 15 years. He is presently Chief Human Resources Officer at Urban Piper, an organization that helps businesses of all sizes, from the smallest of restaurants to the largest of chains worldwide grow their in-store and online commerce. This programme was coordinated by Prof. Vijayalakshmi.S.





Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. Intellectual property rights and its application in the development of the nation is a highly debated topic in the business environment today. Towards creating awareness on this topical issue, a webinar on Intellectual Property Rights(IPR), India was conducted for first semester students on 3 June 2023 from 9am to 1pm. Mr M K Kodandaram, IRS (retired), Advocate and Consultant was the facilitator. Previously, he served in the Customs and Excise Department as Assistant Director of Customs and Central Excise, Government of India and is lauded for his contribution in the field of training and capacity building. Giving innumerable real time cases from the business environment, he introduced the concept of protecting inventions and innovations through IP laws. An accomplished trainer in this arena, the speaker encouraged the participants to have an incubation cell at the college and innovate ideas, products and processes. The talk was highly informative and appreciated by students and faculty. Dr Hema Harsha, Faculty for Business Process and Regulations coordinated the program. Ms Anushree, student coordinator, delivered the welcome speech and vote of thanks.



Dr. Hema Harsha Conducts a Workshop at SDMIMD



SDMIMD - Corporate Relations and Campus Placements was delighted to host a knowledge-packed workshop! We had the privilege of organizing a "Business Laws & POSH Module" workshop at our campus in Mysore on 23-24 August. Dr Hema Harsha, Associate Professor at MP Birla Institute of Management, Bengaluru, expertly guided the sessions. The workshop encompassed vital topics including contracts, company law, consumer protection, and the Prevention of Sexual Harassment of Women at Workplace Act (POSH). Dr. Harsha's legal acumen enriched the discussions, offering insights into India's business legalities and strategies for risk mitigation. A highlight was the comprehensive coverage of the POSH Act, aiding participants in fostering secure and inclusive work environments. Our heartfelt gratitude to Dr. Hema Harsha for her illuminating presentation and shared expertise. This workshop was a significant stride towards comprehending India's business legal landscape.

Development after Dr. Hema Harsha conducted the workshop) MPBIM extends its best wishes to Dr. Hema Harsha for successfully conducting the workshop at SDMIMD.

BLF Sessions for 2022-24 Batch



Sri. V. R. Aiyappan

Mr. V. R Aiyappan a Chartered Financial Analyst and Director of EVA Mera Funds private limited spoke on 'Wealth Creation for Middle Class' on 9th August 2023 under . He stressed on the need for saving and investing in different schemes including both government and private saving schemes. He urged students to develop skills that can lead to increase in wealth and ensure continuous growth. This lively and interactive session ended with a vote of thanks proposed by student executive Ms. Anushree. Sri Ayyappan had a word of appreciation for the students for their patient listening and also thanked the college management for providing the platform to organize the program



Dr. Krishna Kishore

Dr. Krishna Kishore Head, Leadership Academy, TVS Lucas, Chennai spoke on 'Be Your Own Hero' on 4th August 2023. He recalled how the subject specialization he chose while studying helped and shape him as a corporate leader. Stressing on the need to focus on achievable goals, he recommended that management students should not miss reading 'Organizational Behaviour' by Stephen P. Robins and 'Marketing' by Philip Kotler. In this era of changing paradigms, he said that it is essential for the students to visualize what is unknown, what is unseen, and what is untold. He also suggested reading between the lines to get clarity on the situation. He touched upon Behavioral indicators like character, trust, patience, perseverance, right action, and compassion. He stressed upon taking charge, and doing tasks based on the priorities and importance. He said that one has to come out of his/her comfort zone to grow and excel in one's life.



Dr. Chakrapani Gopal

Dr. Chakrapani Gopal has an experience of 24 years in the field of Operations and sales. He is presently helping MSMEs and Supply Chain start-ups, coaching students and working executives on entrepreneurship supply chain management, operation analytics, project management, and marketing. He also has expertise in the fields of Entrepreneurship, Innovation and Creativity, Business strategy, Market Planning, and Project Management. He has authored books on Supply chain management and is a visiting professor at many B Schools in Bangalore. In his talk he focussed on how supply chain management impacts our daily lives and the role of channel partners. He discussed the difference between supply chain management and logistics management. He informed the students about various job opportunities in SCM organizations.





Lightaners light the lamp



Er. N. Ramanuja



Dr. K. Srinivasan



Sri. Gautam Gan

Annual Convocation 2023

Annual Convocation ceremony for 2018-20, 2019-21, and 2020-22 batches was held on 24.06.2023 at TTD Auditorium, Near Chowdaiah Memorial Hall, Malleshwaram, Bengaluru. Dr. K. Sreenivasan, LLB, M. Sc, PhD, (IPS retd), Advocate & Former DG & IGP Karnataka State, was the Chief Guest at the Convocation. Guest of Honour of the event was Sri. Gautam Gan, Director the Board f M P Birla Group and Director, IRYS Group.

The convocation ceremony commenced with an invocation song, by Ms. Sushmitha, student executive, MPBIM. The convocation for the year 2023 was officially declared open by the convocation president Er. N. Ramanuja. Principal, Dr. Sathyanarayana, read the annual report for the year 2022-23. Chief Guest of the ceremony Dr. K. Sreenivasan delivered the convocation address. Dr. Srinivasan pondered over the fast changing paradigms and complexity of today's society. He noted that women had shattered glass ceilings, broken gender barriers and are better at work spaces including armed forces and Space which was dominated by men till recently. He reiterated that culture, integrity, and hard work are the passport for success and not just a degree certificate. He addressed the graduating students about being ready to face the global challenges posed by artificial intelligence, machine learning etc. Sri Gautam Gan in his profound talk urged the graduating students to be good human being first even while taking tough decisions.

Later, Dr. K. Sreenivasan, along with Sri. Gautam Gan, Er. N. Ramanuja and Sri Muralidhar felicitated the graduating students of all three batches for their outstanding achievements both in academics and other areas with a total of 95 medals. Prof. Anu A. Natraj, was the Master of the ceremony at the event. Principal Dr. S Sathyanarayana administered the oath to the graduating students. Major medal winners were:

Ms. Monisha Roy	9 Medals	2018-20
Ms. Zuha Zubair	6 medals	2019-21
Sri. Tarun H M	6 medals	2020-22
Ms. Vennela K	Chairman's Medal Best	2018-20
Ms. Lathika Jain	Outstanding Student	2019-21
Ms. Soumya Rao	Overall	2020-22



Batch 2018-20



Batch 2019-21



Batch 2020-22

Placement Corner Hearty Congratulations

Placements Batch 2021-23

HPE	City Union Bank
Annapurna Singh	Manhita G
S Sreekanan	Sagar Shetkar
Harshini M C	Gajula Hanumantha Reddy
i4 Consulting	Avinash Kerali
Sunil Tauro	Kiran C K
Anand Rathi Global Finance	Sandeep Kumar B
Rajeev B R	Raghuvver K R
Giridhar D	Sowmiya Shri
Sahana Ashok Hegde	Sarpabhushanaradhya
Poojith N	AXA
Nikhil Prakash Bhat	Vinayak Pawar
Intelli Paat Software Solutions Pvt. Ltd., Bindu D	

Status of Internships

Companies & No. of Students

Company with payment	Company without payment
Agile Capital Services /12	Sriram Insurance / 9
Insplere / 9	KPCL / 9
AIM Group / 6	BEML / 2
Mozo Hunt / 28	Microlabs / 1
Jiyonwal / 23	Bluchisel Business Solutions / 1
Reader Club / 17	

MPBIM's Placement Team



Team Lead Coordinators Giridhar D and Harshini M C. Assistant Team Lead Coordinators Bharat M and Akshatha Kulkarni, Assistant Placement Coordinators Sharan K, Anusha M, Snehit C and Divyashree H P with Chairman and Prof. S. G. Rajalakshmi Dy. Director Placements & Admissions

News in Pictures



Dr. S. Sathyanarayana



Vice Chairman with MPBIM alumni



Inauguration of new computer lab



Inauguration of new computer lab

Editorial Panel

Er. N. Ramanuja Chairman (Patron)
V. Muralidhar, Vice Chairman (Patron)

Members

Dr. S. Sathyanarayana, Principal
Dr. Hema Harsha, Associate Professor
Prof. Manjunath S. M Asst. Professor

Student Coordinators

Pramod, Ronald & Sandeep

Guest Member

Sri. S. Gargesa, Former Director, MPBIM



M.P. Birla Institute of Management

Associate Bharatiya Vidya Bhavan

43, Race Course Road, Bangalore 560001

Ph: # 91 80 42772000,

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